# PROCEEDING INTERNATIONAL CONFERENCE OF COMMUNICATION, INDUSTRY AND COMMUNITY 2016

First published, February 2016


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*Design and layout:*
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First published, Jakarta, FIKom UNTAR 2016
ix-449 page, size 7,17 x 10,12 inch

ISBN: 978-602-74139-0-0

Published By:
Fakultas Ilmu Komunikasi Universitas Tarumanagara
Jl. Letjen S. Parman No. 1
Jakarta 11440

**PROCEEDING INTERNATIONAL CONFERENCE OF COMMUNICATION, INDUSTRY AND COMMUNITY 2016**

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## PREFACE

ICCIC (International Conference Of Communication, Industry And Community) which focuses on the phenomenon and the social reality about the development of information technology and communications related to the practice of media development, industry, community in the middle of dynamic society life. Communication science also contributed to the development of the business and industry fields, which include marketing, branding and image development, as well as the context of its contribution to the development of community.

Therefore ICCIC (International Conference Of Communication, Industry And Community) brings together all academics; practitioners from both the commercial industry, government and media practitioners; students, researchers, etc. to participate in the Call For Paper ICCIC 2016. ICCIC organized by Faculty of Communication Tarumanagara University in collaboration with Universiti Sains Malaysia (USM) and Hindu Dharma Institute Negri (IHDN) and take place in Bali. Subthemes in ICCIC are the media industry, public relations, communication and community, marketing communication, communication tourism industry and creative economy.

Each paper submitted to the ICCIC 2016 has gone through a stringent peer review process by a team of scientific reviewers, from eight different institutions. A total amount of 135 papers received in ICCIC 2016, divided into four volumes of the proceedings.

Finally, we wish to acknowledge all members of the committee, the Sponsors, media partners, team of scientific reviewers and the Executive Board, as well as others we have not mentioned, who gives contribution for the implementation and realization of the conference.

**Conference Chair.**

**Suzy Azeharie**

# PREFACE

It's an honor for the Faculty of Communication Tarumanagara University to be one of the host whom organize ICCIC (International Conference Of Communication, Industry And Community) in collaboration with Universiti Sains Malaysia (USM) and Hindu Dharma Institute Negri (IHDN). ICCIC is a forum for developing and sharing knowledge, particularly in the field of science communication.

Nowadays, communication science has becoming one of the most significantly increases studies which attracted the attention of intellectuals and has gain big progress, especially with the presence of new media as a potential medium to improve human civilization in various aspects. It can't be denied that communication science has given a big contribution to the development of industry and society.

In the media industry, in addition to the development of mainstream media, the rise of online media portal shows the utilization of media convergence is now attracts people. New media as well as the application of the marketing communication is also utilized by industry, to improve services and maximize its presence in the competitive world of business. In the community itself, the communication science is able to browse issues of social and cultural. Science communication is also used to develop the community is strong and able to compete internationally.

I would also like to take this opportunity to give acknowledgement to all those parties who has helped this event - USM, IHDN, sponsors, media partners, a team of reviewers, and the executive committee.

**Dean of The Faculty of Communication UNTAR,**

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## DAFTAR ISI

ISBN: 978-602-74139-0-0

# THE CHALLENGE OF MEDIA BUSINESS IN INDONESIA AT THE ERA OF INFORMATION

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***Abstract***

*Facing the era of information which is also known as the digital era, media in Indonesia is confronted a challenge which often becomes a dilemma. The decisions taken will determine whether media will still exist or not in society. The realism demand often interrupts the idealism of media. The commercial dynamism becomes a major determinant in defining the message. The competition among media seems hard. Only by maintaining the topicality, the economic gains could be obtained. Under the pressure of economic pragmatism, media are prosecuted to keep having the idealism because of the influence of media in society is enormous, to inculcate freedom and initiative in order to achieve the aim of nation and state which is to gain the prosperous, just and wealthy society order. The participation of media in public policy, its sensitivity to the ethical demands of the procedure and the choice of means, professionalism and respect to the presumption of innocence becomes the references of media to gain public trust.*

***Keywords**: Business media, economic pragmatism, idealism*

## Introduction

In the era of information which is marked by digitizing the mass media, especially when the use of the internet is widespread, the printed media in various countries experience unfavorable situation. Circulation decreased, as the example, Newsweek which had been 80 years old, left the printed edition. There were also many printed media companies reduced the number of employees and sold their printing machines cheaply in the United States. This situation, uniquely is not very influential in Indonesia, there are many new printed media emerge, especially in regions. In Jakarta, for example, used to be known only a few newspapers such as Kompas, Pos Kota, Voice Reform, but now emerges the newspaper of Tempo, Sindo, Warta Kota, Daily Publishing and others. It also happens in Bandar Lampung, beside Lampung Post newspaper, there are also Radar Lampung, Tribun Lampung, Lampung Express and others. That development is also experienced by the broadcast media, there are many private television stations emerged, both nationally and regionally. The tendency of the increase of internet use began to be addressed by the media owners to make online media.

The advancement of information technology which is enjoyed by modern society raises challenges for media owners to still exist in their business. Media business challenges which are related to the advancement of information

ISBN: 978-602-74139-0-0

technology generally can be solved. However, a problem arose is that the challenge which often becomes a dilemma. The decisions taken will determine whether media will still exist or not in society. The realism demand often interrupts the idealism of media. The commercial dynamism becomes a major determinant in defining the message. The competition among media seems hard. Only by maintaining the topicality, the economic gains could be obtained. This paper will discuss the dilemma of media between idealism and pragmatism economy.

## Literature review

### The Role of Media in Society

Media in this case is the mass media which gives an overview of communication means that work in different scales, ranging from the limited scale to a very wide scale. The mass media have been able to reach the mass in large numbers and wide. The ability of the mass media has become an urgent concern of the public and decision-makers. According McQuail (2000), there are six perspectives when looking at the role of media in society.

1. Media are seen as a window that allows the audience to see what is happening outside. Or media are a means to learn and know the different events.
2. Media are the mirror of events in society and the world, which reflects in real. Therefore, media organizers often feel guilty if the media content is filled with violence, conflict, pornography and other various bad contents, because according to the facts, media are only as a reflection of the facts, regardless of likes or dislikes. In fact, angle, direction and framing of the content which are considered as a mirror of reality is determined by media professionals, and audiences are not entirely free to determine what they want.
3. Media are as a filter, or a gatekeeper that selects a variety of things to be given attention or not. Media always choose the issues, information or other forms of content that are based on the standard of the organizers. In this case the audiences are chosen by the media about what is deserved to know and get the attention.
4. The media are often seen as a guide or an interpreter, which translates and shows the direction of various uncertainties or alternatives.
5. Media are as a forum to present information and ideas to audiences, therefore they allow responses and feedbacks.
6. Media are not just a means to pass the information, but also as a communication partner which enables interactive communication.

The role of the media is very big, attracts the various interests to approach. The media are no longer a separated institution from its environment.

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Now media work under a variety of importance such as politics, economics, and law including the audiences themselves.

**Strength fight on Media**

Based on various researches that have been done, McQuail (2000) describes a variety of forces that influence media and will ultimately affect media content. According McQuail there are three parties which have the most influence in the media, which are: (1)The management; (2) Media professionals; (3) Technique or technology proponent.

In making its decision, the three parties have fought in various obstacles, constraints and demands, also efforts to give influence and power in media.

Those various pressures are not entirely negative, it can also be positive which becomes a source of liberation instead, such as government policies that protect media freedom from pressure. Pressure received by the media is something proper, even necessary. Media which do not accept pressures, indicate that media are not deemed important by the community.

Media content is a result of the influence of a combination from internal programs, managerial and editorial decisions, and the external influences that come from non media sources such as individuals who have social effects, government officials, advertisers and others (Reese, 1991). Related to the ideas above, it can be explained about the relation between media and the seven parties that affect and how the power of each could interact with media in order to influence the content of message delivered by media. Those seven parties are:

The ruler / government, The general public, The pressure group, Owner, Advertisers, Audience, Internal Organization. The following will be discussed in detail of the seven influential parties and how the power of each is interacting to media (Morissan , Wardhani , Hamid , 2012) :

**The ruler / government**

The ruler or the government gives a big influence to the content of media messages. The power of media in shaping the public agenda depends partly on relevant media relations with the central power. If media have a close relation with the elite in the government, then the group will affect what should be delivered by media. In general, proponents of critical theory believe that media can be or usually be instrument of the dominant ideology in society, and if in that case, then the dominant ideology would affect the public issue.

**Society**

Society gives a great influence to the media organizations. These effects can come from anywhere, be persistent and appear in any media connections made with outsiders. In the liberal democratic society, free media work within the constraints of applicable law, but conflict still exists in relation with the government and various large and influential social institutions. Media are constantly involved, sometimes in defiance of the main sources of them and the various pressure groups organized.

