PROGRAM BOOK

THE 2ND INTERNATIONAL CONFERENCE on COMMUNICATION SCIENCE (ICCS)

Strategic Communication In The Era of Data-Based, Advanced Technology and Environmental Crises

Lombok Raya Hotel, July 20th – 21st, 2022

PROGRAM STUDI ILMU KOMUNIKASI UNIVERSITAS MATARAM 2022

G2O
INDONESIA
2022

ASPIKOM
ASOSIASI PENDIDIKAN TINGGI ILMU KOMUNIKASI

ASPIKOM
ASOSIASI PENDIDIKAN TINGGI ILMU KOMUNIKASI
Nusa Tenggara Barat

ICCS
International Conference
on Communication Science

COMMUNICATION
DEPARTMENT
UNIVERSITY
OF MATARAM

6 KONGRES
ASPIKOM
ASOSIASI PENDIDIKAN TINGGI ILMU KOMUNIKASI
Lombok Raya Hotel,
July 22nd – 23rd, 2022

THE 2ND INTERNATIONAL CONFERENCE on COMMUNICATION SCIENCE

Strategic Communication In The Era of Data-Based, Advanced Technology and Environmental Crises

Lombok Raya Hotel, July 20th – 21st, 2022

Welcoming Remarks:

Prof. Ir. BAMBANG HARI KUSUMO, M.Agr.St., Ph.D.
Rector the University of Mataram

Dr. Ir. AGUS PURBATHIN HADI, M.Si.
Head of Communication Science Department

Dr. MUHAMAD SULHAN, S.I.P., M.Si.
Chairman of ASPIKOM

Speakers:

DR FRANZISCA WEDER
University of Queensland
Australia

ASSOC PROF. ZULHAMRI A.
Universiti Putra Malaysia
Malaysia

PROF. D.V.R. MURTHY
Andhra University
India

BOY KELANA SOEBROTO
Chairman of PERHUMAS and
Head of Corporate
Communications Astra

AGHNIA ADZKIA
East Asia Visual and
Data Journalist of
BBC

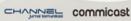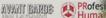@aspikom   Aspikom Pusat   @aspikom   aspikom.org | iccs.unram.ac.id

Welcome Note
from the Conference Chairman

On behalf of the Organizing Committee of the Conference, I am pleased and honored to announce that the 2nd International Conference on Communication Science will be hosted by Communication Department University of Mataram on July 20th – 21st, 2022 from Lombok, West Nusa Tenggara, Indonesia.

This conference will be part of the 6th ASPIKOM (Indonesian Communication Department Association) Congress discussion serious, as a forum for participants to share and mingle with the Communication scholars as well as professional practitioner not only from Indonesia but from other countries as well. We understand that the pandemic has affected throughout all sectors and communication has a vital role in enhancing communication for better understanding.

We brought special focus on **Strategic Communication In The Era of Data-Based, Advanced Technology, and Environmental Crises**. This year's special focus is a reminder to us to contribute more during the pandemic in a creative way.

We welcome scientist, practitioners, professionals, policy maker to participate in this conference to develop larger circle of thought in giving fresh and fruitful impact for the society.

Committee Chairman

Hartin Nur Khusnia, S.IP., M.A

Welcoming Remarks
Head of Communication Science Department

Assalamualaikum wr wb

All praise and gratitude to Allah, The 2nd ICCS by the Communication Studies Study Program, University of Mataram will be held in, July 20th- 21st, 2022. The Conference will be presenting a main topic of **"Strategic Communication in The Era of Data-Based, Advanced Technology and Environmental Crises"**

ICCS shares an insight into the recent research and advancement of communication science which attract numerous young and brilliant researchers. It is an honor to bring together a group of scientists, academicians from all over the world to present and exchange their break-through ideas in communication science. This conference aims also to promotes top level research and to globalize the quality of research in general.

Looking forward to virtually welcome you next July 2022.

Head of Communication Department.

Dr. Ir. Agus Purbathin Hadi, M.Si

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on Communication Science

Welcoming Remarks
Chairman of ASPIKOM

ASPIKOM (Communication Science Higher Education Association) is one of the big organizations in this country, especially focusing on communication studies. ASPIKOM gets the concept "BERKEMAJUAN' (progression) has a true vision to make our duty successfully. With more than 350 members in three regions (east, middle, and west region in Indonesia), ASPIKOM goes to three mission reach. Firstly, the financial transparencies which are about how to manage the internal resources in dues all of the members. Secondly, make possibilities a decentralization system as a appreciates to local ASPIKOM representatives. The last, get improving and challenging international publications for all intellectual creativity, especially in the journal and research collaborations.

ASPIKOM will support fully all creative events going to international publications. The 2nd International Conference on Communication Science: Strategic Communication in the Era of Data-Based, Advanced Technology, and Environmental Crisis hosted by Communication Department Universitas Mataram is one piece of evidence from that. We will find out nine crucial topics that will be interpreted, discussed, and written. This event so especially related to climate change issues as Indonesia's government program. ASPIKOM is part of the collaborative team to successfully the G20 Indonesia initiative.

I appreciate and honor this event. Hopefully, that makes the recognition process for our member research, report, and publish. Let us talk about strategic communication for nine topics in Lombok, July 20-21, 2022.

Chairman of ASPIKOM

Dr. Muhamad Sulhan

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Agusdin, SE., MBA, DBA

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Dr. Ir. Agus Purbathin Hadi, M.Si

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RUNDOWN
THE 2ND INTERNATIONAL CONFERENCE ON COMMUNICATION SCIENCE
DEPARTMENT OF COMMUNICATION SCIENCE
UNIVERSITY OF MATARAM
RINJANI BALLROOM, LOMBOK RAYA HOTEL, JULY 20th – 21st, 2022
LOMBOK, INDONESIA.

Wednesday, 20th July, 2022

TIME (WITA)	EVENT	PIC
11.15 - 12.00	Registration/Preparation	**Committee**
12.00 – 13.00	Lunch Break (Ishoma)	
13.00 - 15.00	Coaching Clinic *"Journal Writing"* **Speakers**: Assoc Prof. Zulhamri A (Universiti Putra Malaysia) Dr. Filosa Gita Sukmono, S.I.Kom., M.A (Editor-in-Chief Jurnal ASPIKOM and Jurnal Komunikator)	Moderator: Baiq Vira Safitri
15.00 - 16.00	Coffee Break (Sholat)	
16.00 - 17.50	Parallel session I	**Moderator**

Thursday, 21st July, 2022

TIME (WITA)	EVENT	PIC
07.30 - 08.00	Registration/Preparation	**Committee**
08.00 – 09.40	Parallel Session II	**Moderator**
09.40 – 10.00	Coffee Break	
10.00 - 12.20	Plenary Session I: **Speakers**: 1. Dr Franzisca Weder (Australia) 2. Prof. D. V. R. Murthy (India) 3. Assoc Prof. Zulhamri A. (Malaysia)	Moderator: I Wayan Suadnya
12.20 – 13.10	Lunch Break (Ishoma)	
13.10 – 13.30	Opening Ceremony: **ICCS 2022 and ASPIKOM Congress** Art Performance **Gendang Beleq**	MC Sanggar & Gamelan Cilinaya
13.30 - 13.35	Singing Indonesian National Anthem "*Indonesia Raya*" Singing ASPIKOM March	MC

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13.35 – 13.50	Report from Conference Chairman	Hartin Nur Khusnia, S.IP., M.A
	Report from Chairman of ASPIKOM	Dr. Muhamad Sulhan, S.IP, M.Si.
13.50 – 14.20	Welcome remark Rector of Mataram University	Prof. Ir. Bambang Hari Kusumo, M.Agr.St, Ph.D.
	Governor of Nusa Tenggara Barat Province	Dr. H. Zulkieflimansyah, S.E., M.Sc.
14.20 – 14.40	MoU Signing	MC
14.40 – 14.45	Prayer	M. Jamiluddin Nur, S.Pd., M.I.Kom.
14.45 – 14.50	Photo Session	MC
14.50 – 15.00	Coffee Break	
15.00 – 16.40	Plenary Session II: **Speakers**: **1.** Boy Kelana Soebroto (Astra Indonesia) **2.** Aghnia Adzkia (BBC Indonesia)	Moderator: Shinta Desiyana Fajarica
16:40 – 16.50	Closing Ceremony	MC

Note:

Here are the zoom links for online sessions:
1. Plenary Session & Opening Ceremony: http://unr.am/ICCSPlenary
2. Parallel Session 1 for Room 1: http://unr.am/ICCSDay1RoL1
3. Parallel Session 1 for Room 2: http://unr.am/ICCSDay1RoL2
4. Parallel Session 2 for Room 1: http://unr.am/ICCSDay2RoL1
5. Parallel Session 2 for Room 2: http://unr.am/ICCSDay2RoL2
6. Parallel Session 2 for Room 3: http://unr.am/ICCSDay2RoL3

The 2nd International Conference on Communication Science
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www.iccs.unram.ac.id

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International Conference on Communication Science

Parallel Session I: July 20th, 22

Parallel Session I		Room 1		Room 2
July 20th, 22	No	Moderator: Ahmad Mubarak Munir	No	Moderator: Shinta Desiyana F
WITA		Authors & Papers		Authors & Papers
16:00-16:10	1	**Arief Hidayatullah, dkk.** Covid 19 Narrative Deconstruction In Social Media Meme	1	**Miftah Faridl Widhagdha, dkk.** Community-Based Development in the Project of Clean Water Networks in West Papua: Comparative Case Study
16:10-16:20	2	**Anak Agung Ayu Mirah Krisnawati, dkk.** Mapping Research of Social Change in Indonesia During 2016-2021	2	**Rendra Widyatama, dkk.** The Examination Of Sanctions On Violation Of The Broadcasting Code Of Conduct To Build A Healthy And Sustainable Broadcasting Industry In Indonesia
16:20-16:30	3	**Andi Akifah, dkk.** Persuasive Communication of *Sintuwu*Go Green Hydroponic Community in Community Empowerment Efforts in Palu City	3	**Catur Suratnoaji, dkk.** The method of early detection of the resilience of the Indonesian people based on social media big data
16:30-16:40	4	**Mufid Salim, dkk.** Organizational Communication Review: Job Satisfaction of the Dinkominfo of Banjarnegara Regency Employees During the Pandemic	4	**Dwi Rini Sovia Firdaus** Mixing and Matching the ELM Concept with the Success of the Ciliwung River Naturalization Program
16:40-16:50	5	**Candra Yudha Satriya, dkk.** Development of a Communication System for Creative Industries in Jepara	5	**Snezana S. Brodjonegoro** Moving Towards SDG 12 through Collaboration and Co-creation: Case Study of Garnier & eRecycle
16:50-17:00	6	**Diego, dkk.** The Communication Strategy Of Private Universities In Padang City In Attract New Students In The Transition From Pandemic To Endemic 2022 Era	6	**Sabri, dkk.** Nonverbal Communication Through Visual Storytelling of Leaving Home Animated Films
17:00-17:10	7	**Gustiana Sabarina, dkk.** Digital Promotion Strategy for the Smart Literacy Box Program (KOLECER) (Case Study on the Smart Literacy Box at the Regional Library and Archives Service of West Java Province)	7	**Handini, dkk.** Beyond Like And Share: Optimizing Potential Of Instagram In A Higher Education Admission
17:10-17:20	8	**Hayu Lusianawati, dkk.** Commodification and Framing of News in the Issue of Ratification of the RUU TPKS	8	**Geofakta Razali, dkk.** When Journalism Produces Horror Story: The Case of The INSENTIF Podcast by Tirto.id
17:20-17:30	9	**Muhd Ar. Imam Riauan, dkk.** Dakwah on Facebook: Exploration of Da'wah Bil-Haal and Da'wah Bit-Tadwin on Women's Political Communication	9	**Rahma Santhi Zinaida, Isnawijayani, & Hasmawati.** Adaptation And Interaction Process Of International Students From Indian Malaysian In Palembang, Indonesia
17:30-17:40	10	**Syahrul Hidayanto & Wa Ode Sitti Nurhaliza** Social Media Fatigue During COVID-19 Pandemic Among Social Media Officers: Triggers, Consequences, and Policy	10	**Dorien Kartikawangi, dkk.** The Influence of Preventive Sexual Harassment Campaign On Students' Behavior (Study on Campaign of No!Go!Tell! The Body Shop Indonesia)
17:40-17:50	11	**Rustono Farady Marta, dkk.** Anxiety by COVID-19 Death Reports: Explanatory Study among Jakarta's Muslim Young Adults	11	**I Wayan Suadnya, dkk.** Disclosing Strategy in Communicating Uncertainty: Case of Climatology Station in Dissemination fo Climate Information On The Island Of Lombok

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Parallel Session I: July 20th, 22

Parallel Session I July 20th, 22 WITA	No	Room 3 — Moderator: Baiq Vira Safitri — Authors & Papers	No	Room 4 — Moderator: Eka Putri Paramita — Authors & Papers
16:00-16:10	1	**Maria Advenita Gita Elmada, dkk.** Making The Disaster Trending: Study of #KalselJugaIndonesia on Twitter	1	**Iskandar Zulkarnain, dkk.** Analysis of The Komisi Penyiaran Indonesia's Warnings on Problematic Broadcasting in 2020-2021
16:10-16:20	2	**Pratiwi Cristin Harnita, dkk.** MBKM Project: The Filmaking Process of "Indonesia Tsunami Alert" Campaign Video for Disaster Education	2	**Deddy Irwandy, dkk.** Instagram As A Media Communication For Government Public Relations Ministry Of Energy And Mineral Resources
16:20-16:30	3	**Reza Aprianti** Awareness of Earthquake Disaster Information by Teenagers in Pagar Alam City	3	**Dian Arymami** Discovering Indonesia: Video Reactions of 'Jiwa Jagad Jawi' Storynomic Tourism
16:30-16:40	4	**Wahyu Purwanto, dkk.** Sustainable Corporate Social Responsibility Program as an Effort for Community Adaptation to Climate Change, Case Study in Bukit Batu District, Bengkalis Regency	4	**Eda Elysia, dkk.** *Young Generation Media Literacy on Utilization of Detikcom Online News Media*
16:40-16:50	5	**Agusly Irawan Aritonang** Interaction and Communication in the Online Learning Process during the Covid-19 Pandemic	5	**Arif Ardy Wibowo, dkk.** Efforts to Increase Mendut Temple Brand Awareness through Mix Marketing Communication Strategy
16:50-17:00	6	**Akhirul Aminulloh, dkk.** Propaganda and Political Memes on Social Media in the 2019 Indonesian Presidential Election	6	**Fatmawat Moekahar, dkk.** Self Disclosure: Hidden Talent of Youth in TikTok
17:00-17:10	7	**Heni Indrayani, dkk.** Bonding Emotional Appeal as Strategic Digital Communication of State-Owned Enterprises	7	**Frida Kusumastuti, dkk.** Followers Response To Parenting Expert Accounts On Social Media(Study on Tik Tok Account Followers Rensia_Sanvira)
17:10-17:20	8	**Putri Ekaresty Haes, dkk.** People with Disorder's Self Concept Through Bipolar Support Group	8	**Elva Ronaning Roem, dkk.** Tourists' Perceptions Of "Night Culinary" Tourism In Padang Panjang, West Sumatera Province
17:20-17:30	9	**Ratu Mutialela Caropeboka, Sherin Arini, dkk.** The Role of the Media in Preserving Local Culture (A Phenomenographic Study of Rentak Ulu Melayu in TVRI Programs in the Era of Transformation and Globalization)	9	**Niken Febrina Ernungtyas, dkk.** The Influence of Citizen's Attention to Social Media and Government's Website on Citizen's Perceived Transparency, Trust and Engagement: A Study from Indonesia
17:30-17:40	10	**Muherni Utami, dkk.** Hopes and challenges Globalization for sustainable development of communication technology and innovation dimensions in Batu City	10	**Solihah Titin Sumanti, dkk.** The Influence of Influencers TikTok on Online Shopping Interests in Communication Studies Students
17:40-17:50	11	**Shinta Desiyana Fajarica, dkk.** Facing Public Resistance on Covid-19 Information: The Importance of Attractive Content Creation in Digital Media	11	**Wina Puspita Sari, dkk.** Social Media Management @mnctrijayafm In Increasing Engagement

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Parallel Session I: July 20th, 22

Parallel Session I		Room 5		Room 6
July 20th, 22	N o	Moderator: Tenri Waru	N o	Moderator: YY Wima R
WITA		Authors & Papers		Authors & Papers
16:00-16:10	1	**Fajar Putra, dkk.** Journalism as a Killing Machine (Study of Press Freedom and Information Restraint in Indonesia)	1	**Abdul Waris** Marketing Communication Strategy in Promoting Graduates Vocational Tourism School to Graduates Users.
16:10-16:20	2	**Maulina Pia Wulandari, dkk.** Digital Public Relations in The Era of Big Data and AI: A Landscape of Digital Competencies of PR Practitioners in Indonesia	2	**Rismi Juliadi, dkk.** The Impact of Social Media Usage Toward the Behavior of Refusing the Covid-19 Vaccination in Tangerang Raya
16:20-16:30	3	**Agustinus Rusdianto Berto, dkk.** Storytelling Content Network in Tourism Promotional Video 'Jiwa Jagad Jawi'	3	**Iva Fikrani Deslia, Muhammad Thoyib Amali & Mariana Ulfah** The New Face of Malioboro Street Vendors: an Analysis of Instagram @terasmalioboro_2 as a Marketing Communication Medium
16:30-16:40	4	**Moh. Rifaldi Akbar, dkk.** Understanding the Inequality of Center-periphery Information Flow from the Migration of Seven Youths from Bandar Lampung to Jakarta	4	**S Bekti Istiyanto, dkk.** A Step From The Digital Technology Era: The Utilization Of The Internet In Melung Village, Banyumas Regency
16:40-16:50	5	**Mufti Rasyid** Social Media, Fashion and Religion: Netizens' Perceptions on The Use of Wild Animal as Fashion Items by Indonesian Moslem Celebrities	5	**Tutut Ismi Wahidar & Belli Nasution** Framing Analysis on Vaccination News on Kompas.Com and Cakaplah.Com
16:50-17:00	6	**Muhammad Sulhan** 'New Normal' Branding of Local Government in Pandemic Covid-19 Era	6	**Safira Hasna, dkk.** Community Instagram @phdmamaindonesia as a Media Sharing for Women in Undertaking Doctoral Studies
17:00-17:10	7	**Jonas Klemen Gregorius Dori Gobang** Questioning on Pers Role Toward Publik Interests and The Need of Media Literacy	7	**Saktisyahputra** Digital Communication Management Planning, Activities and Evaluation of Youtuber Suhardi Official in Improving Image
17:10-17:20	8	**Rama Kertamukti, dkk.** Prophetic Value In Gamification Practices At Shopee Tanam During The Covid-19 Pandemic	8	**Oktaviana Purnamasari** Communicating Dietary Intervention for Children with Autism Spectrum Disorder in Indonesia: A Study of Virtual Community on Facebook
17:20-17:30	9	**Asep Soegiarto, dkk.** Self Image Tiktok Celeb	9	**Diyah Indiyati, I Wayan Suadnya, Shinta Desiyana Fajarica** End user experience analysis on Covid-19 apps in Asian countries
17:30-17:40	10	**Irpan Ripa'i Sutowo dan Zayyin Abdul Quddus** Farmers Perceptions About Organic Rice Agriculture System Of Rice Intensification (Sri) Method For Sustainability Farming Business And Environmental	10	**Meria Octavianti, dkk.** Transformation of Tourism Destination Management Paradigm: Pre- and Post-Event of 2018 Earthquakes and Covid-19 Pandemic in Sembalun Geosite, West Nusa Tenggara
17:40-17:50	11	**Dasrun Hidayat, Leili Kurnia Gustini, dkk.** Image Sport Tourism Phenomenology Study Of Visitors' Experience Kiara Artha Park Bandung	11	**Aurelius Rofinus Lolong Teluma, dkk.** Journalisme for Sustainable Tourism: A Political Economy Discourse of West Nusa Tenggara Local Media on Rinjani Ecotourism Issues

Parallel Session I: July 20th, 22

Parallel Session I		Room 7		Room 8
July 20th, 22	N o	**Moderator: Muhlis**	N o	**Moderator: Ida Ayu Sutarini**
WITA		**Authors & Papers**		**Authors & Papers**
16:00-16:10	1	**Ilyas Lampe, dkk.** Poboya Gold Mine, Pollution and Waste: Critical Discourse Analysis on the Environmental Topic News on Radarsulteng.id	1	**Agustinus Rustanta, dkk.** The Construction of online Media Against the Procession of Kendi Nusantara
16:10-16:20	2	**Ridzki Rinanto Sigit, dkk.** Media and the Power Relation in Climate Change Coverage of Marine and Coastal Issues: An Environmental Communication Study on Media Reporting in Indonesia	2	**Albertus Magnus Prestianta** Open Up The Practices of Mobile Journalism in The Kompas.com Newsroom
16:20-16:30	3	**Wulan Suciska** Trust on Local Cyber Media News Coverage In Lampung Province	3	**Muhammad Najih Farihanto, Lukman Hakim, dkk.** Negotiated Order in Mut'ah Marriage
16:30-16:40	4	**Yohanes Widodo** The Use of the Internet and Digital Media by Indonesian Catholic Church: The Cases of Hierarchies Social Media Account and Lay Catholics Social Media Account	4	**Erliyana Ine Puspitasari, Alfito Deannova Ginting, dkk.** Jurnalisme Era Post-truth: Perspektif Jurnalis pada Kredibilitas Jurnalisme
16:40-16:50	5	**Yudi Daherman, dkk.** The Effect of Information and Communication Technology as a Learning Resource on the Quality of Student-Teacher Communication at Riau Vocational High School for Integrated Agriculture	5	**Merry Fridha Tripalupi, dkk.** Exploitation of Disability Athlete's Grief (Theo Van Leeuwen's Critical Discourse Analysis on Detik.Com January 16, 2022 Edition)
16:50-17:00	6	**Eka Anisa Sari & Muhammad Rifa'at Adiakarti Farid** Communication and Cultural Adaptation for Indonesian Students Abroad: Case Study of Indonesian Students at McGill University Canada	6	**Wahyu Kuncoro** Bhirawa Newspaper Editorial Management Facing Media Convergence
17:00-17:10	7	**Siswantini Siswantini, dkk.** The role of social media in fostering zero-waste lifestyle among Millennials	7	**Dwi Susanti, dkk.** Building Sustainable Tourism Connectivity through the Utilization of the Sharing Economy Platform (Case Study in Magelang Regency)
17:10-17:20	8	**Nurlaela Arief, dkk.** Comparative Analysis Indonesia and Australia Health Spokesperson on Risk Communication & Health Emergency During Covid-19	8	**Loina Lalolo Krina Perangin-Angin** The Political Campaign Discourse in the Newspaper: Media Portrayal vs Public Opinion
17:20-17:30	9	**Desy Misnawati, Sherin Arini, Mutialela Caropeboka** The dynamization of culture in the realities of Wong Ayeb and Wong Palembang in Kuto Batu Palembang Village	9	**Wichitra Yasya, dkk.** Mobile Communication Experience Of University Students Participating In Exchange Programs Between Indonesia And The Philippines
17:30-17:40	10	**Chory Angela Wijayanti, dkk.** Interpersonal Communication in LEAP Industrial Experience, to Manifest The Link and Match between Industry and University	10	**Encep Dulwahab, dkk.** Representation of Religious Conflict in Local Media
17:40-17:50	11	**Yanti Dwi Astuti, dkk.** THE WAR AGAINST DISINFODEMIC COVID-19 ON SOCIAL MEDIA (A Netnographic Study of Campaign Content #japelidivshoakscovid19 on Instagram)	11	**Finsensius Yuli Purnama** Paradigm Shift: From Ownership Issues to Political Mediatization in the Case of Indonesian General Election

Parallel Session I: July 20th, 22   ONLINE

Parallel Session I		Room Online I http://unr.am/ICCSDay1RoL1		Room Online 2 http://unr.am/ICCSDay1RoL2
July 20th, 22	No	Moderator: M Jamiluddin Nur	No	Moderator: Novita Maulida
WITA		Authors & Papers		Authors & Papers
16:00-16:10	1	**AG Eka Wenats Wuryanta** Exceeding Freedom And The Threat Of Breach Of Privacy: The Challenge Of Cyber Democracy In Indonesia	1	**Ngurah Rangga Wiwesa, Siti Fathonah, dkk.** INSTAGRAM SOCIAL MEDIA MARKETING ANALYSIS INSURANCE BROKER IN IMPROVING BRAND AWARENESS
16:10-16:20	2	**Arifa Rachma Febriyani & Liliek Budiastuti Wiratmo** Production of Testimonial Videos to Support the Implementation of the Lapak Ganjar Program	2	**Umair Shiddiq Yahsy & Mulharnetti Syas.** Commodification of Content and Audience on Roblox Online Game Platform
16:20-16:30	3	**Desideria Lumongga Dwihadiah, dkk.** The Communication Strategies of Children with Autism Spectrum Disorders' Companions in Teaching Sexual Education	3	**Jumrana, Sitti Utami Rezkiawaty Kamil, dkk.** Symbolic Communication In The Tuturangiana Andala Ritual : Translating The Conversations Of The Butonese With The Sea
16:30-16:40	4	**Immanuel Panusunan Tua Panggabean, dkk.** Parking Management in Supporting Sustainable Development: Systematic Literature Review	4	**Mirodiyatun Resi Nuridayati, dkk.** Communication In Medical Perspective In Coastal Communities
16:40-16:50	5	**Yusida Lusiana, dkk.** Food Print, Environment, and Japanese Pop Food Culture in Manga Series	5	**Nurul Haniza, dkk.** Health Communication Strategy To Support Empowerment Of Housewives In Increasing The Consumption Of Healthy Stainless Foods For Family In Makassar City
16:50-17:00	6	**Amelia Naim Indrajaya** Understanding Communication Through Social Media Marketing Activities And Its Influence On Purchase Intention	6	**Puri Kusuma Dwi Putri, Susri Adeni dkk.** Parent-Child Interaction in Distance Learning During the Corona Virus Disease 2019 (Covid-19) Pandemic
17:00-17:10	7	**Choirul Fajri, dkk.** The Dynamics Of Communication Media Management Program Corporate Social Responsibility Mining Companies In Indonesia	7	**Anhar Fazri, dkk.** The Role of Journalist Organizations in Improving the Professionalism and Credibility of Journalists in Aceh
17:10-17:20	8	**Endang Martini, Afita Nur Hayati** Communication Ethics in Online Learning at Vocational School of Sebelas Maret University During the Pandemic	8	**Darajat Wibawa** Disassemble of Online Media Journalist Professionalism in Bandung
17:20-17:30	9	**Asrinda Amalia, dkk.** Representation Of People's Malay Identity Guided By Gurindam Duabelas Raja Ali Haji	9	**Amara Auliya Dewanti, dkk.** The Impact of the #Dibikinsimpel Version Of Bank BCA's Advertisement Youtube on Qris Users Perceptions
17:30-17:40	10	**Harinawati, dkk.** Marketing Communication Branded Of Gayo Arabica Coffee (Comparative Study Bregendal and Seladang Coffee Shop)	10	**Rahmi Setiawati (II), dkk.** Myth as Entertainment Attraction In Komodo-Labuan Bajo Island Tourism Product Marketing Communication
17:40-17:50	11		11	**Tantri Puspita Yazid, Ikhma Zurani, dkk** The Effect Of Attitude Toward Health Protocol Compliance In The New Normal Era

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July, 20th – 21th 2022
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Parallel Session II: July 21th, 22

Parallel Session II		Room 1		Room 2
July 21st, 22	No	Moderator: Ahmad Mubarak Munir	No	Moderator: Shinta Desiyana F
WITA		Authors & Papers		Authors & Papers
08:00-:08:10	1	**Gunawan Wiradharma, dkk.** Identity Of City Branding: A Case Study Of Indonesian Creative Economic Agency Infographic Cover In Representing Malang City, Special Region Of Yogyakarta, and Special Capital Of Jakarta	1	**Agustinus Rustanta (Paper I), dkk.** The Construction of the *Online* media on the Allusion of Political and Economic Interests of IKN
08:10-:08:20	2	**Ester Krisnawati** Communication Strategy for Tsunami Disaster Mitigation in Tourist Areas on the South Coast of Java Island	2	**Rahmi Setiawati (I), dkk.** Komodo Island Development Model as a Society-Based Sustainable Marine Tourism Village 5.0
08:20-:08:30	3	**Ilham Gemiharto** The Environmental Communication Challenges in The Karst Citatah Protection Area in West Java Province	3	Nosakros Arya, dkk. Promotion Strategy of the Tana Toraja Regency Tourism Office through the National Pageant Event
08:30-:08:40	4	**Rahmatul Furqan, dkk.** The Contribution of User-Generated Online Video to Empower Indonesian Migrant Workers: a Discussion Paper	4	**Nur Laili Mardhiyani, dkk.** Implementation of SAVE Model Marketing in Digital Media: A Study of Kandri Tourism Village During Pandemic Covid-19
08:40-:08:50	5	**Kiayati Yusriyah, dkk.** Tourism-Related Issues During The 2022 Eid Al-Fitr Holiday On The Online Mass Media Coverage	5	**Peny Meliaty Hutabarat, dkk.** Podcast Storytelling: A New Way Of Tourism Marketing In Indonesia
08:50-:09:00	6	**Restia Tities Asmawarini, dkk.** Digital Movement on Hashtags #2024AniesPresiden, #GanjarPresiden, and #PrabowoPresiden: An Analysis of Social Networks	6	**Swita Hapsari, dkk.** Performance of Inclusive Online Media for Disability Literation at KamiBijak.com
09:00-:09:10	7	**Bahrul Adian, Fathur Rahman, Alisya Maharani, dkk.** Marketing Communication Strategy of Padang Bindu Village (Descriptive Analysis of Destination Branding Tourism Objects Goa Putri and Goa Harimau)	7	**Reza Safitri, Ph.D, dkk.** Dialogic Communication Model Application to Meassure Dialogic Level on Website
09:10-:09:20	8	**Mite Setiansah, dkk.** Adolescent Information and Counseling Center in the Digital Age: Changing or Going Extinct [The Existence of PIK-Remaja at SMA IT Al Irsyad Purwokerto]	8	**Andi Budi, Burhan Bungin, Marlinda Irwanti, Khairie, & Monica Teguh** Post-Discipline Communication On The Straight Path
09:20-:09:30	9	**Centurion Chandratama Priyatna, Agus Rahmat, Fajar Syuderajat** Digital Application of SME in Fashion Creative Industry	9	**Pandan Yudhapramesti, Justito Adiprasetio, Gema Nusantara Bakry, Efi Fadilah** Digital newswork and the concept of journalistic competence in Indonesia
09:30-:09:40	10		10	

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Parallel Session II: July 21th, 22

Parallel Session II		Room 3		Room 4
July 21st, 22	No	**Moderator: Baiq Vira Safitri**	No	**Moderator: Eka Putri Paramita**
WITA		**Authors & Papers**		**Authors & Papers**
08:00-:08:10	1	**Ringgo Eldapi Yozani & Welly Wirman** Education-Based Marketing Communication Strategy: Study on Green Smoothie Factory Pekanbaru	1	**Zulaikha Zulaikha, Farida, Harliantara, & Nur'annafi Farni Syam Maella** Influencer Communication in Promoting Micro, Small, and Medium Enterprises (MSMEs)
08:10-:08:20	2	**Sarmiati Sarmiati,** Annisa Anindya, dkk The Visitors Tourism Communication Experiences	2	**Alem Febri Sonni, dkk.** Representation of *Siri'* in the Novel *Tenggelamnya Kapal Van Der Wijck*
08:20-:08:30	3	**Sigit Surahman, dkk.** Virtual Ethnography Study on Instagram Account @Gadingfestival As Promotion Media Of Food Festival	3	**Wahyu Utamidewi, dkk.** When Spouse Decide To Be Childfree: Are They Happy Without Child?
08:30-:08:40	4	**Erwin Rasyid, dkk.** Sentiment Analysis of Health Care Professionals on Twitter	4	**Betty Tresnawaty, dkk.** Religion And Media: Anthropological Study of Religious Behavior In the Film "Little House In The Prairie"
08:40-:08:50	5	**Ruvira Arindita, dkk.** Influence of Exposure and Instagram Content of @haloibuid Towards Mothers' Attitude Regarding Mental Health	5	**Sabrina Rahma Utami, dkk.** Ethnographic Study of the *Marosok* Tradition in the Payakumbuh Community Using Pierce Semiotic Analysis
08:50-:09:00	6	**Inco Hary Perdana** Indonesian Advertising Ethics: Guard of Industry & Protector of Advertising Consumer in Indonesia (Study Case of the Role and Function of the Advertising Regulatory Agency on the 2020 Indonesian Advertising Ethics Amendment)	6	**Cut Meutia Karolina, dkk.** From Online Back to Offline: Cyber communities' Perspective Regarding the Implementation of Formal Education during Pandemic COVID-19
09:00-:09:10	7	**Anuar Rasyid, Ismandiato, dkk.** The Effect Of Social Media Influence Instagram Account @pemol.Id On Followers' Interest Using The Pemol Application (Online Scavengers) In Pekanbaru City	7	**Rouli Manalu, dkk.** The Relationship of Religiosity, Experience with Vaccine, and Social Media Use with the Vaccine Confidence
09:10-:09:20	8	**Baiq Vira Safitri, dkk.** The Form and The Role Of Ritual Tradition "Bau Nyale" In Strengthening Sasak Community In Central Lombok	8	**Eka Putri Paramita, dkk.** An In-depth Study of Mitigation Communication on the "Sidekah Turun Ton" Ritual of the Bayan Indigenous Community of North Lombok as an Effort to Reject Disaster
09:20-:09:30	9	**Maria Ulfa Batoebara, dkk.** Etika Komunikasi Dalam Dunia Media Digital	9	**Muhlis, dkk.** Political News in Local Media; Content Analysis of West Nusa Tenggara Election News 2018 in Lombok Post and Suara NTB Newspapers
09:30-:09:40	10		10	

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Parallel Session II: July 21th, 22

Parallel Session II		Room 5		Room 6
July 21st, 22	**No**	**Moderator: Tenri Waru**	**No**	**Moderator: Muhlis**
WITA		**Authors & Papers**		**Authors & Papers**
08:00-:08:10	1	**Filosa Gita Sukmono & Qholiva Yuni Fadilla, dkk.** Mojo in Tribun Jogja: A 21 st Century Journalism Landscape	1	**Noviawan Rasyid Ohorella, dkk.** Ambon City of Music Identity Based on Local Wisdom
08:10-:08:20	2	**Endah Murwani, dkk.** Participatory Culture Fans Of Boyband Exo On Social Media Instagram	2	**Nuning Indah Pratiwi, dkk.** An Analysis of Anxiety Management for Foreigners During the COVID-19 Pandemic in Southern Bali based on Intercultural Communication Perspective
08:20-:08:30	3	**Edoardo Irfan, dkk.** Commodification of The Act of Defending Islam Film 212 The Power of Love	3	**Sa'diyah El Adawiyah, dkk.** Political Campaign For South Tangerang Regional Elections"
08:30-:08:40	4	**Winda Shabrina, dkk.** Marketing Communication Strategy Analysis In Gojek While PKKM (Pemberlakuan Pembatasan Kegiatan Masyarakat) During Covid-19 Pandemic In Indonesia	4	**Nurbayti, dkk.** Implications of the Hierarchy of Communication Culture for Mbojo Tribe Women, In Penapali village, Bima district, West Nusa Tenggara, Indonesia
08:40-:08:50	5	**Irwan Fakhruddin, dkk.** Local Wisdom as A Part of Disaster Communication: A Study on The Local Storytelling in Disaster Mitigation in Bayah, South Lebak	5	**Saiful Akmal, dkk.** Papuan Student Communication Ethics in Aceh: An Intercultural Communication Analysis
08:50-:09:00	6	**Luqman Hakim & Fitria Ayuningtyas** *Ulur-Ulur* Tulungagung Ritual and The Disconnected Memory (Ethnography of *Ulur-Ulur* Ritual at *Telaga Buret*, Tulungagung, East Java, Indonesia)	6	**Bono Setyo, dkk** Mapping Hoax Themes During the Early PPKM Darurat Policy in Indonesia
09:00-:09:10	7	**Lusiana Andriani Lubis, dkk.** Level of Public Acceptance of Covid-19 Information in Batu Bara Regency of North Sumatra	7	**Rizky Wulan Ramadhani, dkk.** Diversity in The Film Industry: Social Network Analysis of #Cannes2022 on Twitter
09:10-:09:20	8	**Aminah Swarnawati, dkk.** Role Of Waste Bank In Dissemination Environment Care Message	8	**Manik Sunuantari & Raihan Muhammad Farhan** Rural Tourism Development Through Community Based Tourism Sumbergondo Village Malang
09:20-:09:30	9	**Sabiruddin Sabiruddin** Political Economy of Local Media (News Framing on Human Rights Abuse in East Kalimantan)	9	
09:30-:09:40	10		10	

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July, 20th – 21th 2022
hybrid format from Lombok, West Nusa Tenggara, Indonesia
www.iccs.unram.ac.id
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Parallel Session II: July 21th, 22

Parallel Session II		Room 7		Room 8
July 21st, 22	No	Moderator: YY Wima R	No	Moderator: Ida Ayu Sutarini
WITA		Authors & Papers		Authors & Papers
08:00-:08:10	1	**Kamaruddin Hasan, dkk.** Aceh Government Political Communication In The Process Of Determining Officer (Pj) Governor, Regent And Mayor 2022 (Reflecting on the history of post-Tsunami Aceh Political communication)	1	**Camelia C. Pasandaran, dkk.** Consent, Not Content, as the Central Discourse of Campus Sexual Violence Regulation: DNA Study on Permendikbudristek 30/2021
08:10-:08:20	2	**Susanti Kussusanti, dkk.** Listening Behavior and Assertive Communications of Call Center Officers In Preventing Hospital Customers' Switching Intentions	2	**Sri Seti Indriani, dkk.** Opinion Leaders and Health Information: A Systematic Literature Review in Indonesia
08:20-:08:30	3	**Syafruddin Pohan, dkk.** Appropriate Public Communication for the Community in Handling the Covid-19 Pandemic in Batu Bara District, North Sumatera Province	3	**Anang Dwi Santoso, dkk.** Does the relationship between local governments and the general public influence individual vaccination attitudes and intentions? A study in Palembang, Indonesia
08:30-:08:40	4	**Fauzan Hidayatullah, dkk.** Influencers as Media for South Sulawesi Tourism Promotion (Case Study on Instagram Account @Visitsulsel.Id)	4	**Siti Maryam, dkk.** Digital Campaign to Increase Urban Political Participation (Study on the 2020 Pilkada in Depok City)
08:40-:08:50	5	**Yermia Djefri Manafe, dkk.** Bias of Aesthetic Symbolic Space in Caci Clothing Miss Indonesia East Nusa Tenggara in 2022	5	Diah Amelia, dkk. The Implementation Of Health Communication In Empowerment Of Alumni Affected By Covid-19 With Entrepreneur Digital Platform
08:50-:09:00	6	**Sintar Nababan, dkk.** Student Behavior in Searching for COVID-19 Virus Information Through Twitter	6	**Yuri Aladdin, dkk.** Media Reporting of The Political Conflict In The Democratic Party (Teun A. van Dijk's Critical Discourse Analysis on JPNN.com News)
09:00-:09:10	7	**Helen Fransisca, Irene Aprilia Chandra, & Rizaldi Parani.** The Efforts To Build Trust In Telemedicine Applications For Covid-19 Treatment	7	**Suci Marini Novianty, dkk** Indonesian Moslem Mother's Style of Communication Upon Sexual Education For Boys in Their Early Age
09:10-:09:20	8	**Nindi Aristi, Preciosa Alnashaya J, & Puji Prihandini** Perception of Gender Roles as The Challenges in Gender Mainstream	8	**Naurah Lisnarini, dkk.** BKKBN Communication Strategy on Elsimil Application as a Media for Stunting Prevention in Indonesia
09:20-:09:30	9	**Qorry Anggraini, dkk.** Organizational Communication Audit Of Clean Indonesia GENBI Program In North Sumatera Region	9	**Wisnu Widjanarko, dkk.** Marketing Public Relations, Instagram, and Banyumas Food: An Effort to Promote and Protect Local Food as a Cultural Heritage
09:30-:09:40	10	Yudiana Indriastuti, Wahyuni Tourism village promotion strategy via Instagram (Qualitativestudy@kampunglawas)	10	