How the media define and handle a wide range of pressures and these issues partly depends on the objectives that have been determined in advance by the media concerned. In this case, there is a quite big difference, as the example, the media has a goal which is oriented to public interest (public service) and therefore it has social, cultural and political characteristic, for the example, the news media or anything who only pursues the profit.

Based on the experience in newspapers, Tunstall (in Morissan, Wardhani, Hamid , 2010), explains the purpose of the media organization from an economic standpoint by distinguishing between the objective of revenue and non- revenue purposes. The non-revenue purpose refers to the destination without looking at the financial aspect directly, such as gaining prestige, giving effect to the public, or achieving normative purpose (eg, community service). There are two types of purpose income; deriving revenue from direct sales to the public or consumers and selling media space to advertisers.

In theory, divided the division (typology) of purpose of the organization into two, which are the purpose based on benefits (utilitarian) and normative purpose. Purpose based benefits leads to efforts to produce and supply goods and services with a view to profit, while the normative purpose leads to efforts to achieve certain values (eg, education, democracy, etc.),

In Indonesia, the television station oriented in public service, such as television stations which broadcast news program, will be easier to broadcast a kind of breaking news, that is very important and immediate by stopping (interrupting) other ongoing programs. It is more difficult to do on a TV station oriented only on profit because they have an obligation to other parties (sponsors, advertisers) that must be fulfilled prior rights first.

Media which prioritize public services with priority on information programs such as television news station, basically want to have a role that can give the progress of society, but how the role is done gives a variety of different interpretations. Certain media types, especially the media that have quality and good credibility, provide influence through the quality of the information or opinions expressed through the authority of the media concerned. Credibility does not only belong to big media, small media can also give effect to the public, but with more limited area. Big media, such as newspapers with large circulation or a popular TV with broad range would give greater influence.

**Role of Journalists**

How is the role of journalists in relation to society? The role of neutral reporter refers to the idea that the journalists or the press as a transmitter of information, interpreters, interpretation giver, and 'instrument of government', which means lending itself as channel or mirror of society.

The role of reporter as a participant means that press who is served as the representative, has a critical attitude towards the government, policy advocates and policy makers. Various surveys of journalists in a number of countries show that in general the role of neutral and the information conveyors is better than the

ISBN: 978-602-74139-0-0

participants. In addition, they stated that objectivity is the most important value in their profession. The role of participant journalists marked by strong political commitment and a level of active involvement in an issue basically is not easy to be combined with the role of personal beliefs influence in the news. However, the choice to be objective also emerged from self-interest and the logic of the media business market because the attitude of participants tends to be judged impartially and this will narrow audience interest to the media concerned. Weaver and Wilhit (in Morissan, Wardhani, Hamid, 2010), suggests the existence of three roles of journalists, as follows:

a. Interpreter. In this case, the role of the interpreter has the same definition or the same meaning of the role of the participants, which are analyzing and interpreting the various issues which are difficult and complicated; investigating the various claims made by the government and discussing national policies being implemented.

b. Transmitter and disseminator of information. The main role as a disseminator of information related to work is to deliver the news as quickly as possible to the community and focused attention on the highest public interest.

c. The role of opposition. The view of the role of opposition, both to the government and business, has considerably decreased or weakened, but still recognized to some degree by most journalists.

The level and type of professionalism of those who work and sit at various positions in the media also give influences. In general, we can expect that the higher the level of professionalism of those who work in the media, then the media will produce a more autonomous media and have more advanced views related to their responsibilities to society. As an additional explanation related to the purpose of the media in relation to society, then we need to consider public access to media as a community effort to be able to express their views.

**The pressure groups**

The relation between media and public are often mediated through various informal groups, but often organized, called 'pressure group', which tries to influence what the media do by limiting the content or media messages to society. Pressure groups can be either organizations or groups, such as religious group or organizations, profession/job, politics, advocacy groups and others. Various groups and organizations often show the complaint, criticism and rejection of mass media content. They also often approach or lobby, for the example to the government or other institutions of policy makers, related to a wide range of issues, especially morality, political bias, and the representation of minority groups, including ethnic groups, women, and are more sensitive to the needs of the small groups, such as children, the poors, the disabled, the mentally infirm, the homeless, and others.

Although media are usually cautious in handling the pressures and refuse to surrender their independence and autonomy, but pressure groups often manage to carry out their agenda to influence the media content. This usually happens

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when the commercial important of the media are in danger or if the media worried about the emergence of negative publicity for a specific reason.

In the case of Indonesia, a pressure group that often arises is usually derived from religious groups and defenders of the rights of women and children. Not a few programs are considered inappropriate is shown in the view of these groups, forced to stop showing. One of the aspirations of pressure groups which support media is the group that rejects the passing of laws on pornography and porn action. Their action always gets coverage from media, especially television, because they are considered in line with the aspirations of media which wish to have freedom in creativity.

**Media and Owners**

Important issues discussed in this section are questions about how far the media organizations can implement autonomy and remain independent in relation to the media owners and to those who provide direct influence economically to media, such as shareholders, advertisers and sponsors. According Altschull (in Morissan, Wardhani, Hamid, 2010), a statement which says that, “the content of the news media always Reflects the interest of Reviews those who finance the press" is the fairly obvious answer and also consistent with the principles of a free press in this version of the theory of understanding 'free market’. However, it is not necessarily the owner of the media communicators who is employed, loses their freedom. In this case, the independence and autonomy of mass communicators remain, especially the freedom of professionalism or the freedom for creativity.

No doubt that owners of commercial media organizations have great power against media content and may ask the media professionals to broadcast or not broadcast a media content. Various studies have shown how the owners use their power to participate in determining the content of the media. However, there is a fairly strong provision related to journalistic activities that protects the freedom of journalists in decision-making journalism. Research conducted by Meyer to the media in the United States and The Royal Commission on the Press in the United Kingdom (in Morissan, Wardhani, Hamid, 2010) , shows how the editors were reluctant to acknowledge receipt of a briefing from media owners about media content, but they assess that the intervention owner toward the media content is still being reasonable .

However, there is an unavoidable tendency for the owners of the news media to participate in determining the general policy line to be followed by journalists working in the media concerned. There is also indirect pressure and often being informal on certain issues considered will affect the owner, for example, issues related to their other business interests (Turrow, in Morissan, Wardhani, Hamid, 2010) . Other various credible evidences indicated the owner pressure toward journalists and at the end the theory about economically free press (press could be free, as long as the media still gets profit), authorize these circumstances. In this case, we need to realize that the owners, if they wish, are

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free to use the media for propaganda purposes, as long as realized that it could pose a risk of that media for losing interest and credibility.

There is a view that is quite commonly accepted, although it is difficult to prove that the increase in the size of the media or media conglomerate makes a problem of the owners' wishes toward the media content becomes irrelevant and a decision must be made objectively on the basis of managerial and market. Beside the direct intervention of the owner at some particular problem, the pressure may also arise from the growth of the media business chain and a conglomeration which often involve in a high level of cooperation among a number of units of the editorial and implementing policy on a number of issues. There are some evidences, for example in the United States, that a certain number of newspapers have a tendency to support the presidential candidate of the Republican Party than the Democratic Party, particularly the views expressed by newspaper editorials they wrote ( Wackman in Morissan , Wardhani , Hamid , 2010).

Furthermore, according to McQuail (2000), although the alleged conspiracy between the media organizers and the owner has not been proven, but it is not possible for journalists who work at the newspaper owned by certain associated industries for not supporting the interests of the association who fund it because the newspaper concerned was established with the aim to help the interests of the association.

As a result of the monopoly of media ownership on media content is essentially difficult to prove, but on the other hand there is a little doubt that the monopoly is able to threaten press freedom and choice for consumers. Shoemaker and Reese (1991) concludes that those who work in the local media which are part of a large media network are likely to have a little relevance and involvement in the communities environment where they work. For them, a large media organization is more important than the influence of the community. Instead, local media get the strength and independence of the relation they have with communication or city where the media are concerned.

For media which produce entertainment programs, such as movies, music and other programs, there are provisions which limit the powers of the owner of the media content and entertainment media organizational decisions, largely determined by market considerations (including claims and responses from the public). In addition, the entertainment industry does not usually have close ties with the community environment in which they work.

The situations in public broadcasting stations are usually more complex in this case because of the absence of the owner, only the number of directors or managers and supervisors are appointed by the government and/or elected democratically. Their responsibility is usually judged by how big the public interest can be fulfilled from the media content being delivered. The degree of artistic liberation and professional freedom is usually relatively high, but with the control of the bureaucracy and the budget (and the organization's policies) rather than the market forces. Today, the public broadcasting media are anywhere in a competitive environment. Public broadcasting media have a small risk of the

ISBN: 978-602-74139-0-0

possibility of censorship of the program, except for sanctions in the form of public opinion.

**Advertiser**

The influence of advertising on the content of the media has long been a subject of discussion among researchers of mass communication. On one side, the structure of the majority of the mass media industry in many capitalist countries clearly reflects the interests of advertisers. It historically has grown along with the social and economic changes. In this case, it is not a coincidence if the target audience is the same as the target of consumers of advertisers. The conditions of largely free-market media today are competing to satisfy the needs and interests of the advertising determined as a normal thing.

The influence of advertisers is also seen on the media content that is designed like it has a pattern similar to the pattern of consumption of the target consumer. The design, program, plan, and schedule of media often reflect the interests of advertisers. It is still difficult to prove whether advertisers can directly intervene to influence the news content, especially the news about the advertiser itself in order to support their interests, beside of what is already set in the system.

**Audience**

The audience is the most important factor for the media because audiences are consumers of media. The success of media are determined by how much the media concerned can obtain their readers, listeners and viewers. Although it was realized that the audience is the most important factor for the media, but some researches suggest that the managers of mass media or communicator mass often make the audience not as the most important factor for the media, but they still follow the ranking report events (rating), and the sales of advertising is as an indicator to determine the amount of their audiences.

**Feedback**

There is a problem of uncertainty for those who want to communicate or who want to change or influence the public view by using the media to achieve the goals. Uncertain problem is also experienced by those who want to deliver a message to specific groups only. A solution to the problem is to do it with the construction of the abstract description and the people they want to reach. According Gans (1957), the audience participates in the making of a movie through the audience image held by the creator.

Shoemaker and Reese conclude that journalists write mainly for themselves, for their editors, and to the other journalists. However, communication with the audience in large numbers remains a problem for those who want to convey the message effectively. In this case, the audience is seen as the spectators who observe and give praise, but cannot interact directly with the

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senders of the message and the players (Elliot , in Morissan , Wardhani , Hamid , 2010).

Media organizations produce the show or spectacle served as a way to get an audience, create profits and jobs, because media need a strong foothold to estimate how much the interest and attention of audiences can be given to a show. The feedback in the form of ranking reports program, beside it is not be available immediately, it also does not provide an explanation of how to improve the quality of television programs. According Pekurny (in Morissan , Wardhani , Hamid , 2010), a feedback system actually does not originate from audiences' response at home, but from the writers, producers, performers, and television station executives. In addition, the media organizers in producing television programs have a strong tendency to repeat old recipes that never works. The most important factors that guide, for example, the selection of songs in the music industry is to refer on the good product image. This is essentially an attempt to adjust the characteristics of the new songs with old songs that has been successfully before.

**Internal Organization**

Various aspects of the structure and internal dynamics of media organization influence the media content. This is related to the degree of difference with the various divisions of functions contained within media organizations. One of the most obvious divisions is the division of the internal structure of media organizations based functions, such as engineering functions, programs, marketing, administration, and others. Each function has different interests competing to gain better financial and status for of each part of interest. Another difference lies in the background of personnel or members of organizations from different social backgrounds which are different and varying according to age, gender, ethnic, and other differences.

Most explanations of the purpose of the media organization refer to the difference in orientation and goals which can be a source of latent conflict within media organizations. Understanding the fact that mass media organizations have goals mixture (mixed goals) is important to place the media in a social context. Another thing is to understand the pressures that received media and a variety of different types of jobs available to those who work in media. Accordingly, we have addressed one of the important aspects of media, which is ambiguities related to its role in society.

Engwall (in Morissan, Wardhani, Hamid, 2010), suggests the examples of newspapers as mixture organization (hybrid organization) because newspapers do not have an obvious place in one and two important dimensions of organization in general: the dimensions of goods and services. Another thing is related to the diversity of products and the use of technology, newspaper organizations do two activities at once, which produce goods and provide services. In addition, the newspapers also use a wide range of production technologies, ranging from the simple to the complex. This also applies to the other mass media, although in varying degrees.

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Furthermore, Engwall found that an organization has a culture of mass media work (work cultures) which is varying between parts of the organization. Each work culture has a foundation of justification based on objective or task they are working with an orientation which is also different, that consists of the orientation of news, politics, economics, and engineering. Those who are in a position oriented work culture news (news - oriented culture) emphasize more on activity for collecting the news in various kinds and as much as possible, and spread the news to the audience. Those who are in the news-oriented work culture, are usually reporters or junior journalists.

Those who are in a position or political orientation section tend to show more political view or direction of the news and the media concerned and therefore, those who are in this position is the editorial staff and senior political correspondent. The two first orientations, the orientation of news and politics, are in common because they consist of professional journalists and/or creative staffs and both are mutually supportive and work together.

Parts of media organizations that have economic and technical orientation consist of those functions of financial management and the handling of media production, and the second part of this is basically the same as those who work in business organizations in general.

## Findings and Discussion

Has been described in literature about the occurrence of interests of media, mainly is the occurrence of interests between the interests of idealism and business. Idealism media, characterized by providing the right information, served as a means of education, audience is expected to think critically and deeply. But in reality, idealism is often defeated by economic pragmatism. These market realities show media are under economic pressure of intense competition. The slogan “slow news, no news” illustrates how hard the competition among media are, they do not want the information they have was preceded by others in the media proclaimed. Actuality is important to gain the profit. Beside that, in order not to be left by audiences, media often produces sensation. For example, in August 2015, when Maritime and Resource Coordinating Minister, Rizal Ramli, criticized the Garuda aircraft purchasing policy and construction of power plants, there were more interested media reported about the private life of Rizal Ramli who was close to a woman. In the print media, the high number of customers will determine the attractiveness of the customer, while at the television media, the rating is an indicator of success. Economic pragmatism is more highlighted remembering that there is a presumption which is the economic benefits will ensure the continuity of media.

Idealism of media is faced with economic pragmatism as a challenge that often becomes a dilemma of media. On one hand, idealism media demands a role as a conduit of information to brighten lives, help making the right decisions, and as a means to think critically and deeply. As a means to convey and obtain

ISBN: 978-602-74139-0-0

information, media are required to continuously provide information that can help you avoid misunderstandings and provide benefits in order to reach a peaceful and prosperous life.

On the other hand, for the sake of effectiveness, rationality and profit, media show something spectacular and sensational, looking for things that are fun. According Haryatmoko (2015), the result of fierce competition among media is weakening professional deontology. Economic pragmatism makes management over-emphasizes the principle of benefit, so that it is no longer sensitive to the ethical demands of the procedure and the choice of means. Impact reports tend to violate private life and do not respect the presumption of innocence on behalf of the public's right of information.

Media dilemma raises less cohesive views between the owner and the journalists who used to work with the truth. A common vision between the owners and journalists is needed, because ownership can threaten the products and trust. Actually the products which are produced by media are the products of trust. Since everyone knows that media and information are so abundant, people need guidance, so that media must be trustworthy. Therefore, media can put the choice in the field to observe and photograph all the symptoms. When the media is served as an instrument to obtain the maximum benefit, media business will be destroyed. It is true that the cost structure, work methods and technology must be adapted to the current era, but it does not alter the vision and mission of the media. Rhenald Kasali (2015), mentions all the alignments, except for the public interest, only make media workers are agitated and difficult to align management, looks strong outside but the management is brittle.

## Conclusion

The advancement of information technology enjoyed by modern society raises challenges for media owners to still exist in business. Indonesian media business challenges related to the advancement of information technology generally can be solved. However, a problem arisen is a challenge which often becomes a dilemma. The decisions taken will determine whether media will still exist or not in society.

Realism demands often interrupt idealism of media. Commercial dynamism becomes a major determinant in defining the message. The competition among media seems hard. Only by maintaining the topicality, the economic gains could be obtained. Media dilemma raises less cohesive views between the owner and the journalists who used to work with the truth. A common vision between the owners and journalists is needed, because ownership can threaten the products and trust.

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**Author's Biography**

**Dr. Andy Corry Wardhani, M.Si.** is a lecturer since 1988. He graduated from Communication Science Study Doctoral Program, Padjajaran University 2004. He is also a lecturer who has a position as an Associate Professor at Communication Science Study Program, Faculty of Social and Politic Science, University of Lampung. Beside being active in teaching, he is also active to be a researcher, writer, and speaker at various events. He is also involved to be a consultant of communication, public policy, and human resources in some ministry, government, and private company.