Parallel Session II: July 21th, 22 **ONLINE**

July 21st, 22 WITA	No	Room Online I http://unr.am/ICCSDay2RoL1 Moderator: M Jamiluddin Nur Authors & Papers		Room Online 2 http://unr.am/ICCSDay2RoL2 Moderator: Novita Maulida Authors & Papers
08:00-:08:10	1	**Lidya Wati Evelina, Yulianne Safitri** Emotional Bonding in Coffee Shop Toward Society 5.0	1	**Zulfikri Usman, dkk.** Semiotic Analysis Of Wedding Traditional Processes In Aceh – Java Culture In Geureudong Pasee District
08:10-:08:20	2	**Rotumiar Pasaribu, dkk.** Social Marketing of #banggabuatanindonesia as Indonesia Nation Identity Campaign in Social Media	2	**Agoeng Noegroho, dkk.** The Role Of Peer Counselors In The Digital Age
08:20-:08:30	3	**T. Titi Widaningsih, dkk.** The Influence of TikTok Content Creator on Consumptive Behavior of Teenagers in Online Shopping	3	**Edi Santoso, dkk.** Adolescent Reproductive Health Campaign on Social Media
08:30-:08:40	4	**Wayan Weda Asmara Dewi, dkk.** The Effect of Social Influence on Green Purchasing Behavior on The Purchase of Love Beauty and Planet Brand Products	4	**Indiwan Seto Wahjuwibowo, dkk.** The Meaning Of Pseudo-Happiness In The BNI Advertisement Covid 19 Prevention Edition
08:40-:08:50	5	**Muchlis, dkk.** Communication Strategies and Models For The Enforcement Of Islamic Law In Lhokseumawe City	5	**Tio Novriwanda, Eko Hero, dkk.** Uses and Gratification; Instastories"Islamic Quotes"As A Campaign Media To Overcome The Mental Health Problems Of Adolescents
08:50-:09:00	6	**Nur Laili Noviani, dkk.** The Religion-Cultural Aspect of KGPAA Mangkunegara IX Funeral Ceremony	6	**Roni Tabroni, dkk.** DEATH, RELIGION AND MEDIA: COMMODIFICATION OF VANESA ANGEL DEATH NEWS IN MASS MEDIA
09:00-:09:10	7	**Nana Sutikna, Nuryanti, dkk.** Failure of Modernization: Journey of Development in Indonesia	7	**Latifa Zahra, Yani Tri Wijayanti dkk.** Content Analysis of Instagram Account @kratonjogja as a Digital Marketing Media for Tourism During the Covid-19 Pandemic
09:10-:09:20	8	**Nailul Mona, dkk.** Digital Media Literacy during Covid-19 Pandemic Era among Millenials	8	**Rila Setyaningsih, dkk.** Digital Skill: Optimizing the Utilization of Information Technology by Pesantren University in Alumni Tracking Activities
09:20-:09:30	9	**Nia Sanirastiti, dkk.** The Effects Of Online Journalism PRESIDENRI.GO.ID Towards Public Opinion In Vaccine System (Case Study On The Acceptance Of Covid-19 Vaccine)	9	**Sitti Utami Rezkiawaty Kamil, dkk.** Why Gen-Z In Kendari Crave Horror Youtube Content
09:30-:09:40	10	Nosakros Arya, dkk. Promotion Strategy of the Tana Toraja Regency Tourism Office through the National Pageant Event	10	Mudita Aryacetana, Santi Delliana Woman's Image Exploitation in Television News of Aisha Weddings

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July, 20th – 21th 2022
hybrid format from Lombok, West Nusa Tenggara, Indonesia
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Parallel Session II: July 21th, 22   ONLINE

Parallel Session II	Room Online 3 http://unr.am/ICCSDay2RoL3
July 21st, 22	**Moderator: Diyah Indiyati**
WITA	**Authors & Papers**
08:00-:08:10	**Hevi Susanti, dkk.** Study Of Social Life Ethnography In The Malay Community Of Petalangan Pelalawan In The Digital Era
08:10-:08:20	**Vitania Yulia** How People (dis)Connect with the Public Issues through Cross Media Consumption?
08:20-:08:30	**Irwansyah, dkk.** Integration of Capability Maturity Model (CMM) and Social Contractual Utilitarianism in Community-based Digital Tourism Villages in Indonesia
08:30-:08:40	**Putri Limilia, dkk.** Public Perception and Attitude on Fact-checking: A Case Study from Indonesia
08:40-:08:50	**Niyu Niyu, dkk.** A Social Campaign Strategy to Oppose Body Shaming
08:50-:09:00	**Warhi Pandapotan Rambe, dkk.** Pilkada During a Pandemic: The Influence of News Media on Trust and Political Participation Amid the COVID-19 Pandemic
09:00-:09:10	**Mohammad Solihin, dkk.** Repressive Measures Against Journalists and Media as Advocacy Medium
09:10-:09:20	**Lasmery Girsang/ Ilona V dkk.** Credibility of Opinion Leader, Attractiveness of Message and Online Media towards Implementation of Child Vaccination
09:20-:09:30	**Ismojo Herdono, dkk.** Journalism Transformation in the Digital Age
09:30-:09:40	Ngurah Rangga Wiwesa, dkk INSTAGRAM SOCIAL MEDIA MARKETING ANALYSIS INSURANCE BROKER IN IMPROVING BRAND AWARENESS

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PARALLEL SESSION
ABSTRACT

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SUB TOPIC 1

COMMUNITY
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POST-DISCIPLINE COMMUNICATION ON THE STRAIGHT WAY

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ABSTRACT

The development of communication studies is currently driven by the information technology paradigm, making the discipline of communication a very sexy study, leaving other disciplines behind. Old communication studies traditions such as media effects, framing studies, agenda- setting, as well as various media impact studies, public relations, broadcasting, journalism and the like are grouped as traditional communication studies. Meanwhile, the development of the world of communication driven by social media and internet-based technology has made the world of communication very sexy and has attracted the attention of various disciplines by starting to connect disciplines outside of communication with communication disciplines, so thatcommunication is referred to as post-communication. discipline. This study examines thinking byclassifying the development of thinking in traditional communication disciplines and post- discipline communication. Collecting data using interviews and conducting library research. The conclusion of this study is that the communication discipline in today's world is distinguished between traditional and post-discipline disciplines. In developed countries, these two disciplines become an equally important conversation, while in new developing countries, communication oftraditional disciplines becomes dominant. In Indonesia, communication stakeholders must maintain these two communication disciplines, this is what is meant by straight way communication.

Keywords*: Communication discipline traditional, post-discipline communication, communicationStreet straight

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EXCEEDING FREEDOM AND THE THREAT OF BREACH OF PRIVACY:THE CHALLENGE OF CYBER DEMOCRACY IN INDONESIA

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ABSTRACT

The Internet has to be a new tool for the democratic process because of its relatively unlimited capacity, broad reach, and speed of dissemination. The internet also provides more options for everyone to choose sources of information and even share and voice their opinions. This optimism over the freedom of access through the internet also gives hope that democracy and democratisation will grow and the process will become more mature. However, in the name of unskilled use, freedom, and or national security, privacy as part of fundamental civil liberties in democracy can be violated. We need more detailed privacy regulations to make the internet an amplifier and not a destroyer of democracy. A re-understanding of the construction and theory of the information society is becoming increasingly relevant, along with the challenge for the media to contribute to realising the internet as an effective medium for democracy.

Keywords: cyber-democracy, media, Internet, privacy, information society.

PERCEPTION OF GENDER ROLES AS THE CHALLENGES IN GENDER MAINSTREAMING

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ABSTRACT

The Government of Indonesia has committed to implementing gender mainstreaming as part of The Government of Indonesia has committed to implementing gender mainstreaming as part of sustainable development. The implementation of gender mainstreaming has been regulated in Presidential Instruction number 9 of 2000 concerning Gender Mainstreaming in National Development. However, in its implementation, gender mainstreaming in Indonesia still faces various challenges. For instance, gender-based stereotypes which are closely related to patriarchal culture. The research method used in this research is a qualitative research method, with a case study approach. Data was collected through in-depth interviews, observation and literature study. We conduct a series of interviews to the students from public school and religion based school (madrasah school) to gather information about their understanding about gender literacy, gender equality, and gender role. The result showed stundent's understanding about: 1) gender literacy, Most students can tell the difference between gender and sex although at somepoint still confused in describing the example of gender in real life. 2)gender equality, there is no difference between both male and female access to facilities, obligation, and rights as a student. Even though the access of all students were not differentiated by gender, yet social and cultural factors still play a significant role in the school environment. 3)source of information, Yet some schools are trying to inform the basic concept of gender equality through several courses such as religion, biology, sports, geography, and civic lessons.4) Students' opinion about gender roles**,** The perception of gender roles from the students point of view are varied, the public school's student see both male and female can do every activities regardless the sex. Conclusion: The challenges in gender mainstreaming at schools are still facing several main issues particularly in this research we can conclude that gender literacy at schools are to be taught as norm and rule of convenances; students believe there is small chance of gender equality in terms of career in the future; there is still difficulties in reference availability of gender at library; and there is variations of students' perception of gender roles that restrain the opportunity personally and institutionally

Keywords: gender stereotypes, gender role, gender mainstreaming

MAPPING RESEARCH OF SOCIAL CHANGE IN INDONESIA DURING 2016-2021

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ABSTRACT

Social change has a broad meaning that includes various lives that exist in society. The explanation above can be said that social change occurs unavoidably. Thus, the community in it must be able to predict and anticipate the possibility of social change. One way to be able to predict and analyze as a form of anticipation of social change is in the form of research on social change. Research on social change is one of the important materials for studying social change itself. Thus, this research will focus on discussing mapping research on social change carried out in indonesia in 2015-2021. The method approach used in this study is bibliometric analysis. Document used as data to be analyzed are document in the form of scientific papers such as articles and conference papers. The use of bibliometric methods can measure and know the Development of research studies on social change research that occurs within a certain period. In this study the period used was between 2015-2021. While the data used is data on scopus database, based on may 11, 2022. Based on the exposure of the above data to documents related to social change research sourced from scopus database found a few results. The first result is that a document related to social change shows an increasing trend, especially starting from 2018 to 2021. In 2018 there were 50 documents that continued to increase to 131 documents in 2021. The dominant type of document is articles with 462 more documents compared to conference papers which only amount to 29 documents. The largest source of documents is in the publication of international journal of innovation creativity and change, which is 30 documents throughout 2019 to 2020. Mapping themes related to social change is there are four clasters which is the red cluster "opportunity", the blue cluster "social change", the green cluster "observation", and the yellow cluster "improvement".

Keywords: mapping research, social science, Indonesia 2016-2021

PERSUASIVE COMMUNICATION OF *SINTUWU* GO GREEN HYDROPONIC COMMUNITY IN COMMUNITY EMPOWERMENT EFFORTS IN PALU CITY

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ABSTRACT

After the Earthquake, Tsunami and Liquefaction, followed by the Covid 19 Pandemic, people's lives in Palu become increasingly difficult. A lot of financial aid has been distributed by the government such as Direct Cash Assistant and Stimulant Fund. These fund, however cannot last long. Low of skills is the main problem. The alternative source of living is urgently required. Hydroponic plants are one of planting methods that can become an alternative income. Sintuwu Go Green Community is a Hydroponic Community that has shown some achievement in improving the society income. The planting method however has not been adopted well by the society. Persuasive communication is required to persuade people implement the system. This study will look at the Persuasive communication used to reach and attract public participation in Hydroponic method. The research uses qualitative descriptive research, which focus on the *Sintuwu Go green* community as a research subject.. The result shows that The Sintuwu Go Green Community uses variety persuasive communication technic in increasing the public income through hydroponic planting system. For the first step, the community were trained by some experts which not only expert in Hydroponic but also in public speaking. Online media such as facebook, Instagram and youtube, is the most significant channel used to deliver the message to the public. Persistence is also an important way of socializing the system. Finally, the government involvement and society collaboration is the key of the success in this efforts.

Keywords: hydroponic; community; persuasive communication

PRODUCTION OF TESTIMONIAL VIDEOS TO SUPPORT THE IMPLEMENTATION OF THE LAPAK GANJAR PROGRAM

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ABSTRACT

The Governor of Central Java, Ganjar Pranowo, released the Lapak Ganjar program for MSMEs affected by the pandemic. The program, which was released in 2020 until mid-2022, continues to growto help market MSME products online through Instagram accounts @ganjar_pranowo and @lapak_ganjar. This study aims to describe the communication strategy of the the Office of Communication and Informatics of Central Java Province in supporting the implementation of the Lapak Ganjar program through Instagram. This study used descriptive qualitative method. Based on theSOSTAC model, the results of the study revealed that the Office of Communication and Informatics ofCentral Java Province implemented a communication strategy through a testimonial video #ReviewLapakGanjar production which featured the success story of the Lapak Ganjar program. This testimonial video is published on a scheduled basis through Instagram @kominfo.jateng. This video testimonial is published to create public perception and trust that the Lapak Ganjar program provides benefits for MSMEs in marketing their products online which has an impact on increasing product sales.In addition, the Office of Communication and Informatics of Central Java Province carried out a mediarelations communication strategy by involving mainstream media and online media to carry out joint coverage of the profiles and success stories of MSMEs participating in the Lapak Ganjar program, which is expected to increase the publication of the program in media.

Keywords: Lapak Ganjar, SOSTAC, video testimonials, instagram

DEVELOPMENT OF A COMMUNICATION SYSTEM FOR CREATIVE INDUSTRIES IN JEPARA

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ABSTRACT

In the era of the rapid development of information technology, knowledge and creativity play a key role in development. The creative industry, a very high-growth sector in Indonesia, has shown its success in providing employment and economic growth. The innovation system, the heart of the creative industry, is increasingly complex because it implies a trend-shifting perspective from a supply economy to a consumer demand-driven economy. Communication systems play an important role in the social process of development. Communication not only conveys the idea of sustainable development but also creates opportunities where sustainability values can be realized. The communication system for the development of the creative industry in Jepara Regency, especially related to the woodcarving industry is currently in a crisis, very weak, and not adaptive to the environmental situation that surrounds it. The purpose of this study is to explore how strong and adaptive development communication responds to the complexity of the creative industry ecosystem in Jepara as a carving city, through the approach of Pentahelix stakeholder theory and Luhmann's social system theory. The method applied in this study is exploratory qualitative and focuses on a theoretical approach that can explain the shifting economic perspective on the system of innovation, production and reproduction of knowledge through the Stakeholder Pentahelix model and the theory of communication systems. As a carving center in Indonesia, Jepara is an interesting case study to analyze from this theoretical approach. The results of this study have shown that Jepara's development communication system is not strong and adaptive in capturing what its people need. The development system in dealing with the complexity of the creative industry environment is still not optimal. The system is not effective in reducing and selecting feedback from the community. So that the production and reproduction of information do not solve the complexity of the environment. In addition, The convergence of theories shows the overlapping relationships between all Pentahelix Stakeholders, the interpenetration of systems, and the designation of prominent media, through science journalism, as an interpretive framework of the convergence of the theory described. For further research, it is hoped that will further explore the complexity of the environment through the Participatory Action Research method, so that the results are more representative of the construction of reality that exists in society.

Keywords: Pentahelix Stakeholders, Communication Systems, Creative industries, Jepara

INDONESIAN MOSLEM MOTHER'S STYLE OF COMMUNICATION UPON SEXUAL EDUCATION FOR BOYS IN THEIR EARLY AGE

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ABSTRACT

Many sexual violence cases put men as either a victim and perpetrator. The way they groom since early childhood could help setting the best example to how they should respect and protect their boundaries in sexual business. Therefore, boys are necessary to be given a sex education since their early age. However, the sex education is considered taboo in Indonesia, said that it is related to religious view, when they are not. This paper examined "How is Indonesian moslem mother's style of communication upon sexual education for boys in their early age?." Researchers use descriptive qualitative methods to analyze, describe, then explain in depth and detail based on the activities of social phenomena. In two informants, it was found that they have a tendency to have different communication styles depending on the stage of sex education they give to their boys at an early age. They adopt an assertive communication style for the information they share. However, they change to apply a non-assertive communication style when they feel they have no understanding toward the information they convey or the child asks a question and they are unknown to the answer. Finally, they can also become aggressive when they force their children to follow directions regarding sex education they provide.

Keywords: Moslem, Sex Education, Mother

THE COMMUNICATION STRATEGIES OF CHILDREN WITH AUTISM SPECTRUM DISORDERS' COMPANIONS IN TEACHING SEXUAL EDUCATION

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ABSTRACT

The role of companions, both parents and teachers, in an effort so that individuals with special needs, especially people with autism, can communicate well with those around them, is very important. Autism is a developmental disorder in communication, socialization and behavior of a person caused by a chemical imbalance in the brain. Autism has a very broad spectrum with the characteristics of each that distinguishes each individual. However, the physical development of people with autism is not different from other people of their age, both in children and adults.The problem is in their ability to understand puberty and problems related to differences and physical changes experienced and other sexuality problems that are considered necessary for children with autism spectrum disorders to know. Therefore, the role of companions in providing education about sexuality to children with special needs with autism is considered very important. For this reason, research is needed to examine how communication strategies are carried out by companions for children with autism spectrum disorders in providing sexual education.This study used qualitative approach with descriptive method, the data sources were obtained from 7 informants consisting of teachers of students with autism and parents of children with autism. Data were obtained from interviews and non-participant observations with zoom when the teacher gave lessons on matters related to sexuality and puberty to students and when parents communicated with their children.The results showed that teachers and parents used the same communication strategy in the media that was used to help explain sexuality and puberty, namely social stories. However, the way to communicate with both teachers and parents varies greatly depending on the level of the child's ability to communicate and understand communication and their communication habits as well as their ability and speed to absorb information, including the emotional dynamics in children.

Keyword: strategy; communication; companions; autism; sexual education

THE COMMUNICATION STRATEGY OF PRIVATE UNIVERSITIES INPADANG CITY IN ATTRACT NEW STUDENTS IN THE TRANSITION FROM PANDEMIC TO ENDEMIC 2022 ERA

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ABSTRACT

After the PSBB (Large-Scale Social Restrictions) period, Indonesia is entering a transition era from the end of the Covid-19 pandemic to being endemic. Endemic is a disease usually endemic ina certain area, starting to predict the magnitude of the case. The endemic cannot be said to be a massof virus disappearance, but judging by the lack of a virus infection rate by humans. The endemic transition era that is currently happening has brought down the interest of prospective students to study at private campuses in the city of Padang. The research will be carried out with the theme of communication strategies for private universities in the city of Padang to attract new students duringthe transition from the Covid-19 pandemic to the 2022 Endemic. The purpose of this study is to describe the communication strategies of private universities in the city of Padang in attracting new students during the endemic transition and the obstacles that private universities face in attracting new students during the endemic transition era. This research is analyzed by using the concept of communication strategy. The research method in this research is descriptive qualitative. This research was analyzed using Miles and Huberman analysis technique. The results of this study indicate that using social media platforms and websites is the main promotional tool used in promoting new student admissions. The use of above-the-line media is still being used but is not themain tool anymore, given the implementation of social distancing by the Government.

Keywords: Endemic Transition, Covid-19, Communication Strategy

COMMUNICATION STRATEGY FOR LEARNING PROCESS BASED ON INFORMATION TECHNOLOGY AT PUTRA PERTIWI EDUCATION FOUNDATION

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ABSTRACT

Government regulations of the Republic of Indonesia stated that the learning process can be carried out online. On-site communication between educators and students that turns into virtual communication created obstacles and changes in communication interactions. This study is focused on communication strategies in the learning process based on the reality of communication in the field of education which was carried out during the Covid-19 pandemic. The purpose of this study is to examine the communication interaction activities in the learning process and communication strategies that were applied by educators in the learning process during the Covid 19 pandemic at Putra Pertiwi Education Foundation, South Tangerang. We applied a descriptive method with a qualitative approach. Data collection was carried out using survey methods, Forum Group Disccuss and interviews. The results showed that, communication interactions in the classroom can take place online, on-site and a blended online and on-site combination. The teachers and students are able to communicate with the help of technology. The communication strategy implemented is related to the teacher's social competence factors, the preparation of innovative messages, the selection of social media platforms, teacher's understanding of student communication behaviour and management of student feedback in interactions.

Keywords: Communication Strategy, education, communication interaction, learning process, technology

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PARKING MANAGEMENT IN SUPPORTING SUSTAINABLE DEVELOPMENT: SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Parking Management is the continual process of selecting and implementing parking policies to make the strategies take effect. The paradigm regarding parking management needs to be reviewed further from several aspects, such as planning, evaluation, and strategies including the relationships and interactions between users – communities, and the environment, as well as aspects of management, including the sustainability of parking management in the future. Through a systematic literature review of Scopus indexed articles, this study could identify concepts and theories that can formulate a new paradigm of parking management. From the sustainability theme, exploring parking management should be carried out with a special research approach taking into account the different characteristics or behaviours of drivers, as well as destination profiles and the affected communities.

Keywords: parking management; sustainability; systematic literature review

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FARMERS PERCEPTIONS ABOUT ORGANIC RICE AGRICULTURE SYSTEM OF RICE INTENSIFICATION (SRI) METHOD FOR SUSTAINABILITY FARMING BUSINESS AND ENVIRONMENTAL

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ABSTRACT

Pandeglang Regency has a rice productivity of 4.82 tons/ha which is the fifth rank out of eight cities and districts in Banten Province. This is a special concern for several *stakeholders* to increase the productivity of the rice yields, such as one non-governmental organization that provides assistance to farmers through the system of rice intensification (SRI) organic rice farming program. The program has the main objective of improving the welfare of farmers through increasing rice productivity and in the long term can improve the quality of the environment and public health. This study aims to determine the individual beneficiary (IB) perceptions of the benefits of the SRI method of organic rice farming. Perceptions of the SRI method of organic rice farming innovation are based on relative advantage, compatibility, complexity, experimental, and observative. The research method is descriptive research with a qualitative approach. The research location was chosen purposively, namely Parigi Village, Saketi District, Pandeglang Regency, Banten Province. The research location was chosen because it is Harfa's partner who is the most active in running the SRI method of organic rice farming. This research was conducted from August to December 2019. Data collection was done through observation and in-depth interviews. The results of this study are the perception of relative advantage is felt to be profitable, the perception of compatibility is not compatible, the perception of complexity is difficult, the experimental perception is not getting the results that are not appropriate, and the observational perception is still not widely applied in the surrounding environment.

Keywords: Perception**,** Organic Rice, System of Rice Intensification (SRI)

COMMUNITY-BASED DEVELOPMENT IN THE PROJECT OF CLEAN WATER NETWORKS IN WEST PAPUA: COMPARATIVE CASE STUDY

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ABSTRACT

Access to clean water is a basic right for the community, but the fulfillment of this basic right is often constrained by difficult geographical conditions. The existence of community development programs through CSR can be an entry point in fulfilling access to clean water, especially in remote locations. This research is a comparative case study between the practice of implementing the CSR Program in providing access to clean water which is carried out by 2 companies located in the same location, namely between company X which is engaged in oil and gas exploration and company Y which is engaged in oil processing. The study was conducted using a qualitative descriptive method with data collection carried out through in-depth observation by researchers and direct interviews in the period March to November 2021. As a result, the community-based development approach carried out by company Y was more successful and was able to increase community participation in program management. In addition, community participation is also able to increase the involvement of local communities with their customs in managing the sustainability of the program.

Keywords: Community-Based Development; Local Communitiy; Community Development; Case Study

HOPES AND CHALLENGES: GLOBALIZATION FOR SUSTAINABLE DEVELOPMENT OF COMMUNICATION TECHNOLOGY AND INNOVATION DIMENSIONS IN BATU CITY

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ABSTRACT

"Realizing the future we want for all" is a report on the PPB conference as part of the post-2015 development agenda or known as the Sustainable Development Goals (SDGs). This means that the SDGs targets concerning human, welfare, peace and partnership as well as earth aspects we must make it real. Then the question is what about Indonesia? This development will affect, who? Inayatullah is a development expert, whose concept is popular as sustainable development that is environmentally friendly and insightful. The world and Indonesia are currently in the era of industry 4.0 all forms of activity are relating to new media, development communication and communication technology; this is where they can meet. This research is a descriptive analysis using Globalization theory, which has a constructivist worldview, highlighting sustainable development, human-centered, has a long-term vision; it involves the role of the Government and the participation of the people of Batu City, East Java in the digital era. The author in collecting data using observation and in-depth interviews. The researcher conducted in-depth interviews toward agents of change ranging from managers of economic resources engaged in agriculture with the mandate of millennial farmers(millennial farmers ambassadors), professional non-government agricultural extension workers, Community Information Group/*Kelompok Informasi Masyarakat (KIM)* to the religious institutions Islamic boarding schools in Batu City. The Public Communication Information/*Informasi Komunikasi Publik (IKP)* Batu City Government as a development agency. The results obtained from this study are human-centered development, believing that every member of the community is able to contribute to the progress of the nation as human nature who has the ability to think, be passionate and be creative. Technology, as the result of human innovation is capable of determining the development of civilization in society. The role of the Government in encouraging the acceleration of development that is convergent, complementary and coherent in planning policies to address inequality. The conclusion of this study is the government's efforts to re-construct development in order to mobilize the noble ideals of development and the spirit of mutual-cooperation from the community as agents of change.

Keywords: Globalization, sustainable development, communication technology, innovation, agent of change

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FAILURE OF MODERNIZATION : JOURNEY OF DEVELOPMENT IN Indonesia

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ABSTRACT

Development is an object that is never lonely to be appointed as a study theme. Several theories of development and implementation in several countries are worthy of study for debate, including in Indonesia. One of the interesting themes is the story of the journey of modernization in Indonesia. Modernization at the beginning of its emergence was considered the best paradigm, because physical development was considered a success. This paper examines modernization and its failures in the development process in Indonesia. The author also describes the design of existing development in Indonesia. The method used is literature study, by taking data and references from books and scientific journals. The results of the analysis show that modernization has failed to be implemented in Indonesia. The results of the development that should be dripping and enjoyed by all elements of society, actually leaked everywhere. In the end, there is no equality and inequality is getting more and more striking, so it is necessary to think about and apply an alternative paradigm that does not only focus on physical development but also human development as a subject.

Keywords: modernization, development, failure

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PUBLIC PERCEPTION AND ATTITUDE ON FACT-CHECKING: A CASE STUDY FROM INDONESIA

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ABSTRACT

Fact-checking, for over a decade, is part of misinformation debunking strategies. This initiative, during the period, get pros and cons regarding to its effectiveness. In the midst of the controversy, it is necessary to figure out whether this practice is widely known and public perception and attitude towards fact-checking. Survey was conducted to gather data from 13 provinces in Indonesia. The provinces were elected in purpose to represent three are in Indonesia namely west, central, and east. Quota sampling based on age group category was proportionally utilised regarding to sampling techniques (N= 846). Research depicts fact-checking is not popular among the respondents particularly women, people with low level of education, and older generation; thus, many of them rarely did fact-checking. Liputan6, Kompas, and Cekfakta.com are the most popular fact-checking organization while fact-checking by the government is the least popular. Most of the respondent have a positive perception and attitude on fact-checking such as read, re-share, and discuss the clarified information with other people.

Keywords: fact-checking organizations, awareness, perception, attitudes, Indonesia

THE CONTRIBUTION OF USER-GENERATED ONLINE VIDEO TO EMPOWER INDONESIAN MIGRANT WORKERS: A DISCUSSION PAPER

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ABSTRACT

The marginalisation towards Indonesian migrant workers is not a new story. Their dream of success abroad ended as a nightmare since some of them were physically and mentally abused, especially those who work in the informal sectors. A series of innovation in technologies have offered an opportunity for improvements in freedom and justice. This particular paper addresses the gap in the academic literature by analysing the role of citizen-generated video for advocacy purposes and hasten social changes, particularly for Indonesian migrant workers. Desk research was used as the methodology in this research. A large volume of bibliographic materials related to the use of user generated content to empower marginalized people was scanned and a limited number of documents have been critically reviewed. Articles were included in the review if the author discussed UGC along with debates related to its capacity for empowerment. As a result, this paper develops the argument that the capacity to participate in both video production and dissemination would enable Indonesian migrant workers to fight against injustice and discrimination and enhance their democratic engagement. With a set of the camera in their hand and supported by the networked platform, Indonesian migrant workers are now able to create first-hand evidence which is powerful to encourage or boost public social and political action. As a promising feature, the user-generated video is a way for Indonesian migrant workers to be "visible" and to have the "voice" and challenge the negative stereotype existed in the society or negative framing in mainstream media towards them.

Keywords: migrant worker; youtube; online media, empowerment

NONVERBAL COMMUNICATION THROUGH VISUAL STORYTELLING OF LEAVING HOME ANIMATED FILMS

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ABSTRACT

This study aims to describe visual storytelling in the animated film Leaving Home as a nonverbal communication medium that provides education to the audience. The power of nonverbal communication as a form of visual storytelling in the animated film Leaving Home is the researcher's motive to examine how a nonverbal animation can be interpreted universally. The nonverbal communication of the animated film Leaving Home embodies writing into moving images. An animator must have the ability to visual storytelling to make the imagination in telling stories (synopsis-text) into scripts (visual-written). An animator, also an animation film creator, must understand the rules of scriptwriting to communicate the message implied in his work. An excellent visual understanding will help an animator visualize the picture's language into an exciting story. The technique of conveying visual storytelling stories in animation sometimes finds obstacles in understanding the story due to improper use of visual language. This research uses qualitative methods to uncover the phenomenon of nonverbal communication through visual storytelling in the animated film Leaving Home to explain in more detail. The results showed that nonverbal communication is omnipresent, including nonverbal aspects of each communicative action. In the interactions seen in the story of the animated film Leaving Home, all its nonverbal channels come into play. This study also represents the imagination visualized in animated films as more hyperbolic. After conducting a study of nonverbal visual storytelling communication in the animated film Leaving Home, it can be concluded that films with animation techniques can be presented with visual storytelling packaged in an artistic visual language. So visual storytelling can be a literacy animation technique in conveying information and opening up opportunities for animation creators to communicate nonverbally to the audience.

KEYWORDS: visual storytelling; animated film; nonverbal communication; visual language; leaving home.

MOVING TOWARDS SDG 12 THROUGH COLLABORATION AND CO-CREATION: CASE STUDY OF GARNIER & ERECYCLE

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ABSTRACT

Sustainability as a concept is not a novel idea among Indonesians, and Indonesia itself adopted the Sustainable Development Goals and published the Indonesia's SDG Roadmap for 2030 in October 2019. Among the 17 SDGs outlined in the roadmap, SDG 12 *Ensure Sustainable Consumption and Production Patterns* is among the least prioritized, seeing from the lack of data, objectives, and discussion regarding the policy direction. However, brands and companies are quick to respond to the UN's call to achieve the SDGs. They start taking measures to address sustainability issue along their business process and communicate it to their stakeholders through multiple platforms. Garnier Indonesia is one of those, and they further their effort by co-producing an integrated waste management service with eRecycle. This service is free of charge and allows customers to order pickup for inorganic waste, as long as it has been cleaned and separated by the customers. This paper aims to analyze and better understand the role of brand co-creation – or in this case, multi-brand co-creation – in promoting sustainable consumption, particularly in waste management. This will be done by employing the co-production and co-creation frameworks. Data for this study is collected through in-depth interviews with key people in Garnier and eRecycle related to this collaboration and data analysis of secondary information published by Garnier and eRecycle on their online platforms. The study concludes that the collaboration between Garnier and eRecycle could be analyzed from two phases: co-production and co-creation. Furthermore, the co-creation processes between customers and the two brands occur in two facets: with Garnier and/or eRecycle as a brand, and with eRecycle as a service. Hence, the multi-brand co-creation. The former facet results in indirect sustainability co-creation and the latter results in direct sustainability co-creation.

Keywords: co-creation, co-production, Garnier Indonesia, eRecycle, multi-brand co-creation

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INDONESIAN MOSLEM MOTHER'S STYLE OF COMMUNICATION UPON SEXUAL EDUCATION FOR BOYS IN THEIR EARLY AGE

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ABSTRACT

In two informants, it was found that they have a tendency to have different communication styles depending on the stage of sex education they give to their boys at an early age. They adopt an assertive communication style for the information they share. However, they change to apply a non-assertive communication style when they feel they have no understanding toward the information they convey or the child asks a question and they are unknown to the answer. Finally, they can also become aggressive when they force their children to follow directions regarding sex education they provide

Keywords: Moslem, Sex Education, Mother

MOBILE COMMUNICATION EXPERIENCE OF UNIVERSITY STUDENTS PARTICIPATING IN EXCHANGE PROGRAMS BETWEEN INDONESIA AND THE PHILIPPINES

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ABSTRACT

Technology and mobile phone use in education and among the youth, namely university students, is not new. However, the use of technology and mobile communication became prevalent with the advent of COVID-19 pandemic, where activities such as student exchange between two universities can be conducted virtually. The aim of this study was to examine the lived experiences of mobile communication on exchange students undergoing student exchange programs between Indonesia and the Philippines. In particular, how mobile communication tools shape the new way of learning of exchange students. The study was conducted using qualitative methodology with data collected through in-depth interviews on students from the Philippines and Indonesia. The data was interpreted through a thematic analysis. It was found that the use of mobile communication brought a positive effect on the students' learning and experience, particularly how it helps the students continue their education despite being disrupted by the pandemic. However, factors like poor connection, poor English skills, and language barriers affect their academic performance. Recommendations are provided for students to be able to gain optimal experience from virtual student exchange programs. For future researchers, a follow–up study should be conducted on how the language barrier affected the students' learning and behaviors on mobile communication. Academic institutions should help and monitor students' understandings that would help and allow the students to understand and learn more.

Keywords: mobile communication; student exchange program; virtual exchange

MARKETING COMMUNICATION STRATEGY ANALYSIS IN GOJEK WHILE PPKM (*PEMBERLAKUAN PEMBATASAN KEGIATAN MASYARAKAT*) DURING COVID-19 PANDEMIC IN INDONESIA

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ABSTRACT

The government's new policy in overcoming the current COVID-19 pandemic to implement PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat), has an impact on social activities, especially for the user and the drivers of Gojek. This condition leads in the mid of maketing communication strategy in order to deal with this pandemic. As one of the pioneers of startups in Indonesia with statistical data for 2020 with a total of 29.2 million users spread throughout Indonesia, it requires a special strategy for the social media and platform with one million instagram followers,and youtube subcribers Gojek Indonesia amount 243K subscribers and how it can make satisfy for the users, especially in this difficult PPKM situation right even in the face of this situation. This research uses qualitative research methods. The purpose of this study is to describe the marketing communication strategy that implement by Gojek, through a tools of marketing communication strategy on advertising, direct marketing, internet marketing, sales promotion and public relations. In this study, PPKM strategy that is implemented by the government can be responded by the Gojek in implementing innovations in services for its users. The conclusion of this study is that the marketing communication strategy run effectively and work well in influensing its target consumers. The results in this study found the role and implementation of the tools of marketing communication strategy in the GOJEK services by analysis to its users including the messages for that tools to make the strategy can run effectively and work well in influencing target consumers with persuasive theory even during the PPKM or (Enforcement of Restrictions on Community Activities).

Keywords: Marketing Communication; Strategy,Gojek; COVID-19

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INTERACTION AND COMMUNICATION IN THE ONLINE LEARNING PROCESS DURING THE COVID-19 PANDEMIC

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ABSTRACT

The pandemic of Covid-19 has made significant impact on aspects of human life, including education. The restrictions by the government as an effort to prevent the spread of the virus have an impact on changes in the way of learning and the academic process. For 2 years the learning process was running by online. Now, slowly the hybrid system is also being implemented. Students with different characteristics try to redefine the process that they have undergone regarding the online and hybrid learning process. It's interesting to observe how students see the interaction in the online learning process and transition to hybrid. Using qualitative approach with focus group discussion as data collection technique to 10 students from different batches. As a result, there was confusion at the beginning for students, especially the class of 2020 because they didn't have an idea how about the online learning process. The learning process with virtual becomes something informal in their perception when it can be done from anywhere, for example from home. Distractions and difficulty in focusing happens to most all of the informant when they studying online . The phenomenon of dual device and multi-tasking is something often happens in online learning. When there is changing policy from online to hybrid, certain adaptations and adjustments are needed for students of the class of 2020 but not for students of class 2019. Most of the informants who have undergone the online learning process and are undergoing a hybrid system feel that the hybrid system offers flexibility for students as positive side.

Keywords: Covid-19 pandemic, online learning, hybrid

PROPAGANDA AND POLITICAL MEMES ON SOCIAL MEDIA IN THE 2019 INDONESIAN PRESIDENTIAL ELECTION

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ABSTRACT

Political memes colored the 2019 Indonesian presidential election campaign on social media. Political memes have become one of the propaganda strategies to influence public opinion to gain political support from the public before the presidential election. Political memes are also part of political communication and political culture in democratic countries that are quickly produced and disseminated by social media users for political purposes. This study aims to analyze and understand political memes as a medium of political propaganda in the 2019 Indonesian presidential election. This study uses critical discourse analysis to uncover the meaning behind the text. The data collection technique uses documentation in the form of political memes of the two presidential candidates, both in images and political symbols scattered on social media in the January – March 2019 period. Furthermore, the data will be analyzed using Fairclough's critical discourse analysis model to find out the meaning of the text. This study indicates that social media plays an essential role in political communication in the 2019 presidential election campaign. Social media is a cheap and fast means of spreading political memes that reach potential voters widely and massively. Through political memes, Joko Widodo often talks about having links with the Indonesian Communist Party. Meanwhile, Prabowo Subianto is often spoken of by his political opponents as a supporter of the caliphate in Indonesia. These political memes are used as political propaganda to construct or deconstruct political presidential candidates' discourse and build or damage the reputation of presidential candidates to influence public opinion.

Keyword: Political Meme, Political Communication, Propaganda, Indonesian presidential election.

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END USER EXPERIENCE ANALYSIS ON COVID-19 APPS IN ASIAN COUNTRIES

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ABSTRACT

A number of countries impose obligations for their citizens to use the Covid-19 application which aims to track, trace and disseminate information related to the pandemic that occurred. However, a number of problems arise from the side of the usage perceived by theend-users. While this application is the main requirement for travel in a number of Asian countries. This study aims to map the problems experienced by end users while using the service while at the same time filtering out what factors are expected by end users. This study analyzes three android-based e-gov applications released by Indonesia (PeduliLindung), Malaysia (Mysejahtera) and Brunei Darussalam (BruHealth). Data collection was carried out using Appbot software to filter ratings and reviews that were issued during the January-March 2022 period. The data obtained were then analyzed based on three theme categories, namely, technology, ease of use and privacy or security of user data.