ISBN: 978-602-74139-0-0

# "ADULT" ADVERTISEMENTS ON CHILDREN'S TELEVISION PROGRAMS IN PRIVATE TV STATIONS NATION-WIDE: A STUDY IN INDONESIA

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***Abstract***

*Children are such a segment, which needs to have certain television programs that are relevant to their ages. Various children's programs have been created and broadcasted over the country by most private television stations in Indonesia, such as RCTI, SCTV, IVM, GTV, TRANS7, TRANS, ANTV, Metro, MNCTV and TVOne. Almost all of these stations at least have one "children" typology program in the form of series / series animation / puppet, music / variety show / light entertainment, quiz / game shows or edutainment. It is so miserable to observe "adult" advertisements that often appear with the children's programs which are not appropriate to be watched by children. The advertising ethics or the broadcasting legislation in Indonesia has neglected any restrictions for the type of advertisements, which are permitted to appear with the children's programs. This makes "adult" advertisements can be put on the children's program without hassle during commercial break. "Adult" advertisements in this case, are advertisements aimed at adult segment which has contents that should not be watched by children. For example, advertisements which visually show the relationship between man and woman that leads to physical contact based on sexual desire and advertisements which contain "adult" conversations involving both man and woman. Advertising as a form of mass communication has a power to shape public knowledge, attitudes, and values. Unfortunately, children as the audience do not always have ability to switch television channel into another when commercial breaks turn in. That is, children will be more relatively exposed to such advertisements. This research examined the load of "adult" advertisements showed during commercial breaks on highly rated children's programs, in various nation-wide private tv stations in Indonesia, over eleven months ended November 2015. The program ratings are based on Nielsen's rating, which are run through Arianna software that limits the viewers to those with age between 5 and 14-year old. Nielsen is well known for its regular survey on television audience throughout ten major cities in Indonesia, namely greater Jakarta, Bandung, Semarang, greater Surabaya, Medan, Makassar, greater Yogyakarta, Palembang, Denpasar, and greater Banjarmasin. The type of advertisements in this research covers commercial ads and public service ads. The results show that "adult" advertisements exist in every highly rated children's program during commercial breaks. This suggests that advertisers, advertising agencies, and the media have freely placed "adult" advertisement in children's programs during the breaks. It has been known that government of*

*Indonesia has already put in place the regulation that limits the contents of the children's programs and it has been refined from time to time including the advertising ethics related to, for example, cigarette ads, condom ads, multivitamin ads, and many more. Now, it is the time for the government to put in place a regulation that limits the contents of any advertisements to be showed in the children's programs during commercial breaks. The study's limitation as well as future research directions are also discussed.*
***Keywords:*** *Advertisements in children program, "adult" advertisement, sexual content, television regulation, sexual socialization*

## Introduction

This research begins with the concern for many "adult" advertisements that often appear in the children's programs which are not appropriate to be watched by children. They are one of the segments in television audience. According to Nielsen's data, around 200 children's programs have been created and broadcasted over the country by most private television stations in Indonesia, such as RCTI, SCTV, IVM, GTV, TRANS7, TRANS, ANTV, Metro, MNCTV and TVOne. Almost all of these stations at least have one "children" typology program in the form of series / series animation / puppet, music / variety show / light entertainment, quiz / game shows or edutainment. However, if we observe carefully, there are advertisements intended for adult segment in the children programs. These ads are "adult" ads which contain elements of sexuality. For example, advertisements which visually show the relationship between man and woman that leads to physical contact based on sexual desire and advertisements which contain "adult" conversations involving both man and woman.

Advertising as a form of mass communication has a power to shape public knowledge, attitudes, and values. Unfortunately, children as the audience do not always have ability to switch television channel into another when commercial breaks turn in. That is, children will be more relatively exposed to such advertisements. Deeper concern about advertising and children which are put together is children are segment that perceived as innocent, that need protection, while advertiser is viewed as seducer, subverting reason, and seducing with rhetoric (Goode & Ben-Yehuda, 2009). The sexual visual and content in ads, then, will be regarded as social reality portrayed in television by children viewers. With minimum control at their ages, they will imitate the content easily in their daily lives, which is not appropriate for them.

Many studies that related to advertising and children have looked at children's response to particular advertising message (Donohue et al. 1980; Gaines and Esserman, 1981; Kunkel and Roberts, 1991; Macklin, 1987) or when they do understand persuasive intent at various ages (Smith, 1995). Smith looked directly at the content of advertisement and evaluated that content based on what cognitive abilities children have at different ages. Different with the previous research on advertising and children, this research examined the load of "adult"

ISBN: 978-602-74139-0-0

advertisements; frequency and duration – showed during commercial breaks on highly rated children's programs, in various nation-wide private tv stations in Indonesia, over eleven months ended November 2015. The program ratings are based on Nielsen's rating, which are run through Arianna software that limits the viewers to those with age between 5 and 14-year old. Nielsen is well known for its regular survey on television audience throughout ten major cities in Indonesia, namely greater Jakarta, Bandung, Semarang, greater Surabaya, Medan, Makassar, greater Yogyakarta, Palembang, Denpasar, and greater Banjarmasin. The type of advertisements in this research covers commercial ads and public service ads. This research also briefly explained the "adult" content in each ads which were showed in each programs.

**Children and Media: How Much Protection?**

Concerning about advertisement and children on television, as this paper would examine, is inseparable from elaborating roles of media in general towards young people. Today's media and young people phenomenon represents part of a wider public debate about how much protection children need in a society. Media, in fact, represents one of the most powerful and underappreciated influences on children's development and health (Strasburger, Jordan, & Donnerstain, 2012). More than 50 years of media research and thousands of media effects studies provide evidence to the potential power of the media to influence practically every concern that parents and children have about young people, i.e. aggressive behavior, sex, drugs, obesity, eating disorders, school performance, suicide and depression (Strasburger, Wilson, & Jordan, 2009).

In Indonesia, television is on the first rank of children's media use amongst age 9-1, compare to other media such as electronic games, comics, books, audio player, radio, etc (Hendriyani *et al*, 2012).

| | | | | Gender (total) | | SES (total) | | |
|---|---|---|---|---|---|---|---|---|
| Media | | Total | Users only | Boys | Girls | Low | Middle | High |
| Television | weekdays | 5.5 $N = 438$ | 5.6 $N = 427$ | 5.6 | 5.3 | 5.5 | 5.5 | 5.4 |
| | holidays | 7.4 $N = 478$ | 7.4 $N = 475$ | $7.8^{a}$ | $7^{b}$ | $6.6^{a}$ | $7.5^{b}$ | $7.7^{b}$ |
| Electronic game | weekdays | 2.2 $N = 420$ | 2.4 $N = 381$ | 2.3 | 2.1 | $1.6^{a}$ | $2.1^{a}$ | $2.7^{b}$ |
| | holidays | 3.8 $N = 539$ | 4.1 $N = 502$ | $4.3^{a}$ | $3.4^{b}$ | $3^{a}$ | $3.9^{b}$ | $4.3^{b}$ |
| Internet (mostly for games online) | weekdays | 1.2 $N = 471$ | 1.9 $N = 315$ | 1.3 | 1.1 | $1^{a}$ | $1.2^{b}$ | $1.2^{b}$ |
| | holidays | 2.1 $N = 494$ | 3.1 $N = 338$ | 2.1 | 2.1 | $2.6^{a}$ | $2.2^{a}$ | $2.4^{b}$ |

Note: Differences between gender and SES have been tested for statistical significance (chi square and $t$ test), and are reported only if the difference is significant at the $p < 0.05$ level. In this table, items without superscript, or sharing a common superscript, do not differ significantly.

**Table 1. Indonesian Children' Media Use**

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Further, the high rank of television use is evidently related to the media environment and ownership at children's homes (Hendriyani *et al*, 2012) as depicted on Table 2. It can be seen that the availability of television both at home and in the bedrooms was high-numbered. It is then argued that in such environment, protecting controlling children's media consumption becomes increasingly challenging to parents in addition to today's greater expansion of new communication technologies. According to the Consumer Media View Research (May, 2015), as depicted in table 3, television is still the popular mass media in Indonesia. Even the presence of the Internet as a new media over the years show a growing number of users, but the latest data from the Consumer Media View shows that television viewing in Indonesia from year to year is relatively stable. As much as 98.47% children aged 10-14, ABC class, watch (terrestrial) TV which 2% higher than the total sample for all ages. TV penetration among children is far above than other media.

| | Availability at homes | | | | | | Availability in bedrooms | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gender | | Social Economic Status | | | | Gender | | Social Economic Status | | |
| Media | Total | Boys | Girls | Low | Middle | High | Total | Boys | Girls | Low | Middle | High |
| Television | 98 | 97.6 | 98.2 | 96.6 | 97.8 | 97.9 | 70 | 73.3 | 67 | 68.6 | 69.1 | 71.6 |
| Mobile phone | 90 | 89.6 | 90.4 | 84.7$^{a}$ | 92$^{b}$ | 89.7$^{ab}$ | 81 | 78.5 | 83 | 70.3$^{a}$ | 84.7$^{b}$ | 82.5$^{b}$ |
| Video player | 80 | 79.9 | 79.8 | 67.8$^{a}$ | 77.5$^{b}$ | 90.7$^{c}$ | 39 | 37.8 | 38.3 | 32.2$^{a}$ | 34.9$^{a}$ | 47.4$^{b}$ |
| Game player | 62.2 | 68.4$^{a}$ | 55.3$^{b}$ | 52.5$^{a}$ | 58.2$^{a}$ | 73.7$^{b}$ | 52.5 | 60.1$^{a}$ | 30.9$^{b}$ | 47.5$^{a}$ | 48$^{a}$ | 61.9$^{b}$ |
| Computer | 59 | 55.9 | 60.3 | 31.4$^{a}$ | 55.6$^{b}$ | 79.9$^{c}$ | 35 | 35.8 | 33 | 17.8$^{a}$ | 31.6$^{b}$ | 49$^{c}$ |
| Internet connection | 28 | 29.2 | 26.6 | 11$^{a}$ | 20$^{b}$ | 50.5$^{c}$ | 14 | 16 | 11.3 | 6.8$^{a}$ | 9.5$^{a}$ | 25.3$^{b}$ |
| Radio | 74 | 74 | 74.8 | 67.8 | 75.3 | 76.3 | 42 | 41.3 | 44 | 38.1 | 45.8 | 40.2 |
| Audio player | 49 | 49 | 47.5 | 34.7$^{a}$ | 46.9$^{b}$ | 59.8$^{c}$ | 20 | 20.8 | 17.1 | 15.4$^{a}$ | 17.1$^{a}$ | 25.3$^{b}$ |
| Books | 87 | 82.3$^{a}$ | 91.1$^{b}$ | 85.6 | 84.7 | 90.2 | 73 | 67$^{a}$ | 78.4$^{b}$ | 72 | 71.6 | 74.7 |
| Magazines | 74 | 69.8$^{a}$ | 78.7$^{b}$ | 63.6$^{a}$ | 69.1$^{a}$ | 86.6$^{b}$ | 55 | 52.1 | 58.5 | 47.5$^{a}$ | 54.5$^{ab}$ | 61.3$^{b}$ |

Note: Differences between gender and SES have been tested for statistical significance (chi square and *t* test), and are reported only if the difference is significant at the $p < 0.05$ level. In this table, items that do not have superscript, or that share a common superscript, do not differ significantly. For example, in Row Television, none of the SES items differ in a statistically reliable way. In Row Mobile phone, the item in Low and Middle SES differ from each other, but not from High SES. In Row Computer, each item in SES group significantly differs from one another.

**Table 2. Indonesian children's media environment**

| Totals | Totals | MF 10-14 ABC |
|---|---|---|
| WATCH TV | 96.06 | 98.47 |
| WATCH PAY TV | 4.35 | 2.31 |
| LISTEN RADIO | 16.05 | 9.07 |
| USE INTERNET | 33.86 | 38.66 |
| WATCH CINEMA | 4.19 | 2.28 |
| SEE STATIC OUTDOOR ADVERTISEMENT | 51.88 | 40.59 |
| SEE ADVERTISEMENT IN PUBLIC TRANSPORTATION | 42.16 | 31.63 |

| | | |
|---|---|---|
| NPP | 11.09 | 3.13 |
| TABLOID | 4.46 | 2.15 |
| MAGAZINE | 2.9 | 3.24 |

**Table 3. Consumer Media View 2015, Month 05 [Q2]**

## TV Content. TV Advertisements, and Its Impact to Young Viewers: Prior Research Reviews

Research that reported that both programs and advertisements on television can be powerfully help children's learning is many (for instance, see Lawrence, 1987). In addition, messages through television can be transmitted effectively to help children learn empathy, racial and ethnic tolerance, and a variety of interpersonal skills (Hogan & Strassburger in Nucci & Naavaez, 2008), however, the contrast research findings reporting negative effects of television consumption by children also numerous. It is deemed that when consumed without adult proper surveillance in this case involve parents and governments, television viewing by children may cause health and mental risks. When it is too much viewed, television may cause eating disorders which then lead to obesity. Further, when the content viewed is not suitable, children may be endangered with mental disorders such as aggressive behavior, and so on and so forth.

Extensive research has been conducted and reported that media violence can contribute to children's aggressive behavior, ignorance behavior to violence, presence of nightmares, and increasing fear of being harmed (American Academy of Pediatrics, 2001). In addition, it was also found that the frequent use of media by children such as television, music, movies, magazines, and the internet, which expose mature theme, becomes important factors in the initiation of sexual intercourse on their earlier age of teenage life (Strasburger, 2010).

## Sexual Socialization, Advertisements in Children Program, Media Perceptual Characteristic by Age, and Cultivation Theory

Social scientist have been researching how children consume and affected by television. The research result remain consistent – television does influence behavior in children.

> [1] Too much time in front of the TV compounds the likelihood of childhood obesity.[2] The presence of TVs in children's bedrooms has been linked to poorer academic performance.[3] Exposure to sexual themes increases the likelihood that children will experiment with and become sexually active at an earlier age.[4] (Parents Television Council, 2006)

Sexual socialization is the process by which individuals come to understand who they are sexually and learn the appropriate behaviors associated with their sexual identities (Bobkowski & Shafer, 2015). Media play role as agents of sexual socialization. The Indonesian youth spends more time using media on a daily basis than they do attending school, interacting with peers,

ISBN: 978-602-74139-0-0

interacting with parents and family. In this paper, media refer to television, specifically advertisements in children program which showed sexual content.

Advertisements in children program are all ads that showed in one specific program during commercial break. It can be included commercial ads, public service ads, and various other programs' advertisements owned by the tv stations. Advertisements in this study limited to commercial ads and public service ads. Total duration for one session of commercial break in specific program is about 5-6 minutes with 10-12 ads (30 sec duration for each ads). When the program has one hour show time, it will have 2 to 5 commercial breaks depend on the program, and around 10-12 total ads in every break.

How many "adult" ads were showed in one children programs? How do the ads content? It, then, really matters to discuss about the restriction of ads that can be showed in children programs. Perhaps not only because of the load (frequency) of the "adult" ads, but more importantly because the ads will potentially disseminate seductive sexual content though it aired only in minimum frequency.

Children do not always have ability to switch television channel into another when commercial breaks turn in. Moreover, children enjoy the advertisements and they sometimes adopting catchphrases or jingles into their playground culture (O'Sullivan, 2005). They are very easy to do imitations and vulnerable segments to be persuaded. As Bandura provided some developmental comments for children's retention: "In early years, the child's imitative responses are evoked directly and immediately by models' actions. Later on, imitative responses are usually performed without the models present, long after the behavior has been observed" (Kundanis, 2003: 14).

The first four years of child's life, given the opportunity, kids can do a lot of moral learning. They can learn about rules and limits and up to age 8 cannot differentiate fantasy from reality (Kundanis, 2003). Therefore, they need to be accompanied when watching television program.

Children at various age using media differently and they respond or act differently as well. These are the media perceptual characteristic by various age as Doubleday & Droege stated (Kundanis, 2003: 25 – 29):

<u>Preschoolers 2–5</u>

Children at pre-schoolers are in the process of learning that television programming is not real. By age 4 or 5, children can differentiate the ads from the programs. They also trust commercials more than older children. But even they recall and understand the commercial less than older children, they are more affected by the formal features.

Younger Children 6–8

Children at this age begin to understand the persuasive intent of advertising. The younger still have higher trust but lower recall and understanding of commercial message. They learn best when audio and video are interdependent and the use of narrator on television.

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Older Children 9–12
In their middle elementary years, children can process audio and video independently, so that narration is not necessary. At this age, children can recall content in ads and can infer missing content. Older children are better able to differentiate programs from commercials. They also recall and understand the commercial messages and pay less attention to commercials and trust less the messages. At this age, they are more critical and less affected by formal features.
Younger Teens 13–15
At this age, they are not adults, nor are they children. They are in the developmental stage we call adolescence. Teens look to their peers for information but they also refer to television as nonparental information source. The teens are thus a good match for the medium television in that their view of the world is very similar to the television's worldview. Starburger said teens are at risk for sexually charged message: "Although teenagers are probably not as susceptible as young children to media violence, they may be more susceptible to sexual content."

George Gerbner with his Cultivation theory regarded television as the dominant force in shaping modern society. He was convinced that the power of television comes from the symbolic content of the real-life drama shown hour after hour, week after week, day after day. At its root, television is society's institutional storyteller, and a society's stories give "a coherent picture of what exists, what is important, what is related to what, and what is right." (Griffin, 2011 : 29).

Gerbner was more concern that what people see in television world affect viewers' belief about the world around them and the feelings connected to those beliefs. When children come to believe that the world around them is filled with crime, they're also likely to feel scared about the prospect of enganging in that crime-filled world. This explanation applies also for advertisements in children program, which comes from the symbolic content of real-life drama as well, and when children spend 'living' in the television world, the more likely they are believe the real-life drama portrayed on television.

**Television Regulations in Indonesia: Restriction towards Advertisement of Children Program**

It has been known that government of Indonesia has already put in place the regulation that limits the contents of the children's programs and it has been refined from time to time including the advertising ethics related to, for example, cigarette ads, condom ads, multivitamin ads, and many more.