Keywords: Digital media, mobile, application, Covid-19

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UNDERSTANDING COMMUNICATION THROUGH SOCIAL MEDIA MARKETING ACTIVITIES AND ITS INFLUENCE ON PURCHASE INTENTION

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ABSTRACT

The purpose of this study is to investigate the influence of the communication science through social media which influences corporate trust how that drive affects purchase intention mediated on customer equity and. Research has been conducted on social media toward purchase intention, nevertheless more research is needed to accommodate interactivity, formality and immediacy as communication factors in the social media which will be impacting toward purchase intention, mediated by customer's equity. This research is developing a multi perspective approach of communication science and its implementation toward purchase intention mediated by customer's equity. The main implication of this research is that the communication science needs to be considered when designing the social media online communication. Both the communication and the management aspects should be implemented optimally as an effective marketing strategy to enhance the purchase intention. Future empirical research is needed to establish a rigorous finding on this subject.

Keywords: communication science, brand loyalty, customer's equity, purchase intention, social media marketing

THE EFFECT OF SOCIAL MEDIA INFLUENCE INSTAGRAM ACCOUNT @PEMOL.ID ON FOLLOWERS' INTEREST USING THE PEMOL APPLICATION (ONLINE SCAVENGERS) IN PEKANBARU CITY

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ABSTRACT

This study aims to determine how big the influence of social media exposure on Instagram account @pemol.id on the interest of followers using the Pemol application (Online scavengers) in Pekanbaru City. This study uses an explanative quantitative research method with a simple random sampling technique and uses the Slovin formula to get a total of 100 respondents. The questionnaire is distributed in the form of a google form.The data analysis technique used simple linear regression and coefficient of determination (R^2). Researchers analyzed the data using the SPSS for windows version 24 application. Based on the results of a simple linear regression analysis, the coefficient value in this study was Y = 15.333 + 0.741 X. The constant number (a) was 15.333 and the variable coefficient X was 0.741. Meanwhile, the t-count is 11.357 which is bigger than the t-table of 1.664. Where H_o is rejected and H_a is accepted with a significance of 0.05, it can be said that there is an influence between exposures to social media Instagram @pemol.id on followers' interest in using the Pemol application (Online Scavengers) in Pekanbaru City is in the medium category.

Keywords: *Exposure*, Instagram, ThePemol Application

COVID-19 NARRATIVE DECONSTRUCTION IN SOCIAL MEDIA MEME

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ABSTRACT

The phenomenon of memes about COVID-19 spread through social media is interesting to study more deeply. Using Ferdinand d'Sausurre's semiotic analysis, the researcher explored several memes related to the government's appeal to prevent the spread of COVID-19, such as wearing masks, maintaining distance, washing hands, and reducing mobility. The analysis results show community reconstructs or deconstructs the texts submitted by the government as a form of protest, satire, and joke as an appeal to always masks in every activity. People make memes by wearing masks from underwear (loincloth and bra), tires for motorized vehicles, and coconut belts. In terms of keeping a distance, people make a meme of a barber lengthening his shaving machine with a wooden stick to keep it away from the shaved one. Other narratives built by the community through these memes indicate resistance from the community against the COVID-19 narrative built by the government.

Keyword: deconstruction, meme, social media

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SELF IMAGE TIKTOK CELEB

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ABSTRACT

TikTok is an application from China that was loved by the public during the Covid-19 pandemic era. One of the TikTok application characteristics is a 'For Your Page' FYP algorithm on the application's start page. Content that usually appears on FYP is unique, like TikTok celebrities. This research uses Peter Montoya's Personal Branding theory in the book Personal Branding by Farco Siswiyanto Raharjo. In this theory, there are eight categories to prove the problem: Specialization, Leadership, Personality, Distinction, Visibility, Unity, Persistence, and Reputation. This study uses an approach with data collection techniques by deepening, observation, and documentation. Wafa Soedjono is a TikTok celebrity with educational content, family drama, and Javanese comedy characteristics. Eight proofs of personal branding in building self-image. The author concludes that Wafa Soedjono has succeeded in creating a self-image through 8 personal brandings used on his TikTok social media account. This can be seen from the appearance and content of every Wafa Soedjono content on the TikTok application.

Keywords: Self Image, TikTok, TikTok Celeb

THE METHOD OF EARLY DETECTION OF THE RESILIENCE OF THE INDONESIAN PEOPLE BASED ON SOCIAL MEDIA BIG DATA

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ABSTRACT

This National resilience is a dynamic condition of the Indonesian nation which contains tenacity and resilience in facing and overcoming all forms of threats, disturbances or obstacles from within and outside the country. National resilience is the ideal condition for a country to have the ability to develop national strength so that it is able to face all kinds of threats and disturbances for the survival of the nation concerned. This form of threat can be direct or indirect and seriously endangers the integrity, identity, and even survival of the nation and state. National resilience serves as an antidote to all forms of threats, disturbances, obstacles, or challenges (AGHT) to the integrity, identity and survival of the nation and state.When the world enters the stage of society 5.0, then national defense becomes the main concern. Society 5.0 is an era where information technology is used to improve a better life and is directed to individual needs. The development of information communication technology such as social media has a positive and negative impact. The negative impacts of social media that can threaten national resilience include the spread of fake news (hoaxes), terrorism, and radicalism. If the self-resilience of the Indonesian people is resilient, then national resilience will be created properly. On the other hand, if the resilience of the Indonesian people is weak, it can threaten national defense. One way to monitor national resilience is by looking at the ability of the Indonesian people to face threats, disturbances, obstacles, or challenges (AGHT) in the form of new understanding, hoaxes, radicalism, and terrorism. To find out the condition of resilience of the Indonesian people in facing threats, disturbances, obstacles, and challenges (AGHT) can be identified through conversations on social media. The data of conversations of social media users is important data to understand the national resilience of the Indonesian people. The method used is exploratory because the resilience method of the Indonesian people is still relatively new, the method developed is more descriptive quantitative by describing viable: volume of social media users, user profiles, reach , conversation trends, types of issues, top tweets, emotions, sentiments, people who are influencers (top influencers); intermediaries (bridge); and robot analysis (bot analysis) (Hansen et al., 2011). The study sample used a time period from March 1, 2022 to May 1, 2022. The consideration of the timing was due to the large number of public reactions to the issue of "three terms".

Keywords: big data, social media, twitter, indonesia's resilience

THE DYNAMICS OF COMMUNICATION MEDIA MANAGEMENT PROGRAM CORPORATE SOCIAL RESPONSIBILITY MINING COMPANIES IN INDONESIA

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ABSTRACT

Mining areas where there should be a prosperous society, are in fact very contradictory to the high poverty rate there. The activities of mining companies have actually caused many natural disasters, not to mention the problem of post-mining holes, which so far have also claimed many lives because many of them are still left open and not immediately reclaimed. East Kalimantan and South Sumatera are the two provinces in Indonesia that have the most natural damage due to mining activities there. Kaltim Prima Coal, and Bukit Asam Company as the largest mining company there, have actually tried to manage their post-mining areas by implementing CSR programs to improve the welfare of the community, but this seems not to have been optimal. Several demonstrations were carried out by the community both in East Kalimantan and South Sumatera to demand an increase in the quality of life. Seeing this problem, the role of communication media is needed to be able to communicate effective and effective CSR programs for the community, so that there will be good acceptance and support from the community to jointly preserve the environment. This research is a qualitative research with a case study method, where researchers will examine how the dynamics of digital communication media management carried out by Kaltim Prima Coal and Bukit Asam Company to communicate their CSR programs. The results of the research are expected to provide an overview of how effective the management of digital communication media from the implementation of the CSR program by Kaltim Prima Coal and Bukit Asam Company is so that later it can become a reference for the CSR program communication process carried out by the company.

Keywords: corporate social responsibility; communication media; mining company; Indonesia.

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INSTAGRAM AS A MEDIA COMMUNICATION FOR GOVERNMENT PUBLIC RELATIONS MINISTRY OF ENERGY AND MINERAL RESOURCES

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ABSTRACT

The era of digitization and information disclosure makes all information very easily accessible using new media. The number of explosions of information through changes in the industrial revolution caused the shift in the function of Government Public Relations (GPR) in government institutions. The GPR of the Ministry of Energy and Natural Resources (KESDM) needs to make adjustments to the way it communicates with the public, one of which is by using Instagram Social Media. This study focuses on Instagram as a communication medium for MEMR using the media richness theory (Media Richness Theory) and is supported by the Computer Mediated Communications Theory. The results show that Instagram is used as a tool for delivering GPR to the public by packaging information to be more interesting in a different way, thus making GPR provide its own wealth through Instagram in building relationships with the public.

Keyword: instagram; government public relations; media richness theory

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DISCOVERING INDONESIA: VIDEO REACTIONS OF 'JIWA JAGAD JAWI' STORYNOMIC TOURISM

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ABSTRACT

The storynomic tourism approach uses the power of storytelling in the effort to enhance quality tourism and promote destinations. In enhancing this approach a promotional video of Java, called Jiwa Jagad Jawi was launched in 2022 in a theme of rediscovering the mind, body, and soul of Java whilst promoting several destinations in Java, including Borobudur. The video ignited multiple reaction videos from Youtubers around the world, a vernacular form of visual production where the Youtuber reacts to a certain media content. Reaction videos towards Jiwa Jagad Jawi holds an interpretation of Java from the creator as well as a production of representation of Java as a destination in the text. Thus, putting video reactions of Jiwa Jagad Jawi as a digital work that extends its designated promotional means with a situated cultural experience of the creator; reframing narration of the destination to their viewers and followers. The present study focuses on "reaction videos" on YouTube towards Jiwa Jagad Jawi in exploring representation and interpretation of the culture and destination. The exploration of interpretation and production in reaction videos of tourism storynomics may offer an understanding to the dynamics of tourism promotional videos in this digitalscape. For the analysis of this exploration, an audience reception framework situated in cultural studies is used to study the reaction videos and comments. The study has found reaction videos as a significant promotional tool that drives further narrations of Indonesia and the reproduction of perceived Java as a destination of peace, serenity, mystical and culturally rich destination.

Keywords: reaction videos; youtube; storynomic; tourism; social media

YOUNG GENERATION MEDIA LITERACY ON UTILIZATION OF DETIKCOM ONLINE NEWS MEDIA

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ABSTRACT

Current communication technology supports the flow of information exchange. For those who can take advantage of communication technology, are also those who can play the role of producers, consumers, distributors to information manipulators. The fast flow of information delivery is feared by readers who are unable to distinguish between factual news and hoaxes. This can be anticipated by being equipped with media literacy skills. Currently, the younger generation (millennials and Generation Z) are those who are predominantly consumers of digital information. They are the ones who take advantage of the use of internet-based communication technology, especially in obtaining information. However, the problem is that Indonesia's literacy level is fairly low. Detikcom asa pioneer of online news media in Indonesiahas contributed to delivering news for news readers. However, there are still many who have not maximized the use of detikcom as a reference source for reading, especially for the younger generation. The purpose of this study is to determine the media literacy carried out by young towards the use of the detikcom application or site. This study uses qualitative research methods with a case study approach and detikcom as the object of research. The results of this study concluded that readers from the younger generation have adopted a media literacy attitude as a provision to face the fast flow of information. The media literacy they do on detikcom as a news source has met the stages of access, understanding, analysis, but not at the production stage.

Keywords : Millennials, Generation Z, Media Literacy, Detikcom

COMMUNICATION ETHICS IN ONLINE LEARNING AT VOCATIONAL SCHOOL OF SEBELAS MARET UNIVERSITY DURING THE PANDEMIC

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ABSTRACT

For almost four semesters online learning has been implemented. From it, we want to describe the communication ethics of Vocational School of student class of 2020 at the University of Sebelas Maret (UNS) in online lectures during the pandemic by using the Zoom Meeting application. A descriptive survey is used in this research, data collection uses open-ended questionnaires. The unit being sampled is 20% of the population with simple random sampling and 34 lecturers returned the questionnaire with fill out google form, from a total sample of 40 lecturers. Purposefully sampling was also used for the first time to know legal rules regarding online lecture etiquette. The principal results are students adapt more quickly but the frequency that often appears in online lectures is students closing the camera, communication is more one-way, even though some show their IT skills above their friends. This major conclusion is normative ethics in online learning is not fully owned.

Keywords: communication ethics; online learning; students; lecturers; the covid-19 pandemic

SELF DISCLOSURE: HIDDEN TALENT OF YOUTH IN TIKTOK

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ABSTRACT

His study aims to explore the experiences self-disclosure of youth in TikTok social media. This social media has a variety of interesting features and is also a medium to channel one's creativity, express oneself and develop new talents that were previously unknown or not owned, thus enabling the disclosure of hidden talents. In this digital era, many talents are increasingly visible coming from youth. Teenagers who have a tendency to close themselves use social media as a means to reveal themselves through their hidden talents. This study uses a qualitative method, a phenomenological approach with data collection techniques in-depth interviews, observation, and documentation. Informants are three person as users active TikTok from Pekanbaru City. Informants are teenagers who have hidden talents, using TikTok as a means of self-disclosure. The results showed that self-disclosure of hidden talent informants in Tiktok media consisted of three meanings: (1) self-existence, (2) satisfaction & happiness, and (3) spent time. Three meanings are interrelated and become an inseparable part. Informants interpret TikTok as a medium to channel hidden talent so that it can continue to exist. The third hidden talent of the informants is as a Beauty of Content Creator. The informant's self-existence gives a sense of satisfaction and happiness because it has received a large number of likes and positivecomments, as well as additional income through content affiliated with Shopee Affiliate and live TikTok. The meaning of spent time for informants as an activity with social media which is considered to have positive value because it is able to channel the hidden talents. The three meanings are self- disclosure hidden talent informants are about feelings, ideas, hopes, and information that is deliberately shared to public using by TikTok media.

Keywords: Self Disclosure, Hidden Talent, TikTok

FOLLOWERS RESPONSE TO PARENTING EXPERT ACCOUNTS ON SOCIAL MEDIA (STUDY ON TIK TOK ACCOUNT FOLLOWERS RENSIA_SANVIRA)

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ABSTRACT

Social Media brings changes about expertise in various fields. You don't have to go through special education and a long period of time to become an "expert." Like Rensia Sanvira, through her social media accounts on Tik Tok , now the @rensia_sanvira account has four million followers. S-O-R theory is applied to describe followers' responses from the cognitive responses aspects, affective responses, and conative responses. Through a qualitative approach with interviews with followers, this study aims to describe the responses of followers of @rensia_sanvira. Purposively selected followers aged 20-34 years, and have children under five. The data is processed with Nvivo12 software. The results of the study show that the cognitive response of followers said that @rensia_sanvira's content was about parenting, so that followers learned a lot from @rensia_sanvira's 's content about parenting tips, especially about parenting. In the conative response, all followers take the right action to the child according to the content or tips on the @rensia_sanvira account. It was found that there was a relationship between one response and another, specifically between the cognitive response and the affective response. This study concludes that the @rensia_sanvira account is a reference for followers in parenting. This can be seen from the cognitive, affective, and conative responses shown by followers of @rensia_sanvirasatas uploaded content, although Rensia Sanvira has no special background and long experience in parenting. Informative content, according to the needs as a parent of toddlers, and presented in an attractive manner, the @rensia_sanvira account can introduce Rensia Sanvira as a "parenting expert."

Keywords: Response, Followers, Parenting Expert, Social Media

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DIGITAL PROMOTION STRATEGY FOR THE SMART LITERACY BOX PROGRAM "KOLECER" (CASE STUDY ON THE SMART LITERACY BOX AT THE REGIONAL LIBRARY AND ARCHIVES SERVICE OF WEST JAVA PROVINCE)

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ABSTRACT

This research is entitled "Digital Promotion Strategy for the Kolecer Program (Smart Literacy Box) (Case Study at the Office of the Library and Archives of West Java Province)". This study aims to determine the background of the program, the planning process for the promotion of the program and the promotion process for the Kolecer (Smart Literacy Box) program. This research uses a case study method, data collection is carried out through in-depth interviews, observation and documentation studies. Based on the research results, it is known that the Smart Literacy Box is the result of an evaluation of a similar program that was initiated by the previous Mayor of Bandung, who is now the Governor of West Java, Ridwan Kamil which was launched as a 100-day program for the elected West Java Governor in coordination with the Regional Library and Archives Service. West Java province. Digital promotion activities carried out in the form of promotions through social media, such as Instagram, Facebook and Twitter, then in collaboration with various parties, for example synergizing with mobile libraries, holding storytelling activities, book reviews, making pins and posters, direct socialization to the community, making proposals for progress of the smart literacy box work program, and outreach to the Community Reading Park.

Keywords: Digital Promotion, Program, Smart Literacy Box

BEYOND LIKE AND SHARE: OPTIMIZING POTENTIAL OF INSTAGRAM IN A HIGHER EDUCATION ADMISSION (A STUDY ON THE ADMISSION OFFICE AT UIN SUNAN KALIJAGA YOGYAKARTA)

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ABSTRACT

Penggunaan media sosial khususnya Instagram pada generasi milenial semakin meningkat. Generasi tersebut mengakses berbagai informasi melalui media tersebut, termasuk didalamnya Penerimaan Mahasiswa Baru (PMB). Data menunjukkan pada tahun 2020, 95,2% mahasiswa aktif memiliki Instagram dan 45,8% diantaranya mengakses informasi PMB dari Instagram. Satu tahun berikutnya, 96,3% mahasiswa aktif memiliki Instagram dan 71,2% mengakses informasi PMB dari Instagram. Dari data tersebut, Admisi UIN Sunan Kalijaga mengoptimalkan penggunaan fitur layanan Instagram sebagai media promosi. Manuskrip ini berusaha untuk menjabarkan bagaimana Admisi UIN Sunan Kalijaga memanfaatkan kekuatan Instagram sebagai media iklan PMB. Temuan menunjukkan bahwa setidaknya terdapat lima fitur Instagram yang dapat dioptimalkan dalam promosi yakni fitur *posting*, *caption*, *hashtag*, *instastory* dan *paid promote*. Untuk dapat mengoptimalkan kelima fitur tersebut, diperlukan penyusunan timeline yang sesuai dengan kebiasaan penggunaan media pada generasi milenial.

Keywords: Instagram, Media Iklan, Admisi Perguruan Tinggi, Mahasiswa Baru

MAPPING HOAX THEMES DURING THE EARLY PPKM DARURAT POLICY IN INDONESIA

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ABSTRACT

In March 2020, the first case of Covid-19 was found in Indonesia. It has been more than two years that Indonesia has fought the Covid-19 outbreak with full struggle until now to adapt to a new life. The existence of information and communication technology in our midst life has provided convenience in handling Covid-19 such that easily and quickly information can be spread. This has more or less minimized the number of victims exposed. Considering a similar outbreak had occurred in Spain, called Spanish flu, happened in 1918 with an estimated 500 million cases over 2 years. One of the reasons for the high number of cases is that information related to this outbreak did not spread quickly and widely. The development of information and communication technology has indeed provided convenience in handling Covid-19. But on the other hand, this condition has an unexpected impact, namely the infodemi that comes from many hoaxes, misleading content, and intentional manipulative news. This study will further discuss hoax themes during the early PPKM Darurat Covid-19 Outbreak Policy from 1st - 12th July 2021. The online qualitative approach is used as a tool to view and analyze this phenomenon. The hoaxes analyzed came from Cekfact.com which is a hoax verification portal in Indonesia. Hoaxes that were informed on the portal were then collected and analyzed for themes, sources. The results of this research show that social media is the main source of hoax circulation. There are three major theme trends that become hoaxes in the early PPKM Darurat in Indonesia, namely politics, health, and religion.

Keywords: Covid-19, hoax, social media, PPKM darurat policy

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DIALOGIC COMMUNICATION MODEL APPLICATION TO MEASURE DIALOGIC LEVEL ON WEBSITE

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ABSTRACT

Corporate communication is one of the main keys to building public trust in a company. The development of information and communication technology such as websites is used by companies to achieve a goal. This study uses quantitative content analysis methods to answer whether PT Freeport Indonesia, which is now a state-owned company, can implement Dialogic communication on the company's website. The methodology used is quantitative content analysis, while the research is the website of PT Freeport Indonesia for the period 2021. The data analysis used is a coding sheet and the principles presented by Kent & Taylor (1998). The results obtained are through the eight main features and their contents, and 88 news reports in 2021 that the principles of dialogic communication are applied to the website. PT Freeport Indonesia applies all the principles of Dialogic Communication so that it can be called dialogic, which is open and communicative to the public or its visitors. The five principles have different values or levels in each principle ranging from very good to less than optimal. The PT Freeport Indonesia website has the main purpose as a means of sharing information, not for direct two-way communication. The five principles have different values or levels in each principle ranging from very good to less than optimal. The PT Freeport Indonesia website has the main purpose as a means of sharing information, not for direct two-way communication. The five principles have different values or levels in each principle ranging from very good to less than optimal. The PT Freeport Indonesia website has the main purpose as a means of sharing information, not for direct two-way communication.

Keywords:[dialogic communication, website, information]

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BONDING EMOTIONAL APPEAL AS STRATEGIC DIGITAL COMMUNICATION OF STATE-OWNED ENTERPRISES

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ABSTRACT

This study aims to describe how to build emotions through digital content as a corporate communication strategy by State-Owned Enterprises. The pandemic covid-19 has engendered unprecedented situation that pose enormous challenges to corporate communication in their massages to stakeholders. State-Owned Enterprises can no longer do their stakeholders engagements with "business as usual" approaches without being perceived as uncaring and unempathetic in the situation of crisis. The consumer insight data mentions that more than two-third of respondents admitted that they will lose trust in a certain product brand or company that are more concern on the profit during the covid-19 period. Through the in-depth interview to a number of PR practitioners of state-owned companies and content analysis of top five active social media State-Owned Enterprises contributes, this research found that Public Relations activities are indeed somewhat altered in the time of pandemic crisis. Their engagement in social media content are having more emphasize on emotional supports and convey empathic feelings to the people who suffer because of the virus, and provide more message of support on effort to reduction the risk cause by corona virus. The narrative of digital content is told in a coherent and fidelity. Narrative of digital content such as family oriented, togetherness, being romantic, thrill seeking, struggle, optimism, salvation, commitment and carefulness is a way to having positive relationships with stakeholders. Hence, the pandemic crisis has also brought changes in the ways in which PR practitioners engage with their public, and alter the content of their messages from profit-interest communication to emphatic communication.

Keywords: digital communication; emotional appeal; narrative; persuasive approach; state-owned enterprises

QUESTIONING ON PERS ROLE TOWARD PUBLIK INTERESTS AND THE NEED OF MEDIA LITERACY

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ABSTRACT

The relationship that occurs between the media and the public does not always lead to a symbiotic mutualism. The media and the public in some relations give rise to tug of war interests, sometimes they are balanced, sometimes they overlap. Ideally, the media position themselves as providers of content that are proportionate to the public. Proportional here in the sense of according to what is needed by the public. However, in practice, the political economy of the media is an unavoidable problem because the relationship between the media and the public also involves industry as the environment in which the media is located. When industrialization is attached to the media, the relationship between the media and the public is very likely to run unequally. The public is no longer positioned as accessing information that must be served and considered. In fact, the public is placed as a commodity whose interests in the media seem to have been neglected. As a result, there is a lot of media content that overrides the public interest because it is merely pursuing capital. From this point, the demand for the public to be active and critical becomes important. In the end, the media literacy movement is no longer a made-up demand, but a necessity so that the public, as the owner of resources, has their interests protected.

Keywords: media, public, political economy, media literacy, public empowerment

COMMUNICATION ETHICS IN THE WORLD OF DIGITAL MEDIA

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ABSTRACT

Social media is a medium for interconnecting and because it happens online, people can interact with each other without being restricted by space or time. Social media eliminates human boundaries for social, space and time limits on this social media. People can communicate with each other anytime, anywhere. Indonesian society is in the digital age, and the use of the Internet as an information and communication technology is inseparable from the aspect of life. Changes in thinking and behavior make it easier for people to use digital technology platforms that provide interactive information. The importance of communication ethics in digital media to control emotions and respect the privacy of others. So speak good and polite words and don't use harsh and Keywords: Ethics, Communication, Digital Mediaprovocative pornography or Sarah's words.

Keywords: Ethics, Communication, Digital Media

DIGITAL PUBLIC RELATIONS IN THE ERA OF BIG DATA AND AI: A LANDSCAPE OF DIGITAL COMPETENCIES OF PR PRACTITIONERS IN INDONESIA

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ABSTRACT

The current global development which is centered around digitalization and the networks of information technology has become a crucial component of the professional communicator's work. The practices of public relations have been dynamically evolving towards digitalization by adjusting the practices to fulfill the demand of the stakeholders. The utilization of digital communication platforms, big data, and artificial intelligence (AI) has forced public relations practitioners to comprehensively master a new set of digital skills. This research aimed to investigate the digital competencies of public relations practitioners in Indonesia. A number of public relations practitioners from various institutions were involved in the survey. A survey was used to answer the research questions. The research revealed that numerous public relations practitioners in Indonesia have already obtained the knowledge and competencies in digital public relations. Apart from having the digital public relations knowledge and competencies, many public relations practitioners still don't have practical competencies in analyzing big data related to their organizations on the internet and other social media platforms.

Keywords: Digital public relations; Digital Skills and Competencies, Public Relations Practitioners

ADOLESCENT INFORMATION AND COUNSELING CENTER IN THE DIGITAL AGE: CHANGING OR GOING EXTINCT [THE EXISTENCE OF PIK-REMAJA AT SMA IT AL IRSYAD PURWOKERTO]

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ABSTRACT

Adolescents are an age group that has been often understood as a group that is in the phase of rebellion, the search for identity, synonymous with delinquency and so on so that it requires special education and supervision both carried out culturally in the family and society and structurally by the state. One form of institutionalization of supervision and education for adolescents is the establishment of an Adolescent Information and Counseling Center (PIK-R) in schools. The problem is that in today's digital era, the existence of PIK-R in schools is fading. The students in the target group are more often looking for information and even conducting "consultations" through various internet-based digital platforms. This research was conducted using qualitative research methods with data collection techniques through observations, documentation and review of literatures. To improve the validity of the data used techniques of triangulation of sources and theories. The results showed that PIK-R SMA IT Purwokerto has begun to transform using digital media. This can be seen from the use of social media such as Facebook, Twitter, Instagram, Youtube, and TikTok as a medium for disseminating information. The information content conveyed by PIK-R is no longer fixated on the TRIAD KRR material or the 8 GenRe substance but has accommodated the issues of adolescents in the digital era such as mental health, toxic productivity and so on. The management of PIK-R carried out by students allows PIK-R to adapt to the needs of today's teenagers, both in terms of content and digital platforms used. The aspect that needs to be improved is to find a solution to increase student interaction and engagement with PIK-R digital accounts, so that PIK-R SMA IT Al Irsyad Purwokerto not only exists physically, but is optimally utilized by all students.

Keywords: teenagers, adolescents, information and counseling center, peer counselling

UNDERSTANDING THE INEQUALITY OF CENTER-PERIPHERY INFORMATION FLOW FROM THE MIGRATION OF SEVEN YOUTHS FROM BANDAR LAMPUNG TO JAKARTA

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ABSTRACT

Media in Jakarta (core) has a socio-cultural influence on Bandar Lampung (periphery). The accumulation of information production in Jakarta creates an unbalanced flow of information in the national information circuit. Mainstream media and converging media continues to create an anti-diverse flow of information. This paper finds that the media play an essential role behind migration and socio-cultural change for youth in Bandar Lampung. The migration of peripheral youth to Jakarta results from media habituation and routine in cultivating the symbol of Jakarta. For peripheral youth, Jakarta is not only a place to find opportunities, but Jakarta is a place for self-actualization, increasing social status, and prestige. While demographers place the problem of job opportunities as the main problem of people's migration in Jakarta, this paper places the accumulation of media hub and the production of information all around Jakarta as the cause of the accumulation of people migrate to Jakarta. In addition, the gap in technology and facilities in Bandar Lampung and Jakarta causes research subjects to legitimize their migration to Jakarta. This paper uses an ethnographic narrative method with data collection techniques in the form of interviews and observations.

Keywords: Jakarta; Bandar Lampung; Core-Periphery; Media; Migration

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SOCIAL MEDIA, FASHION AND RELIGION: NETIZENS' PERCEPTIONS ON THE USE OFWILD ANIMAL AS FASHION ITEMS BY INDONESIAN MOSLEM CELEBRITIES

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ABSTRACT

In Islam, The Holy Quran (Al-Baqarah: 30) has clearly stated the human beings are designated to be Khalifa (successor or ruler) who will maintain and save the world according to God's Law (Shari'a), and on His behalf. Thus, human beings have big responsibility to save their environment. Unfortunately, in this modern era they start forgetting their responsibilities by destroying their nature to satisfy their desire. Wild animals as part of natural resources have been exploited by humans, not only for food but also for fashion industry. In the name of art and luxury, crocodiles, tigers and snakeshave been hunted to get their leather, alive or dead. This cruelty sparks controversy among society. Wildlife activists, government, celebrities and religious authorities have their different opinions. In Indonesia, as the most populous moslem country, there are many moslem celebrities who frequently show their luxurious wild-animal-made fashion items in social media. Beside of attracting thousand likes from their die-hard followers, their posts also cause criticism and condemnation from netizens. Meanwhile, most of Islamic clerics forbid the use of wild animals as fashion items, while few of them allow it. Using qualitative approach, this research tries to analyze netizens' perception about the use of wild animal as fashion items by Indonesian moslem celebrities. To analyze the data, we use Teun VanDijk's critical discourse analysis theory. Therefore, we explore some social media accounts (Instagramand Youtube) featuring photos and videos of three moslem celebrities: Angel Lelga, Olla Ramlan and Syahrini wearing wild-animal-made fashion items. We selected some important comments in those accounts as sample. Not only analyzing the comments of netizens, we also tried to conduct in-depth interview by contacting them. The result of the research shows that most netizens in Indonesia still perceive the use of wild animal as fashion items as normal, while the only few of them perceive it as negative.

Keywords: perception, netizens, wild animal, fashion,moslem celebrities

'NEW NORMAL' BRANDING OF LOCAL GOVERNMENT IN PANDEMIC COVID-19 ERA (CASES STUDIES AT DKI JAKARTA, JAWA BARAT, AND JAWA TENGAH)

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ABSTRACT

This article describes the dynamics of branding the 'new normal' concept carried out by local governments in three provinces in Indonesia. Using content analysis research methods, the article describes three personal accounts of the Governors of DKI Jakarta (Anies Baswedan), West Java (Ridwan Kamil), and Central Java (Ganjar Pranowo). The results showed that there was a communication pattern between three regional heads (Governors) in conveying information related to the 'new normal. There are three aspects to analyze, the dimensions of communication, tone of information, and types of information. The regional head figure also has a strategic role as a communicator by their personal branding who connects important messages and information to the public. Not infrequently, regional heads are actually able to attract public attention through the use of their personal accounts.

Keywords: new normal; branding; communication dimensions; information tone;

DIGITAL MEDIA LITERACY
DURING COVID-19 PANDEMIC ERA AMONG MILLENIALS

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ABSTRACT

In information and digital era, people were convenient in gain information from various media, especially online media. But this also bring threat if they don't have the digital media literacy. This study attempt to explore digital media literacy among millennial during Covid-19 pandemic. Covid-19 pandemic indirectly force people to increase their level of digital media literacay by using technology as an impact of Work from Home policy. This study using data collected using existing statistic combined with online survey. Existing statistic used to view the trends related to the study, and online survey used to gain more personal information about digital media use. Sampling in online survey drawn using quota sampling, to compare any difference from each millennial categories. Using multiple data collection method and several dataset were researcher's attempt to explore this study from multiple perspective, or called triangulation. Results shows that Indonesia netizen were fairly digitally literate. They become more familiar with internet and digital services during Covid-19 pandemic. Internet penetration also distributed evenly in every region in Indonesia, as an effect of digital transformation and infrastructure development. But to be truly digitally literate and have media literacy, Indonesia netizen need to have both hard skills (ability to access internet and understanding technology) and soft skill (creativity, persuasion, emotional intelligence, collaboration, and adaptability).

Keywords: media literacy; digital literacy; digital media literacy; Covid-19; millennial

THE INFLUENCE OF CITIZEN'S ATTENTION TO SOCIAL MEDIA AND GOVERNMENT'S WEBSITE ON CITIZEN'S PERCEIVED TRANSPARENCY, TRUST AND ENGAGEMENT: A STUDY FROM INDONESIA

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ABSTRACT

Social media and government websites can be communication tools to encourage participation and interaction between citizens and government institutions. Digital media may lead to citizen trust and citizen engagement toward the government. The purpose of this study is to examine the model of attention to social media, attention to official government websites, perceptions of transparency, public trust, and civic engagement in the Indonesian context. This study used a quantitative approach by conducting a survey (N = 263). Structural Equation Modeling – Partial Least Square (SEM) is used to assess four hypotheses. This study reveals that Attention to Social Media and Attention to Government Websites moderately explain the influence on Perceived Transparency. Moreover, perceived transparency significantly and strongly influences citizen trust and Citizen Engagement is quite stronger explained by the Citizen Trust.

**Keyword*s:* social media, government websites, transparency, citizen trust, citizen engagement

COMMUNICATING DIETARY INTERVENTION FOR CHILDREN WITH AUTISM SPECTRUM DISORDER IN INDONESIA: A STUDY OF VIRTUAL COMMUNITY ON FACEBOOK

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ABSTRACT

Children with Autism Spectrum Disorder (ASD) need appropriate treatment and intervention as early as possible after the diagnosis was made. Besides therapy, diet is one of the interventions that could be carried out by parents, although the positive effects of diet are still debatable among experts. This study aimed to understand the pattern of seeking information related to dietary interventions for ASD children in a virtual community of parent support group in Indonesia. The data was obtained from a virtual community on Facebook, named LRD Member Suar Autisme. This research was qualitative with virtual ethnographic method. The data collection technique was carried out through participant observation on the LRD Member Suar Autisme Facebook account, by examining 178 uploads, 3,569 comments and interview with community members. Data encoding was done using the NVivo 12 Pro software. The results showed that the pattern of seeking information about dietary interventions by community members began with questions or seeking information regarding the following matters: 1) Members' concern about ASD children who behaved badly, ranging from tantrums, lack of two-way communication, to no eye contact 2) Questions from members about the procedure for implementing the diet 3) Questions about problems experienced when dieting, such as children who are picky eaters, disobeying the diet and how to implement the diet when the child was sick 4) Questions about supporting tools, such as recommended cooking utensils to be used when cooking diet foods. In addition, it can also be identified patterns of presenting information about dietary intervention by admins starting with four types of uploads: 1) uploading information about diet 2) reposting information about diet 3) requests and questions to share about diet 4) reinforcement or reminder for diet. Our study showed that dietary intervention was one of the ways suggested by the community to reduce the improper behaviour of ASD children, especially based on the experiences of admins and members in the virtual community.

Keywords: autism; children; dietary intervention; Facebook; virtual community

PROPHETIC VALUE IN GAMIFICATION PRACTICES AT SHOPEE TANAM DURING THE COVID-19 PANDEMIC

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ABSTRACT

This research is focused on the meaning of Shopee Tanam gamification users during the Covid-19 pandemic. This research is motivated by the scarcity of marketing strategies that put forward the practice of prophetic communication so that there is a moral and moral decline that ignores transcendent values. The purpose of this study is to find out how the meaning of Prophetic Communication in the gamification of Shopee Tanam during the Covid-19 pandemic.To analyze this phenomenon, the researcher uses the Theory of Prophetic Communication by Iswandi Syahputra and Gamification Elements by Eisingerich. The researcher uses a qualitative method with a phenomenological approach which aims to reveal the meaning of one's experience. Collecting data in this study by means of interviews, observations and documentation. The subjects in this study were Shopee Tanam gamified users. While the data analysis technique in this research is byEpoch, Horizonalization, Textural description, structural description, and essential invariant structure. The results showed that strategy *gamification* implemented by Shopee Indonesia through the Shopee Tanam game has been implemented well through six elements, namely:*social interaction, sense of control, goals, progress tracking, rewards,* and *prompts*.The meanings that emerge from the subject of this research are high social solidarity, increased self-welfare in the midst of a pandemic, and the actions of hablu minannas which are integrated with hablu minallah. As a result, Shopee Tanam Gamification contains the values of Prophetic Communication that are in line with Humanization, Liberation, and Transcendence.

Keywords: Gamification, Shopee Tanam, Humanization, Liberation, Transcendence.

THE EXAMINATION OF SANCTIONS ON VIOLATION OF THE BROADCASTING CODE OF CONDUCT TO BUILD A HEALTHY AND SUSTAINABLE BROADCASTING INDUSTRY IN INDONESIA

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ABSTRACT

Indonesia TV broadcasting is often a violation of the TV broadcasting code of conduct; however, the violation is often the same category. The Indonesian Broadcasting Commission (KPI) sanctioned them as the supervising TV broadcasting industry. The sanctions are varied and tiered, from the lightest to the heaviest sanction in the form of revocation of the broadcasting operation license. Some sanctions were freezing broadcast activities for a particular time. TV workers are often violent because they are more concerned with business than social responsibility. All the sanctions are administrative level. Hence, the punishment does not become effective, and the violation is repeated even though in the same category. This article discusses the new idea related to the sanctions for violating the TV broadcasting code of conduct. The method used is an evaluative method. The research concludes that the violence on TV broadcasting code of conduct has to be extended at the individual level, not only to the organizational unit. Sanctions on individuals who violate could be a record of violations that might result in the prohibition of a personal career in the TV broadcasting industry in any position. People are generally afraid if they cannot earn some money to finance their lives. These sanctions are supposed to emerge a better responsibility of the TV worker; hence they are more concerned with producing healthy TV programs and more obedient to follow the regulations.

Keywords: TV Broadcasting Violation, Sanctions of TV Broadcasting Violation, TV Broadcasting, Individual Level, TV Broadcasting Guidelines

DIGITAL MOVEMENT ON *HASHTAGS* #2024ANIESPRESIDEN, #GANJARPRESIDEN, AND #PRABOWOPRESIDEN: AN ANALYSIS OF SOCIAL NETWORKS

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ABSTRACT

One of the hottest digital opinion movements at the moment is the digital opinion movement of the next President of Indonesia for 2024 which has begun to drum, ahead of the 2024 Presidential Election, hashtags of support have emerged which are realized through the use of different hashtags. The role of hashtag (#) or hashtags in mobilizing digital opinion support is investigated in this study. Can different hashtags (#) lead to different mobilizations? The theory of Digital Movement of Opinion (DMO) is used which is a type of digital activism characterized by spontaneous and disorganized reactions from social media users (netizens) Twitter. The case being investigated is a combination of the hashtags #2024AniesPresiden, #GanjarPresiden, and #PrabowoPresiden. Digital activism, DMO, hashtags and mobilization are the concepts used. The method of social network analysis (Social Network Analysis / SNA) used in this research is descriptive quantitative in nature with this postpositivist paradigm. The results showed that the hashtag #2024AniesPresiden was more effective in mobilizing the community than the hashtags #GanjarPresiden and #PrabowoPresiden. The findings of this research can be seen that in Indonesia, in the political world, the tendency is for an opinion mobilization movement (DMO) to be more successful in mobilizing by using narratives (story) that are religiously charged (religious nuances) with the involvement of actors and the public in the debate; where in fact Indonesia itself is a country with a majority Muslim population so that it is more emotional and creates a narrative. In addition, it is described as a daily problem faced by society – with the use of the verses of the Qur'an – so that one's involvement is considered to be reasonable, shows interpretation, judgment, provokes emotional opinions, and is generally considered to have a clear frame or framework. It is recommended for further research, in addition to considering the interaction patterns between the main DMO hashtags and other relevant hashtags that are carried out regularly, including the extent to which fake or managed Twitter accounts or other social media accounts affect the ups and downs of DMO and have an impact on the democratic quality of the public sphere. digitally, the DMO concept can be used as a solution for new forms of digital citizen participation in the future.

Keywords: hashtag, digital activism, digital movement of opinion, social network analysis, presidential election

DIGITAL SKILL: OPTIMIZING THE UTILIZATION OF INFORMATION TECHNOLOGY BY PESANTREN UNIVERSITY IN ALUMNI TRACKING ACTIVITIES

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ABSTRACT

Digital skill is the ability to discover, evaluate, use, share and create content using digital devices. The implementation of alumni tracing based on website is a form of implementing digital skills in educational communication. This research was conducted to determine the implementation of a tracer study at Universitas Darussalam (UNIDA) Gontor as a boarding school-based university by optimizing information technology according to design standards and methodologies set by the Directorate General of Belmawa Ristekdikti RI. This study uses a qualitative case study approach because the researcher wants to dig deeper into the phenomenon of optimizing information technology in Pesantren in carrying out alumni tracking. Collecting data through interviews and observations with the manager of the tracer study at the university level and the person in charge of the tracer study of the study program. The data analysis technique was carried out based on the theory of Milles and Huberman which consisted of data reduction, data presentation and drawing conclusions. Source and method triangulation was used as a technique for measuring the validity of the data in this study. The results showed that the implementation of the tracer study at Darussalam Gontor University had optimized the use of information technology in the form of a google form. In addition, a website-based alumni tracking system is currently being developed. This study uses the Theory of Planned Behavior as a research framework. With regard to technology adoption, there are 3 things that are extracted from the research subjects, namely abilities, knowledge, and resources owned by the implementer of the UNIDA Gontor tracer study, 3) the resources have been well prepared for adjustment to the standards and methodology of the tracer study set by the Directorate General of Belmawa Ristekdikti. The recommendation given by the researcher is that there is a need to increase skills and knowledge for optimizing the use of a website-based alumni tracking system and providing appropriate resources.

Keywords: digital skill; technology adoption; Pesantren; information systems

THE IMPACT OF SOCIAL MEDIA USAGE TOWARD THE BEHAVIOR OF REFUSING THE COVID-19 VACCINATION IN TANGERANG RAYA

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ABSTRACT

This study discusses the impact of social media usage toward the behavior of refusing the Covid-19 vaccination in Tangerang Raya. Social media is one of the most widely used sources of information during a pandemic. Some information is easily obtained through social media, including information about the Covid-19 Vaccination carried out by the government to overcome the Covid-19 pandemic in Indonesia. However, information obtained from social media is vulnerable to disinformation, fake news, or hoaxes. The use of social media during the Covid-19 pandemic had a significant impact on people's behavior related to vaccination. Some uncertainty and resistance to vaccines are multifactorial. This study aims to determine the influence and how much influence the use of social media has on the behavior of refusing the Covid-19 vaccination. This study uses the Uses and Gratification Theory on the X variable and the Theory of Planned Behavior on the Y variable, using a quantitative-explanatory approach. The survey method was conducted on 196 respondents selected using a purposive sampling technique. The data analysis technique used is partial least square (PLS) application of Smart-PLS 3.0, outer model test, inner model test, VIF, and R2 coefficient test. The results of data analysis show that the coefficient of determination (R2) is 47.1% which indicates this research model can explain the effect of exogenous variables (X1, X2, X3, and X4) on endogenous variables (Y). Information Seeking Variable (X1), Seeking Status (X2), and Socializing (X3) have no effect on the behavior of refusing the Covid-19 vaccination (Y). However, only the Entertainment variable (X4) has significantly impact to the Y variable.

Keywords: social media, uses and gratification theory, theory of planned behavior, refusing vaccination, Covid-19

A STEP FROM THE DIGITAL TECHNOLOGY ERA: THE UTILIZATION OF THE INTERNET IN MELUNG VILLAGE, BANYUMAS REGENCY

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ABSTRACT

One of several regions in Indonesia that is considered to have carried out the process of adapting the digital technology era is Melung Village, a village located in Kedungbanteng District, Banyumas Regency. Melung Village has geographical constraints, which is on the edge of the forest, at the foot of Mount Selamet, and the level of competence of human resources is still low, but is actively and continuously trying to develop internet progress in its village. The purpose of this study is to obtain an overview of the use of the internet in Melung Village to face the era of digital technology. This study uses a qualitative descriptive method with data collection techniques using observation, in-depth interviews, and document studies to get an overview of the use of the internet in Melung Village. The results of the study indicate that the existence of the internet in Melung Village has been used to create internet literate village profiles through the village's official website and various social media platforms by village officials; used for online learning from the village hall; as a medium for promoting village UMKM; and dissemination of various information about development or the results that have been achieved by the village government of Melung Village.

Keywords: internet, Melung Village, digital technology, utilization

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COMMUNITY INSTAGRAM @PHDMAMAINDONESIA AS A MEDIA SHARING FOR WOMEN IN UNDERTAKING DOCTORAL STUDIES

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ABSTRACT

The emergence of Instagram has now become a platform that is used as a medium of information and education for its audience, especially women. Instagram allows someone express their opinion and be seen by many people, one of which is to support women in education. In case of education, many women in Indonesia face challenges in pursuing doctoral studies, especially for those who are married or have children. This is because they have to do the academic assignments while they have also the responsibility to take care of their children and family. In view of the above, the Instagram @phdmamaindonesia was established as a social media for women to motivate them and sharing learning experiences. Through a qualitative research method using Fairclough content analysis, the objective of this study is to analyze the content of Instagram @phdmamaindonesia as a media sharing for women in undertaking doctoral studies. The researchers analyzed three contents with the most likes in 2022 and as a result, all content represented a visual form that matched the upload description, such as experience and motivation. Most of the content used the hashtag #phdmamaindonesia as their identity, as well as #womensupportwomen, #perempuanberbagi, #perempuanssekolahlagi to show their support for fellow women. The forms of comments mostly agreeing to the contents, sharing their experiences through comments, and expressing opinions about how education system should support women to continue their studies.

Keywords: Community, Instagram, Media Sharing, Doctoral Studies

DIGITAL COMMUNICATION MANAGEMENT PLANNING, ACTIVITIES AND EVALUATION OF YOUTUBER SUHARDI OFFICIAL IN IMPROVING IMAGE

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ABSTRACT

Media digitization occurs in various aspects of life, including creating a new job called Youtuber. The Covid 19 pandemic has felt its impact since the enactment of Large-Scale Social Restrictions since March 15, 2021. Until now, the Imposition of Restrictions on Community Activities has been in effect in Indonesia and this has forced us to carry out digital transformations in services and transactions as well as work, including adaptation to a new job called Youtuber. The purpose of this study was to determine the Digital Communication Management Planning, Activities and Evaluation of Youtuber Suhardi Official in improving the image. The object of this research is Suhardi as a Youtuber with 53,200 Subscribers. Research Methods Using Phenomenological Research Methods Edmund Husserl. With the concept of intentionality, Husserl confirmed phenomenology as a scientific method that does not begin with doubt, but is directed at what is actually the truth of experience. Meanwhile, for data collection techniques using interviews, observation and documentation. Based on the Data Findings, Data Results and Discussions that the researchers have conveyed, it can be concluded that Youtuber Mr. Suhardi has carried out Digital Communication Management both from Planning, Activities and Evaluation in helping to improve Image. From Planning, you have done Market Research first, then do Youtube content creation activities with keyword analysis, content planning and content creation. Then the promotion of the Youtube Channel was carried out. After that, do the conversion with a follow-up action so that additional subscribers and viewers can occur.

Keywords: Management, Communication, Digital, Planning, Activities, Evaluation, Image

THE ROLE OF THE MEDIA IN PRESERVING LOCAL CULTURE (A PHENOMENOGRAPHIC STUDY OF *RENTAK ULU MELAYU* IN TVRI PROGRAMS IN THE ERA OF TRANSFORMATION AND GLOBALIZATION)

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ABSTRACT

The purpose of this study is to analyze the role of digital communication in the existence of South Sumatran cultural traditions in introducing local culture, analyzing cultural influences, and proving the role of South Sumatran culturalists in preserving local culture in the era of transformation and globalization. According to Yousefikhah (2017), social constructions of technology (ScoT) provide an understanding of the experience and construction of using technology as the subject of innovation. The method used is a qualitative method, a phenomenological approach. Observation data, interviews, and literature studies were collected from three informants: cultural, event, and community leaders. The results show that through the upstream Malay rentak broadcast program, it is a broadcast that is packaged to provide education in getting to know local culture in South Sumatra, maintaining local culture and fostering the love of the younger generation for local culture so that they can become preservers of local wisdom.

Keywords: strategy, marketing communications and branding

THE ROLE OF SOCIAL MEDIA IN FOSTERING ZERO-WASTE LIFESTYLE AMONG MILLENNIALS

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Now a days, zero-waste lifestyle was broadly promoted as the way in cultivating urban solid waste management. Community participation was considered as a key to the success of the concept in practice. In the other side, increasing the social media usage become a medium for enthusiastic millennials to promote the lifestyle. This millennial generation is not as intense as generation Z in terms of accessing social media, however, this generation's perspective on sustainable development can be evoked if the intensity of social media accession related to the issue is high. This study aims to explore the role of social media in fostering zero-waste lifestyle among millennials who frequently using social media and follow online community of zero-waste. Drawn a quantitative data from 156 followers of zero-waste online community and interviewed with fives selected individual, the data analyse descriptively. The variable of the study divided into four categories namely, online activity, expectation joining zero-waste online community, attitude toward zero-waste lifestyle and behaviour on zero-waste in practice. The result shown that actively using social media to share their experience of zero-waste implementation and willing to ask the other to support their believe and value of waste reduction. Their attitude toward zero-waste influence by their communication activities with community member on social media. There is also a cultural dimension of millennials waste handling, and females' followers of zero-waste online community shown has more intention to handling waste in a responsible way. Millennials as an early digital native generation, are easily influenced by social media content that is in line with their ideology or views, including implementing a zero-waste lifestyle.

KEYWORDS: [zero-waste; lifestyle; social media, millennials, digital native]

WHY GEN-Z IN KENDARI CRAVE HORROR YOUTUBE CONTENT? (*ANALYSIS OF MOTIVES AND SATISFACTION FROM THE AUDIENCE IN WATCHING SARA WIJAYANTO*)

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ABSTRACT

Youtube which is a social media used to convey or give messages to audiences, both informative and entertainment in the form of audio-visual. Youtube can be interpreted as an alternative media, where usually alternative media is often considered as a form of resistance to mainstream media. Each individual has different motives when choosing and using media. The motive of watching is one of the motives that moves each individual. While on the satisfaction, there is real satisfaction that can be directly felt from the use of a medium including the use of Youtube as a medium. The types of data used in this study are qualitative data with data collection used are observation techniques, interviews and documentation. The informant determination technique is carried out by means of snowball sampling. Using Uses and gratification theory as the basis, this research was conducted in Kendari City with an analysis based on the results of interviews conducted on Gen-Z circles which are Saraddict (a term for the Sara Wijayanto fan community). The audience is assumed to be active and has a purposeful purpose. Members of the audience are considered to have their own responsibility in holding mass media elections to find out their needs, meet their needs and how to meet them. The results shows the motives and satisfaction of the audience are, the majority of their motives are to get entertainment and enjoy horror show content while adding to their information about something that was not known before. while what makes Gen-z satisfied with Sara Wijayanto's content is because the content presented is varied and attractively packaged, another thing is the presence of guest stars on horror content that gives different colors so as to turn fear into funny things when watching Sara's content.

Keywords: New Media; Social Media; Youtube; Motive; Satisfaction

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THE INFLUENCE OF INFLUENCERS TIKTOK ON ONLINE SHOPPING INTERESTS IN COMMUNICATION STUDIES STUDENTS

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ABSTRACT

This study aims to find out the things that cause the high desire of consumers to buy the products they see from TikTok Influencers and also to find out how much influence TikTok Influencers have on online shopping interest in Communication Studies students class IV state islamic university of North Sumatra. This research uses quantitative methods with comparative research types, namely comparisons. The data to be processed will be compared with one another to see if the comparative significance occurs or not. The population in this study were all students of Communication Science class IV in force 2019, totaling 179 students. The selection of the research sample was determined by choosing the number of five classes at random or random sampling. The data obtained using an online survey in the form of a google form which was distributed to all samples with a total of 65 students, then accumulated the information data obtained to be described from each of the questions asked in the discussion. The results show that TikTok influencers are very popular with students to view information circulating on social media, this is because Tiktok has a simple and short appeal in conveying information. This is also what makes Tiktok influence the communication studies students to buy goods if there are promos that are offered briefly. Thus the Tiktok Influencar has an influence on the Buying Interest of Communication Science Students in class IV the communication studies of state islamic university of North Sumatra because it turns out that the popularity of Tiktok influencers is going on, then the buying interest in class IV the communication studies students at state islamic university of North Sumatra is high because the products offered by TikTok influencers look more attractive, artistic, short and solid.

KEYWORDS: [Influencer, Interest in Online Shopping, Tiktok, Social Media, Students]

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PERFORMANCE OF INCLUSIVE ONLINE MEDIA FOR DISABILITY LITERATION AT KAMIBIJAK.COM

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ABSTRACT

Inclusive online media has an important role to give the disabilities for access the information. As a new inclusive online media, KamiBijak have a vision to perform the media with disability-friendliness in providing public information services. Therefore this study aims to analyze the content strategy of KamiBijak in the newsroom for distributed the information to the disability as the audience. This research manage to discuss the newsroom innovation on KamiBijak by displaying sign language as the major language to deliver the message. The paradigm of this study uses qualitative approach, by analyze deeper content about KamiBijak newsroom innovation strategies use with descriptive research types. To collect the primary data, the researcher use in dept interview with the editor in chief of KamiBijak. Meanwhile to collect the secondary data, researcher use content that cover on KamiBijak and literature studies. The results show that KamiBijak is an inclusive online media delivering information with sign language for Teman Tuli. Persons with disabilities, especially Teman Tuli, access information through video content that uses sign language with the full frame concept. The involvement of the non-disability team minimizes errors in friends with disabilities who have limitations in word processing because the use of sign language is different in structure from writing based on PUEBI rules. In addition, the activities of the production team from employees with disabilities and disabilities are able to complement journalistic products more fully.

Keywords: disability, inclusive online media, media literation, newsroom innovation

SOCIAL MEDIA FATIGUE DURING COVID-19 PANDEMIC AMONG SOCIAL MEDIA OFFICERS: TRIGGERS, CONSEQUENCES, AND POLICY

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ABSTRACT

It must be admitted that social media plays an essential role during the COVID-19 pandemic because, through this platform, many people exchange stories about personal experiences and share points of view when it comes to minimizing activities outside the home. Although some people think that accessing social media during the COVID-19 pandemic keeps them sane, not a few also experience fatigue from accessing social media, one of which is the Social Media Officer (SMO). Social media users who experience social media exhaustion experience mental exhaustion after excessive participation and interaction on various social media platforms. In this case, digital workers are in a dilemma. On the one hand, he needs to take care of his mental health, but on the other hand, social media is their work environment and primary source of livelihood. This research is essential and highly relevant for academics, media practitioners, and social media users. The research approach used to identify this problem in depth is qualitative, with data collection techniques in semi-structured interviews with five SMOs who have more than three years of work experience. Research findings outline the triggers and consequences of social media burnout during the COVID-19 pandemic among SMOs. This study also shows that information overload, self-disclosure, privacy concerns, fear of missing out, compulsive use, and social comparison are the most potent triggers of social media fatigue. Social media fatigue contributes to decreased performance among SMOs. The study also offers suggestions for SMOs to improve their work experience.

Keywords: Social media fatigue, social media officer, Covid-19, social media, mental health

COMMODIFICATION OF CONTENT AND AUDIENCE ON ROBLOX ONLINE GAME PLATFORM

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ABSTRACT

Roblox online game is one of the most popular games among children. However, some of the content of this game is known to be inappropriate for children to play. This study aims to examine and explore how to commodify content and audiences on the online game platform Roblox. This research uses constructivist paradigm, qualitative methodology, with case study method. The population of this research is the online game platform Roblox and the content or types of games contained in it. The sampling technique used is purposive sampling. The unit of analysis of this research is any content contained in all types of Roblox online games. The results show that Roblox has commodified content and commodified audiences. Roblox Corporation is financed by exploiting players and game types in the online game platform Roblox. The commodification of content occurs because content that is not suitable for children to play is offered on the Roblox application. Roblox's online game contents contain elements of violence, pornography, and blasphemy. In terms of audience commodification, Roblox makes players as workers or game makers with inadequate wages. Players participate in determining the content because the creators of the games in the Roblox app are the players themselves. In addition, players are also used to provide ratings which can then be sold to advertisers. Based on the results, the researcher suggests that the online game platform Roblox should not commodify content and audiences for the sake of profit. Roblox should prohibit the creation of content that contains elements of violence, pornography, and blasphemy because Roblox is mostly played by children. Roblox should be aware that the impact of content that is inappropriate for children will have a negative effect on children's cognitive, physical and social-emotional development.

KEYWORDS: Content commodification; audience commodification; online games; Roblox

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SOCIAL MEDIA MANAGEMENT @mnctrijayafm IN INCREASING ENGAGEMENT

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ABSRACT

Engagement on Instagram is represented by likes and comments. A post with many likes indicate that a content is interesting and comments on a post indicate the level of success. The purpose of this study was to find out how the management of Instagram radio @mnctrijayafm social media in increasing engagement. We used The Cilcular Model Of Some from Regina Lutrell. The method was descriptive qualitative, data collection techniques was in-depth interviews with two informants and also observations on the Instagram @mnctrijayafm social media account. The results showed that at the share stage, MNC Trijaya FM targets the age of 30-60 years, but did not do research first. The optimize stage of MNC Trijaya FM checked engagement on every Instagram posts, so that it can improve the quality of the content. The management stage of MNC Trijaya FM had carried out monitoring in the form of suggestions and criticisms from followers, but they did not respond in real time to these responses. The engagement stage of MNC Trijaya FM used public figures in managing its Instagram, but did not have a specific strategy to build good relationships with followers

Keywords : Social Media Engagement, The Cilcular Model Of Some, Instagram

TRUST IN LOCAL CYBERMEDIA NEWS COVERAGE
IN LAMPUNG PROVINCE

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ABSTRACT

This study aims to determine the trust of communication students in local cyber media news coverage in Lampung Province. An increase in cyber media does not always go hand in hand with the quality and credibility of the news it produces. Many news sites have sprung up that only spread fake news or other information that cannot be accounted for and only pursue reader access. The credibility of the media is closely related to the trust of readers. The greater the trust of readers, the better the sustainability of cyber media, especially new cyber media. Students as users of the internet have an important role in representing the level of trust of readers in reporting in cyber media. By knowing the extent of student trust in cyber media reporting, it can also be known the quality and credibility of local cyber media in Lampung Province. This research uses a quantitative approach with descriptive methods in the five cyber media with the most viewers, namely saibumi.co., jejamo.com, lampost.co, radarlampung.co.id, and duajurai.com. As a result, respondents' trust in local cyber media reporting in terms of completeness, accuracy, balance, transparency, presentation and design was in the medium and high range. Young readers who become respondents tend to be more interested in believing in news sources that have owned the brand for a long time such as lampost. co and radarlampung.co.id a trust level of 75-80%.

KEYWORDS: trust, news, cyber media

THE USE OF THE INTERNET AND DIGITAL MEDIA BY INDONESIAN CATHOLIC CHURCH: THE CASES OF HIERARCHIES SOCIAL MEDIA ACCOUNT AND LAY CATHOLICS SOCIAL MEDIA ACCOUNT

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ABSTRACT

The Internet is connecting people and organizations around the world in new ways, changing the way we relate to one another, find resources, share information, and form communities. These changes also have implications for church institutions and Catholics in Indonesia. This article provides an overview of the use of the Internet, social media, and digital media in the Catholic church. The study identifies (1) characteristics of social media accounts managed by the official hierarchy of the Catholic Church versus social accounts managed lay Catholics groups, (2) and the role of the Internet and social media in the Catholic church in Indonesia. This study concludes that Catholic Church accepts and has positive hopes for the presence of the Internet because it offers potential or opportunities for proclaiming the Catholic faith. The Covid-19 pandemic has brought fresh air to change the Indonesian Catholic Church to going digital. If before the Covid-19 pandemic, the catechesis was mostly carried out by hierarchies, the presence of the Internet and digital media allows ordinary people or Catholic laymen to actualize and implement the Catholic faith in the digital world. This study found that there were differences in the characteristics or approaches of the use of social media accounts managed by the official hierarchy of the Catholic Church and accounts managed by lay Catholics groups.

KEYWORDS: internet; social media; catholics; bishop; diocese, Komsos.

THE EFFECT OF INFORMATION AND COMMUNICATION TECHNOLOGY AS A LEARNING RESOURCE ON THE QUALITY OF STUDENT-TEACHER COMMUNICATION AT RIAU VOCATIONAL HIGH SCHOOL FOR INTEGRATED AGRICULTURE

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The purpose of this study was to examine the effect of information and communication technology (ICT) as a learning resource on student-teacher communication skills. The research was motivated by the lack of student-teacher communication in the Creative Products and Entrepreneurship subject at Riau Vocational High School for Integrated Agriculture. The study hypothesised that using ICT as a learning resource affects the quality of student-teacher communication in the classroom. This study employed a survey method, with 1,243 students from Riau Vocational High School for Integrated Agriculture located in Pekanbaru City as the research population. Meanwhile, using the Slovin formula, the sample size in this study was 276 students. The data analysis technique employed regression analysis. The study's findings show that: information and communication technology as a learning resource is in the high category; information technology as a learning resource affects the quality of student-teacher communication. While communication quality is considered good, it is influenced by information and communication technology.

KEYWORDS: [Information and Communication Technology (ICT) as a Learning Resource; Communication Quality; Riau Vocational High School for Integrated Agriculture]

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SUB TOPIC 3

JOURNALISM

JOURNALISM FOR SUSTAINABLE TOURISM: A POLITICAL ECONOMY DISCOURSE OF WEST NUSA TENGGARA LOCAL MEDIA ON THE RINJANI ECOTOURISM ISSUES

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Mass media, national or local, plays a crucial role as a source of information encouraging knowledge and concern about environmental problems. This study aims to describe and analyze the news construction of West Nusa Tenggara or NTB local media in reporting the Mount Rinjani ecotourism industry during 2020. The study focuses on describing the pattern of power relations between the political-economic components of the West Nusa Tenggara local media institutions in reporting the issue of the Rinjani ecotourism business developments. The method used in this research is a case study. Using media-political analysis of news construction and the dynamics of power relations, the data were analyzed. The subjects of this research were Suara NTB, Lombok Post, and the news portal Kicknewstoday.com. Data collection in this research used related news clippings and in-depth interviews. There are three stages of political-economic analysis; first, critical discourse analysis of news construction; second, triangulation and power relation analysis; third, focus group discussion. The results show that in terms of quantity, the contents *of Suara NTB, Lombok Post,* and *Kicknewstoday.com* do not make Rinjani Ecotourism be the central issue in daily news headlines. Meanwhile, on the side of the discourse aspect, West Nusa Tenggara local media tend to describe government policies about Rinjani ecotourism as they are normal. West Nusa Tenggara local media lack in providing the news with critical notes on various aspects of Rinjani's ecotourism development. In addition, the results of the political-economic analysis reveal that the West Nusa Tenggara local media structurally tend to build a synergy of power with the local government regarding the development of Rinjani ecotourism. Therefore, the practices of eco-journalism in West Nusa Tenggara local media have not been sufficient in journalistic performance in favor of environmental sustainability.

KEYWORDS: eco-journalism; sustainable tourism; local media; Rinjani ecotourism

THE CONSTRUCTION OF THE *ONLINE* MEDIA ON THE ALLUSION OF POLITICAL AND ECONOMIC INTERESTS OF IKN

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ABSTRACT

The communication phenomenon that has recently attracted public attention is the relocation of the capital city from Jakarta to East Kalimantan. Not only the choice of the location of the new capital city is being discussed, but also the reasons for moving the capital city, the ratification of the IKN Bill, the sources of funds that will be allocated for the construction of the new capital and the name of the capital city. Therefore, this phenomenon has become a trending topic in the mass media, especially after the IKN Bill was passed by the DPR, which means that the IKN transfer plan will become a reality. For this reason, this communication event is very interesting to study more deeply. This study was conducted in terms of how the media constructed news after the IKN Bill was passed. The theory used to examine this issue is the construction of social reality theory. The approach used is a qualitative approach. The focus of the analysis is the framing of 9 online media in Indonesia on the issue of IKN. The data were analyzed using the semiotic analysis knife of Zhondang Pan and Gerald M Kosicki . The results of this study indicate that a media is not always labeled as a media that is pro or contra to government policies. It was found that the media reporting specifically on the IKN case sometimes defended the government, sometimes criticized and tended to oppose government policies.

Keywords: Framing, Social construction of reality, National capital

THE CONSTRUCTION OF ONLINE MEDIA AGAINST THE PROCESSION OF KENDI NUSANTARA

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ABSTRACT

The IKN Law has been ratified by the House of Representative. Then, to mark the start of a giant project, namely building a new IKN, President Joko Widodo conducted a procession at the zero point location. The procession is pouring soil and water from 34 provinces into a container called Kendi. This event not only raises the pros and cons, but also creates a mystical, occult, and magical impression for some people. Likewise, the media construct messages in various ways and styles. The purpose of this study was to determine the message construction by detik.com and kompas.com in framing the news regarding the Kendi Nusantara procession. The object of this research is the coverage by the two online media at the specified time. This research method is qualitative with framing analysis. Data were analyzed using Zhongdang Pan and Gerald M. Kosicki framing analysis . The results showed that these two online media reported the same phenomenon with different styles.

Keywords: Framing, Kendi Nusantara, Land and water, Procession

OPEN UP THE PRACTICES OF MOBILE JOURNALISM IN THE KOMPAS.COM NEWSROOM

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ABSTRACT

The existence of smartphones and social media has changed how the media look at a gathering, producing, editing, and disseminating news. By employing the journalistic capital concept, this paper examines how journalists in Kompas.com, one of the pioneers of online media in Indonesia, incorporate mobile journalism practice into their work. This article explores how journalists and newsrooms respond to change that coincides with mobile devices and social media in the newsroom. The qualitative data analysis obtained from in-depth interviews with Kompas.com journalists and document analysis revealed that the application of mojo in Kompas.com is relatively new and is still looking for a form. Kompas.com integrate mobile smartphones into journalistic work to produce stories with multimedia approach to meet changing journalistic and business needs. Journalists are expected to produce journalistic content in short videos using mobile devices related to daily events around them. Thus, the practice of mojo emerged as a new order in journalism. Kompas.com develops a multimedia division and improves journalists' skills through training on all desks in the newsroom. Journalists learn new applications and tools and produce short videos for social media.

Keywords: mobile journalism, journalism practice, media convergence,

THE ROLE OF JOURNALIST ORGANIZATIONS IN IMPROVING THE PROFESSIONALISM AND CREDIBILITY OF JOURNALISTS IN ACEH

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ABSTRACT

On the one hand, the journalist profession can help the public to get information quickly and easily. However, on the other hand, there is public distrust of the circulating news. One of the reasons for this is the credibility of journalists, which the public considers declining. For journalists, this phenomenon is very paradoxical and not easy. In some instances, for example, the factual disclosure of news often poses a threat to journalists. Not a few individuals feel aggrieved by the factual news. This ambivalence also occurs in Aceh based on the researcher's initial observations. Nevertheless, like other cities in Indonesia, Aceh already has a journalist organization known as the Indonesian Journalist Association (PWI). Therefore, this study seeks to examine the role of Acehnese journalist organizations in improving journalistic professionalism. To find out what the role of journalists' organizations is in improving the professionalism of journalists, this study uses a qualitative approach with data collection techniques in the form of interviews and observations. Then the research data were analyzed using social responsibility theory (SR-Theory). Based on these methodological processes, this research shows that the Indonesian Journalists Association, Aceh, established in 2016, plays an essential role in supporting the professionalism of journalists. Several programs initiated by this organization are conducting training on journalistic code of ethics, professional journalistic responsibilities, writing training, reporting training, editing workshops, photographers, videographers, and competency tests for members, as well as journalism socialization to schools in Aceh. These programs were welcomed by the people of Aceh so that, in the end, the Indonesian Journalists Association, Aceh, could become a solution and answer the ambivalence in people's lives about their distrust of the production of news delivered by journalists. On the other hand, the presence of this organization can be a legal protection for journalists.

Keywords: journalist organization; Aceh; journalism; professionalism]

CONSENT, NOT CONTENT, AS THE CENTRAL DISCOURSE OF CAMPUS SEXUAL VIOLENCE REGULATION:DNA STUDY ON PERMENDIKBUDRISTEK 30/2021

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ABSTRACT

The recently published Ministerial Regulation on the Prevention and Handling of Sexual Violence in Higher Education have garnered various reactions from the public. This research aims to portray the discourse network coalition – the consensus and polarization – appearing on online news articles. Analysing more than 100 articles from five media outlets, this study combines qualitative and quantitative analysis of the textual data using Discourse Network Analysis method. The problem is assessed under the theory of Discourse Coalition Framework to point out the coalition of discourses and networks related to the regulation. The finding shows that while the regulation responded positivelyby universities, some ministries, and human rights organizations, it also garnered negative discourses from the some political parties, mainly relating to the nature of consensual aspect of sexual violence. This study contributes to the development of knowledge about possible discourse development cross sectoral in the case of government regulation. Therefore, it implicates the necessity for public policy communication at the stage of policy making.

Keywords: Online Media, Campus Sexual Violence, Discourse Network Analysis

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DISASSEMBLE OF ONLINE MEDIA JOURNALIST PROFESSIONALISM IN BANDUNG

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ABSTRACT

Online journalism becoming a threat also a challenge to journalism, including newspaper and electronic media. Online media, newspaper, radio and television compete each other to become a leader forefront in fulfill the public needs, so that competition among journalists inevitable. The basic question arises, how are the views of online journalists in Bandung themselves to professionalism? Attempting to answer that question, we enrolled the research using a descriptive, qualitative approach to phenomenology tradition. Through interviews with more than 15 online media journalists in Bandung, the results show that the professionalism of online media journalists in Bandung can be categorized into five namely independence, integrity, tenacity, courage, and competence. The process of implementation of the fifth categories by the online journalists in Bandung, was hampered by aspects that influence the journalists when on duty in the field.   These elements are the economy, relationships, obedience, external factors.

Keyword: disassemble, professional, online, journalist. bandung

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REPRESENTATION OF RELIGIOUS CONFLICT IN LOCAL MEDIA

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ABSTRACT

The media always represent various events that are not only important, but also useful and interesting for all people. Moreover, the incident was related to a sensitive issue, namely religious conflict. This representation is what characterizes and distinguishes the media, as well as its advantages and advantages when compared to other media. Therefore, the media always tries their best to represent reality for their audiences. With the hope of retaining readers and increasing company revenue. However, sometimes, in representing the reality of religious conflicts, the media are always at odds with the norms, ethics, and code of ethics of journalism itself. It is not surprising that many media representations about this religious conflict have actually made the situation worse, not involved in resolving or reducing the conflict so that it is not sustainable or balanced in other areas. The purpose of this study was to determine the representation of religious conflicts in local media, namely the West Java Ahmadiyah conflict which was given in the Pikiran Rakyat in the 2010 to 2011 news coverage. Religion by creating labels against Ahmadiyah as a deviant, misleading, forbidden organization, even worthy of disbandment; Pikiran Rakyat represents the object of its news into two camps, namely the strong and the weak. The strong faction is an organization supported by the government, and the weak faction is the Ahmadiyah which does not receive government protection and support; Pikiran Rakyat has presented news sources in this religious conflict in an unfair and balanced manner, presenting more news sources from the majority than the Ahmadiyah as a minority; Pikiran Rakyat represent solutions that can be done in resolving the Ahmadiyah conflict.

Keywords: representation, media, conflict, religion

POST-TRUTH ERA JOURNALISM: JOURNALIST PERSPECTIVE ON JOURNALISM CREDIBILITY

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ABSTRACT

This article refers to the meaning of the post-truth era as an era where information with an emotional approach is more popular than rational information. This research assumes that SEO and algorithms that carry popularity have an important role in creating a post-truth era so that information and news appear that fall into the categories of disinformation, misinformation, and fake news or hoaxes. This context encourages researchers to examine the credibility of journalism which has indicators of facts and data as well as authoritative sources related to events covered by journalists. The purpose of this study is to identify the journalist's perspective in interpreting the credibility of journalism in the post-truth era, where search engines intervene in the journalism process, and journalistic products that use a rational approach based on events/facts and data compete with information and news that uses an emotional approach. The FGD was conducted to collect data on the perspective of journalists who have carried out their profession for more than 10 years in media organizations that have offices and are included in the data of the Press Council. Journalists occupy positions according to their profession in the organizational structure of the media in which they work. The result of this research is the credibility of journalism has changed. Journalistic credibility initially has indicators of facts and data from real events (1), and sources who have the authority to provide information and data related to events (2), in the post-truth era the indicators increase with results from SEO (3), and algorithms (4). Editorial judgments about the credibility of journalism are conveyed almost the same in all media organizations. Journalists think that it is better if the results of SEO and algorithms should be checked and re-evaluated the data in the context of news, to reduce the occurrence of disinformation, misinformation, and hoaxes.

Keywords: credibility; journalism; post-truth; media; journalist perspective

JOURNALISM AS A KILLING MACHINE
(STUDY OF PRESS FREEDOM AND INFORMATION RESTRAINT IN INDONESIA)

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ABSTRACT

the purpose of this study is to provide a straightforward picture of the shift in the primary meaning of journalism from an information provider to an information-killing machine. journalism has now reached the cusp of its failure, without a clear purpose and becoming the place of the press for capitalism. currently, people are forced to access inappropriate information about fake news and information that kills the personality of the indonesian nation. the results of this study show that most media in indonesia experience deformation and shift in primary meaning. journalism is called the information killing machine, he slaughters all the messages until it runs out so that communication loses its main role and function. this change in the form of journalism is somewhat controversial indeed because in every publication information tends to display scary news and is not safe. the change is dominated by online media even though there are several major media in indonesia also become psychopaths in the world of journalism. although the modern era, the main function of journalism must still stand under journalistic ethics. freedom does not mean fomenting market forces limiting public ownership and reducing the number of votes in the territory of society. government censorship is long gone, therefore, the government through the ministry of information and the press council must play a residual role in ensuring responsible press performance. the recommendations of the broadcasting commission and the press council are important in their position so that the existence of information in indonesia is suitable for widespread public consumption. the conclusion is that although it seems nothing is significantly different the ontological status of journalism has undergone major changes and it should be well thought out. currently, what is happening in indonesia is journalism that is full of logical mistakes. for example, the overarching criticism of the recommendation to restrict some corruption and covid 19 suspects was disguised and expanded so that some of the information received by the public became biased. currently, indonesia is looking for the existence of independent journalism, not taking sides except for the truth.

Keywords: journalism, freedom of information, capitalism, mass media, freedom of the press

MOJO IN TRIBUN JOGJA: A 21ST CENTURY JOURNALISM LANDSCAPE

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ABSTRACT

The academic tradition studies the process of digitization and innovation in newsrooms such as exploring network society and technological reach, mediamorphosis, news digitization, media convergence, and mobility in the use of new media. In addition, the launch of the Apple iPhone in 2007 marked the start of a new era in a new process for understanding the meaning of cellular communication. These two things are related and give rise to the practice of mobile journalism which uses fully mobile devices (Mojo) as the main instrument for 21st-century journalists in processing and producing an event. Especially in Indonesia, the author sees that studies on Mojo in Indonesian media are something new for academics and practitioners, Tribun with the hashtag #MataLokalMenjangkauIndonesia (Local Eyes to Reach Indonesia) is the only Online News Portal that has the largest regional news channel network in Indonesia, which has adopted the practice. Mojo in the editorial. This study explores Mojo's practice at Tribun Jogja by using a descriptive qualitative approach through interviews with related journalists. Based on the findings, the authors see that this media utilizes Facebook Live and the news is used as further information that will be made news on other platforms at Tribun Jogja. With the characteristics of agile, flexibility, and accessibility, this Mojo practice can produce news with on-demand and just-in-time principles anytime, anywhere, however.

Keywords: journalism; mojo; news; social media; tribun jogja

WHEN JOURNALISM PRODUCES HORROR STORY:
THE CASE OF THE *INSENTIF* PODCAST BY *TIRTO.ID*

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ABSTRACT

This research aims to investigate the production of horror contents in the *INSENTIF* podcast channel by *Tirto.id*, an Indonesian online news media. When journalistic media are involved in the production of ghost stories and mystery, it raises concerns about journalistic basic principles of providing verified information. To understand this phenomenon, we conducted a qualitative case study and interviewed three key informants from the *INSENTIF* production team using Giddens' structuration theory as an analysis framework. The finding identifies that the *INSENTIF* production crews still perceive their routine as part of journalistic works. In writing the script, they strive to rely on credible sources and actualise the discipline of verification, although they insert some fictional horrific scenarios at the beginning of each episode as well. Thus, they mention a disclaimer, explaining that their journalism practice, specifically on horror episodes, is not the same as the regular *Tirto.id*'s standard journalism. This research argues that the agents in this case seem to follow and reproduce the existing structure, rather than to resist it.

Keywords: horror story; online journalism; podcast; structuration theory

COMMODIFICATION AND FRAMING OF NEWS IN THE ISSUE OF RATIFICATION OF THE RUU TPKS

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ABSTRACT

The struggle for the ratification of the RUU TPKS has been going on for a long time. Since 2012 the draft law was proposed and ratified by the Indonesian House of Representatives on April 12, 2022. At the momentum of the ratification of the RUU TPKS, many people were looking for this information. This information reached the peak of the search on April 10 to 16, 2022. This momentum was then used by online media to publish more information related to the RUU TPKS in their media. Some of them are Suaramerdeka.com, kompas.com, and cnnindonesia.com. Based on this, this study aims to determine the news framing formed by the three media in this study. The theory used in this study is the framing theory and the concept of ekhprasis. The method used in this research is qualitative by using Robert N. Entman framing analysis. The results of this study found that in the period from 10 to 16 April 2022, Suaramerdeka.com published 3 news related to the RUU TPKS. Then kompas.com publish 35 news and cnnindonesia.com as many as 18 news. The large number of news published by kompas.com strengthens the purpose of the media institution in doing business. In this case, kompas.com carried out commodification practices for the benefit of its political economy. However, the news published in kompas.com is quite balanced. The news has enough moral value to provide knowledge to the public regarding protection for victims of sexual crimes. It is different from cnnindonesia.com and Suaramerdeka.com where the moral values are not framed in the published news. During that period, the focus of the news on the three online media was more about the moment of validation. Reporting with educational framing on the history and journey of the ratification of the RUU TPKS is still low. Therefore, it can be seen that the focus of the media coverage is more on euphoria than the ratification by the DPR RI.