There are some regulation relating to broadcasting, advertising ethics, and consumer protection, such as: Keputusan Komisi Penyiaran Indonesia Nomor 009/SK/KPI/8/2004 concerning to Broadcasting Code and Conduct and Standard of Broadcast Program; Keputusan Menteri Kesehatan Republik Indonesia Nomor 368/Men.Kes/SK/IV/1994 concerning to advertising guidelines of the counter

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drugs, traditional medicines, medical appliance, cosmetics, household health supplies and food and beverage; Manners and Procedures for Indonesia Advertising (Tata Krama dan Tata Cara Periklanan Indonesia); The Set of Rules and Ethics of Indonesia Advertising (Himpunan Peraturan dan Etika Periklanan Indonesia) concerning to Advertising on Undang-Undang Republik Indonesia, Peraturan Pemerintah Republik Indonesia, Peraturan Menteri Republik Indonesia, Peraturan Direktur Jenderal Republik Indonesia dan Tata Krama Periklanan; Undang-Undang Republik Indonesia Nomor 32 Tahun 2002 concerning to Broadcasting; and Undang-Undang Republik Indonesia Nomor 8 Tahun 1999. None of all these regulations discuss specifically about the ads restrictions that allow to be showed in the children's program during commercial breaks.

## Methods

This research examined the load of “adult” advertisements showed during commercial breaks on highly rated children’s programs, in various nation-wide private TV stations in Indonesia, over eleven months ended November 2015. The type of advertisements in this research covers commercial ads and public service ads. The program ratings are based on Nielsen’s rating, which are run through Arianna software that limits the viewers to those with age between 5 and 14-year old.

Nielsen is well known for its regular survey on television audience throughout ten major cities in Indonesia, namely greater Jakarta, Bandung, Semarang, greater Surabaya, Medan, Makassar, greater Yogyakarta, Palembang, Denpasar, and greater Banjarmasin.

TV audience measurement is like ‘traffic counter’ that gives information on: (1) How many people watch a program
(2) How many people watch in the morning/afternoon/night
(3) What is their demographic profile
(4) How many types of programs are there
(5) How many advertising spots are there

From Arianna post buy analysis, this research classified all the ads that showed in children programs as “sexual” and “non-sexual.” Then the frequency of sexual ads occurrence calculated in every week from January until November, 2015.

## Findings and Discussion

Television has become children's most consumed media. Parental guidance therefore is vital for children while watching television by children. The presence of program guidance such as SU (all segment), BO (parental guidance), D (Adult) seem to be adequately help adults to investigate which programs are suitable and safe for children. This probably true, however, this research paper

ISBN: 978-602-74139-0-0

found that there were other elements in the program should be paid attention to: the advertisements.

From table 4 below, we can see the top 50 children program based on TV Rating (TVR). TVR is % of a universe of homes or people tuned to a particular program.

| Market | Target | Activity | | | | | |
|---|---|---|---|---|---|---|---|
| ALL-Markets | MF 5-14 ABC | Non Bedtime Viewing | | | | | |
| Counter | Description (grouped) | Channel | Level 2\Variable | 000s | (r) TVR | Share | Index |
| 24 | NGABUBURIT BARENG UPIN IPIN | MNCTV | Children | 496 | 5.80 | 31.9 | 206 |
| 35 | HARI MISTERI | MNCTV | Children | 455 | 5.25 | 31.7 | 198 |
| 72 | ADIT & SOPO JARWO(D03) | MNCTV | Children | 378 | 4.41 | 20.7 | 150 |
| 96 | BOBOI BOY | MNCTV | Children | 358 | 4.17 | 26.4 | 180 |
| 129 | UPIN & IPIN DAN KAWAN-KAWAN | MNCTV | Children | 338 | 3.95 | 30.4 | 163 |
| 162 | LPP | MNCTV | Children | 324 | 3.76 | 23.0 | 167 |
| 184 | UPIN & IPIN | MNCTV | Children | 313 | 3.64 | 24.7 | 168 |
| 200 | DORAEMON | RCTI | Children | 310 | 3.60 | 24.2 | 154 |
| 237 | THE ADVENTURES OF CHAPLIN | MNCTV | Children | 295 | 3.45 | 21.2 | 153 |
| 243 | DEMI METROMILLENIUM | MNCTV | Children | 298 | 3.44 | 21.9 | 226 |
| 265 | PETUALANGAN LAKSAMANA UPIN & I | MNCTV | Children | 289 | 3.35 | 21.8 | 159 |
| 303 | GRAB&PLAY WONDER BALL'S!(D03) | MNCTV | Children | 281 | 3.27 | 23.1 | 172 |
| 305 | BIMA X | RCTI | Children | 280 | 3.27 | 21.3 | 159 |
| 314 | TOY STORY OF TERROR! | RCTI | Children | 279 | 3.24 | 16.9 | 205 |
| 367 | BIMA SAKTI&LITTLE KRISHNA(R) | ANTV | Children | 266 | 3.10 | 21.9 | 169 |
| 397 | ROBIN HOOD | MNCTV | Children | 262 | 3.04 | 19.8 | 160 |
| 444 | A CARS TOON MATER'S TALL TALES | RCTI | Children | 252 | 2.91 | 17.5 | 117 |
| 479 | CURIOUS GEORGE | ANTV | Children | 242 | 2.83 | 18.3 | 159 |
| 493 | LET'S PLAY WITH NYAM NYAM | MNCTV | Children | 244 | 2.81 | 17.9 | 212 |
| 506 | NEW OSCAR'S OASIS | MNCTV | Children | 241 | 2.79 | 17.7 | 146 |
| 513 | PADA ZAMAN DAHULU | MNCTV | Children | 239 | 2.79 | 24.0 | 159 |
| 547 | KEJUTAN ISTIMEWA | MNCTV | Children | 233 | 2.72 | 21.0 | 130 |
| 587 | KISNA | ANTV | Children | 227 | 2.65 | 20.0 | 145 |

ISBN: 978-602-74139-0-0

| Market | Target | Activity | | | | | |
|---|---|---|---|---|---|---|---|
| ALL-Markets | MF 5-14 ABC | Non Bedtime Viewing | | | | | |
| Counter | Description (grouped) | Channel | Level 2\Variable | 000s | (r) TVR | Share | Index |
| 678 | CHHOTA BHEEM | ANTV | Children | 217 | 2.53 | 17.3 | 150 |
| 680 | OSCAR'S OASIS | MNCTV | Children | 218 | 2.53 | 21.6 | 155 |
| 689 | CHAPLIN AND CO(D03) | MNCTV | Children | 216 | 2.52 | 16.7 | 164 |
| 690 | KISNA(R) | ANTV | Children | 216 | 2.52 | 18.3 | 150 |
| 700 | BERNARD BEAR | MNCTV | Children | 215 | 2.51 | 18.1 | 150 |
| 720 | PUTERI | MNCTV | Children | 214 | 2.48 | 20.7 | 168 |
| 733 | CRIME TIME(D03) | MNCTV | Children | 212 | 2.47 | 18.0 | 176 |
| 745 | CHHOTA BHEEM AND THE SHINOBI(R | ANTV | Children | 210 | 2.46 | 16.7 | 162 |
| 796 | LET'S PLAY WITH CJR | MNCTV | Children | 206 | 2.40 | 13.6 | 187 |
| 797 | JUNIOR MASTERCHEF INDONESIA | RCTI | Children | 206 | 2.40 | 14.2 | 100 |
| 819 | BIMA SAKTI CHHOTA BHEEM | ANTV | Children | 203 | 2.37 | 21.6 | 147 |
| 828 | ALVINNN!!! AND THE CHIPMUNKS | MNCTV | Children | 203 | 2.37 | 17.9 | 169 |
| 837 | THE JUNGLE BUNCH(D03) | MNCTV | Children | 204 | 2.36 | 18.9 | 181 |
| 871 | ALIEN MONKEYS | MNCTV | Children | 200 | 2.33 | 17.7 | 175 |
| 883 | TERSESAT DI DUNIA MILLENIUM | MNCTV | Children | 199 | 2.32 | 15.8 | 138 |
| 885 | CHHOTA BHEEM&KRISHNA(R) | ANTV | Children | 198 | 2.32 | 19.1 | 137 |
| 888 | SHAUN THE SHEEP | MNCTV | Children | 198 | 2.31 | 15.5 | 174 |
| 913 | MR BEAN | ANTV | Children | 196 | 2.29 | 13.4 | 163 |
| 922 | ARJUN PRINCE OF BALI | ANTV | Children | 196 | 2.28 | 16.8 | 147 |
| 943 | CHHOTA BHEEM(R) | ANTV | Children | 194 | 2.26 | 16.4 | 149 |
| 1032 | CRAYON SHINCHAN | RCTI | Children | 188 | 2.19 | 14.8 | 156 |
| 1056 | MR BEAN(R) | ANTV | Children | 187 | 2.18 | 14.1 | 156 |
| 1075 | UPIN IPIN DAN KAWAN-KAWAN | MNCTV | Children | 186 | 2.16 | 25.5 | 206 |
| 1090 | NARUTO | GTV | Children | 185 | 2.15 | 11.0 | 139 |
| 1100 | LEON(D03) | MNCTV | Children | 184 | 2.15 | 16.4 | 175 |
| 1116 | SHERIFF CALLIE'S WILD WEST | MNCTV | Children | 184 | 2.14 | 24.4 | 179 |
| 1150 | BAKUGAN MECHTANIUM SURGE | IVM | Children | 182 | 2.12 | 10.9 | 173 |

**Table 4. Top 50 Children Program – 01/01/2015 – 31/12/2015 (Nielsen)**

ISBN: 978-602-74139-0-0

Programs for children on television in fact provide parents with no safety assurance particularly during commercials. Whilst it is evident that advertisements on television are important to broadcasting survival, the contents and placements are way far uncontrolled. This makes any other efforts that have been put to protect young generation from harmful media exposure such as violence and mature content become meaningless. What is more, advertisements are made to persuade its audience so that exaggerations are common. Unfortunately, children do not understand this. They watch and they very likely to believe, and it is natural if they, then, imitate what they see in the advertisement on television. Findings of this research show that during January-November 2015, children programs on television in Indonesia in fact exposed advertisement with sexual content.

Further, adult theme in advertisement exposure on children programs was depicted as follows:

1. Women with mini dresses dance with men
2. Women clean up windows wearing sexy dresses so that men would stare at them
3. A man hugs a woman
4. A woman hugs a man
5. Shots of women's curves in sexy dresses
6. Women's bodies wrapped in towels
7. A scene of a man kisses a woman
8. An explicit shower scene
9. A scene exposing woman's back
10. A man and woman doing romantic scene
11. Female voice sigh when saying copy/tagline
12. A woman seduces a man
13. A woman imagined being kiss by a man
14. A woman wears sexy sleeping suit and applies hand body over her body
15. A woman is wears sexy clothes, dances and sings with seductive body gesture
16. A woman shows her cleavage

From table 5 below, it can be seen that in every week, from January until November, sexual ads spread in children’s program. From the number of advertising spots, the highest frequency of sexual advertisements occurred in the range of July-September, 2016. At these months, non-sexual advertisements also appeared more than other months. There were school holidays, fasting month and Eid holidays during July – September 2016. The important point is, “adult” ads

ISBN: 978-602-74139-0-0

or sexual ads were spread in various children's programs. If there are 200 children’s programs broadcasted in various private television, as we seen in table 5, the highest percentage of sexual ads entering the children’s program was 70% (September, week 3). And there were at least 6 weeks in the span of July to September that the percentages of sexual ads entering the children’s program were 50%. The average frequency of the sexual ads showed in one children’s program was 4 to 6. Despite the frequency of “adult” ads in children’s program not always high in every week, it is still important to notice that “adult” content have been exposing our children, every month, every week, most probably every day, in several children’s programs through advertisements.

Gerbner with his Cultivation Theory mentioned that people with continuous viewing of television may slowly be unable to differentiate between media show and reality. Eventually, it is very likely that they believe what they see as normal phenomenon in real life, including violence and sex pictured on television. Children, with no ability to criticize television content are believed to be a more fragile group that easily embrace whatever television offers them. Advertisements in between programs, for sure, are included. Albeit not as much, the presence of repeated unsuitable content of advertisement on children programs on television is deemed to make similar impact with the program itself, with the absence of control. Children will be easily dragged into advertisement exposure as depicted in the following media perceptual characteristics.

| | F/Week (Sexual Content) | | | | | F/Week (Sexual Content) | | | | | F/Week (Sexual Content) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Januari | | | | | Februari | | | | | Maret | | | | |
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | | 1 | 2 | 3 | 4 | 5 |
| | (01 - 04) | (05 - 11) | (12- 18) | (19 - 25) | (26 - 31) | (01- 08) | (09 - 15) | (16 - 22) | (23 - 28) | | (01- 08) | (09 - 15) | (16 - 22) | (23 - 29) | (30-31) |
| Number of spot | 1 | 11 | 19 | 20 | 32 | 61 | 59 | 49 | 43 | 0 | 54 | 44 | 25 | 31 | 10 |
| Number of program with sexual content ads | 1 | 9 | 10 | 10 | 15 | 30 | 36 | 30 | 17 | 0 | 26 | 23 | 17 | 20 | 8 |
| Average | 1 | 1.2 | 1.9 | 2.0 | 2.1 | 2.0 | 1.6 | 1.6 | 2.5 | 0.0 | 2.1 | 1.9 | 1.5 | 1.6 | 1.3 |

| | F/Week (Sexual Content) | | | | | F/Week (Sexual Content) | | | | | F/Week (Sexual Content) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | April | | | | | Mei | | | | | Juni | | | | |
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| | (01- 05) | (06- 12) | (13-19) | (20-26) | (27-30) | (01-03) | (04-10) | (11-17) | (18-24) | (25-31) | (1-7) | (8-14) | (15-21) | (22-28) | (20-29) |
| Number of spot | 24 | 33 | 36 | 42 | 25 | 22 | 70 | 20 | 6 | 0 | 2 | 0 | 0 | 0 | 0 |
| Number of program with sexual content ads | 10 | 13 | 20 | 22 | 14 | 13 | 23 | 14 | 3 | 0 | 1 | 0 | 0 | 0 | 0 |
| Average | 2.40 | 2.54 | 1.80 | 1.91 | 1.79 | 1.69 | 3.04 | 1.43 | 2.00 | 0.00 | 2.00 | 0.00 | 0.00 | 0.00 | 0.00 |

| | F/Week (Sexual Content) | | | | | F/Week (Sexual Content) | | | | | F/Week (Sexual Content) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Juli | | | | | Agustus | | | | | September | | | | |
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| | (01-05) | (06-12) | (13-19) | (20-26) | (27-31) | (01-02) | (03-09) | (10-16) | (17-23) | (24-31) | (01-06) | (07-13) | (14-20) | (21-27) | (28-30) |
| Number of spot | 214 | 367 | 242 | 172 | 219 | 166 | 671 | 732 | 529 | 309 | 469 | 604 | 613 | 449 | 75 |
| Number of program with sexual content ads | 56 | 65 | 49 | 41 | 45 | 53 | 128 | 120 | 103 | 64 | 86 | 120 | 142 | 104 | 19 |
| Average | 3.8 | 5.6 | 4.9 | 4.2 | 4.9 | 3.1 | 5.2 | 6.1 | 5.1 | 4.8 | 5.5 | 5.0 | 4.3 | 4.3 | 3.9 |

| | F/Week (Sexual Content) | | | | | F/Week (Sexual Content) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Oktober | | | | | November | | | | |
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | |
| | (01-04) | (05-11) | (12-18) | (19-25) | (26-31) | (01-08) | (09-15) | (16-22) | (23-30) | |
| Number of spot | 62 | 295 | 390 | 341 | 128 | 204 | 1 | | | |
| Number of program with sexual content ads | 29 | 82 | 85 | 83 | 33 | 67 | 1 | | | |
| Average | 2.1 | 3.6 | 4.6 | 4.1 | 3.9 | 3.0 | 1.0 | | | |

**Table 5. Number of Spot, Number of Program with Sexual Content Ads, Average Number of Spot per Program with Sexual Content Ads. Januari – November, 2016 (Nielsen)**

## Conclusion

The results show that “adult" advertisements exist in every highly rated children's program during commercial breaks. This suggests that advertisers, advertising agencies, and the media have freely placed “adult" advertisement in children's programs during the breaks. It has been known that government of Indonesia has already put in place the regulation that limits the contents of the children’s programs and it has been refined from time to time including the advertising ethics related to, for example, cigarette ads, condom ads, multivitamin ads, and many more. Now, it is the time for the government,

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through Komisi Penyiaran Indonesia (KPI) and Komisi Perlindungan Anak Indonesia (KPAI) to put in place a regulation that limits the contents of any advertisements to be showed in the children's programs during commercial breaks. The purpose of this regulation is to avoid the socialization of sexuality through commercials break on children's programs, which is as important as the program itself.

The limitation of this study are (1) the effect of "adult" ads in various age category from preschooler, younger children, older children, and younger teens has not been explored yet. It is important to understand how they respond the "adult" ads considering the level of their maturity. (2) not involving various programs advertisement owned by the TV station. In fact, this kind of ads often appear in children's programs. The ads (as an on air program promotion) often expose the sexual content including gesture and utterance amongst it talents.