Keywords: ommodification; ekphrasis; framing; news; RUU TPKS

INDONESIAN ADVERTISING ETHICS: GUARD OF INDUSTRY & PROTECTOR OF ADVERTISING CONSUMER IN INDONESIA
(STUDY CASE OF THE ROLE AND FUNCTION OF THE ADVERTISING REGULATORY AGENCY ON THE 2020 INDONESIAN ADVERTISING ETHICS AMENDMENT)

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ABSTRACT

Advertising is often considered to bring bad impact on society, ranging from consumerism to fraud against consumers. Therefore, Indonesian Advertising Ethics (EPI) becomes a control function to Indonesia's advertising industry. Since its presence in 2007, which is a refinement of Indonesian Advertising Code of Conduct and Procedures (TKTCPI), there are still lots of violations done within the advertising industry players. The presence of Indonesian Advertising Ethics was due to answer the development of the very dynamic marketing communications world. The purpose of Indonesian Advertising Ethics (EPI) is "self-regulation" to maintain the authority of advertising industry and to protect consumers. For this reason, Indonesian Association of Advertising Companies (P3I) formed a tool to supervise the implementation of Indonesian Advertising Ethics, namely Advertising Standards Committee (BPP) that works right under the central of Indonesian Association of Advertising Companies (P3I). The function of Advertising Standards Committee (BPP) is to supervise advertisings that are considered violating Indonesian Advertising Ethics (EPI) and give reprimands to the perpetrators of these violations. In addition to that, to answer the dynamic of advertising industry, which since ten years ago has widely spread to digital platforms, two amendments has done to Indonesian Advertising Ethics (EPI), namely in the year of 2014 – which generated Indonesian Advertising Ethics (EPI) 2014 – and also in the year of 2020 – which generated Indonesian Advertising Ethics 2020. This research aims to find out changes in Indonesian Advertising Ethics 2014 and Indonesian Advertising Ethics (EPI) 2020 to answer the dynamic of advertising industry in Indonesia. This research use advertising concepts related to the relationship between advertising and social condition of society. This research use study case method by extracting data through in-depth interview with the head of Advertising Standards Committee (BPP). The result of this research is expected to become input for Indonesian Advertising Council (DPI) that is currently revising Indonesian Advertising Ethics in the realm of digital advertising.

Keywords advertising, indonesia adversiting ethics, marketing communication, advertising standard committee

ANALYSIS OF THE KOMISI PENYIARAN INDONESIA'S WARNINGS ON PROBLEMATICBROADCASTING IN 2020-2021

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ABSTRACT

This study analyzes the warnings issued by the Indonesian broadcasting commission or Komisi Penyiaran Indonesia (KPI). The research method used in this research is descriptive quantitative. Descriptive method seeks to describe or describe theexisting data from the object of the issue of the study. The analysis was carried out on 152 reprimands for problematic television and radio programs from 2020 to 2021. The year of 2020 is when the pandemic start hitting Indonesia. Data collect until 2021 to see whathappen to Indonesian broadcasting when the pandemic hit. This research was conducted in 2022, therefore the data on warnings in 2022 were not analyzed. The results showed that the programs that received reprimands were not only local, but also international. Thetypes of problematic broadcast programs include infotainment programs, news, soap operas, advertisements, variety shows, reality shows, talk shows, films, tv films, religion,sports and advertorials. The most warnings were given to infotainment and news programs, each with a total of 24 warnings. Next, the soap opera program received 20 warnings and advertisements received 19 reprimands in a period of 2 years during the Covid 19 pandemic that hit Indonesia. The television station that received the most KPI warnings in 2021 was Trans TV with 26 warnings. Troubled broadcasts generally violatethe interests of children. Both due to violation of broadcast hours and also violations of norms. The existence of the second letter of reprimand and temporary suspension showsthat television stations have not yet made improvements to their broadcast content.

Keywords: broadcast; television; radio; indonesian broadcasting commission; violation.

JOURNALISM TRANSFORMATION IN THE DIGITAL AGE

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ABSTRACT

The rapid development of Information and Communication Technology (ICT) offers various facilities for the public to be able to access information. In the beginning, people were only limited to consumers of information, but now people are able to act as producers and at the same time become distributors of information. By using a mobile phone (smartphone), the community can record an event and share it with other community members. On the other hand, journalism still has to show its role as part of the mass media, in conveying information to the public. Both play a role as an educator (to educate), as a provider of information (to inform), a role as a persuader (to persuade) and social control (social control). In the midst of society that is currentlyentering the digital era, what is the role of journalism in today's digital era? Has there been a repositioning of journalism in the digital era? This research is a qualitative descriptive research with a subjectivist paradigm. The data collection method was carried out through in-depth interviews involving media practitioners, whonot only had competence as a journalist, but also had experience in managing the media. The discussion in this study states that in the current digital era, journalism faces quite serious problems with the presence of social media, such as Whatsapp, Line, and Youtube. Peoplecan easily get access to the information they want through social media. On the other hand, the quality of information produced and distributed by social media is very different from the qualityof information conveyed by the mainstream media. If social media is sharing information (sharism), while in mainstream media, the information presented goes through a confirmation, verification, and validation process.The conclusion of this study states that: journalism must still be able to transform in the digital era as it is today. For this reason, journalism must be able to adapt to the development of information technology. The role of journalism cannot be replaced by social media, especially regarding ethical issues and data validation.

Keywords:Information and Communication Technology Development, Journalism Transformation, Adaptation, Digital Age

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EXPLOITATION OF DISABILITY ATHLETE'S GRIEF
(THEO VAN LEEUWEN'S CRITICAL DISCOURSE ANALYSIS ON DETIK.COM JANUARY 16, 2022 EDITION)

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ABSTRACT

Reporting about athletes disables anything new in the world of journalism. In several sports pages at the regional, national and international levels, journalists always write news about the other side of life and his struggles in overcoming disability in the match. It is interesting to see how athletes with disabilities are used as commodities and exploited their interests. So with this view, the researcher analyzed a text entitled Exploitation of Sadness for Athletes with Disabilities (Theo Van Leeuwen's Critical Discourse Analysis on Detik.Com Edition January 16, 2022). The research uses critical theory, with qualitative methods, with a critical analysis approach from Theo Van Leeuwen. The results showed that the writer used several inclusion and exclusion strategies in the news text. Where the inclusion strategy is focused on halil exploitation as the main star in the text above. Halil is described as a young man who has limitations and physical imperfections, but wins in sports competitions. Meanwhile, in the exclusion strategy, the scriptwriter does not present a coach who has contributed to Halil's victory, or a friend from a hawker association who is also an athlete who paved the way for Halil to become an athlete. With this inclusion and exclusion strategy, it can be seen how the perspective of news writers for persons with disabilities places them in an unequal position with humans in general

Keywords: Exploitation, Sadness, Critical Discourse Analysis.

THE EFFECTS OF ONLINE JOURNALISM PRESIDENRI.GO.ID TOWARDS PUBLIC OPINION IN VACCINE SYSTEM (CASE STUDY ON THE ACCEPTANCE OF COVID-19 VACCINE)

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ABSTRACT

Data results from the Covid.go.id source on March 20, 2021, show that the vaccination program organized by the government did not reach the desired target. The vaccination program has the aim of setting up sufficient herd immunity for the community. But the reality is that in the first vaccination program only 5,124,948 people were vaccinated from the target of 181,554,465 people. President Joko Widodo then on Wednesday, January 13, 2021, took an action to become the recipient of the first Covid-19 vaccine and released the action on presidentri.go.id. This is an effort to make people believe and feel safe about the existing vaccinations. The research problem is whether there is an influence of presidential.go.id online journalism in shaping public opinion on vaccine safety. The purpose of the study was to decide the effect of presidential online journalism on President Joko Widodo receiving the first vaccine in the formation of public opinion using online journalism theory and public opinion theory. The research method uses quantitative research with a case study research approach with sampling using non-probability sampling by purposive sampling. The data was obtained by distributing questionnaires to 100 respondents who are DKI Jakarta residents and have read presidentri.go.id. Based on the analysis carried out, the results showed that there was an influence of online journalism on presidentri.go.id regarding President Jokowi as a recipient of the Covid-19 vaccine on the formation of public opinion of the people of DKI Jakarta regarding the safety of the Covid-19 vaccine with the highest influence on aspects of non-lienarity and cognition.

Keywords: Online Journalism; Public Opinion; Covid-19; Government; Vaccinations

ANXIETY BY COVID-19 DEATH REPORTS: EXPLANATORY STUDY AMONG JAKARTA'S MUSLIM YOUNG ADULTS

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ABSTRACT

The convergence of technology has led to a mass appearance in digital users worldwide. News media are also required to distribute their news broadcasts using the new advanced technology. In addition, COVID-19 Pandemic has forced most activities to be conducted without involving physical contact. Therefore the use of digital technology is further encouraged. There is also news regarding the COVID-19 pandemic, which caused numerous responses from the audience of Indonesia. The cause of this is either the communicator's media usage or the statistics of COVID-19 spread and death rates. The research aims to identify how COVID-19 news exposure by Republika.co.id can affect the increasedanxiety levels of Jakarta's young adults who are aged 15-24 years old. Quantitative research uses a positivistic paradigm and uses a survey method to collect the primary data, whereas secondary data is collected through past surveys conducted related to the study. The collected data will then be tested for validity and reliability before both data variables are tested with theCorrelation Test and Coefficient Determination Test. The research results with 100 respondents implicate that the COVID-19 Pandemic news exposure by Republika.co.id is highly correlated to the increase of anxiety levels of Jakarta's young adults. The effect of this exposure is based at 23,6%, which is a moderate level. The other 76,4% that caused the increase in anxiety levels are caused by external factors that were not a part of the research topic, which is not analysed in this paper.

Keywords: news Exposure, COVID-19, Anxiety Levels, Young Adults, Online Media

FRAMING ANALYSIS ON VACCINATION NEWS ON KOMPAS.COM AND CAKAPLAH.COM

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ABSTRACT

Covid-19 vaccination is the administration of vaccines in order to actively generate or increase a person's immunity against diseases caused by the Covid-19 virus. Online media Kompas.com and Cakaplah.com are the national media and local media that mostly report on vaccinations from November to December 2021. There are 7 news stories about vaccinations on Kompas.com and 25 news stories on Cakaplah.com online media. Researchers are interested in discussing framing on vaccination news in the online media Kompas.com and Cakaplah.com in the period November-December 2021. This study uses a qualitative descriptive research method using Robert N's model of framing analysis with agenda setting theory. Robert N. Entman's framing analysis highlights certain aspects with certain realities, which will reveal how the news framing carried out by the online media Kompas.com and Cakaplah.com for reporting vaccination activities in Pekanbaru. The results of this study indicate that the differences in news writing are motivated by differences in the perspectives of each media. Compiled based on 4 elements from Entman, namely Define Problems: the researcher found that Kompas.com provides a consistent perspective on vaccination achievements in Riau. Meanwhile, at Cakaplah.com, the results were found to raise a lot of news about vaccinations in detail. Diagnose Causes (estimating the problem): Kompas.com in estimating the problem only conveys some resistance to the community. Meanwhile, Cakaplah.com tends to estimate the problem in more detail regarding the vaccination target to be achieved. Make Moral Judgment: Kompas.com and Cakaplah.com present news with accurate data from trusted institutions or sources. Treatment Recommendation (emphasizing completion): In presenting the news, Kompas.com only provides information to the public, while the news on Cakaplah.com is more directed to the collaboration between the Government and the community who will carry out vaccinations.

Keywords: Framing analysis, vaccination news, Cakaplah.com, Kompas.com

HOW PEOPLE (DIS)CONNECT WITH THE PUBLIC ISSUES THROUGH CROSS MEDIA CONSUMPTION?

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ABSTRACT

Media have played a central role in developing the democracy. It expects to provide citizens with the space or sphere where issues of importance to a community are discussed and debated. It encourages deliberation and civic participation. Since the New Order regime (1966-1998) collapsed, the media system in Indonesia has not only experienced 'democratization, but has given way to increasing corporation and liberalization of media market. This condition has lead to media oligopoly and the concentration of ownership which endangered the process of democracy in Indonesia. Meanwhile, the advancement of digital technologies and converged platforms are making media more ubiquitous. They also offer opportunities to re-shape citizen media practices, especially in relation to the political and cultural spheres. The complexity of citizen-consumers' relation with the media and the ways in which the practices of media consumption may contribute to democratic condition in Indonesia. The objectives of this study aims to explore theoretical frame work how people are (dis)connected toward public concerns and how they develop skills to cope with the range of civic practices (from access to information and evaluation to deliberative process and civic engagement) as part of the role as a citizen. Moreover, this study investigates the ways in which media interact both in developing or undermining the civic practices**.**

Keywords: Information repertoires; public connection; media practices; democracy.

BHIRAWA NEWSPAPER EDITORIAL MANAGEMENT FACING MEDIA CONVERGENCE

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ABSTRACT

The development of information technology (IT) with the ease of internet services has made the competition in the mass media industry even tougher. The internet has facilitated the growth of online mass media. This study wants to reveal how newspapers respond to the growth of online mass media media adding pressure to the existence of conventional mass media, especially newspapers. This research specifically reveals how the editorial policy of the Bhirawa newspaper in managing the media in order to survive in the midst of pressure by online media. The choice of Bhirawa newspaper as the object of research is because Bhirawa newspaper is one of the local newspapers in East Java that still exists today with dynamic market segmentation because it follows the times. From the results of this study, it was revealed that in responding to the presence of online media, Bhirawa newspaper applied the concept of content sharing. Content sharing allows two different media types to share content in the form of repackaging or including budget sharing. Because the production of print media with Bhirawa is online in the same space. This single newroom is very efficient for small media that has multiple platforms. Because what is being sold is one brand, namely Bhirawa, both printed and online. In maintaining the market segment among the state civil apparatus (ASN), the Bhirawa newspaper strengthens information related to the bureaucracy and government by placing its journalists to focus on reporting posts in the government.

Keywords: Convergence, editorial, newspapers, bureaucracy.

THE WAR AGAINST DISINFODEMIC COVID-19 ON SOCIAL MEDIA (A NETNOGRAPHIC STUDY OF CAMPAIGN CONTENT #JAPELIDIVSHOAKSCOVID19 ON INSTAGRAM)

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ABSTRACT

In addition to the increasing number of COVID-19 positive patients in Indonesia, there is a disease called disinfodemic that is no less dangerous for the population during the COVID-19 pandemic. The AIS team of the Directorate General of Aptics compiled the findings of the disinfodemic in Indonesia, which revealed 1,471 pandemic hoax concerns dispersed across various digital platforms. The critical issue is that the disinformation epidemic has already spread and affected Indonesians who lack digital literacy. This article seeks to photograph and investigate the Digital Literacy Activist Network (Japelidi) action campaign to combat the disinfodemic by using hashtag #japelidivshoakscovid19 on their instagram. This research method uses netnography which is a type of online research adopted from ethnography that is used to better understand social interactions in the setting of digital communication. According to the findings of the study, Japelidi partnered internally and externally to undertake a social campaign called Japelidi vs. Hoaks Covid-19 to combat the flow of hoaxes in the community. Three general campaigns content which are using hashtag #japelidivshoakscovid19 emerged: 1. Japelidi Versus Hoaks Covid-19–Various tips and tricks for safe interactions during the pandemic. 2. Take care of yourself and your family" in 42 regional languages 3. Reliable source of information, correct information about Covid-19. There were also certain core actions that are being met from the campaign contents thats Japelidi provides such as sense of belonging and feeling "part of a tribe", a sense of accomplishment-conquering challenge, answers and tips the society to get health care providers and get off from covid 19 virus and improved understanding from people without Covid 19.

Keywords: Disinfodemic, Digital Literacy, Campaign Communication, Instagram, Japelidi

DEATH, RELIGION AND MEDIA: COMMODIFICATION OF VANESA ANGEL DEATH NEWS IN MASS MEDIA

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Abstract

The death of the artist Vanessa Angel received serious attention from the mass media. In fact, 10 days after the incident (14/11/2021), accessing Google with Vanessa Angel's key note, we got five pages containing the same news. That means that if there are at least 10 media on one page, it means a total of 50 media talking about Vanessa Angel's death. The purpose of this research is to reveal the commodification made by the media in reporting the death of the artist Vanessa Angel. The method used is a qualitative research method. The results showed that there was a commodification in the news of the death of the artist Vanessa Angel. First, the creation of symbols both verbal and non-verbal that are dramatic. Second, packaging and providing special rubrics and programs for Vanessa's death. The involvement of other parties such as the public as resource persons to fill the rubric and program slots makes it look more dramatic. Third, duration. Provides a relatively long duration of time, both in terms of broadcast hours and days.

Keywords: Commodification, Media, Vanessa Angel's death

WOMEN'S IMAGE EXPLOITATION IN TELEVISION NEWS OF AISHA WEDDINGS

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ABSTRACT

Women's images in the media are exciting. When the role of women in society shifts, the media will shape public perception. Verbal exploitation has ended. Aisha Weddings presents women as commercial products by selling early marriage, unregistered marriage, and polygamy in the media. This study aims to show the depiction of the exploitation of the image of women in Aisha Weddings on television. The approach used is qualitative with a critical paradigm, and Roland Barthes' semiotic analysis method consists of Denotation, Connotation, and Myth. The results of this study indicate that Aisha Weddings uses the image of women in the mass media in 3 categories, namely the image of the pillar that the image of women is considered the main object in forming a harmonious family, the image of the contest that women can meet the needs of their husbands both physically and mentally as a wife, and the image of association that women are considered to have unstable emotional and thinking aspects. The phenomenon of exploitation carried out by Aisha Weddings is included in the sexualization of news by using image objects and writing down articles or photo captions whose contents corner the image of women in society and pornography using female adolescent models as supporting images. There are three streams of Feminism contained in the news of Aisha Weddings on television, namely Liberal Feminism marked by Aisha Weddings forming the image of young women to get married immediately to have a better and secure future, Marxist Feminism marked by Aisha Weddings forming a class system in marriage making men feel more in control of women's lives. Existentialist Feminism is characterized by women having only two roles, namely the role of mother and wife.

Keywords: female image; exploitation; feminism; mass media; semiotics; television

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SUB TOPIC 4

TOURISM AND MARKETING COMMUNICATION

MARKETING COMMUNICATION STRATEGY IN PROMOTING GRADUATES VOCATIONAL TOURISM SCHOOL TO GRADUATES USERS

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ABSTRACT

This research was conducted by observing the communication marketing strategy used at SMK Negeri 6 Palembang in marketing graduates to graduate users. The graduates who are the focus of this research are Human Resources (HR) in Tourism with a major in Hospitality and Restaurant. The research approach used is a qualitative study by directly observing and interviewing relevant parties, and taking data available in the field. The communication strategy used by SMK Negeri 6 Palembang takes into account the 4p (Product, Price, Place, and Promotion) elements from the producer's point of view and the 4c (Consumer, Cost, Convenience, and Communication) elements from the consumer's point of view. SMK Negeri 6 Palembang directly involves consumers (graduate users), and the tourism industry in creating quality graduates (Tourism Human Resources). The results of the study show the benefits of each party, both from SMK Negeri 6 Palembang and from the Tourism Industry. SMK Negeri 6 Palembang easily creates Tourism HR by following the needs and standards of the industry because they are accompanied by the Industry. Meanwhile, the tourism industry easily recruits human resources for tourism to be placed in departments that match the qualification needs of the tourism industry, both nationally and internationally.

Keywords: Strategy Marketing Communication; Graduates; Graduates User.

STORYTELLING CONTENT NETWORK IN
TOURISM PROMOTIONAL VIDEO 'JIWA JAGAD JAWI'

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ABSTRACT

Video Wonderful Indonesia 2022 Jiwa Jagad Jawi is a promotional video for Java Island tourist destinations which uses digital storytelling techniques. The promotional video was uploaded through the official Wonderful Indonesia YouTube channel. The researcher chose the promotional video because it was one of the storytelling videos that received high enthusiasm from the audience. Destination promotional videos broadcast by Wonderful Indonesia rarely get special attention from the public. Therefore, the researchers chose the promotional video Wonderful Indonesia 2022 Jiwa Jagad Jawi as the object of research. In addition, the promotional video displays religious elements such as prayer traditions. Religious activities can be a sensitive topic. In this case, YouTube user comments can be interpreted as a special reaction given by the viewer. Comments can also be used as input for the Ministry of Tourism and Creative Economy in making tourism promotion videos. This study will analyze the social networks formed in tourism promotion videos. The method used in this study uses social media network analysis to analyze the level of network structure, groups, and actors. This research uses a mixed-method approach, which combines qualitative and quantitative research. The findings of this study are network structure in this promotional video is formed due to the topic of religion, not the topic of tourist destinations. This happened because the promotional video featured the tradition of prayer. Most of the comments made by the actors have positive connotations, expressing admiration for the island of Java. The results of this study are storytelling technique has an influence on the image of a positive destination in the audience. However, the network structure that was formed was precise because of the topic of religion, not Java as a tourist destination, even though the word 'Java' has been mentioned 712 times.

Keywords:[brand experience, destination image, social media network analysis; storytelling]

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THE IMPACT OF THE #DIBIKINSIMPEL VERSION OF BANK BCA'S YOUTUBE ADVERTISEMENT ON THE PERCEPTION QRIS USERS

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ABSTRACT

There is one major change in consumer behavior or "The Consumer Megashifts" due to the COVID-19 pandemic, namely Go Virtual, this is a factor in increasing the cashless society of the community. However, the development of usage is not proportional to financial literacy and the perception of QRIS users is less than optimal. Bank Indonesia cooperates with Bank BCA which is the Top Strongest Brand based on the customer perception index to expand information on the use of QRIS. Bank BCA provides education by creating advertising content through Youtube about a cashless society, one of which is the #DibikinSimpel version of the advertisement entitled "Semua Yang Mungkinkah Jadi Mungkin Dong Sama BCA Mobile". This ad has the most viewers on the Bank BCA Youtube account. This study aims to determine whether there is an influence between Youtube Ads (X) on QRIS User Perceptions (Y). This study uses a quantitative method with a descriptive method. Researchers used 400 respondents as a sample. Based on the results of the study, there is a relationship between the Youtube Advertising variable (X) which has a significant and positive effect on QRIS User Perception (Y). Results Tcount (48.756) > T table (1.966). This study has the results of the coefficient of determination from the influence of Youtube ads having an influence of 85.74% on QRIS User Perceptions, the remaining 14.26% which is influenced by other factors not examined in this study.

Keywords: advertising, perception, consumer megashifts, QRIS

EFFORTS TO INCREASE MENDUT TEMPLE BRAND AWARENESS THROUGH MIX MARKETING COMMUNICATION STRATEGY

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ABSTRACT

Mendut Temple is one of the tourist destinations in the Mungkid area, Magelang, Central Java. Mendut Temple is one of the historical relics built by the Syailendra Dynasty. Mendut Temple is the second largest temple after Borobudur Temple in the area. Located in the exact location of Borobudur Temple, Mendut Temple is the second destination after Borobudur Temple. With this significant difference in tourist visits, a strategy is needed to increase the interest of tourists in visiting Mendut Temple. The research method used in this research is descriptive qualitative—the collected data using relevant sources through interviews, literature studies, and observation. Then sort and analyze the data to make conclusions from the results obtained. This analysis aims to determine how effective the tourism communication strategy has been in managing Mendut Temple to increase the number of tourists. This study shows that the management of Mendut Temple is still not optimal. Mendut Temple is still unaware of the brand because it still doesn't get a satisfactory response. It is hoped that in the future, the results of this analysis can be used as an evaluation to improve the next communication strategy for Mendut Temple.

Keywords: brand awareness; mendut temple; tourism; communication strategy

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MARKETING COMMUNICATION STRATEGY OF PADANG BINDU VILLAGE (DESCRIPTIVE ANALYSIS OF DESTINATION BRANDING TOURISM OBJECTS GOA PUTRI AND GOA HARIMAU)

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ABSTRACT

The purpose of this research is to create tourist items in the village of Padang Bindu, Semidang Aji District, Ogan Komering Ulu, to aid in the preservation of national culture and the environment. However, tourist arrivals remain very modest and have not increased. Researchers are attempting to determine how Padang Bindu Village's marketing communication plan is implemented. Researchers employ destination branding theory in order to establish the brand (branding) of this tour. The researchers used a qualitative descriptive methodology in this study. The information was gathered through observations, documentation, and interviews with marketing and tourism destination development experts, youth leaders, village chiefs, and cultural leaders in Padang Bindu Village. The findings revealed that the strategic plan implemented by the Padang Bindu Village Village Head, the local community, and the government in marketing the Padang Bindu Tourism Village was carried out in three (three) stages, namely conducting research and mapping, planning activities, and publishing. The results of Padng Bindu Village's marketing communication strategy research have revealed underutilized outcomes, as seen by an increase in the number of tourist visits to Padang Bindu Village as a result of government and private sector activities. The local community situation is still problematic.

Keywords: strategy, marketing communication, branding

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IMAGE SPORT TOURISM PHENOMENOLOGY STUDY OF VISITORS' EXPERIENCE KIARA ARTHA PARK BANDUNG

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ABSTRACT

Sport tourism is a new approach in growing public interest in sports. Interest in sports is still very low, namely 35 percent of Indonesia's 270 million population. Sports tourism is expected to foster interest in sports as well as build an image of sport tourism as a dual force that can help economic growth. These events are the background of this research problem with the aim of analyzing the stages in building the image of sports tourism. The research was conducted at Kiara Artha Park as one of the sports tourism sites in the city of Bandung. Using a qualitative approach to the study of phenomenology. Involving 11 informants consisting of Kiara Artha Park managers, tenants, and visitors. The results of the study explain that the image built is Kiara Arta Park as a place of recreation with the concept of healthy living. The stages of building the image of Kiara Artha Park begin with the commitment of the management to prepare facilities in the form of green open land designed as a recreational park as well as exercise. Conducting socialization in conventional media, building sports community support, and managing community participation of social media users. The conclusion is that the image of Kiara Artha Park as a tourist sport place is built through public awareness as users need a place to exercise as well as recreation. The two combined concepts encourage interest in maintaining a healthy life. Thus, the type of image formed is a user image or image built by consumers based on personal needs related to personality, lifestyle, and social status.

Keywords: Image; sports tourism; sports public relations; kiara artha park

BUILDING SUSTAINABLE TOURISM CONNECTIVITY THROUGH THE UTILIZATION OF THE SHARING ECONOMY PLATFORM (CASE STUDY IN MAGELANG REGENCY)

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ABSTRACT

District of Magelang with geographical location and the various aspects, tourist attraction platform has the potential to develop community-based tourism, smart to support sustainability but in building smart CBT should be kept framework created a complete requirement useful in application. Therefore, this study attempts to explain how complex a social system is in the context of the smart community in the tourism district in the Magelang community. Answering the purpose of research in responding to use the thought a social system Niklas Luhmann by analysis made under a case study method explanatory through various phases, focus group discussion, interview, and study the medium through application Nvivo. The result of the research shows that the mapping of narrative smart CBT who begin to talk about the tourism Magelang system through the mass media and social media together has not yet been optimized. This indicates there is a gap between narrative policy makers and other related system tourism Magelang Regency with an executor or public in the field, the data have been strengthened through Nvivo analysis techniques. Needed to do the ecosystem so created community-based tourism smart (smart CBT) through an economy platform of share, there should have been improvements in the subsystem operating literacy and key actor that information not clogged. It was also based on the problem of egos literacy and is a turning point common ground regarding why there is a distance between the narrative that appears. So that, the framework of the "smart CBT" proper to be applied in the pursuit of sustainable development of tourism in Magelang to require improvement of these aspects.

Keywords: smart cbt, luhmann, sustanaible tourism

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TOURISTS' PERCEPTIONS OF "NIGHT CULINARY" TOURISM IN PADANG PANJANG, WEST SUMATERA PROVINCE

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ABSTRACT

West Sumatra Province, is one of the tourist destinations in Indonesia which has a variety of stunning tourist objects. One of the famous ones is the contemporary culinary tour in Padang Panjang. Currently, the culinary market has transformed into a culinary tourism destination. Within one night only, hundreds of millions of rupiahs are transacted occurring in the market. The large selection of hundreds of varieties of food that Padang Panjang has to offer, attracts many visitors from various regions and regencies in West Sumatra and even outside of West Sumatra for coming. The research method used in this paper is qualitative with a case study approach. This research was conducted through literature studies, interviews and observations. The theoretical framework used in this research is the social capital theory of Robert D. Putnam. From the results of the analysis conducted on 20 purposively selected informants, it was found that the tourists' perception on the first Night Market Culinary tour in Padang Panjang, the perception of the quality of food was good, and hygienic. Both Sellers and their services prioritize expressive communication, approaching customers with hospitality by using elements of social capital, trust, norms and social networks.

Keyword: Perception, Tourists, Culinary Night Market, Padang Panjang.

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INFLUENCERS AS MEDIA FOR SOUTH SULAWESI TOURISM PROMOTION (CASE STUDY ON INSTAGRAM ACCOUNT @VISITSULSEL.ID)

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ABSTRACT

The use of influencers in the current era is a very effective marketing strategy, including in the tourism sector. Influencers whose dominant activity is to involve their activities on social media are seen as being able to provide benefits to the tourism sector who want to promote their tourist attractions on the social media accounts of Influencers, in the form of photos, videos, and reels. This study aimed to determine the process of using Influencers as a medium for promoting tourism in South Sulawesi Province on the Instagram account @visitsulsel.id and to find out the advantages and disadvantages of using Influencers as a medium for promoting tourism in South Sulawesi. This research was conducted for approximately three months, namely from the month. The method in this study is a qualitative descriptive, whose primary data source comes from the results of in-depth interviews with informants from the leadership and staff of the Badan Promosi Pariwisata Daerah (BPPD) of South Sulawesi. The results show that Influencers as a medium for promoting tourism in the South Sulawesi province are collaborative activities between the Badan Promosi Pariwisata Daerah (BPPD) of South Sulawesi and Influencers in promoting Southern tourism with formal and semi-formal contracts through fun trips and uploaded to their respective social media accounts. Each Influencer and Instagram account @visitsulsel.id. The advantages of using Influencers on the @visitsulsel.id Instagram Account as promotional media are that Information can be conveyed directly to users; Insights on social media increase; There is an increase in tourism that will occur; Can increase Instagram Engagement Rate @visitsulsel.id; Ease of accessing and obtaining information related to tourist destinations by potential tourists. The drawbacks are that there are no regulations that examine digital promotion activities and the involvement of influencers for promotional activities; The unavailability of a budget that can be used to finance promotional activities with Influencers in South Sulawesi; The followers of Influencers cannot be known whether or not they are suitable for the target market.

Keywords: promotion of tourism, Influencers, promotional media, Instagram

IDENTITY OF CITY BRANDING: A CASE STUDY OF INDONESIAN CREATIVE ECONOMIC AGENCY INFOGRAPHIC COVER IN REPRESENTING MALANG CITY, SPECIAL REGION OF YOGYAKARTA, AND SPECIAL CAPITAL OF JAKARTA

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ABSTRACT

The creative Economic Agency of the Republic of Indonesia (Bekraf RI) has produced 57 infographics throughout 2016-2018 from Independent Assessment of Creative City/ District for Indonesia (PMK3I). One of the exciting parts of those infographics is the cover related to city branding's identity in developing the creative economy in an area. City branding is a marketing concept of a region using a specific symbol or logo to build a regional identity so that the public could recognize it. This study aims to determine what identities displayed in city branding. This research used the theory of city image management by Kavaratzis, which is communicated in primary communication. The methodology used is descriptive qualitative with content analysis techniques. The research data used are the infographics cover of Creative Economic Agency of the Republic of Indonesia in Malang, Yogyakarta, and Jakarta. The data collection technique was carried out by in-depth interviews with informants who worked in government agencies of the tourism sector and native to those areas. City branding activities require each region to compete to create a particular image in the people's minds to represent their city's character. In representing cities/regions in Indonesia, physical buildings, cultural products, and community characters are always connected to their local identity. Those regional aspects have been able to distinguish cities/regions from one another.

Keywords: :[branding; city branding; identity of city; primary communication; city representation]

MARKETING COMMUNICATION BRANDED OF GAYO ARABICA COFFEE(COMPARATIVE STUDY BREGENDAL AND SELADANG COFFEE SHOP)

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ABSTRACT

This research is entitled Marketing Communication Branded Gayo Arabica Coffee (Comparative Study of Bergendal Coffee and Seladang Coffee) by using a descriptive qualitative approach with comparison. The purpose of this study is to compare the Bergendal Kopi and Seladang Branding strategies through Brand Expression covering brand positioning, brand identity, and brand personality by covering the stages of research by conducting observations and interviews as well as documentation. The results of the Branding Strategy research conducted by Bergendal Koffie, Bergendaal Koffie's brand positioning with the four corner symbol as a sign that coffee requires four supporting elements, namely water, soil, air and sun, Bergendaal Koffie's brand identity comes from the Dutch language Berg (mountain) and Daal (valley).) with the tagline presenting what is promised as a brand personality. Bergendaal has consistency in maintaining the taste of coffee, because bergendal coffee only takes from three locations in Takengon, and Bener lively. Process it yourself with the tools you have so you can maintain the taste as promised. While Seladang Koffie carries the concept of Agrotourism (branding potitioning), the choice of the word Seladang to make it easier to remember, the sensation offered (Branding identity) Seladang coffee in the middle of a coffee plantation, serving coffee in the middle of a coffee plantation, so that it can be educational for visitors, open a discussion room (brand personality)

Keywords: Marketing Communication, Brand Expression, brand positioning, brand identity, brand personality

INTEGRATION OF CAPABILITY MATURITY MODEL (CMM) AND SOCIAL CONTRACTUAL UTILITARIANISM IN COMMUNITY-BASED DIGITAL TOURISM VILLAGES IN INDONESIA

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ABSTRACT

The capability maturity model (CMM) offers a framework for analyzing and measuring the maturity level of the management of an organization or company that manages technology resources. This model makes it possible to measure the level of an organization's ability to use technology in an intersectional manner, for example empowering technology to manage the environment, tourism, or business. This study will explore the maturity level and ability of a technology-based local community in managing environmental balance, providing digital tourism services, and developing business schemes. The data in this study is sourced from a case study in a local community-based digital tourism village in Belitung Regency. This study applies four stages of data collection, namely digital observation, direct observation, survey, and in-depth interview. Based on the thematic analysis and CMM measurements, this study found that the level of capability maturity model (CMM) in digital tourism villages reached the Optimizing level (level 5). The maturity of digital tourism village management can be achieved because the local community integrates the values of social contractual utilitarianism, such as interests, needs, togetherness, agreement, and spreading influence in the community management system. This collaboration between CMM and social contractual utilitarianism is able to create a forest protection ecosystem, manage tourist villages, and develop technology in a sustainable manner.

Keywords: Capability Measurement Model (CMM), social contractual utilitarianism, digital village tourism, technology

THE NEW FACE OF MALIOBORO STREET VENDORS: AN ANALYSIS OF INSTAGRAM @TERASMALIOBORO_2 AS A MARKETING COMMUNICATION MEDIUM

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ABSTRACT

Teras Malioboro 2 needs to conduct various marketing communication efforts as a new location for street vendors in the Malioboro area. The low number of visitors to Teras Malioboro 2, as well as complaints from several traders who are empty of buyers, increasingly show the urgency of the marketing communication efforts of Teras Malioboro 2, one of which uses Instagram as a medium. Therefore, this study aims to analyze the use of Instagram social media as a marketing communication medium for Teras Malioboro 2. The method used in this study is qualitative content analysis with data sources in the form of documents and literature studies. The results show that Teras Malioboro 2 utilizes the Instagram account @terasmalioboro_2 as a marketing medium through features on Instagram such as photos, videos/reels, captions, and hashtags. Furthermore, the application of marketing mix such as product, price, place and promotion (4P) was also found in the use of the Instagram account. With the emergence of all 4P elements in the Teras Malioboro 2 Instagram post, it can be concluded that Malioboro 2 Terrace is using Instagram quite well as a means of marketing Teras Malioboro 2. However, there are still several things that need to be improved as input for Teras Malioboro regarding using Instagram as marketing communication media.

Keywords: Marketing Communication; Tourism; Instagram; Teras Malioboro

TOURISM-RELATED ISSUES DURING THE 2022 EID AL-FITR HOLIDAY ON THE ONLINE MASS MEDIA COVERAGE

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ABSTRACT

After 2 years of restriction of mobility due to the covid-19 pandemic, the Indonesian government allows people to go to their hometown during the Eid al-Fitr 2022 holiday. The decreasing rate of transmission of covid-19 leads to lowering the level of restrictions on community activities, it made possible that tourist destinations, by applying health protocols, permitted to be reopened after two years of closure. The online mass media intensively reported on the crowds of homecoming trips that accompanied by the revenge tourism phenomena. This study aims at finding out the framing of the news about tourism-related issues during the 2022 Eid al-Fitr holiday on two main online media, kompas.com and detik.com. The analysis of data was carried out by employing Robert N. Entmant's framing model, using Atlas.ti software. The results showed that both kompas.com and detik.com, reported on the issue of traffic congestion in various tourism destinations, a naked foreign tourist photographed at a sacral place in Bali and the collapse of water slide in Kenjeran Park Surabaya. In framing of the naked foreign tourist in Bali there are several differences. Kompas.com reported that the tourist recorded a video, while on detik.com only took photos. Kompas.com framed that the tourist apologized directly to the residents of the Bayan Traditional village, to the authorities and to the public through social media. Detik.com framed that netizen were angry with the tourist's actions and demanded her to apologize. Another difference was in the diversity of framed issues. Detik.com reported more tourism-related issues compared to kompas.com, including about a tourist who was rolled up by the sea waves when taking pictures on the beach and tourism destination that was closed with poor infrastructure and conditions due to the Covid-19 pandemic.

Keywords: tourism-related issues; online media; framing.
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CONTENT ANALYSIS OF INSTAGRAM ACCOUNT @KRATONJOGJA AS A DIGITAL MARKETING MEDIA FOR TOURISM DURING THE COVID-19 PANDEMIC

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ABSTRACT

Social media cannot be said to be passive. Its development requires many parties to adapt to it. Again, Instagram users are used for the purpose of disseminating agency goals. During the COVID-19 pandemic, social media seems to be the king of all efforts and efforts to disseminate information, especially in the tourism sector. From 2020 to 2022, all tourism lines that rely on tourist arrivals as their main income have experienced difficulties because they were forced to close access to help prevent the spread of COVID-19. This article would like to invite you to see how the @kratonjogja account, as part of Karton Jogja, which is one of the mainstay destinations in the City of Yogyakarta, utilizes the Instagram feature. Using the quantitative content analysis method, this paper dissects the @kratonjogja account with Neal Schaffer's content marketing matrix. As a result, it turns out that the content released by @kratonjogja during the COVID-19 pandemic has only reached the realm of education, but has not yet reached the realm of convincing. With this result, it can be illustrated that the account issued has only touched the realm of informing but has not yet bound its audience to come to @kratonjogja.

Keywords: Kraton Yogyakarta; Digital; Marketing Communication; Instagram; Content Marketing

EMOTIONAL BONDING IN COFFEE SHOP TOWARD SOCIETY 5.0

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ABSTRACT

This study explains the changing trends that occur in coffee shops with 5.0 approaches that no longer rely on strategic locations, the strength in promotion on social media, and customer experience at the coffee shop. The aim of this study was to determine the social media content uploaded on Instagram and customer services in the coffee shop to generate trust and commitment with customers. This research uses a qualitative approach with virtual ethnography methods. The result of the study is shown by the emotional bonding towards Society 5.0 model. Research finds this coffee shop provides Wi-Fi facilities with large rooms. They rely on the power of storytelling on Instagram content and special treatments for consumers when serving. That makes the customer trust and is committed to coming back again.

Keywords : [commitment; emotional bonding; Instagram; society 5.0; trust]

RURAL TOURISM DEVELOPMENT THROUGH COMMUNITY BASED TOURISM SUMBERGONDO VILLAGE MALANG

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ABSTRACT

As one of the villages with natural potential and village potential with mountainous geographical characteristics, Sumbergondo Village can be developed into a village tourism area. Its uniqueness provides a different attraction for tourists to visit Sumbergondo village, both natural tourism, artificial tourism, and educational tourism. Tourism village development activities encourage sustainable economic alternatives for the community. This study uses a community-based tourism model in the context of developing the Sumbergondo tourism village pilot, which involves the community in all management and development activities of the Sumbergondo tourist village. In addition, marketing communication theory is also used to encourage promotion activities for sustainable tourism villages. This research uses case study research with a qualitative descriptive type. The data collection technique used was by conducting in-depth interviews with various parties involved in the development of the Sumbergondo tourist village. The results showed that the development of tourist villages involved various parties such as village officials, Youth Organizations, Mount Arjuna Exploration Community (Jaguar), KIM Warta Mertani, women's farmer groups, and Family Welfare Empowerment groups (PKK) and the Sumbergondo village community. KIM Warta Mertani carries out marketing communication activities to develop tourist villages in partnership with the Village-Owned Enterprises (BUMDes) Sumbergondo. Activities carried out include access to information, discussion, implementation, networking, information dissemination, and information advocacy according to community needs. The various promotional activities carried out have encouraged the growth of the village economy so that the community has alternative income to improve their welfare.

Keywords: rural tourism; community-based tourism (CBT); marketing communication; badan usaha milik desa (BUMDes)

TRANSFORMATION OF TOURISM DESTINATION MANAGEMENT PARADIGM: PRE- AND POST-EVENT OF 2018 EARTHQUAKES AND COVID-19 PANDEMIC IN SEMBALUN GEOSITE, WEST NUSA TENGGARA

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ABSTRACT

Sembalun is a tourist destination in Rinjani Lombok UNESO Global Geopark. The charm of Mount Rinjani has long made Sembalun Geosite full with tourists, either local, domestic, or foreign. The 2018 earthquakes, which were followed by the Covid-19 pandemic, became the momentum of transformation of tourism development there. This research sought to reveal how the transformation was implemented by the Sembalun DMO in the tourism destination management and why it had to be conducted. Qualitative method with case study approach was applied to answer these questions. The transformation was applied as an effort to improve the tourism management based on an evaluation from the DMO, as a response to the implementation of tourism principles in the new normal era, and an effort to make the tourism development in Sembalun Geosite fully sustainable. The transformation was implemented by: (1) changing the orientation of tourism development, from quantity to quality, from customer-is-king to customer-is-partner; (2) distributing tourist visits as even as possible; (3) encouraging the tourism management to play their roles orderly and thoroughly; (4) developing tourism based on preservation, not alteration; (5) developing strategies for unique tourism developments; and (6) fostering collaborations among tourism destination organizers in Sembalun Geosite.

Keywords: Transformation; Tourism Development; Destination Management Organization; Geosite; Sembalun

INSTAGRAM SOCIAL MEDIA MARKETING ANALYSIS INSURANCE BROKER IN IMPROVING BRAND AWARENESS

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ABSTRACT

The technological era is becoming more sophisticated, and technology is becoming more human-like. As time passed, human needs expanded beyond clothing, food, and shelter. Humans should consider other needs such as education, health, and the need for old age. Insurance Broker is one of the insurance marketplaces that sees an opportunity and believes it can help raise Indonesians' technological awareness of insurance. People do not buy insurance and trust insurance because of its innovation and convenience. Insurance Broker must enter the startup insurance market in order for people to recognize brands and transact on its platform. Insurance Broker, according to the author's observations, not only focuses on providing convenience on its platform, but it also employs a variety of marketing strategies, such as introducing its brand via Instagram. In this study, the author intends to conduct research on Insurance Broker's Instagram social media platform. The author is curious about Insurance Broker's Instagram communication strategy for increasing Brand Awareness. As a result, the study is titled "Analysis of Social Media Marketing Instagram Insurance Broker in Building Brand Awareness?"

Keywords: social media, marketing analysis, insurance broker, brand awareness

PROMOTION STRATEGY OF THE TANA TORAJA REGENCY TOURISM OFFICE THROUGH THE NATIONAL PAGEANT EVENT

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ABSTRAK

This research aims: (1) to find out and understand the promotion strategy of the Tana Toraja Regency Tourism Office through the national contest, (2) to know and understand the national contest. This research was conducted in Tana Toraja Regency. This type of research uses a descriptive qualitative type of narrative. Primary data was collected using the participant method and studied by the Tana Toraja Tourism Office and the Tana Toraja contest participants who were informants. Secondary data was obtained from existing sources through searching reading materials such as books, journals, theses and articles on the internet related to this research. The data that has been successfully collected will then be analyzed descriptively and qualitatively. From the results of the study it was found that; (1) The Tana Toraja Regency Tourism Office uses two forms of above-the-line and below-line advertising, (2) the Tana Toraja Regency Tourism Office uses media intermediaries, (3) the contestants serve as tourism information centers, (4) the Tourism Office involves contestants who provided the sample, and (5) the Tana Toraja Regency Tourism Office held a tour guide training. This study also found that there are several supporting factors (1) the Tana Toraja pageants as brand ambassadors of the Tana Toraja Regency Tourism Office, (2) the high public attractiveness of the Tana Toraja pageant, and obstacles; (1) Unequal funding for the Tana Toraja contest, (2) the lack of contest resources owned by Tana Toraja Regency, and (3) public awareness of increasing Tana Toraja Tourism.

Keywords: Promotion Strategy, Pageant Actors

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IMPLEMENTATION OF SAVE MODEL MARKETING IN DIGITAL MEDIA : A STUDY OF KANDRI TOURISM VILLAGE DURING PANDEMIC COVID-19

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ABSTRACT

The purpose of this article is to find out how the marketing communication strategy of Kandri Tourism Village in digital media, which is based on the SAVE (Solutions, Access, Value, and Education) model. The method used in this research is a qualitative method with a descriptive approach. The information was gathered through in-depth interviews with informants and the results of content analysis on Kandri Tourism Village's digital media. Every aspect of SAVE will be identified as a message that will become content in digital media. The results showed that the marketing communication strategy carried out by Kandri Tourism Village was based on the Relationship Marketing model. The use of this model is an adaptation during the COVID-19 pandemic, when an approach through product awareness through storytelling content is more applicable and needed than using the personal selling method. Kandri that offers a variety of activities that support preservation of the local culture, and the government regulation for learning outside the classroom and almost all programs are carried out outside (outdoor learning/ outing class), making them safe to carry out during and after the pandemic. Visitors experience of doing, making and learning about arts and culture, how to live in village, and SME's product made in Kandri is the selling point. Solutions, values, and education regarding Kandri Tourism Village are packaged into digital content to describe Kandri's potential and become selling points. This digital content can be found on the official website, YouTube and Instagram of Kandri Tourism Village. Kandri`s way of attracting the market is by establishing closeness with customers through the use of social media in the form of visual storytelling content.

Keywords: tourism village; Desa Kandri; SAVE Model; marketing communication; visual storytelling

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PODCAST STORYTELLING:
A NEW WAY OF TOURISM MARKETING IN INDONESIA

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ABSTRACT

This study explores the trend of using podcasts and storytelling approaches as a new way to market regional tourism, in Indonesia. In the last two years, there has been a significant increase in access to audio on demand content in Indonesia. The use of new media such as podcasts in the promotion of the tourism sector is inevitable. Research on podcasts in Indonesia, especially tourism podcasts, is still not prevalent. However, the use of podcast platforms by actors in the tourism sector is starting to emerge. The storytelling approach is also increasingly important for the tourism sector because a good authentic story has the potential to create a better sense of place and connections. This study seeks to explore the opportunities and challenges of tourism podcasts, as well as the importance of the storytelling approach for marketing regional tourism in Indonesia. The method used in this study is a literature review which includes the process of reading and analyzing articles in journals, previous research reports, reference books and news related to podcasts. The results of the study show that podcast is an important marketing tool to enrich information on tourist destinations in Indonesia, and of course help encourage regional tourism marketing. This research is expected to be an input and recommendation to practitioners, government, communities, private sector and researchers to work together to equip tourism activities in various regions with podcasting and storytelling skills as a new way to develop tourism marketing in Indonesia.

Keywords: podcast, tourism promotion, storytelling, tourism marketing, tourism podcast

ORGANIZATIONAL COMMUNICATION AUDIT OF CLEAN INDONESIA GENBIPROGRAM IN NORTH SUMATERA REGION

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ABSTRACT

This research is entitled "Organizational Communication Audit of Clean Indonesia GenBI Program in North Sumatera Region". The purpose of this study is to find out wether the new Indonesian Generation (GenBI) in North Sumatera Province already has an organizational communication barriers in the implementation of the Clean Indonesia Program which is carried out simultaneously by GenBI throughout Indonesia. The theory used in this research is Organizational Communication Theory proposed by Pace and Faules. The object studies in this research is the Clean Indonesia GenBI Program for the North Sumatera Region. The Method used in this study is qualitative method. The results show that GenBI has implementated and organizational communication model, although there are still many obstacles.

Keyword: Organizational Communication, Audit Communication.

KOMODO ISLAND DEVELOPMENT MODEL AS A SOCIETY-BASED SUSTAINABLE MARINE TOURISM VILLAGE 5.0

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ABSTRACT

A development paradigm with character in accordance with the culture of the maritime area based on local wisdom using a technology and human capital approach, one of which is Komodo Island as a marine tourism village, because development in maritime-based areas will feel more equitable when compared to development that seems to be uniformed with the continental paradigm. . Maritime culture should be the original culture of Indonesia, because Indonesia is an archipelagic country, the application of digitalization of technology and human capital will produce an innovative, creative and competitive blue economic model that can increase economic growth and development in the archipelago. The concept used by the society 5.0 model, sustainable tourism, marine tourism villages and through community development to build human capital will create human resource capacity, in this case local communities, who do understand maritime attitudes and values. By combining the concept of maritime culture and the concept of community development. The research method uses a qualitative approach using in-depth interviews and observations conducted on the island of Komodo, Labuan Bajo.The results of research studies are needed for the development of marine tourism villages, approaches with aspects of digitalization technology can be used as an information center containing the results of internalizing maritime culture with local wisdom and infrastructure facilities to accelerate economic growth. Digitization is used for the community, one of which is fishermen, business actors in the tourism sector and small and medium businesses through digital platforms, so that they can create an information data network in the form of big data as a means of economic digitization infrastructure, and human capital development through the development of human resources and digital literacy. Products in the form of physical, consisting of arts, culinary arts, building arts (Architecture) and non-physical in the form of norms and values that are in accordance with maritime culture, which then becomes an information attraction both from the tourism element and the implementation of maritime culture which has economic value. for the development of sustainable marine tourism villages. blue maritime economics comprehensively as a model for creating sustainable marine tourism village development based on society 5.0 so that strategic regional development for the archipelago can be built that can improve the economy through innovative creation and regional competitiveness can be realized in Indonesia.

Keywords: Blue Economic Maritime, Society 5.0, Maritime Cultural Technology, Marine Tourism Village, Sustainable Tourism

MYTH AS ENTERTAINMENT ATTRACTION IN KOMODO-LABUAN BAJO ISLAND TOURISM PRODUCT MARKETING COMMUNICATION

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ABSTRACT

Myth is a flexible form of communication by oral means, which has developed traditionally by word of mouth through stories, which can be an entertainment attraction for tourists. One of them is Komodo Island, Labuan Bajo which is a tourist attraction is Komodo which is included in the 7 wonders of the world (Seven wonders) and a growing myth that Komodo was born from a daughter who has twin sons, namely humans and Komodo stars, who were given the name "Orah." The purpose of this study is the meaning and function of myths that develop into tourist attractions, namely the experience of being close to rare animals that can coexist with humans in Komodo village. Entertainment attractions or entertainment as part of tourism products have the power to attract tourists to visit tourist destinations. A qualitative research approach to analyze the meaning of myths and explain the benefits of myths as entertainment attractions that attract tourists to visit tourist areas. The results of this study are that Komodo is a tourist attraction and an icon on one of the islands in the National Park area, Labuan Bajo. That myth can be used as one of the marketing communication activities for tourism products is still not popular as a promotion, but concentrates more on the tourism products presented. The variety and development of entertainment attractions on the island of Komodo needs to be further improved, by considering the process of making tourist purchasing decisions, trends that occur in society and referring to the uniqueness of the tourist destination itself and alternative attractions other than the Komodo dragon. In addition, information for the public about tourist destinations and their products also continues to be improved and published. Another development is through the selfie phenomenon, where taking pictures and uploading photos to social media is important as a means of promotion.

Keywords: myth, entertaiment attraction, tourism attraction, tourism products, marketing communication

EDUCATION-BASED MARKETING COMMUNICATION STRATEGY(STUDY ON GREEN SMOOTHIE FACTORY PEKANBARU)

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ABSTRACT

This study discusses the diffusion of innovation in the field of marketing, where the strategy used is an education-based marketing communication strategy. The education-based marketing communication strategy carried out by Green Smoothies in educating consumers regarding healthy food also has the ultimate goal of selling products and creating awareness of the importance of healthy food for the community. The purpose of this study was to determine the diffusion of Green Smoothie Factory's marketing innovations by using educational strategies in attracting buying interest and educating consumers about healthy food. This study uses the theory of diffusion of innovation from Everret Rogers. The method used is descriptive qualitative. The data collection technique that the author uses in this research is observation, interviews and documentation. While the data analysis technique that the author uses is the Miles and Hubermand Results model, and data analysis activities, namely data reduction, display data, and conclusion drawing/verification. This study explains that the education-based marketing communication strategy carried out by Green Smoothies Pekanbaru in educating the public, among others, with electronic word of mouth (e-WOM), personal selling, and social media marketing is able to attract consumer buying interest in Pekanbaru City. Of course, in the messages conveyed in the marketing communication activities, persuasive educative messages are conveyed in the hope that it will create awareness for the public to apply healthy food patterns and maintain consumer loyalty to Green Smoothies Factory Pekanbaru.

Keywords: Marketing Communication, Education, Innovation Diffusion, Healthy Food

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SOCIAL MARKETING OF #BANGGABUATANINDONESIA AS INDONESIA NATION IDENTITY CAMPAIGN IN SOCIAL MEDIA

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ABSTRACT

#banggabuatanindonesia is one of social marketing campaign activity which focus on building selling and buying habit for the Indonesian people. This activity is created to raise the Indonesian economic sector by campaigning the domestic product. The worries also came while the Indonesian people are prouder to use the product from foreign country. This problem brings the bad effect weather for the economic cycle of domestic product selling. Furthermore, this case also wants to solve the nation identity crisis from economic sector by campaigning #banggabuatanindonesia. The purpose of this campaign is to educate the seller who sell the product and the customer to be proud of domestic product. Beside make the cycle of nation economic more stable, this activity also aims to create Indonesia Nation Identity campaign by domestic product. This campaign uses social media to spread the information. From that information, this research wants to focus on the measurement of the campaign which use social marketing tool in social media with hashtag #banggabuatanindonesia. The measurement of the campaign uses input, output, outtake and outcome tools. The social marketing activities focus on marketing mix which consist of product, price, place and promotion. This research uses qualitative approach which focus on content analysis method. The result show that there are so many new account members which use #banggabuatanindonesia social marketing as promotion strategy and help campaigning Indonesia identity. That activity gives the lesson for the seller to create good domestic product and marketing activity. in other side, the consumer gets the lesson and can buy domestic product. As a result of understanding Indonesia nation identity, between the seller and consumer create #banggabuatanindonesia campaigning activity from transactional activity in social media. Finally, this activity gives good impact such as the development of selling domestic product, having Indonesia economic positive circulation and also establishing Indonesian nation identity campaign.

Keywords: Social Marketing; Campaign; Nation Identity; Social Media; #banggabuatanindonesia

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THE VISITORS' TOURISM COMMUNICATION EXPERIENCES

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ABSTRACT

Tourism is one of the fastest growing industries. The development of tourism provides enormous benefits for the region. However,sometimes it faces big challenges and obstacles and results in a decrease in the number of tourist visits in some areas. This research, entitled the visitors' tourism communication experiences, aims to describe the communication experiences of tourists during tourist visits and analyze the meaning of the tourism communication. This research was analyzed using the concept of tourism communication, tourists, and tourist destinations. The researcher uses qualitative research methods with a phenomenological approach. The data collection technique was done by interview and observation. The results showed that there were various communication experiences of tourists during their visits to tourist destinations in the form of positive and negative experiences. The positive experiences include enjoying the natural beauty and cultural diversity, while the negative experiences was the unmaintained environmental cleanliness, the number of visitors and people littering and the behavior of people and traders who are not friendly in serving tourists, hawkers who force tourists to buy their wares, as well as the lack of public awareness in maintaining cultural sites in those places.

Keywords: Communication Experience, Society Awareness, Tourism, and Tourists.

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VIRTUAL ETHNOGRAPHY STUDY ON INSTAGRAM ACCOUNT @GADINGFESTIVAL AS PROMOTION MEDIA OF FOOD FESTIVAL

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ABSTRACT

Technological developments have changed the communication process, including in promotional activities. This study aims to identify the use of Instagram social media as a form of marketing communication and a form of promotion of Sedayu City at a food festival conducted by the Instagram account @gadingfestival. The research uses a qualitative method with a virtual ethnographic approach. In-depth virtual observation revealed that the Gading Festival committee was promoting tourism through the @gadingfestival account by uploading digital posters, photos, videos and photo clips. Of the four forms of digital promotion on the @gadingfestival account, posters are the main promotional tool because posters contain considerable amount of information, including the time and place of the festival, performers, contact numbers that can be contacted and social media that can be traced. The use of social media, especially Instagram, is one of the media that is widely used for food promotion because it can increase public awareness to be able to attend a real place with the help of information from cyberspace. The use of social media is one of the media that is often used for tourism promotion because it can increase public awareness to be able to attend a real place with the help of information from the virtual world.

Keywords: virtual ethnography; student exchange program; virtual exchange

THE INFLUENCE OF TIKTOK CONTENT CREATOR ON CONSUMPTIVE BEHAVIOR OF TEENAGERS IN ONLINE SHOPPING

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ABSTRACT

New internet-based media have a big influence on people's lives. Through the internet, any information can be easily accessed by the public. Social media as part of new media is widely used by people. The social media that are widely used by the public are Facebook, Twitter, Instagram, and TikTok. Social media is not only used as a medium of communication between individuals but also used by industry players to promote goods and services. Industry players choose content creators with large followers to promote their products. This research examines the effect of Content Creator on adolescent consumptive behavior. The object of research is the TikTok account @carlendoraa. The research population is the followers of the TikTok account @carlendoraa, most of which are teenagers, amounting to 374,000. Determination of the sample using the Slovin formula obtained a sample of 100 people. The correlational research method, to see the effect of the independent variable (X) Content Creator @carlendoraa, and the dependent variable (Y) consumptive behavior in online shopping for followers of the @carlendoraa account. Data analysis technique using Pearson Product Moment Correlation. The results of the research on variable X content creator @carlendoraa are quite well known, have good achievements, have interesting personalities, and lifestyles reflect the products being promoted. The variable Y consumptive behavior is shown when looking at promotions that are willing to buy, looking for product information that they want to buy, and considering the content creator who is promoting. Want to always have the product you like, buy things based on wants not needs. Always want new products, which are trending on social media. Prefers to shop online, buy goods to fulfill hobbies, support activities, and show using products that are different from others. The Pearson Correlation calculation, a significant value of $0.018 < 0.005$, means that there is a correlation between the content creator of Tiktok @carlendoraa and the consumer behavior of teenagers in online shopping. The correlation value of 0.237 means that there is a weak but significant relationship between content creator Tiktok @carlendoraa and adolescent consumptive behavior in online shopping. Weak because content creators are not always able to influence followers and TikTok users can choose not to see product ads from content creators.

Keywords: Content Creator Tiktok, Consumptive Behaviour

THE EFFECT OF SOCIAL INFLUENCE ON GREEN PURCHASING BEHAVIOR ON THE PURCHASE OF LOVE BEAUTY AND PLANET BRAND PRODUCTS

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ABSTRACT

The pollution of the earth and the problems that arise because of pollution make consumers aware of the importance of protecting and preserving the environment. This encourages a change in consumption patterns from conventional consumption to green consumerism which is more environmentally friendly. Consumption activities based on green consumerism are referred to as green purchasing behavior, where these activities refer to the consumption of products that are good or beneficial to the environment, which are expected to suppress or minimize environmental problems that have occurred on earth.This study discusses how social influence, whether sourced from friends (peer influence) and family (parental influence) has an influence on green purchasing decisions (green purchasing behavior) on buyers of Love Beauty and Planet brand products. The purpose of this study is to see whether there is an influence of social influence on green purchasing behavior seen from indicators such as the frequency of discussions with friends or family, information obtained from friends or family and learning obtained from friends or family. The method used in this study is quantitative explanatory with data collection methods using online questionnaires to 272 respondents who have purchased or used Love Beauty and Planet brand products. The sampling technique used in this study used non-probability sampling, then analyzed using simple linear regression analysis to test the effect of the two variables studied. The results showed that the regression coefficient was 38.6% on green purchasing behavior, which means that social influence has a positive effect on green purchasing behavior. The dominant indicator in influencing consumer respondents and users of Love Beauty and Planet brand products is the frequency of discussions with friends and learning that comes from family. 6% of green purchasing behavior which means that social influence has a positive effect on green purchasing behavior. The dominant indicator in influencing consumer respondents and users of Love Beauty and Planet brand products is the frequency of discussions with friends and learning that comes from family. 6% of green purchasing behavior which means that social influence has a positive effect on green purchasing behavior. The dominant indicator in influencing consumer respondents and users of Love Beauty and Planet brand products is the frequency of discussions with friends and learning that comes from family.

Keywords: green consumerism, social influence, peer influence, parental influence, green purchasing behavior, Love Beauty and Planet

MARKETING PUBLIC RELATIONS, INSTAGRAM, AND BANYUMAS FOOD: AN EFFORT TO PROMOTE AND PROTECT LOCAL FOOD AS A CULTURAL HERITAGE

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ABSTRACT

Globalization is a double-edged sword against local products, capable of amplifying their existence while simultaneously threatening their existence in the dynamics of human civilization. Local cuisine is one of the cultural artifacts experiencing this situation, in which the marketing public relations strategy is expected to become a communication approach in protecting the existence of local food while developing it as one with strategic economic value. This research tries to examine Instagram as a medium for protecting and developing a culinary culture in Banyumas Regency, Central Java Province, which is known to have culinary wealth and is part of the nation's cultural diversity. The subject of the study was an Instagram account, @dinporabudpar_banyumas, with the object of his research being how culinary protection and promotion efforts were carried out on the account. Through a qualitative analysis approach, the results showed that Instagram can be a means of promoting local cuisine as well as a local culinary protection agent through the provision of information. Based on these results, Instagram accounts @diporabudpar_banyumas use a pull strategy approach, where visual and text messages available on the account seek to build a narrative about the product comprehensively while building constructive opinions that are persuasive and appreciative of the culinary and those who consume the food.

Keywords: [Marketing Public Relations; Instagram; Local Food; Cultural Heritage; Banyumas]

INFLUENCER COMMUNICATION IN PROMOTING MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES)

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ABSTRACT

In the era of the covid-19 pandemic, marketing applications are needed because the situation demands work fast and wise, but the results are also good. So with marketing applications, things that take up a lot of time have succeeded in 'forcing' Small and Medium Enterprises (MSMEs) to apply information technology in their marketing. Ways of promotion and offline marketing are now starting to change online and take advantage of social media that are already familiar to the community. At the beginning of the pandemic, many influencers voluntarily helped MSMEs by promoting them for free on their social media accounts, as part of the influencers' concern for the pandemic conditions that impacted the weakening of the economy, especially MSMEs. Introducing MSMEs to these influencers affects the increasing recognition of MSMEs in the community. This has opened up MSMEs to know more about and apply social media as a medium for promotion and marketing. This paper begins with the results of research on the impact of the pandemic and the use of social media by MSMEs in East Java. The facts obtained become the initial data that forms the basis for the analysis; how should the adaptation made by MSMEs to the phenomenon of promoting through social media be. The second thing observed in this paper is how the style of influencers in promoting MSMEs products is. Is the influencer's style the same as the understanding of MSMEs in promoting their products, or are there things that have not become a common understanding between MSMEs and influencer marketing? The results of this study show that there are still discrepancies between MSMEs and influencer marketing in packaging messages and differences in the statements to be conveyed. MSMEs need the education to understand how influencers and social media marketing work.

Keywords: MSMEs, Influencers, Marketing Communication, Social Media

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TOURISM VILLAGE PROMOTION STRATEGY VIA INSTAGRAM
(Qualitative Study@kampunglawas)

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ABSTRACT

Kampung Lawas Maspati is one of the old villages located in Surabaya based on the oldest map of the City of Surabaya which was made in 1677. The potential and uniqueness of Kampung Maspati has the opportunity to be developed into a Tourism Village so that it attracts tourists to visit and has a direct impact on improving the economy of the residents. The formulation of the problem in this study, how is the promotion strategy carried out by Kampung Lawas Maspati in using the @KampungMaspati Instagram account. While the goal is to identify and explain the promotion strategy. This study uses a qualitative descriptive research method. The findings from this study The promotional strategies carried out by Kampung Maspati through social media Instagram @kampunglawas include: 1) Content preparation. 2) Management of the @kampunglawas Instagram account 3) Establishing relationships with followers 4) Organizing events in Maspati Lawas Village 5) Monitoring and Evaluation of content, Monitoring and Evaluation of Event Activities

KEYWORDS: [Old Village, Tourism Village, Promotion Strategy, Content, Followers]

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SUB TOPIC 5

CULTURAL STUDIES
AND SOCIAL CHANGES

THE FORM AND THE ROLE OF RITUAL TRADITION "BAU NYALE" IN STRENGTHENING SASAK COMMUNITY IN CENTRAL LOMBOK

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ABSTRACT

Rituals may refer to cultural practices that represent extensive social learning, cultural knowledge, and religious substance. As a practice, ritual is performed in every ethnic group and involves commitment, intention, purpose, social value, and appreciation beyond the realm of the senses. However, shared rituals play a significant role in reflecting the groups' belief systems that involve cultural knowledge and build a sense of belonging and common identity in human interaction. In several villages of Sengkol in Pujut district in Central Lombok, Bau Nyale is a form of Sasak's ritual of the ancestral heritage to foster social cohesion, increase community participation, and as a spirit underlying in-group resemblance. This article explores the need for Bau Nyale ritual tradition in strengthening the connection of indigenous peoples and explains the role of cultural performance through the Sasak community based on a qualitative research design including personal interviews and document analysis to emphasize the how and why Bau Nyale is performed as cultural and religious importance by the local community. The findings of this study imply the ritual practice of Bau Nyale is used to increase awareness of the local cultural heritage values, strengthen Sasak tribal bonds, and as a cultural endeavor to build the ethnic identity in Central Lombok.

Keywords: ritual tradition; bau nyale; sasak ethnic; cultural practices; tribal bonds

REPRESENTATION OF *SIRI'* IN THE NOVEL *TENGGELAMNYA KAPAL VAN DER WIJCK*

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ABSTRACT

This article examines how the Bugis-Makassar value of *siri'* is depicted in the novel *Tenggelamnya Kapal Van Der Wijck* by Haji Abdul Malik Karim Amrullah (often shortened to "Buya Hamka," or simply "Hamka"). Through framing analysis of select dialogue and narration depicting *siri'* from the novel supplemented by relevant literature sourced from journals, books, and web articles, this examination found that, although the protagonist character of Zainuddin has both Makassar and Minang roots and was written with the intent to represent the Makassar perspective, Hamka's own background as a Minangkabau ethnic (albeit one who lived in Makassar for an extensive period) results in incomplete depictions of the regional value of *siri'* and Makassar customs.

Keywords: [framing analysis, Siri', Novel, Makassar, Minang]

REPRESENTATION OF PEOPLE'S MALAY IDENTITY GUIDED BY GURINDAM DUABELAS RAJA ALI HAJI

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ABSTRACT

Advances in technology and globalization have resulted in a social crisis. The social crisis has caused humans to experience unfair competition, corruption, civil war, moral decline, and the occurrence of various acts of violence. The direct result is the loss of human values, so that humans in turn will lose their traditional roots, even their identity. The flow of modernization has caused people, especially teenagers, to start leaving the local culture and switching to an outside culture that is considered more representative of themselves This of course has an impact on changing their lifestyle and mindset as Malay people. So the purpose of this research is State the representation of the Malays people identity in the meaning of the text contained in the Gurindam Dua Belas literature by Raja Ali Haji. This needs to be researched as a form of contribution to mental development and character building. This research descriptive with content analysis method. The data of this research is sourced from Gurindam Dua Belas. Based on the author's observations, the Gurindam Dua Belas contributed the values of culture and morals including responsibility, obedience, advising, respecting, love, and loyalty to humans, especially the Malay people.

Keywords: [gurindam dua belas; malay people; identity, raja ali haji, representation]

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RELIGION AND MEDIA: ANTHROPOLOGICAL STUDY OF RELIGIOUS BEHAVIORIN THE FILM "LITTLE HOUSE IN THE PRAIRIE"

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ABSTRACT

The purpose of this paper is to describe the real relationship between religion and media through a film as its content. In the other side, it opens up opportunities for the development of Anthropology. Human culture as an object of anthropology, especially in remote areas or isolated ethnic groups, which was previously difficult to reach, through the presence of high-tech media, is now beginning to be revealed. Film is a means of delivering messages to the public, and is quite effective. Oneof these images is reflected in the film Little House In The Prairie. a television series that was aired by Televisi Republik Indonesia (TVRI) in the 80s. Tells the story of a family with a wooden house, in a remote village with simple and basic living equipment. But on the other hand it also reflects the religious behavior of a family who is obedient in carrying out religious orders. Literature study, as the dominant data collection technique in this research, and is a characteristic of the qualitative method. The results of this study found that the relationship between religion and the media can strengthen and develop other social sciences, in this case especially the study of social anthropology.

Keywords: religius behavior; human culture; life representation; ethnic group

INTERPERSONAL COMMUNICATION IN LEAP INDUSTRIAL EXPERIENCE, TO MANIFEST THE LINK AND MATCH BETWEEN INDUSTRY AND UNIVERSITY

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ABSTRACT

This ability is needed when students finish their studies and enter the industrial world. Unfortunately, many college graduates are then unemployed, due to the inequality between the profile of university graduates and the labor qualifications needed by the company. For this reason, the MBKM policy was made, so that through existing programs, and link and match was created, not only between students and the world of industry. In line with this policy, Petra Christian University, launched the *Leadership Enhancement Program (LEAP)* in 2020. There are four forms of LEAP, one of which is *industrial experience*. This research tries to figure how interpersonal communication takes part in communicating the credibility and quality of internal students as future leaders to the industry, through the LEAP Industrial Experience program. The author uses field research, with phenomenography methods in an interpretive-qualitative paradigm. The data collection was taken through interviews with four industrial representations, who are supervisors of internal students in the Communication Department's LEAP Industrial Experience. These four people are from emerging and digital-based industries. Several patterns were evident in the participants' responses. In line with the stated purpose of the study, that related with how intern communicate their credibility and ability through their internship, it found that pre-internship period, becomes the capital for students to finally be accepted as interns. Second, the forms of interpersonal communication that occur within the company be the basis for the supervisor's assessment of student skills. Finally, through this LEAP Industrial Experience, students of Communication Sciences, Petra Christian University, succeeded in establishing a link and match between industry and university, because of the effectiveness of interpersonal communication they carried out throughout this program.

Keywords: interpersonal communication, internship, link and match

FROM ONLINE BACK TO OFFLINE: CYBER COMMUNITIES' PERSPECTIVE REGARDING THE IMPLEMENTATION OF FORMAL EDUCATION DURING PANDEMIC COVID-19

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ABSTRACT

The process of learning methods for formal education during COVID-19 in Indonesia experienced the dynamics of pros and cons in the society, especially for parents who faced changes in learning methods for their children. The purpose of this research is to find out how the cyber community responses to the planned change in learning methods from online, which then returns to offline during the pandemic. This study uses a qualitative method with netnographic approach. This research involves several theories: participatory culture, cognitive dissonance, symbolic interaction and the concept of debating in cyberspace. The results of this study reveal three perspectives on responding to this issue. Social media, especially Instagram, is a forum for public expression regarding an issue in society that should not be ignored. Many important views are conveyed through social media. The pros and cons are based on various points of view. The unique finding of this study is a personal attack on dissent. To complete the research, this research could be supplemented with various other complementary methods.

Keywords: COVID-19, Cyber Community, Learning Method, Participatory Culture, Transformation.

THE DYNAMIZATION OF CULTURE IN THE REALITIES OF WONG AYEB AND WONG PALEMBANG IN *KUTO BATU PALEMBANG* VILLAGE

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ABSTRACT

The dynamics of the community's socio-cultural life are all the consequence of the community's work, taste, and creativity. Without a society, there is no culture. Culture always changes in response to environmental and human changes in society, even if people are sometimes unaware of the changes that take place. Community culture is passed down from generation to generation and becomes the community's identity. Conditions, nature, culture, and religion, as well as the social changes that surround them, are all mentioned in the reality construction method. This study employs descriptive qualitative research methodologies, with data gathered through observation, documentation, and interviews. *Wong Ayyeb* and *Wong Palembang* are community leaders who participated in the research. According to the findings of the research on the process of interaction and communication, the inhabitants of *Kuto Batu* Village cannot be constrained by an identity that clearly distinguishes one culture from another. The urge to communicate is not restricted to people who have a common cultural identity; yet, the nature and extent of communication is changing. Living side by side for decades resulted in numerous cultures being assimilated and adapted into the two ethnicities' daily lives.

Keywords: **:** Cultural Reality, Social Interaction and Dynamics.

COMMODIFICATION OF THE ACT OF DEFENDING ISLAM FILM 212 THE POWER OF LOVE

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ABSTRACT

This research aimed to picture a religion commodification using a film. The case study chose the 212 Act of Defending Islam represented by film 212 The Power of Love. It was interesting to observe as an Islamic film among other same kind of movies from the political of economy perspective, especially from the commodification process. That film was produced in taking the opportunity of market (its spectator) from mass mobilizing space in the real act that brought the religious and political issue at once. 212 The Power of Love gained nearly 400 thousands spectators, although its production side claimed reaching 700 thousands. That achievement didn't come near to the real act mass - whom purposed to jail DKI governor Basuki Tjahja Purnama or Ahok of religion defamation - that claimed to reach 7 millions participants. But that film production continued to its sequel and prequel, showed that the business potential from the process of Act of Defending Islam issue exploitation considered potential for its creator thus it depicted a process - which Vincent Mosco mentioned as - content commodification and audience commodification.

Keywords: [commodification, Islam, 212, Act of Defending Islam, film]

COMMUNICATION AND CULTURAL ADAPTATION FOR INDONESIAN STUDENTS ABROAD (CASE STUDY OF INDONESIAN STUDENTS AT MCGILL UNIVERSITY CANADA)

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ABSTRACT

This study discusses the communication and cultural adaptation of Indonesian students who are studying abroad. The background of the formation of this research is because it is about the adjustment of students to the surrounding environment and examines the cultural adaptation experienced by students who are carrying out education abroad because of the culture and language outside country is different from the culture and language of his hometown. This study uses a qualitative descriptive method with the subjects of Indonesian students in Canada. The results showed that respondents needed time to adjust to the surrounding environment before finally being able to adapt well.

Keywords: Adaptation, Culture, Cross-Cultural Communication

UNBOXING INDIGENOUS COMMUNITY RITUAL "SEDEKAH TURUN TON" AS MITIGATION COMMUNICATION TO MITIGATE DISASTER IN NORTH LOMBOK

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ABSTRACT

Communication related to disaster mitigation is essential because its needed to reduce disaster risks. Natural disasters may occur anywhare and any placed at any time including North Lombok regency.In addition to government effort to minimise disaster, the Bayan indiginous communites are still practicing traditional cultural event to prepare people to be able to minimise effect of natural disater. This event called "Sedekah Turun Ton". This ritual is held by the Bayan communites every 3 years in Bayan. How this ritual is carried out and how it can be claimed as communication mitigation? These two questions have to be answered in this study. This research was carried out In Bayan Traditionl Village of North Lombok using qualitative methods. The data were obtained through FGD and in-depth interviews with opinion leader and community member who know and understand very well about the "Sedekah Turun Ton" Ritual and its procesions as well as reviewing the literatures related to the objects of the study. The results of this study indicate that the ritual undergo 4 days. The first day called gundem where the malokaq (adat leaders) to discuss and develop ritual plan. The second day is penjeleng or making holy oil to be used to clean scral materials that will be used in the ritual. Third day is menjojo (kirap) from Karang Bajo to notherb part of adat forest and ritual is held in the mid night praying for the harmony of the natur and the last day is also mejojo but its held in the sothern part of the adat forest. All this retual are aimed to keef the earth faceful and in harmony situation. In this ritual the traditional cloth used, ofering activities and foods prepared are simbolization of the harmony amongst people, people with the nature and people with the god. This symbol then is usedto deliver message to people where they have to serve and conserve the nature in order to mitigate natural disaster for the people of Bayan and North Lombok in general. The study also foundthere are 3 obstacles in communicating the traditional Sedekah Turun Ton ritual to the younger generation, namely the absence of communication media, language, and distance from home.

Keywords: Mitigation Communication, Traditional Rituals, Indigenous Peoples.

PARTICIPATORY CULTURE FANS OF BOYBAND EXO
ON SOCIAL MEDIA INSTAGRAM

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ABSTRACT

Phenomenon Hallyu that has become endemic in several countries does offer its own entertainment. Talking about K-Pop, it's always an interesting thing to discuss considering its significant development. The love of fans for their idols makes whatever the latest news about idols is spread on social media will always be monitored at any time regardless of the time. .This study aims to find out how the behavior patterns of fans of boyband EXO, commonly known as EXO-L, on the @WowFaktaEXO Instagram page This study uses a qualitative research with descriptive nature and data collection of observations and interviews. The data analysis method used is virtual ethnography. This study uses the concept of participatory cultures which is illustrated through four participatory cultures, namely: affiliation, expression, collaborative problem solving, and circulation. The results showed that fans joined the Exo-L community such as making fan videos, reading fan fiction stories, participating in anniversary projects, mass voting or streaming and circulating in the fan community.

Keywords: Participation Culture, Fans, EXO-L

STUDY OF SOCIAL LIFE ETHNOGRAPHY IN THE MALAY COMMUNITY OF PETALANGAN PELALAWAN IN THE DIGITAL ERA

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ABSTRACT

Objectives of this study are, Analysis of how the effect of digitalization on the change of Malay culture petalangan pelalawan riau, This research is motivated by the abandonment of the Petangan customs by the Petangan people. This Research This research is a qualitative descriptive study using an ethnographic research type. This research was conducted in the Petalawan community, Kerumutan sub-district, Pelalawan district, Riau. The subjects in this study used snowball sampling and accidental sampling. data collection techniques by observation, interviews and documentation. The data analysis technique in this study refers to the interactive model of Huberman and Miles. The results of research on the social life of the Petalangan Malay community are strongly influenced by digitalization because currently in the social life of the Petalangan community, the tradition of Basolang, which is a hereditary culture carried out by the Petangan Malay community.

Keywords: Digital era, Malay culture petalangan, sosial life, basolang

LOCAL WISDOM AS A PART OF DISASTER COMMUNICATION: A STUDY ON THE LOCAL STORYTELLING IN DISASTER MITIGATION IN BAYAH, SOUTH LEBAK

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ABSTRACT

Located between the tectonic plates of Asia and Australia, a zone of high tectonic activity on the Pacific Ring of Fire with a row of mountains and active volcanoes makes Indonesia one of the countries with the highest natural disaster risk in the world. One of the potential disasters that attract attention is the potential for megathrust in southern Java, which has the potential to cause a tsunami of up to 20 meters. Various disaster mitigation efforts were carried out, one of which was to explore disaster mitigation messages in local wisdom and rely on community leaders as bearers of mitigation messages. Using an exploratory case study method, this research seeks to see mitigation messages in local wisdom in Bayah, South Lebak. The role of community leaders is also observed in community-based disaster communication. As a result, it was found that many messages based on local wisdom had content on disaster mitigation and nature conservation. Community leaders have a strategic role as Key Opinion Leader in conveying disaster mitigation messages, both messages based on local wisdom and modern science, to the community.

Keywords: local wisdom, local storytelling, disaster communication, disaster mitigation

ULUR-ULUR TULUNGAGUNG RITUAL AND THE DISCONNECTED MEMORY (ETHNOGRAPHY OF *ULUR-ULUR* RITUAL AT *TELAGA BURET*, TULUNGAGUNG, EAST JAVA, INDONESIA)

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ABSTRACT

This research aims to elucidate the reason behind the decline of people's enthusiasm toward the Ulur-ulur ritual. Ulur-ulur ritual is a surviving agrarian ritual that initially was executed by four villages including Desa Sawo, Ngentrong, Gedangan, and Gamping in Tulungagung Regency, as a manifestation of gratitude for the water of Buret Lake sustaining local's agricultural activity. Historically, this ritual was dying in 1965, then revitalized in 1966 by the Paguyuban Sendang Tirto Mulyo. Although this ritual has been set as the annual agenda of Tulungagung Tourism, and officially acknowledged as an intangible cultural heritage by the Ministry of Education and Culture of Indonesia in 2020, the enthusiasm of the people remains low. To uncover this phenomenon, this research employed an ethnographic approach. In-depth interviews and participatory research were executed to obtain data. The result showed that the ritual was constructed and operated by two memories: dhanyangan (ancestral) and agricultural memories. However, the impact of the G-30-S tragedy escalated the tension in the society leading to the vandalism of the Sri-Sedono statues. Meanwhile, the dhanyangan memory which was constantly amplifying creates a clash with the more religious society's narrative. The long vacuum period, as well as the shift of narrative, makes the association of ritual with the dhanyangan grow stronger which contradicts the current social context. Furthermore, the revitalization which was merely rooted in "defeated memory" led to the exclusion of the ritual from the society.

Keywords: Ulur-ulur ritual, memory, Tulungagung, Sri-Sedono.

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COMMUNICATION STRATEGIES AND MODELS FOR THE ENFORCEMENT OF ISLAMIC LAW IN LHOKSEUMAWE CITY

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ABSTRACT

The city of Lhokseumawe consists of four sub-districts, with a total of 68 gampong spread across four districts, with a population of 194,743 people. Lhokseumawe City area is mostly coastal areas and partly hilly areas. Geographically, Lhokseumawe City is located on the cross-Sumatra route, which is a strategic location in both the service and trade sectors. Most of the livelihoods of the people of Lhokseumawe City depend on the service and trade sectors. In the era of the 80s, Lhokseumawe City was once the center of Aceh's economy, since the discovery and operation of the liquefied natural gas processing, making economic life develop rapidly in Lhokseumawe City. along with the rapid economic growth made the circulation of the population so fast, which came from various regions both within Aceh Province and from outside Aceh, it also had an impact on the cultural life of the people who developed at that time. The cultural life of the people of Lhokseumawe City is basically the same as other regions in Aceh Province, in this area there are also many other tribes originating from outside Aceh, such as Javanese, Batak, Minangkabau and several other tribes in Indonesia. In Lhokseumawe City, Islamic Sharia rules also apply as applicable throughout the province of Aceh. From the data above, it can be seen that the rules for implementing Islamic law must be implemented by the community in Lhokseumawe City which is also an obligation for the local government to enforce and carry out the implementation of Islamic Law. The role of communication science in conveying messages as a form of socializationand information to control and implement these goals is a must for local governments.

Keywords: Islamic Sharia, Lhokseumawe City, Communication Model

NEGOTIATED ORDER IN MUT'AH MARRIAGE

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ABSTRACT

Marriage, as defined by Law No.1/1974, is an inner and outer relationship between a man and a woman with the goal of building a joyful and eternal family (home) based on the One Godhead. However, there are various social phenomena that occur in the society with specific goals that are structured in a marriage process known as mut'ah marriage or contract marriage. In this study, the author attempts to evaluate mut'ah marriage from a sociological standpoint using a social definition paradigm and the perspective of symbolic interactionism, specifically negotiated orders. This research is a library research. As a result, actors face a variety of incentives ranging from the economic to the social which can then cause damage at the stage of the basis of action to the stage of consumption or action. Two forms of negotiation were also found to justify mut'ah marriage, namely the negotiation of the rational dimension and the negotiation of the economic dimension

Keywords: mut'ah marriage, negotiated order, symbolic interactionism, marriage.

A SOCIAL CAMPAIGN STRATEGY TO OPPOSE BODY SHAMING

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ABSTRACT

Attacking persons based on their physique is often called body shaming. Body shaming occurs not only in the real world, but also in cyberspace, especially as the development of the media can have a negative impact on one's thinking. On the other hand there are efforts made to counter body shaming, through the campaign on loving oneself, or often called *self love*. This study aims to find out how the *Self Love Warrior* (SLW) organization conducts a campaign through Instagram @*selflovewarrior.id* so that it can encourage the community, especially Indonesian women, to stand up against body shaming, and help Indonesian women to love themselves more (self love). This study used a qualitative approach and case study research method. The theory used in this study was the social construction theory. Primary data were sourced from interviews, where researcher conducted interviews with three main informants, namely the proprietor, the head of design, and head of content of SLW. Based on interview results, the researcher found that self love and body shaming are indeed related, and wise use of social media can benefit every user. The SLW organization has been successful in carrying out each of its campaigns, as can be seen from the audience 's response to each SLW post.

Keywords: social campaign, body shaming

AMBON CITY OF MUSIC IDENTITY BASED ON LOCAL WISDOM

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ABSTRACT

Ambon city is known as a marine, cultural and musical tourism destination. The musical DNA of the people of Ambon City, which is known for the characteristics of traditional music, has made UNESCO designate Ambon as the city of music. This world music city label makes the musical identity of the people of Ambon City diverse and this is part of the development of local wisdom. This study aims to analyze the identity of local wisdom in the development and management of Ambon City of Music. The theory in this research is the diffusion of innovation. The study used a qualitative approach, data was collected through involved observation, interviews, and FGDs. The results of the research obtained are that Ambon City of Music is not only limited to the identity of the city but is a manifestation of the musical uniqueness of the Ambonese community and also the value of tradition-based musical wisdom packaged with various genres of songs. Ambon City of Music also represents various elements, both musicians and existing songs and musical instruments. The momentum of Ambon as a World Music City is increasingly introducing that the identity of the Ambonese people is music and music in Ambon is not only limited to works but is part of peace mediation.

Keywords: Ambon; City of Music; Tourism Destination; Local Wisdom

AN ANALYSIS OF ANXIETY MANAGEMENT FOR FOREIGNERS DURING THE COVID-19 PANDEMIC IN SOUTHERN BALI BASED ON INTERCULTURAL COMMUNICATION PERSPECTIVE

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ABSTRACT

Intercultural communication is a medium to connect people from different cultural backgrounds in initiating an interaction. One of the realizations of intercultural communication is visiting foreign tourists who came to Bali during the COVID-19 pandemic for the first time. The lack of official and up-to-date information about the COVID-19 situation in Bali in English makes it difficult for foreign tourists to receive the correct information. Situations like this can lead to disorientation, misunderstanding, stress, and anxiety. Differences in the cultural background such as language limitations between locals and foreigners, behaviours, habits, different social norms make one of the causes of anxiety among foreigners while living in Bali. Based on these facts, this research uses a qualitative descriptive method to observe foreign tourists manage anxiety in intercultural communication during the COVID-19 pandemic in the south of Bali. Data collection techniques used in this research are by in depth-interviews and participant observation. The primary data obtained will be tested for its validity through triangulation of data sources. AUM theory becomes a medium in analysis the management of anxiety carried out by foreign tourists during the adaptation process in Bali during the COVID-19 pandemic.

Keywords: Intercultural communication, AUM theory, Anxiety, Foreign tourist, COVID-19 pandemic.

THE RELIGION-CULTURAL ASPECT OF KGPAA MANGKUNEGARA IX FUNERAL CEREMONY

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ABSTRACT

KGPAA Mangkunegara IX funeral ceremony have attracted many attentions, because he was the former ruler of Kadipaten Mangkunegaran Surakarta, Central Java and he died in the middle of activity restriction due to pandemic Covid-19 in Indonesia. Pura Mangkunegaran has its own funeral ceremony but it hasn't been written in many textbooks. Religious and cultural aspect was included in that ceremony because Mangkunegara IX was a moslem and also Pura Mangkunegaran ruler. This article aims to describe the religio-cultural context in the funeral ceremony of KGPAA Mangkunegara IX. Using a qualitative method the study was provided with interview and audio-visual documentary to collect the data. The study found that during the funeral ceremony, there were many religious and cultural rites included, such as: bathing, praying, and burying the late, worn a Mataram royal palace as the funeral cloth, *brobosan*, the Javanese funeral song chanting, and *tahlil*. Some of them were done simultaneously while the other was not. This finding shows that the relation of religion and culture still being maintained in Javanese family with some adaptation due to the pandemic.

Keywords: Mangkunegara IX, Islam, Javanese culture, funeral ceremony

REALITY CONSTRUCTION OF FISHMONGER WOMAN TRADITION PENAPALI VILLAGE, BIMA DISTRICT, NTB

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ABSTRACT

Becoming a fishmonger for married women in Penapali village is a profession that has been passed down for generations. This is done with the aim of meeting household needs, but this condition is not sufficient for their welfare, otherwise most of them are shackled to domestic slavery. The hard work of women is not accompanied by the hard work of the male group, causing poverty in Penapali village to continue. By using the critical ethnographic method, the researcher reveals the social reality that occurs, where women's hard work is never appreciated by culture, on the contrary, women continue to be in a circle of slavery in the family economic dimension.

Keywords: Construction, Tradition, Woman, Fishmonger

ADAPTATION AND INTERACTION PROCESS OF INTERNATIONAL STUDENTSFROM INDIAN MALAYSIAN IN PALEMBANG, INDONESIA

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ABSTRACT

Indian Malaysian students in Palembang looked quite secluded at the first time they started studying in Sriwijaya University. Instead of speaking Malay Language, they spoke English and Indian, and they also had a problem with adaptation and social interaction. based on that situation, this research raised the problem on the adaptation process of Indian malaysian students in Palembang and the obstacles in the process of adaptation. The subjects of this research were Indian Malaysian students of Sriwijaya University studying in medical faculty. This research used a qualitative approach and phenomenological method by Alfred Schutz's theory. Data collections were obtained by using observation, interviews and documentation. The results revealed that India students from Malaysia had a cultural identify issue that they were steeped in India culture. This phenomenon affected the process of adaptation during their stay in Palembang. In terms of social interaction, they were still influenced by the habits which they applied in India. So even though their residents were Malaysia and Indonesia particularly Palembang, the students still used a very strong Indian ethnic values, and it was quite difficult for them to adept in Palembang with Malay and Islamic culture.

Keywords: Adaptation, Intercultural Communication, Interaction

DIVERSITY IN THE FILM INDUSTRY: SOCIAL NETWORK ANALYSIS OF #CANNES2022 ON TWITTER

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ABSTRACT

The Cannes Film Festival 2022 was held from May 17 – 28 2022 in Cannes, France. The Cannes Film Festival 2022 provides space for film makers from various countries to show their films with various background stories. As one of the most popular film festivals, the Cannes Film Festival 2022 has succeeded in attracting public attention, which is shown through tweets using #Cannes2022. Tweets uploaded in various languages show the diversity brought by the film festival. The purpose of this study was to determine the distribution of the #Cannes2022 data at the actor level on May 28 2022 and to determine the diversity of languages used in the #Cannes2022 tweet. The method of this research is mix method by combining quantitative and qualitative methods. Quantitative methods were used to obtain 2,500 tweets using the Netlytic application. Qualitative methods were used to analyse the language used in those tweets. The results of this study indicate that @festival_cannes, @21metgala, @iuteamstarcandy and @filmupdates are popular and important actors in the #Cannes2022 communication network because they always provide updates related to Cannes 2022. Those actors initiate the #Cannes2022 communication network and become reference material by other actors. In the #Cannes2022 communication network, there are 24 languages used, including English, Thai, Japanese, French and Spanish. English is the dominant with percentage of 51.96% followed by French with percentage of 31.48%. English and French are dominant because they are used by popular actors in disseminating information about Cannes 2022. Other languages are not so dominant because they are only uploaded by actors with few followers. The usage of language in #Cannes2022 communication network is already quite diverse but is still too dominated by English. Popular actors should use other languages so that the diversity in the Cannes Film Festival is increased.

Keywords: [actor level; cannes 2022; diversity; social network analysis]

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ETHNOGRAPHIC STUDY OF THE *MAROSOK* TRADITION IN THE PAYAKUMBUH COMMUNITY USING PIERCE SEMIOTIC ANALYSIS

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ABSTRACT

The *marosok* tradition is a tradition of buying and selling livestock carried out using hand movements and facial expressions in the bargaining process. The *marosok* tradition has denotative and connotative meanings associated with Minangkabau culture. The purpose of this study was to determine the meaning of denotation and connotation of the *marosok* tradition with an ethnographic approach using Symbolic Interactionism Theory and semiotic analysis of Pierce. This research method is qualitative by conducting literature study and interviews using snowball sampling technique to M. Azhadi Dt. Bosa as key informant who directs researchers to Desmon Korina and Hadiyati who understand the *marosok* tradition in the Payakumbuh community. This study shows that the tools, hand movements and expressions in the *marosok* tradition have meanings that must be understood by the parties involved in the transactions. The sarong is a covering tool that shows *marosok* tradition is only carried out by men. Finger gestures indicate digits up to millions, increasing, or decreasing bidding. Expressions indicate approval or rejection of the offered price. The *marosok* tradition ends with handshake and smile between the seller and the buyer. The *marosok* tradition creates healthy competition where the prices are only known by the parties concerned. However, this process is not transparent, the buyer can only estimate the weight and condition of the livestock by seeing and touching the livestock directly, so the buyer must be very careful in choosing livestock with good quality. The *marosok* tradition must be maintained so that the media is needed to teach how to do *marosok* to the younger generation. Apart from being a buying and selling transaction, the *marosok* tradition can be used as an attraction for tourists to come to Payakumbuh.

Keywords: [*marosok* tradition; semiotics pierce; ethnographic approach;]

PAPUAN STUDENT COMMUNICATION ETHICS IN ACEH: AN INTERCULTURAL COMMUNICATION ANALYSIS

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ABSTRACT

Ethical communication has now become an important issue in message delivery as cultural exchanges taking place in the community may lead to dispute and conflict. This study, thus, wants to know how the communication ethics between Papuan students during their stay in Aceh. Considering the fact that Aceh and Papua are representations of the cultures of westernmost and easternmost provinces in Indonesia respectively, moreover, there must be some kind of communication barriers and cultural differences. The method used in this study is a qualitative research design with descriptive approach by conducting in-depth interviews with Papuan students studying in Banda Aceh, the capital city of Aceh Province, Indonesia. The results of this study indicate that the communication ethics practiced by Papuan students are really nice, such as starting to learn the Aceh culture, language and getting along with Acehnese students, being polite and ethical, even though most of the Papuan students are relatively quiet and shy. On the other hand, this study also reveals the fact that there are cultural barriers in the communication ethics of Papuan students caused by wrong perceptions of the Acehnese people. This study can contribute to the existing body of knowledge and practices of how communication ethics between the two most constrasting culture, religious backgrounds and tradition in diversed but united Indonesia.

Keywords: [communication ethics; papuan students; aceh, intercultural communication]

SYMBOLIC COMMUNICATION IN THE TUTURANGIANA ANDALA RITUAL : TRANSLATING THE CONVERSATIONS OF THE BUTONESE WITH THE SEA

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ABSTRACT

The purpose if this research is to find out how symbolic communication at Tuturangiana Andala ritual on Pulau Makassar in Baubau city. Data analysis technques use a qualitative approach, location the study is on the island of Makassar city of baubau southeast Sulawesi. The study suggests that the process of performing the tuturangiana andala ritual was a four point sacrifice held by the people on the Pulau Makassar, in the performance of Tuturangiana Andala has a symbol where, in the symbol it has a meaning and is known only to the butonian people on the Pulau Makassar. The study used symbolic interaction theory by Herbert Blumer. The identification of six informers was deemed viable. A symbol or instrument found in the Tuturangiana Andala ritual of green bamboo, betel nut, black goat and red flag.

Keyword : Tuturangiana Andala ; Symbolic Communication; Butonese

LISTENING BEHAVIOR AND ASSERTIVE COMMUNICATIONS OF CALL CENTER OFFICERS IN PREVENTING HOSPITAL CUSTOMERS' SWITCHING INTENTIONS

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ABSTRACT

Several studies have shown that listening behavior affects customer satisfaction, which in turn has a negative effect on switching intention. In addition, customer behavior intention is also influenced by assertive communications. Does this apply in the context of non-face-to-face communications, such as a hospital call center? The role of hospital call center officers is becoming increasingly important during the COVID-19 pandemic. Officers must answer questions and provide accurate information. From several studies, the effect of listening behavior and assertive communications on call center officers has not yet been seen. Research using quantitative methods is then done, with a research population of hospital patients in Indonesia who contacted a call center at least once in the last 6 months. Primary data was collected using a questionnaire in Google Docs format that was sent directly via e-mail and Instagram direct messages to respondents. This online survey technique is carried out in a web-based self-administered manner. After testing the validity and reliability, the results of this study proved that listening behavior and assertive communications affect switching intention. This means that the better the listening behavior of hospital call center officers, the higher the tendency of hospital patients to not switch to other hospitals. The same goes for assertive communications. If the hospital call center officer has assertive communications skills, the tendency of hospital patients to not switch to another hospital will increase. As a moderation variable, corporate reputation has been shown to moderate the influence of listening behavior and assertive communications on switching intentions.

Keywords: Listening Behavior; Assertive Communications; Switching Intention; Corporate Reputation

APPROPRIATE PUBLIC COMMUNICATION FOR THE COMMUNITY IN HANDLING THE COVID-19 PANDEMIC IN BATU BARA DISTRICT, NORTH SUMATERA PROVINCE

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ABSTRACT

Communication and media are important in conveying public communication messages in an effort to overcome the Covid-19 pandemic in Batu Bara District, North Sumatera. To implement public communication during the Covid-19 pandemic, the policy must be able to provide the right choice for the people there. The research questions include, is the public communication policy that has been carried out by the local government in accordance with the expectations of the public in Batu Bara District? Next, what is the public communication model carried out by the local government, including its regent in handling Covid-19 in Batu Bara District? The research uses a qualitative approach and data collection techniques using Focus Group Discussion (FGD). The FGD participants consisted of the regent, and staff and residents of the local community whom we chose separately. The results of the FGD revealed that residents recognized from mass media reports and social media that conveyed that Batu Bara District managed to become one of the best districts in handling Covid-19 and received an award from the Governor of North Sumatera. Some residents expressed, *"We expect our father (regent) to be among us"*. The regent added that for areas far from the district, Covid information was conveyed through religious leaders and community leaders in the village. This is also an appropriate model of public communication, because the local government gives a significant social role to religious leaders and community leaders as an extension of the district government in conveying information related to Covid-19.

Keywords: public communication; covid-19; Batu Bara District; North Sumatera Province

WHEN SPOUSE DECIDE TO BE CHILDFREE: ARE THEY HAPPY WITHOUT CHILD?

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ABSTRACT

An investigation into the psychological and physiological impacts of infertility on married couples A childfree adult is one who has never wanted children and has no plans to do so in the future. They have no physical or mental limitations that would prevent them from having children, yet they make the decision not to. The relevance, motivations, experiences, and modes of communication between childless husbands and wives are the primary foci of this study project. The principles of phenomenology and social construction are used in this research to build reality. Interviews with single participants are a key component of the phenomenological approach to data collection. This poll found that eight of the married couples who do not have children have been together for at least three years but have not been successful in having children. The data was examined using interpretive research methods as well as literary research procedures. The findings of this study show that the presence of children is not considered to be a defining characteristic of marriage, and they also show that not having children can have positive effects on other aspects of life, particularly on the capacity of a husband and wife to know and appreciate each other. According to field research, the relationship between married couples who do not have any children is found to be a healthy one. Multiple variables, including a lack of desire for children, individual circumstances and job goals, health concerns, and personal opinions against bringing more physical people into the world, can affect complex life decisions. Some examples of these causes are: It is possible that a person might be better off if they did not have children, despite the fact that there does not seem to be an evolutionary rationale for this choice.

Keywords: [Childfree; Married Couples; Communication]

BIAS OF AESTHETIC SYMBOLIC SPACE IN *CACI* CLOTHINGMISS INDONESIA EAST NUSA TENGGARA IN 2022

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ABSTRACT

This study aims to find the bias of aesthetic symbolic space in Caci Putri Indonesia's clothing, EastNusa Tenggara in 2022. This study uses a critical paradigm approach that sees reality critically as the object of research. This type of research uses Roland Barthes' semiotics to find the bias of aesthetic symbolic space and meaning in Caci's fashion design. The subject of this study is Putri Indonesia in Caci's fashion design, and the object of research is the communication of clothing in Caci miss Indonesia's fashion design, East Nusa Tenggara in 2022. The results show that the biasof aesthetic symbolic space is according to Roland Barthes' semiotic analysis of Caci miss Indonesia's clothing. East Nusa Tenggara The year 2022 results in what is called the deconstruction of myths.

Keywords: Symbolic Space; Semiotics; *Caci* Clothing; Miss Indonesia

FOOD PRINT, ENVIRONMENT, AND
JAPANESE POP FOOD CULTURE IN MANGA SERIES

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ABSTRACT

Sustainable environment quality is one issue arising within the climate change and global warming era happening throughout the world. Eating culture is one related aspect in which each choice in food material preparation, processing and consuming will leave carbon foot prints or gas emissions. This research particularly discussed how a graphic novel can be an agent of change to provide education within a popular packaging. The subject of this research was *Oisihinbo* Manga series, a Japanese typical graphic novel upholding the Japanese eating culture as its main topic. This descriptive-qualitative approach used the visual semiotic method previously developed by Roland Barthes. The research results showed that the food processing starting from the upstream to downstream denotatively sided to the environmental quality assertively shown through verbal texts and non-verbal visualization packaged in comedy by its central characters. Meanwhile, the dictions connotatively showed the respect to the environmental issues by continuously realizing the delicacy of food taste quality. Thus, the constructed myths including consciousness, awareness, and responsibility to a good food quality were addressed to those siding to the sustainable environmental quality without patronizing or blaming.

Keywords: [food print, environment, food culture, manga, semiotics]

SEMIOTIC ANALYSIS OF WEDDING TRADITIONAL PROCESSES IN ACEH – JAVA CULTURE IN GEUREUDONG PASEE DISTRICT

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ABSTRACT

In this study entitled "Analysis of Semiotics of Traditional Wedding Processions in Aceh-Javanese Culture in Geureudong Pasee District," the author examines how Semiotic Communication exists in Geureudong Pasee, and what semiotics is used in marriage in Aceh-Javanese culture in Geureudong Pasee. Researching the meaning of semiotics used at the time of the wedding, the implementation schedule, and the place of implementation, as well as researching the meaning of denotation, connotation, and myth that occurred during the marriage of the two cultures. The main data sources used in qualitative research are the implementation, movements, and actions of the two cultures, and for the completeness and validity of the data by using instruments, data, documents, several respondents who are experts in the field of culture, traditional advice from the two cultures. and others. The theory used in this research is the theory of Social Construction, which sees the meeting of two different cultures forming another construction. The most dominant cultural components are beliefs, values , and norms, which then give birth to an interesting cultural integration because each party realizes that there is give and take. The meeting of these two cultures did not cause division or conflict, instead, they respected each other or one culture with another, from each culture they realized that differences did not make them different, the semiotics used by the Acehnese could be used and utilized well by the Javanese as well as by the Javanese. The researcher also suggests that traditional elders or those who know adat should take the time to teach the next generation, because if there are no traditional actors, then the next generation will not know the custom.

Keywords: Analysis, Semiotics, Marriage, Culture, Geureudong Pasee.

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SUB TOPIC 6

POLITICAL COMMUNICATION

PARADIGM SHIFT: FROM OWNERSHIP ISSUES TO POLITICAL MEDIATIZATION IN THE CASE OF INDONESIAN GENERAL ELECTION

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ABSTRACT

Media and democracy have always been important issues in a number of studies of political communication today. Most of the political science scholar argue that general election is one of the important indicator for democracy. Studies with a political economy approach often associate the condition of democracy with the issue of media ownership by politicians. In fact, the mass media in Indonesia are only controlled by a number of groups with affiliation to certain political parties. On the other hand, it negates the presence of social media and the processes known as political mediatization. This approach that mainly focuses on ownership issues has been widely used, so that a new breakthrough is needed in analyzing the political economy of media and democracy in Indonesia. This paper offers an idea for a new paradigm in viewing the interrelation of media and democracy, in a number of general election events and presidential elections in Indonesia. In addition to mapping the use of media and the tendency of democracy in Indonesia in several periods, the findings of this study are that there are four quadrants of the relationship between media and democracy with 2 main axes. The first axis has two poles: the media that promote democracy and the media that undermine democracy, and the second axis with the poles of politicizing media and political mediatization. The first quadrant is media that promotes democracy and there is mediatization of politics, the second quadrant is media that promotes democracy and there is politicization of political media, the third quadrant is mediatization of politics and media that undermines democracy, and the last quadrant shows the politicization of media and media that undermine democracy.

Keywords: media and democracy; ownership issues; political mediatization in Indonesia

POLITICAL NEWS IN LOCAL MEDIA; CONTENT ANALYSIS OF WEST NUSA TENGGARA ELECTION NEWS 2018 IN LOMBOK POST AND SUARA NTB NEWSPAPERS

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ABSTRACT

There were four pairs of candidates running for West Nusa Tenggara Election 2018. They were Moh. Suhaili Fadil Thohir and Muh. Amin (number 1), Ahyar Abdu and Mori Hanafi (number 2), Zulkieflimansyah and Sitti Rohmi Djalilah (number 3), and Moch. Ali Bin Dachlan and Lalu Gede Muhamad Wirasakti Amir Murni or Ali-Sakti (number 4). Inevitably, they were competing for the publication space in the popular mass media in West Nusa Tenggara Province. However, the media were required to be fair in reporting all candidates. Any candidates were not allowed to control the publication on mass media. This study aimed to look at the fairness of two local media (Lombok Post and Suara NTB) in publishing all candidates of governor and vice governor in West Nusa Tenggara Province election 2018. The method used in this research was quantitative content analysis with the purposive sampling. Technically, Lombok Post and Suara NTB newspapers were chosen because the two newspapers were the most popular in West Nusa Tenggara. Then, this research put the edition of February 15 – June 23, 2018, because the periods were the official campaign periods according to the West Nusa Tenggara Election Commision. Furthermore, the unit of analysis was selected referentially. All words that referred to the four pairs of candidates in the headlines on the front page (the most important part of the newspaper) were analyzed. The results of this study indicated that both Lombok Post and Suara NTB were unfair in reporting (unbalanced) the four pairs of governor and vice governor candidates of West Nusa Tenggara election 2018. The two local newspapers seemed to favor certain pairs, namely Ali-Sakti. It could be seen from the coverage of the two newspapers on the headline page during the campaign periods of the election. In term of frequency, the two local newspapers reported Ali-Sakti pair more than their competitors.

Keywords: political news, local media, content analysis

ACEH GOVERNMENT POLITICAL COMMUNICATION IN THE PROCESS OF DETERMINING OFFICER (Pj) GOVERNOR, REGENT AND MAYOR 2022 (REFLECTING ON THE HISTORY OF POST-TSUNAMI ACEH POLITICAL COMMUNICATION)

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ABSTRACT

Reflecting on the history of Aceh's political communication in ensuring peace stability and sustainable development, 2022, as the beginning of the political year, the 2024 General Election stage is also a new milestone in the dynamics of Aceh's political communication. Considering that the legal, legal and democratic leadership elections will only be held in 2024. Maintaining the stability of the regional government in the midst of the complexity of the problems, including in preparation for the implementation of the grand celebration of democracy is both a challenge and an opportunity. One of them is filling the acting head of the region by involving the process of regional and national political communication. Moreover, the tenure of almost three years. In July 2022, Aceh has 10 regional heads whose terms of service have ended. The transition of government in addition to filling vacancies, of course, is to maintain the stability of the running of the government which ensures the sustainability of regional and national development until a definitive regional head is elected. This research is important and interesting to understand the political communication process of the Aceh government in determining the official (Pj) based on the history of Aceh's political communication. This study focuses on reflecting on the history of post-peace Aceh political communication into lessons learned in the application of political communication in the process of determining officials (Pj). This research is a literature review, observations and interviews of characters. The research data was examined qualitatively descriptively. The results of the study are that understanding the history of the dynamics of Aceh's political communication can foster effective contemporary political communication for the Aceh government and stakeholders in the process of determining the acting (Pj) Governor, including Regents and Mayors. Political communication is applied directly or indirectly. Directly, the Aceh government conducts executive and legislative political communication both at the central and regional levels, recommends candidates to the Ministry of Home Affairs, and carries out political communication efforts with the President. Meanwhile, indirectly by involving all elements, among others; Universities, Ulama, Non-Governmental Organizations and mass media. An incumbent (Pj) who is expected in general, who has integrity, credibility, capacity, capability, understands Aceh's local wisdom.

Keywords: Political Communication, Aceh Government, Acting (Pj), General Election

THE POLITICAL CAMPAIGN DISCOURSE IN THE NEWSPAPER: MEDIA PORTRAYAL VS PUBLIC OPINION

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ABSTRACT

This study concentrates to the nature of the interface between three elements of the political communication; politicians, media, and audiences. Hence, the objectives of this research are (1) to identify what and how media produce the content by capturing and re-write the message delivered by the political party and (2) to identify what is public opinion toward constructed media distributed by political party in parallel with media content. This study combined the content analysis and descriptive method. Data were collected primarily from clippings and focus group discussions. The content analysis technique was used for exploring how media portrays political parties and political actors by producing a hard news about campaign activities in the 2019 Election. Clippings were mainly from Kompas and The Jakarta Post dailies. The focus group discussion was conducted with college students to explore audiences' opinion regarding of the political parties and actors portrayed by the journalists. Research results show that both Kompas and The Jakarta Post are rickety in the dissemination of 2019 Election campaign, the quantities of news dissemination depend on the available issues to be reported. Kompas put some campaigns events as important to the reader by disseminating more news as headlines than The Jakarta Post. Both newspapers are very careful in choosing the title of the news. To avoid the bias caused by news title by using statements from sources as the title. The media agenda is influenced by their own interest; thus, the news is presented differently by both media. Furthermore, the media agenda do not influence the audience's agenda. The audiences only remember political parties and actors with big cases, such as corruption or persecution. The audiences remember, too, some actors with their good reputation. If else, you have to be a bad politician to get attention from the audiences.

Keywords: media portrayal, public opinion, political campaign discourse

DAKWAH ON FACEBOOK: EXPLORATION OF DA'WAH BIL-HAAL AND DA'WAH BIT-TADWIN ON WOMEN'S POLITICAL COMMUNICATION

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ABSTRACT

Da'wah activities are not only carried out by preachers; Muslim politicians who have a Blue Tick Facebook account have the opportunity to carry out Da'wah activities on Facebook. This study aims to explore Bil-Haal's Da'wah and Bit-Tadwin's Da'wah on Intsiawati Ayus' political Communication as a Women politician who has persisted in representing the people as members of the DPD RI since the 2004 Elections to 2019. 26 Facebook posts. The research method used in this research is Krippendorf qualitative content analysis with a pragmatic form of content analysis which classifies signs related to Bil-Haal Da'wah and Bit-Tadwin Da'wah. The results of this study indicate that Women politicians carry out Bil-Haal Da'wah and Bit-Tadwin Da'wah. Da'wah Bil-Haal shows da'wah activities that the community can imitate. Bit-Tadwin's da'wah is a da'wah carried out by writing on social media.

Keywords:[Dakwah Bil-Haal, Dakwah Bit-Tadwin, Facebook, Women, Political Communication]

POLITICAL CAMPAIGN FOR SOUTH TANGERANG REGIONAL ELECTIONS

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ABSTRACT

Community participation in this direct election as a form of political participation. The election of the Mayor of South Tangerang is an event for the people's democratic party that must take place in an atmosphere of joy, to build a country in diversity. information needs, as well as other matters related to the Regional Head Election, one of which is Political Campaigns. Research objectives, problems, audiences, objectives, selecting media, formulating messages, planning program management, monitoring and evaluation. The research method used is a qualitative method with the subject of informants from regional heads, consultants, success teams, and volunteer teams. The results and discussion of political campaigns must know what are the priorities to be resolved. The audience that will be addressed in a political campaign affects the form of the message that will be packaged. Political actions defined in political campaigns. The right media determines the formation of public opinion carried out in the campaign process. the power of the media to reach large audiences and spread greatly helps campaign success. Messages are constructed and packaged appropriately according to the target audience. Messages are packaged and produced in various forms in mass media, social media, and outdoor media with good management program planning. And carry out continuous monitoring and evaluation.

Keywords*:* Political Campaign, Regional Election

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DIGITAL CAMPAIGN TO INCREASE URBAN POLITICAL PARTICIPATION(STUDY ON THE 2020 PILKADA IN DEPOK CITY)

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ABSTRACT

The direct election of 2020 is the most interesting regional election as well as a testing ground for digital campaigns because it was carried out in the era of the pandemic. Although the digital campaign is not carried out in absolute terms, its influence on increasing the political participation of Depok City is quite large, the figure increased by 6.64% from the previous 56.15% to 62.79%. This increase has never occurred in the last 10 years since the direct elections were held in Indonesia. From the results of a survey on the reasons for their participation, it can be seen that more than 40% of Depokresidents know about the pilkada and its candidates from the internet and digital campaigns, and the restknow from billboards and other campaign media, and more than 30% of respondents are interested in candidate campaigns in Indonesia. Internet.

Keywords: Digital campaign, Political Participation, and 2020 Regional Head Election

MEDIA REPORTING OF THE POLITICAL CONFLICT IN THE DEMOCRATIC PARTY (TEUN A. VAN DIJK'S CRITICAL DISCOURSE ANALYSIS ON JPNN.COM NEWS)

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ABSTRACT

This study aims to analyze the online media coverage of JPNN.com on the political struggle within the Democratic Party related to the coup issue of the leadership of Agus Harimurti Yudhoyono (AHY). This study wants to explain the alignment of the online media JPNN.com towards one of the camps that are fighting for the highest power in the Democratic Party, namely the Agus Harimurti Yudhoyono camp and the Moeldoko camp. This study uses the concepts of political communication, mass media, online media, critical discourse analysis and critical discourse analysis of the Teun A. Van Dijk model in the context of Broadcasting and New Media. This study uses a critical paradigm with descriptive qualitative research methods. The data analysis method used is the critical discourse analysis of Teun A. Van Dijk. The data sources used are primary and secondary data sources, where the primary data sources come from news articles published by the online media JPNN.com related to the issue of the Democratic Party coup. Meanwhile, secondary data sources come from literature (books, journals, theses and data sources from the internet). After the research was conducted, it was found that the online media JPNN.com has a tendency to bring down the figure of Agus Harimurti Yudhoyono (AHY) regarding the issue of the Democratic Party coup. This can be explained through the analysis of Teun A. van Dijk's critical discourse that has been carried out on the contents of the online media JPNN.com related to political battles within the Democratic Party.

Keywords: The Issue of the Democratic Party Coup, JPNN.com, Critical Discourse Analysis (CDA) Teun A. van Dijk

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SUB TOPIC 7

HEALTH COMMUNICATION

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FACING PUBLIC RESISTANCE ON COVID-19 INFORMATION: THE IMPORTANCE OF ATTRACTIVE CONTENT CREATION IN DIGITAL MEDIA

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ABSTRACT

Corona Virus Disease 19 or familiar as Covid-19 has become one of the biggest phenomenon in the world throughout history. Likewise in Indonesia, although it has been running for approximately 3 years, public fear of the consequences and impacts of Covid-19 continues to haunt. Starting from the symptoms, variants, the process of actions in handling the disease, how to prevent, to the current topic of vaccination. On the other hand, we will also encounter a public situation that is starting to get tired of being exposed to various information about Covid-19. This of course can leadto neglect of the risk of exposure to Covid-19. The purpose of writing this article is to provide an overview and understanding of the importance of creativity from creating content in the media. Determining the target audience, use of words, visual display, references and appropriate media channels will also make this information run effectively and efficiently. Based on observations made through four media platforms, namely: YouTube, Facebook, Instagram and Twitter this article is expected to provide an overview of how to choose the right media to convey information, especiallyin the current pandemic situation. Not forget to mention about how those creativity on content creation will also made a great impact on stealing public attraction. As a conclusion, this article was being prepared on facing public resistance in information is not only aimed at the current issue (Covid-19) but will also be useful for different issue that might have be the other social disaster in the future.

Keywords: covid-19 information, content creation, social media

THE ROLE OF PEER COUNSELORS IN THE DIGITAL AGE

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ABSTRACT

This study describes the role of extension workers, especially peer educators and peer counselors in shaping adolescent reproductive health preventive behavior in the digital era at Banyumas-Central Java. The research method is a qualitative approach. Data collection techniques are in-depth interviews and FGDs with adolescent informants, as members of the youth Centre Information and Counceling (PIK) group and coaches in Banyumas Regency, which are taken using purposive sampling technique. The results showed that the efforts of peer educators (peer counselors and peer educators) in the digital era in shaping adolescent reproductive health preventive behavior are very various social media such as Facebook, Instagram. Even though in the post-Covid-19 pandemic, they are still trying to organize activities related to promotive programs in shaping adolescent reproductive health preventive behavior.

Keywords: digital era; social media; peer councelors; reproductive health

DOES THE RELATIONSHIP BETWEEN LOCAL GOVERNMENTS AND THE GENERAL PUBLIC INFLUENCE INDIVIDUAL VACCINATION ATTITUDES AND INTENTIONS? A STUDY IN PALEMBANG, INDONESIA

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ABSTRACT

Local governments are at the forefront of the vaccination campaign since they are closer to the community. Their solid relationship with the community will encourage vaccination. Unfortunately, few research have quantified this as a predictor of vaccination intention and positive attitude. Drawing from the theory of organization-public relationship (OPR), this study examines the relationship between local government and the community on information seeking on the official local government website, information risk, individual intention to vaccinate, and individual favorable views towards vaccination. Two of the six tested hypotheses were rejected: the link between local government and community ties and information seeking, and the influence on vaccination intentions. The remaining four hypotheses were accepted: the influence of seeking information on COVID-19 risk on government-owned websites and risk perception, the effect of risk perception and vaccination intention, the effect of government and public relations on vaccination attitudes, and the effect of risk perceptions on vaccination attitudes. This research has several implications. Local government's interaction with its citizens affects people's immunization attitudes. Second, information about COVID-19 and vaccination must be improved since it affects risk perception and vaccination intent. This study shows that positive municipal government ties have no effect on information-seeking and vaccination decisions.

Keywords: [vaccination; local government; information seeking; organization-public relationship]

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THE IMPLEMENTATION OF HEALTH COMMUNICATION IN EMPOWERMENT OF ALUMNI AFFECTED BY COVID-19 WITH ENTREPRENEUR DIGITAL PLATFORM

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ABSTRACT

With the COVID-19 pandemic, the realities of challenges regarding communication about health are emerging in families, communities, organizations and governments, and among health professionals. Electronic book developer which is one of the new professions based on Undang-Undang Nomor 3 Tahun 2017 Sistem Perbukuan. This research is to explain about business incubation on a digital application called Alfamedia.ID as an alternative in empowering alumni affected by COVID-19 with an entrepreneurial digital platform. This Polimedia alumni affiliation is a combination of alumni from various study programs at Polimedia who are affected by Covid-19 starting from light levels such as remote work from their respective employees' homes for an undetermined time limit to severe levels such as being laid off from work or in other words being laid off. This application is designed to serve client demands for creative products in the publishing sector such as audio books, electronic books, interactive digital books, augmented reality assisted children's books and services for creating interactive multimedia learning media. In this study, researchers used qualitative research with a case study. A case study which essentially examines the life of one or several communities, organizations or individuals which is the unit of analysis. Community empowerment is a process of developing opportunities, motivation, and the ability of the community to have more access to resources. The meaning of tracer study as an appropriate method for search for information about alumni. Based on the implementation and evaluation of community empowerment activities, it can be concluded: 1. The implementation of this community empowerment has resulted in a ready digital platform operationalized for publishing entrepreneurship activities for alumni affected by Covid-19. 2. The alumni team involved in the Alumni Affiliation of Polimedia needs to be further developed in order to reach alumni from other study programs who are also affected by Covid-19.

Keywords: covid-19, digital publishing, alumni, community, health communication

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THE INFLUENCE OF PREVENTIVE SEXUAL HARASSMENT CAMPAIGN ON STUDENTS' BEHAVIOR (STUDY ON CAMPAIGN OF NO!GO!TELL! THE BODY SHOP INDONESIA)

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ABSTRACT

Cases of sexual violence against children and women in Indonesia are on the rise. In 2021, there were 7,191 cases of sexual violence against children and women. Sexual violence laws have not protected the Indonesian people until now. For this reason, one of the beauty and cosmetic companies, The Body Shop (TBS) Indonesia, also known as a company that often voices gender equality, runs a campaign to prevent sexual violence. Previously, in 2020, TBS Indonesia ran the Stop Sexual Violence (SSV) Campaign. Then, because of the urgency of preventing sexual violence, a follow-up campaign called the No!Go!Tell! was held. This study aims to determine whether there is an effect of the campaign on female students' behavior. The research uses the theory of Public Relations Campaign, 7 C's Communication, and the Tripartite Model. The method used is quantitative with data acquisition with a closed questionnaire. The results found a positive correlation of 0.794 with a positive and significant influence of No!Go!Tell! Campaign for student's behavior. The results also prove that behavior is a separate schematic construct consisting of cognitive, affective, and behavioral components. Future research can use mixed-method research, expand the population, and examine other behavioral theories.

Keywords: corporate communication, public relations, social campaign, behavioral change

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ADOLESCENT REPRODUCTIVE HEALTH CAMPAIGN ON SOCIAL MEDIA

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ABSTRACT

Social media plays an important role in today's adolescent reproductive health campaigns. This media is the media most used by teenagers. Its interactive and attractive characteristics match the youth's soul. This article explores how reproductive health campaigns are carried out on social media, especially YouTube, Instagram, and TikTok. The main focus is (1) Who are the actors involved in the youth reproductive health campaign and (2) what is the message content of the campaign. The research was conducted using descriptive qualitative methods, with a pragmatic approach. The data was extracted using qualitative content analysis techniques, which were then analysed in a narrative manner. The research findings show that message producers are both individuals and institutions. Individual message creators consist of influencers and health practitioners. The institutions that take part are educational institutions, hospitals or health centres', non-governmental organizations, the health community, and the BKKBN. The campaign messages take various forms, following the social media platforms. Most of the campaigns on YouTube are carried out by institutions that display long videos containing education and consultation on reproductive and sexuality issues, as well as coverage of related events. The campaign on Instagram is also dominated by the institute, with messages in the form of photos and short videos. While on TikTok, campaigns are mostly carried out by individuals or influencers, with more attractive messages. Messages in the form of short videos on TikTok have received wide attention from netizens, which is reflected in the large number of related video views. Also on TikTok, sensitive messages such as sex before marriage are conveyed.

Keywords: adolescent, reproductive health, campaign, social media

SENTIMENT ANALYSIS OF HEALTH CARE PROFESSIONALS ON TWITTER

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ABSTRACT

Positive and negative effects are associated with the information and communications produced by social media. Therefore, social media has a substantial impact on social life in society. In addition to serving as a platform for establishing relationships with other users, social networking sites are alsoused to facilitate the exchange of information. Social movements also utilize social media platforms such as Twitter. Twitter has become a new venue for people to express certain things, such as their feelings on a particular issue. The number of tweets containing the keywords "Nakes" and "RSUD" prompted this study to investigate the public's perception of health workers. This study employs sentiment analysis to examine how the public perceives health workers. Text mining is a termcommonly used to refer to the process of extracting datasets from Twitter in the form of text. The findings of this study indicate that Twitter is dominated by negative sentiments regarding healthcare workers. The high value of negative sentiment relative to positive and neutral sentiment may also be attributable to the fact that netizens' perceptions of health workers in the community tend to be negative. Although health workers are spontaneously discussed on social media, the medical community may be able to actively contribute to the conversation by generating positive content.

Keywords: Sentiment Analysis; Health Workers; Twitter

THE EFFORTS TO BUILD TRUST IN TELEMEDICINE APPLICATIONS FOR COVID-19 TREATMENT

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ABSTRACT

This research focused on the efforts to build trust in digital-based communication, especially in the treatment of Covid-19 through Telemedicine applications. This topic was considered interesting because of the current pandemic conditions that required people to carry out social restrictions and the fear of going to the hospital but still required consultation from physicians to treat Covid-19. In the process, this research used a qualitative approach with an individual as the unit of analysis and purposive sampling using the phenomenological method. In addition, this research also involved 2 methods to obtain data, namely in-depth interviews and a literature study. Meanwhile, the concepts and theories used included digital literacy, computer-mediated communication, Information and Communication Technology (ICTs), Telemedicine, and social capital theory. After going through the entire process, it was found that Telemedicine applications reflect an innovation rooted in the concept of ICTs that allows users not only to obtain information but also to solve problems and find solutions through a process of engagement and discussion. Therefore, it is necessary to have knowledge and digital literacy of users, namely doctors and patients so that communication can be established better. On the other hand, two ways interactive communication will also encourage the emergence of trust which makes patients and doctors more open in conveying their conditions and complaints. However, it should be realized that the developers also have a role in increasing trust. Therefore, several things can be done, such as fixing problems that arise and improving existing features, such as doctor ratings and reviews, doctor profiles, and video call services.

Keywords: Telemedicine; Trust; Digital literacy; Digital media; Information and Communication Technology (ICTs).

THE MEANING OF PSEUDO-HAPPINESS IN THE BNI ADVERTISEMENT COVID 19 PREVENTION EDITION

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ABSTRACT

Advertising are divided into two types, such as commercial advertising and noncommercial advertising. Public Service Annoucement or noncommercial advertising is usually created to invite others to be interested in the ideas it offers. In this study titled "The Representation of the meaning of happiness pseudo in banking advertising" aims to know the representation of the meaning of happiness pseudo in Public Service Announcement made by BNI. This research is a qualitatively descriptive research using research methods i.e. semiotics research. The analytical techniques used in this research use the technique of Umberto Eco semiotics analysis with the aim to describe any sign that is considered to contain the meaning of "lie" so as to explain about the pseudo-part that is in the scene in the advertisement. The result of this research is that the false happiness that is reflected in this advertisement is seen in the settings of the scene divided into two categories, such as Setting the scene in the process of transmission Corona virus and in setting the scene that shows the prevention process of the Corona virus. Each Setting of the scene that displays a pseudo-happiness is evidenced by some scenes that do not match what is happening in the association and community Environment in general. A representation of the meaning of pure happiness is also depicted through the happy expression that continues to be displayed in each scene. This can be said to contradict the real state of society

Keywords: Representation, Semiotic, Umberto Eco, Advertising

CREDIBILITY OF OPINION LEADER, ATTRACTIVENESS OF MESSAGE AND ONLINE MEDIA TOWARDS IMPLEMENTATION OF CHILD VACCINATION

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ABSTRACT

This research is aimed to see the relations among variables: opinion leader credibility, attractiveness of message, online media towards the implementation of child vaccination done in Jakarta. After finishing the vaccination program to adults, then children were equipped by the government to be vaccinated soon, with some regulations. However, the problem began to occur such as reluctance of parents to bring their children to be vaccinated. Hence, the government tried to reach the target by using opinion leaders and also the media. By running a mix-method, this research implied quantitative and qualitative methods. Firstly, the questionnaires were spread to respondents, parents of children aged 6-11 years, located in North Jakarta. By applying Source Credibility Theory, the results showed that all variables were valid and reliable. Then, an in-depth interview was done with the doctor as an informant to get confirmation from the results. As a conclusion, there's an influence between all variables.

Keywords: Opinion Leader, Message, Media, Vaccine, Source Credibility Theory

LEVEL OF PUBLIC ACCEPTANCE OF COVID-19 INFORMATION IN BATU BARA REGENCY OF NORTH SUMATRA

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ABSTRACT

The Covid-19 pandemic has had a far-reaching impact on people's lives, causing stagnation, recession or depression in the economic, education and other sectors. Public trust must be built and maintained so that there is no panic in the midst of a pandemic situation. In addition, communication must also run simultaneously using a mix of face-to-face communication, group communication, mass communication and digital communication. The goal is that public communication can take place optimally in multicultural communities in Batu Bara Regency. This study used a quantitative descriptive method with a population of 410,678 people and a sample of 130 people taken by stratified random sampling. Data collection techniques through the dissemination of questionnaires and interviews. The results showed that the level of public trust was quite high in the Covid-19 information provided in villages, sub-districts and sub-districts. Communication through religious activities is considered the most effective in the delivery of Covid-19 information. The level of community satisfaction in handling Covid-19 is in the good category. The use of banners, posters and social media such as Facebook is in great demand by the public so that it can be maximized as Covid-19 information. However, there are several things that need to be addressed, namely access to information on the Coal website about Covid-19 still needs to be increased in frequency, Radio and television are not effective media for the public about Covid-19 information.

Keywords : Public Acceptance, Information about Covid-19, Batubara Regency, North Sumatra

COMMUNICATION IN MEDICAL PERSPECTIVE
IN COASTAL COMMUNITIES

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ABSTRACT

North Aceh Regency which consists of 27 sub-districts, 852 Gampong with a population of 629,780 people, Aceh's coastal area covers 18 districts/cities Some data show that poverty and policies in North Aceh's coastal areas are still far from reach. Promising natural resources cannot improve the standard of living of coastal communities. From the data above, it can be ascertained that the average coastal community of Aceh is still in the lower economic class and has a primitive mindset, so that in the field of health, a group of coastal communities is still ambiguous about understanding what personal hygiene and proper and proper environment are. healthy. The role of communication science in the health sector emphasizes the importance of human autonomy. Health communication also includes the use of communication services to convey messages and influence decision-making processes related to efforts to improve and manage health by individuals and communities.

Keywords: health communication, coastal communities.

BKKBN COMMUNICATION STRATEGY ON ELSIMIL APPLICATION AS A MEDIA FOR STUNTING PREVENTION IN INDONESIA

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ABSTRACT

Stunting is a national issue that must be resolved because it has an impact on the quality of Indonesia's human resources in the future. Stunting handling efforts are regulated in accordance with the mandate of Indonesia Presidential Regulation Number 72 of 2021 concerning the Acceleration of Stunting Reduction. As a strategy to reduce stunting from upstream, National Population and Family Planning Institution or BKKBN *(re: Badan Kependudukan dan Keluarga Berencana Nasional)* is an institution in charge of controlling and administering family planning released the Elsimil application *(re: (Aplikasi Elektronik Siap Nikah dan Hamil)* for pre-marriage and pregnancy, which is a health screening method for bride and groom to be in 3 months before marriage. The purpose of this study is to find out how the Elsimil application is an effort to prevent stunting in terms of planning and implementation. The research method used is a qualitative approach to explain how BKKBN Communication strategy on the Elsimil application as a preventive medium for dealing with stunting problems. With a target of teenagers aged at least 21 years who are not married, it is hoped that this application can help reduce the stunting rate to 14% by 2024. The data sources are interviews and documentation studies. The results of the study show that the Elsimil application is currently still in the introduction (socialization) stage through the assistance of Genre Ambassadors *(re:Generasi Berncana)* or Generation Planning Community and TPK *(re: Tim Pendamping Keluarga)* or Family Assistance Team. The purpose of the Elsimil application is to screen bride and groom tobe health conditions before marriage, provide health education with articles. And there is a questionnaire that produces an Elsimil certificate, namely scoring health eligibility before marriage. Later, Elsimil's certificate will be a requirement for marriage at KUA *(re: Kantor Urusan Agama)* or Office of Religious Affairs and the Ministry of Civil Registry Service (*re: Dinas Kependudukan dan Pencatatan Sipil)* , but it is still in the process of being discussed by other several ministries.

KEYWORDS: [*strategy, communication strategy, socialization, stunting, elsimil*]

COMPARATIVE ANALYSIS INDONESIA AND AUSTRALIA HEALTH SPOKESPERSON ON RISK COMMUNICATION & HEALTH EMERGENCY DURING COVID-19

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ABSTRACT

This research goal is to provide a comparative study of the spokesperson of the government, non-government, experts, and medical doctors in Indonesia and Australia to educate the public regarding the pandemic crisis. With a Risk Communication and health emergency approach, the study compares the spokesperson's campaign, public perception, and their likeability to determine the detrimental factor towards their success. The research also analyzes educational material, communication strategy, and messaging framework that has been delivered to the public and its impact. This research employed a comparative analysis methodology and non-participatory observations of spokespersons activity in social media and news. This research considers the study of individual medical spokespersons as a health influencer strategy and implementation calls for an in-depth analysis of the public's produced content and sentiment analysis. Furthermore, this research relies on a data processing system that utilizes big data as the primary source in analyzing a phenomenon or topic.

Keywords: [Health Authorities; Omicron; Spokesperson; Risk Communication; Medical Influencer]

HEALTH COMMUNICATION STRATEGY TO SUPPORT EMPOWERMENT OF HOUSEWIVES IN INCREASING THE CONSUMPTION OF HEALTHY STAINLESS FOODS FOR FAMILY IN MAKASSAR CITY

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ABSTRACT

Currently, the Indonesian people are experiencing a degradation in their choice of staple food variants, which means that there is a narrowing of choices for the Indonesian people's staple food for rice. This study aims to formulate a health communication strategy through empowering housewives in the city of Makassar to increase the consumption of healthy staple foods, especially from non-rice food ingredients. This research is a qualitative research. The informants are young housewives in Makassar City who were selected by purposive sampling. Primary data collection was carried out by in-depth interviews and observations by exploring the social context of the existence of rice as a staple food for the informants, which would then become the material for an effective communication model in order to promote non-rice food ingredients. Data analysis was carried out in four main stages, namely context search, problem diagnosis activities, evaluation, and formulation of strategies for policies related to health communication that have an impact on food security. The results showed that young housewives thought the main staple food was rice and objected to having to replace it with non-rice staple food. This is because there is a social construct that "hasn't eaten" if you haven't eaten rice. Young housewives know the dangers of consuming excessive rice, but there is no awareness from them to replace the staple food of rice with other staple foods.

Keywords: [Health Communication, Empowerment, Housewife, Healthy Staples]

PARENT-CHILD INTERACTION IN DISTANCE LEARNING DURING THE CORONA VIRUS DISEASE 2019 (COVID-19) PANDEMIC

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ABSTRACT

The Distance Learning Policy (PJJ) during the pandemic prevented children from going to school. They ought to learn from home with the sophistication of Information Communication Technology (ICT). The existence of social restrictions during the pandemic reduces children's social interactions with teachers. Thus, the role of parents while at home is important to achieve the success of Distance Learning in early childhood during the pandemic. The purpose of this study is to describe and explore how parent-child interactions use ICT through PJJ during the Covid-19 pandemic. The research method used is qualitative with a phenomenological approach. The informants consisted of 3 parents and 3 Pre-school and Kindergarten students who underwent PJJ during the Covid-19 pandemic. The results of the study show that firstly, the majority of mothers engage in social interactions more frequently during PJJ with their children, because they are more active at home. Second, the role of parental communication is important in PJJ assistance. Parents control when their children use gadgets. Third, the existence of PJJ does not make children want to always access gadgets, because parent-child interaction in screen time has been built before the pandemic.

Keywords: [Social Interaction, Parents, Pandemic, Distance Learning, Early Childhood]

PEOPLE WITH DISORDER'S SELF CONCEPT THROUGH BIPOLAR SUPPORT GROUP

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ABSTRACT

In this modern era, people are often trapped in the daily routine of life. These routines can trigger stress and a load of thoughts that make mood swings, mood changes are very normal in humans, but not so with ODB (People with Bipolar). the focus of this study is to examine the changes in the self-concept of ODB (people with Bipolar) when participating in a bipolar support group. This research uses a qualitative method for certain groups with a case study approach because researchers are interested in the meaning generated from the experiences of the subject, in this case, are ODB (people with bipolar) who are members of the bipolar survivor community, especially those who participate in bipolar support group activities. The data collection technique used is direct participant observation by joining the bipolar support group activities, the second technique is interviews with research informants selected using purposive sampling, then the documentation technique is to collect all documents related to research from many sources. ODB (People with Bipolar) who are members of the Bali Bipolar Community and participate in bipolar support group activities have the same goals and have emotional bonds like family which have a lot of influence on the condition of ODB (People with Bipolar Concepts) especially in changing themselves.

Keywords : Group Communication, ODB (people with bipolar), Bipolar supporting group

THE RELATIONSHIP OF RELIGIOSITY, EXPERIENCE WITH VACCINE, AND SOCIALMEDIA USE WITH THE VACCINE CONFIDENCE

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ABSTRACT

This research examines the attitude toward vaccine and several factors that are considered shaped the attitude formation, including religiosity, experience with vaccine, and social media use. Research on this topic have usually used vaccine hesitancy as the terminology to describe negative attitude toward vaccine and vaccination. Vaccine hesitancy is defined as to delay in acceptance or refusal of vaccines despite the availability of vaccination services. This research uses these several previous researches in investigating the same situation related to hesitancy andunwillingness to do vaccination in Indonesia. Several research have shown that hesitancy towardvaccination has also found in the country. There is a surfaced discourse that vaccine is against religious believes because vaccine is not halal and that having vaccine is against the nature and as a form of human interference to God's will. Other study also show that vaccine hesitancy is also in growing number globally, and in Indonesia in particular. This research found that religiosity, experience with vaccine, and social media use to correlate with vaccine confidence. This finding could be useful in formulating a pertinent communication strategy as part of the endeavor to overcome vaccine hesitancy by addressing the significant factors that cause vaccinehesitancy. Socially, this research is able contribute to the global effort to fight vaccine hesitancyby adding information about determinant factors of the hesitancy in Indonesia to help formulate effective public health policy.

Keywords: [Vaccine Confidence; Vaccine Hesitancy; Religiosity; Vaccine Experience; Social Media Use]

INFLUENCE OF EXPOSURE AND INSTAGRAM CONTENT OF @HALOIBUIDTOWARDS MOTHERS' ATTITUDE REGARDING MENTAL HEALTH

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ABSTRACT

The vast improvement of technology opened opportunity for everyone to build community, including mothers. Women's transition in playing their role as mother is challenging for mental health. Halo Ibu Community is providing media and space for mothers to support each other, one of itis @haloibuid. This study aims to find out whether there is influence of exposure and content of Instagram @haloibuid towards the attitude of mothers regarding mental health.The concepts used on this research are namely stimulus response theory, social media exposure, Instagram content, attitude and mental health. The population of this research is followers of @haloibuid. This research is conducted by distributing the questionnaire to 100 mothers who have become the followers of @haloibu.id and the active member of community.The result shows that all hypotheses were accepted. There is significant, positive and quite strong influence simultaneously of exposure and content of Instagram @haloibuid, as well as separately of exposure and of content. When both independent variables tested together, coefficient correlation and influence are slightly stronger than when exposure and content are tested separately. The result indicates that the work of community in educating women regarding maternal mental health through exposure and content of Instagram was worthwhile. Community should keep on improving the content and optimizing their exposure. Other recommendation for community is to expand their target to mothers from lower social economy because these group also required information about mental health.

Keywords: Exposure, Instagram Content, Attitude, Mental Health

STUDENT BEHAVIOR IN SEARCHING FOR COVID-19 VIRUS INFORMATION THROUGH TWITTER

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ABSTRACT

The COVID-19 pandemic that was present at the beginning of 2020 brought many changes to people's behavior. Government policies in handling COVID-19 which require people to work and study from home as well as social restrictions have changed people's lifestyles. In such circumstances, social media has become a means of obtaining information, however, users need to examine more deeply about the truth of the information. Students as part of the community who understand the use of social media, especially Twitter, become a community group that actively interacts to find and provide information about COVID-19 through Twitter. So with a qualitative approach, this paper examines how students seek information on COVID-19 transmission through Twitter based on psychological conditions, demographics, interpersonal relationships with the community, environment and social media characteristics. based on the analysis that has been done, it is found that psychologically social media must be able to provide healthy, entertaining information, provide learning, information according to needs and be able to satisfy the social network cognitively and affectively. In addition, demographically, Twitter is easier to use by the younger generation but this group is not wise enough to understand valid information. Thus, community participation, especially families, is important in providing understanding and understanding of the information obtained. Then, the role of Twitter users in assisting the government in disseminating information regarding the handling of COVID-19.

Keywords: Communication, Student Behaviour, Information Through twitter, Covid-19

OPINION LEADERS AND HEALTH INFORMATION: A SYSTEMATIC LITERATURE REVIEW ININDONESIA

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ABSTRACT

The outbreak of the pandemic covid-19 massively shocked the entire world, including Indonesia. Since its first findings of infected people, there has been a tremendous amount of information exposure related to health information and how to prevent the spread of this deadly virus. These exposures are overwhelming, and many hoaxes have also emerged. The people are in doubt about all this information and rely on opinion leaders to validate this information. Opinion leaders are individuals who take the lead in influencing other people's opinions. Opinion leaders are crucial in Lazardfled's 'two-step flows' theory in 1944, which emphasizes that mass media has no direct influence on the general public. Instead, ideas often flow from radio and print media to opinion leaders and of them to the less active part of the population. This article used a systematic review research method for analyzing research articles that have been published before. The article focuses on research results andtheir implications because it aims to map findings and draw conclusions regarding opinion leaders in Indonesia during the pandemic. The search was conducted on Google Scholar by limiting the search results to articles published in the 2020-2019 time frame, where 41 articleswere analyzed. Results found from the research that articles underlined the significant roles and strategies ofopinion leaders in this pandemic era. Various opinion leaders pointed out in most articles included religious leaders, community leaders, traditional leaders, social media influencers, and politicians. These opinion leaders are actively involved in preventing the spread of Covid-19 as educators, motivators, influencers (persuasion), and role models. They generally conveytwo categories of messages: educational messages related to Covid-19 and non-educational ones such as motivational ones.

Keywords: opinion leader, health information

THE EFFECT OF ATTITUDE TOWARD HEALTH PROTOCOL COMPLIANCE IN THE NEW NORMAL ERA

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ABSTRACT

Facing Covid-19, the government responded with a new normal policy. The public must implement the 5M health protocol to break the chain of the spread of Covid-19, such as wearing masks, washing hands, maintaining distance, staying away from crowds, and limiting mobility. The dynamics and changes in habits create a situation where people are required to adapt to the pattern of life in the era of the Covid-19 pandemic. Students as agents of change and new individuals who can fully take responsibility as members of society become important agents in realizing a good society. Students can also be assessed as critical individuals in seeing changes or dynamics in government policies, in this case in terms of how students respond to health protocols that have been designed by the state government. The population in this study were all students studying at the top 5 universities in Riau Province using the Propionate Stratified Random Sampling technique. The with data collection techniques using questionnaires and observation, this study using construct validity (construct validity). Testing the validity of this research instrument was carried out with the help of the SPSS 25 application/software and using the Pearson bivariate technique. Cronbach Alpha Formula technique and the data were analyzed using the SPSS Spearman's Rank test. The results obtained by this study indicate a significant correlation between the Gender variable and the Health Protocol Compliance variable.

Keywords: attitude; compliance; new normal; stimulus-response

USES AND GRATIFICATION ; INSTASTORIES "ISLAMIC QUOTES" AS A CAMPAIGN MEDIA TO OVERCOME THE MENTAL HEALTH PROBLEMS OF ADOLESCENTS

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ABSTRACT

His study aims to review the usefulness and satisfaction of media as a media for mental health campaigns in Riau-Indonesian adolescents. This study uses the theory of usefulness and satisfaction of the Palmgreen model. To obtain study data, as many as 100 people have been interviewed using a set of interview lists. The research sample was selected randomly using a survey method from 9 districts/cities in Riau Province. The results of the study found that Instagram Stories "Islamic Quotes" had a significant effect on the mental health of adolescents in Riau Province. This shows that the regression coefficient value of 0.870 indicates that the t count > t table or 9.081 > 1.984 with a significance level of < 0.05 or 0.000 < so it can be concluded that Instagram Stories "Islamic Quotes" has a positive and significant effect on mental health. youth in Riau Province. The magnitude of the influence of Instagram Stories "Quotes Islami" as a media for youth mental health campaigns in Riau Province is 45.7%. The remaining 54.3% is influenced by other factors not examined in this study.

Keyword : Uses and Gratifications, Instastories, Media Campagne, Mental Health

PILKADA DURING A PANDEMIC: THE INFLUENCE OF NEWS MEDIA ON TRUST AND POLITICAL PARTICIPATION AMID THE COVID-19 PANDEMIC

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ABSTRACT

Communication research has examined the relationship and influence of news exposure on political attitudes and behavior. From the perspective of the democratic process, an important question in this research is related to the extent to which information exposure regarding the handling of the COVID-19 virus outbreak affects public trust in the government and its political institutions. In particular, the purpose of this research is to examine the extent to which exposure to information about the COVID-19 pandemic affects public perceptions and political beliefs in one of the areas that has the highest rate of COVID-19 cases in Indonesia and holds regional head elections in the midst of a pandemic. In addition, this study also examines whether there is a relationship between the perceived threat of being exposed to the virus and political trust with the level of electoral participation in the midst of a pandemic. This research method uses a quantitative approach with the selected location is Surakarta, Central Java. Data were collected through online questionnaires and offline questionnaires to people who have a Surakarta KTP and are included in the Voters List in the 2021 regional head election. The sampling used is non-probability sampling so that the results of this study do not intend to produce findings that will generalize to the entire population but only a theoretical test. By conducting a survey of 211 respondents, this study found several findings. First, even in the midst of a health crisis due to the COVID-19 virus outbreak, the level of public participation in the 2020 Pilkada tends to be high. Second, political trust influenced by media coverage has a positive correlation with the high level of public participation in the Regional Head Election in the midst of the COVID-19 pandemic.

KEYWORDS: Pilkada, COVID-19 Pandemic, News Media, Public Trust, Political Participation

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SUB TOPIC 8

ENVIRONMENTAL COMMUNICATION

ROLE OF WASTE BANK IN DISSEMINATION ENVIRONMENT CARE MESSAGE

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ABSTRACT

This study aims to describe the role of the Waste Bank in disseminating messages about environmental care, especially regarding waste. to society. Supporting theories are environmental communication, innovation communication, and information communication. The research is descriptive with a qualitative approach, carried out with data collection techniques through in-depth interviews, observations and participants in face-to-face and online meetings. The informants consisted of the head of the waste bank, the coordinator of the waste bank and the management of the South Tangerang Perbas (Association of Waste Banks), which were taken purposively. The validity of the data by triangulation of sources, namely to environmental communication researchers, Perbas management and customers. The results showed that the main communicator is the South Tangerang Environmental Service. Other communicators are the Waste Bank, 3R TPS, Minim Waste Mosque and Pelapak. The message that is most widely disseminated is to sort waste from home, Reuse, Rejuce, Recycle (3R), and turn waste into a blessing. Social media whatsapp, facebook and instagram, are widely used in addition to webinars, community gatherings, social gatherings, recitations. The target community is the community around the waste bank. The effects of the dissemination of environmental care messages to behavioral effects, although on a small scale. Many people only know about waste banks, but are not interested in participating, let alone changing their behavior from not caring to caring for the environment, sorting waste from home and processing household organic waste into fertilizer using a composter.

Keywords: Waste bank, message dissemination, environmental communication, care for the environment

MIXING AND MATCHING THE ELM CONCEPT WITH THE SUCCESS OF THE CILIWUNG RIVER NATURALIZATION PROGRAM

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ABSTRACT

Eventhough ELM theory is commonly used for marketing communication research, especially regarding consumer behavior, this research can explain the effect of the central route and peripheral route thinking paths of ELM theory towards four levels of awareness to the environment. The persuasive efforts of the socialization of the Ciliwung River naturalization program give influence on people's awareness. People who process messages using the central route, are those who process the core message such as the danger of waste to the environment and how to solve the waste problem. Those who use peripheral routes just follow along and there is no change in attitude. Autonomous has the highest average score compared to other indicators. This shows that many people are starting to be aware of being environmentally friendly and this awareness comes from within themselves not because of compulsion.

Keywords: Ciliwung River naturalization program, community awareness, ELM theory, environmental friendly, water pollution.

DISCLOSING STRATEGY IN COMMUNICATING UNCERTAINTY: CASE OF CIMATOLOGY STATION IN DISSEMINATION OF CLIMATE INFORMATION ON THE ISLAND OF LOMBOK

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ABSTRACT

Certainty of climate information is essential in develoving farming decisions for farmers. however, the Climatology Station in carrying out its duties produces climate forecasts that contain 30 percent uncertainty. Based on the results of interviews, the climatology station has carried out climate information dissemination services according to their duties. However, in the area there are still farmers who experience harvesting and planting failure due to climatic condition. The question is how does the Climatology Station strategy communicating climate information to farmers on the island of Lombok, causing farmers experiencing crop failure? What are the obstacles experienced by Climatology Station in Disseminating Climate Information on the Island of Lombok. This research was conducted at the Kediri Climatology Station and the the island of Lombok using a descriptive method. Key informants are the head of the Kediri Climatology Station and 2 staffs in charge in data processing and information services, officers who serve climate information at the West Nusa Tenggara Province Agriculture Service, Head of Plantation and Horticulture Plant Extension Agency, Head of Agricultural Technology Research Institute and 6 agricultural extension coordinator in 6 sample BPPs. Data were collected through in-depth interviews. The collected data were analyzed using descriptive analysis. The results showed that the strategies implemented by the Kediri Climatology Station were strategies to increase the station's credibility through the improvement of data colection technique and analysis to increase forcast precision and attractiveness as communicators, compiling and packaging messages so that farmers could easily understand them, conducting direct dissemination and using media, trying to understand the social and economic conditions of the communicants, utilization of feedback to improve communication effectiveness. Some of the obstacles faced by the Kediri Climatology Station in providing climate information are: many extension agent (PPLs) are reluctant to convey climate information to farmers, climate change that affects forecast accuracy, difficulty convincing the public, lack of funds for direct socialization and dissemination through implementation of Climate Field School, limited personnel and language barriers. There are still many farmers who do not know about the free climate information service from the BMKG.

Keywords: Communication Strategy, Uncertainty, Climatology Station, Lombok

POBOYA GOLD MINE, POLLUTION AND WASTE: CRITICAL DISCOURSE ANALYSIS ON THE ENVIRONMENTAL TOPIC NEWS ON RADARSULTENG.ID

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ABSTRACT

This study uses a qualitative approach with Fairclough's Critical Discourse Analysis model. The basis of this research is to analyse the discourse on environmental pollution of gold processing waste at the Poboya gold mine in the news text of Radarsulteng.id. The object of the research is the media portal Radarsulteng.id and the unit of analysis chosen is the news text regarding the gold mine in it based on the predetermined criteria. We found that Radarsulteng.id supports the discourse on closing and stopping mining activities. However, Radarsulteng.id does not provide in-depth information about the social and economic conditions of the Poboya people who still depend on mining as their main livelihood. In analyzing the practice of discourse, we found that Radarsulteng.id tends to strengthen the arguments of those who reject PETI activities in Poboya. In the analysis of social practice, we connect the behavior of the Poboya community with the socio-cultural theory of Pierre Bourdieu. The behavior of the Poboya people still depends on the existing social conditions that their habitus is built based on social conditions. This condition is the interdependence of the Poboya community with mining activities that have been going on for a long time, making it difficult for them to escape from it.

Keywords: Critical Discourse Analysis, News, Environmental Pollution

MEDIA AND THE POWER RELATION IN CLIMATE CHANGE COVERAGE OF MARINE AND COASTAL ISSUES: AN ENVIRONMENTAL COMMUNICATION STUDY ON MEDIA REPORTING IN INDONESIA

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ABSTRACT

The study of environmental communication is one of the most interesting studies in the media, especially on climate change in relation to coastal and marine issues. The purpose of this research is to investigate and analyze how the media builds narratives on the issue of climate change, especially in coastal and marine reporting, by looking at the orientation of the mass media to the power structure, the independence of the media as an autonomous institution, the dominant values that are taken into consideration in building coverage, and objectivity and partisanship in its reporting using a power relation approach. The methodology used in this research is descriptive quantitative. Data collection was carried out from Indonesian mass media online on seven climate change issues in coastal and marine areas. All the data was analyzed using the key concepts of political campaign and public sphere from McQuail. The important findings in this study: 1) State-Actor becomes the main media reference in coastal and marine coverage. This relates to the structure of the relationship between the media and the center of power in coastal and marine reporting in Indonesia. 2) Editorial policies in the newsroom contribute in building the news narrative. The editor's interpretation of 'news value' affects the way the media presents news writing. Practical considerations in news reporting are influenced by media resources, journalists' knowledge, time constraints, media framing, journalistic norms and interrelated cultural and economic politics of media. 3) The media with a critical ideology that maintains distance and independence from the government plays more roles in building alternative narratives and the complete construction of the news that is built. This kind of media pick up stories from grass root and non-mainstream levels, which are then brought up from the bottom up.

Keywords: [Coastal And Marine, Climate Change, Environment Communication, Indonesia, Mass Media]

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SUB TOPIC 9

DISASTER COMMUNICATION

COMMUNICATION STRATEGY FOR TSUNAMI DISASTER MITIGATION IN TOURIST AREAS ON THE SOUTH COAST OF JAVA ISLAND (CASE STUDY OF THE SOUTH COAST OF KEBUMEN REGENCY)

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ABSTRACT

Indonesia is an archipelagic country with a large maritime landscape that lies between the Asian and Australian continents. Indonesia is surrounded by two oceans, the Indian and Pacific Oceans, and is prone to tsunami disasters due to the intersection of three tectonic plates. Kebumen is one of the districts on Java's southern shore that has a high risk of being hit by a tsunami. Given that the beaches in Kebumen Regency are tourist sites with local, national, and international visitors, it is essential to educate the community to be prepared through disaster mitigation activities in order to deal with the tsunami danger. The goal of this research is to look into disaster mitigation measures used in Kebumen Regency. Surveys, interviews, and field observations were used in the data collection process. The District Government, in partnership with BMKG and PNPB, organized a series of activities in the midst of the tsunami tragedy, inviting diverse groups of society, from children to adults. Disaster communication is critical in disaster mitigation because it provides for factual and well-received information to be delivered to the community.

Keyword : Communication Strategy, Disaster Communication, Disaster Mitigation, Tsunami

MAKING THE DISASTER TRENDING: STUDY OF #KALSELJUGAINDONESIA ON TWITTER

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ABSTRACT

Often referred to as a world disaster laboratory, Indonesia is one of the most prone to natural disasters globally. Disasters can happen at any time. Good disaster management is necessary given the colossal impact of disasters. Disaster communication is also vital in disaster management and is now closely related to social media. In a disaster situation, three types of information are commonly circulated on social media, namely situational information, sentiments, and personal opinions. This study attempts to map out the dominant information in the hashtag #KalselJugaIndonesia, which is related to the flood disaster in South Kalimantan last January 2021, which managed to become a trending topic overcoming other disaster discourses at the same time. This research is descriptive qualitative research with a directed qualitative content analysis method. As a result, it was found that sentiments of sympathy, sadness, and anger were the main drivers of the hashtag #KalselJugaIndonesia. In addition, the inclusion of this unusual and discourse-filled hashtag is the reason why people's attention can be drawn to the flood disaster in South Kalimantan at that time.

Keywords: disaster communication, framing, social media, twitter

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MBKM PROJECT: THE FILMAKING PROCESS OF "INDONESIA TSUNAMI ALERT" CAMPAIGN VIDEO FOR DISASTER EDUCATION

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ABSTRACT

The Indonesian government continues to strive to reduce the risk of disasters including tsunamis disaster. In the case of earthquakes that have occurred in Aceh, in the southern region of Java to Bali, there is a layer of sediment that is suspected to be strongly used by tsunamis from different times. This fact requires special attention and effort in risk communication. Previous studies have shown that there is an important role for the mass media to influence perceptions for disaster preparation. Therefore, the campaign video "Indonesia Tsunamy Alert" as one of the disaster mitigation efforts. This paper describes the process of making a video from the corner of the filmaker field.

Keywords: risk communication, video campaign, filmmaking process

AWARENESS OF EARTHQUAKE DISASTER INFORMATION BY TEENAGERS IN PAGAR ALAM CITY

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ABSTRACT

Pagar Alam is a disaster-prone area because this area has a volcano that can be active at any time. Conditions and information about the activities of Mount Dempo are very important for the entire community to know as a form of anticipation if an earthquake and eruption occur. The media is a part of the process of disseminating disaster-related information. However, it turns out that not all people in Pagar Alam City have concerned know this. So in the process of disaster mitigation experiencing difficulties. This research was conducted by distributing google forms to teenagers in Pagar Alam City, namely high school/vocational high school students. The goal is to find out if they have the initiative to find out about disaster information in their area. And categorize what media are the references in obtaining news about the disaster. With the uses and gratification theory as well as a disaster mitigation approach, the results obtained are that most of the youth in Pagar Alam know that they live in disaster-prone areas. Facebook is the most common reference in providing information about disasters that occur and they have enough initiative to seek further information about disasters, especially earthquakes. The Pagar Alam City Regional Disaster Management Agency (BPBD) as the party responsible for disaster management has been widely known by the people of Pagar Alam City, only those disaster mitigation activities that should be part of their duties are not felt by the majority of the community.

Keywords: Awareness; Teenager; Earthquake; Pagar Alam.

SUSTAINABLE CORPORATE SOCIAL RESPONSIBILITY PROGRAM AS AN EFFORT FOR COMMUNITY ADAPTATION TO CLIMATE CHANGE, CASE STUDY IN BUKIT BATU DISTRICT, BENGKALIS REGENCY

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ABSTRACT

Climate change is currently a very troubling problem in the world. Indonesia is also one of the countries affected by climate change This also happened in the Bukit Batu District, Bengkalis Regency, Riau Province. The impact of climate change can be seen directly in the Bukit Batu area with the emergence of disasters that occurred there, in the coastal area the perceived impact is an increase in tidal water levels every year which causes tidal flooding and abrasion, in addition to the problems in peat areas that often occur. There are land and forest fires during the summer season and flooding in the rainy season. Through the Corporate Social Responsibility (CSR) program of PT Kilang Pertamina Internasional Unit Sungai Pakning,like "Program Kampung Iklim", "Kampung Gambut Berdikari", "Permata Hijau Pesisir Gambut", " Sekolah Cinta Gambut" programs, the community around the company began to be able to adapt in various ways with the assistance provided by the company and government too. So that with the CSR program, the community will be able to live sustainably. In addition, collaboration between stakeholders is also very helpfull for the success of the program in supporting community adaptation efforts to climate change. This study uses a qualitative descriptive method to describe the condition of the area affected by climate change with a purposive sampling procedure for the CSR program of PT Kilang Pertamina Internasional Unit Sungai Pakning. With this collaboration program, climate change problems have begun to be handle, such as in Pangkalan Jambi and Sungai Pakning Village.

Keywords: climate change, csr, peatland, coastal