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ISBN: 978-602-74139-0-0

# FANS PARTICIPATORY CULTURE IN SOCIAL MEDIA (STUDIES ON TWITTER UTILIZATION BY BANGTAN BOYS FANS IN INDONESIA)

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***Abstract***

*Fans Participatory Culture means that the fans take a more active role in the production and co-creation of message, communication, and meaning. This is one of the main characteristics of the fan culture. With the advancement of internet technology as now, fans take an active role through social media. They have a significant power in the dynamic relationship between the message, a communicator, and a larger audiences. Fans become a virtual community that is highly motivated to communicate with the idol and the others audience in order to build the idol branding. The focus on this study is the form of Bangtan Boys (BTS) fans participatory culture in Indonesia through social media twitter in order to build the Bangtan Boys (BTS) brand. Twitter is a social media which become a forum for communication between fans with their idol, also fans with other fans. Via twitter, Bangtan Boys (BTS) share their updates to the fans and communicate with it. This makes the fans feel closer to Bangtan Boys (BTS). In addition, through the Twitter fans also communicate with fellow fans of Bangtan Boys (BTS) and become virtual community doing various forms of participatory culture. Through these activities too, fans build the brand of their idol. This study is a study with qualitative approach and method of participant observation. Results from this study revealed that the participatory culture of Bangtan Boys (BTS) fans in Twitter are: Affiliations, where there is an informal membership both in the real community and virtual community; There are also Expressions inside it, that is a new creative formations production, such as an idol photo on various occasions, fan videos, fan fiction, video performances and others that they circulated and published in the group for sharing to each others and respond together (Circulations). They also work together to solve their problems (Collaborative problem solving). Through Twitter, the Bangtan Boys (BTS) fans actively involved in participation related to their favorite text, and could possess the Power to do something (Fan activism).*
***Keywords:*** *Participatory culture, Fan culture, Fans, Twitter, Idol*

## Introduction

The Korean Wave or known as Hallyu is the deployment of South Korean pop culture throughout the world, led by K-pop or Korean Pop. Through K-pop, hallyu is increasingly recognized by the world community especially in the era of information society with intense use of the Internet. K-pop as a genre of music has a rhythm that is quite unique and catchy. The songs are also featured on the repetition of the chorus and the most prominent is the dance

ISBN: 978-602-74139-0-0

synchronization/ group choreography. Along with K-pop also born and scattered boybands and girlbands from South Korea, which has fans all over the world.

Bangtan Boys or commonly abbreviated to BTS (in Korean 방탄 소년단 /Bangtan Sonyeondan) is one of the Korean boyband that is on the rise and have a lot of fans spread across the globe within three (3) years after the debut. BTS was formed by Big Hit Entertainment and consists of seven men. They debut on June 13, 2013 and has won many awards up to now.

This boyband have a genre of hip hop music also consists of young people who are creative and always writing and producing their own songs in their albums. Although as a new group they also hold concerts, both in Korea alone, an Asia Tour concerts in 2014 as well as a World Tour concerts in 2015. The world tour visited Australia, USA, Malaysia, Thailand, Hong Kong, Brazil, Mexico, Chile, Singapore, and so on. Concerts and world tour they have done is one proof of their popularity among international K-pop fans.

Other evidence can be seen from the number of fans members in various BTS fanbases both official or non official, such as BTS fancafe the number of fans members reached 228.430 people (http://cafe.daum.net/BANGTAN), BTS official twitter followers reaching 1,091,504 (@bts_bighit), another BTS official twitter featuring tweets of BTS members alone reached 1,787,053 followers (@BTS_twt). Moreover, it can be seen also from the number of BTS fanbase twitter followers, such as @BTS_ARMY which reached 476.458 followers and @BTS_facts which amounts to 339.907 followers.

According to the data accumulated from Google calculated since January 1, 2015 until December 10, 2015, BTS is ranked second as a Top K-Pop Boy Groups by Google Trends 2015. This is based on calculations and database of Google Trends Worldwide. In addition, these calculations can also be seen from BTS obtained search on Google search engine throughout 2015. Very noticeable how the worldwide popularity of BTS.

**Picture 1: Top K-pop Boy Groups by Google Trends 2015**

ISBN: 978-602-74139-0-0

**Picture 2: BTS Taking Home the World Performer award at Mnet Asian Music Awards (MAMA) 2015**

This worldwide popularity of BTS also can not be separated from the role of their fans. BTS fans commonly called by the name of A.R.M.Y which stands for Adorable Representative M.C for Youth. BTS fans is one of the powerful fandom among other K-pop fandom. The existence of K-pop fandom is one of reason that K-pop can climb to the international world.

BTS has strong fandom in Indonesia. Seen from the multiple twitter accounts of BTS fanbase like @BTS_INDONESIA (56.138 followers) or @ARMY_PROJECT (10.442 followers) and many others. BTS also ever held a fan meeting and showcase in Jakarta, Indonesia on September 11, 2015. The event was organized as a token of gratitude from the BTS personnel to fans in Indonesia. In addition, BTS also plans to hold a concert in Indonesia in their next tour series.

Author assesses the appearance of BTS fandom in Indonesia is quite interesting, especially with the various activities that they do. Henry Jenkins calls the fans as a devotee or worshiper (Jenkins, 1992: 12). Fans make their pleasure part of his life, so they do a lot of things and want to be actively involved as well as being close to the object of his pleasure. Because "adores" then they give you a deeper appreciation than usual connoisseurs. Not surprisingly that Fiske (in Lewis 1992: 46) asserts that the real difference between fans with ‘regulars readers’ is the ‘over element’- fan is an excessive pop culture reader, beyond those who enjoyed the pop culture as usual.

This worship eventually expanded into a group of fans. Groups of fans (fandom) emerged as a reaction to the phenomenon of cultural consumption activities that have been used as objects of pleasure. When an individual like a product of culture and found common ground with other people, there was formed a group of fans or fandom. And within this group of fans, they are increasingly confirm themselves as fans. Knowing there are others who are

ISBN: 978-602-74139-0-0

similar to them, making their self-identity as a fan getting stronger. Fans often draw strength and encouragement from their ability to identify themselves as part of a group of other fans who share the same pleasures and face similar problems (Jenkins, 1992: 23).

Although fans are seen as victims of consumers capitalism from mass industrial which gone mad. However, on the other hand, Jenkins also revealed that: "Media fans are consumers who also produce, readers who also write, spectators who also participate" (Lewis, 1992: 208). Fandom has become a culture of participation that transform the experience of media consumption into production of a new text, even a new culture and a new community (Jenskin, 1992: 46). Where the ability to transform the persona reaction into social interaction, spectatorial culture into participatory culture, is one of the main characters of the fandom, the regular audience of a program or a specific text but also translate it into cultural activities and share their feelings and their thoughts about the text in a community who have interest in the same text (Jenskin, 1992: 41).

Related to this study, BTS fandom in Indonesia meet and interact through the interest of one thing which is boyband BTS. ARMY Indonesia as members of the community are interconnected and interact to share any matter related to their fanaticism. Within these activities and their interactions there found participatory culture that characterizes the fandom of this community.

The focus on this study is the form of BTS fans participatory culture in Indonesia through social media twitter in order to build the BTS brand. Twitter is a social media which become a forum for communication between fans with their idol, also fans with other fans. Via twitter, BTS share their updates to the fans and communicate with it. This makes the fans feel closer to them. In addition, through the Twitter fans also communicate with fellow fans of BTS and become virtual community doing various forms of participatory culture. Through these activities too, fans build the brand of their idol.

## Literature Review

Fans Participatory Culture means that the fans take a more active role in the production and co-creation of message, communication, and meaning. This is one of the main characteristics of the fan culture. With the advancement of internet technology as now, fans take an active role through social media. They have a significant power in the dynamic relationship between the message, a communicator, and a larger audiences. Fans become a virtual community that is highly motivated to communicate with the idol and the others audience in order to build the idol branding.

In this study, author refer to forms of participatory culture that was initiated by Jenkins, namely: Affiliations - memberships, both formal and informal, in the community. Expressions - formation of new creative production. Collaborative Problem Solving - work together in teams, whether formal or informal, to solve problems and develop new knowledge. As well as the

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Circulations - forming media grooves, such as podcasting and blogging (Jenkins et al, 2006: 7).

Social media plays a huge role in the lives of fans. And in the case of BTS fans, twitter has become a place to put any conversation with fellow fans and becomes aspiration channel to producers of the text. Social media become fans participatory culture place to emerge and evolve. Especially today, social media become part of digital generation human life, both for digital native or digital immigrant. Online space support fans to come together and interact as well as a new way to canalize self-existence.

Fan culture have existed since long time but with the presence of digital technology and the growing internet, fan culture have moved into a new world, where fans can 'play' in new ways. Fans who have long been expand text now can be closely related and interact with the text and fellow fans in new ways. Now every fans have the means to publish their work and demonstrate their existence. They are facilitated by the interactive capabilities of the new technology especially in the relationship with fellow fans continued into the realm of the creative production, even distribution & into the realm of fans activism. The text and the producer no longer far from range, moreover there are a lot of producers who reach out to fans with certain channels in social media. Fans have the opportunity to create a community of interconnected without the constraints of distance and time, sharing the material about certain text and gather strength regarding to their aspirations and initiatives against a problem of concern to them.

## Findings and Discussion

Twitter Account @BTS_INDONESIA and @ARMY_Project are places for the Indonesia ARMY to socialize with fellow fans of BTS and share experiences. Both twitter accounts also facilitate the desire of fans to affiliated, making friendship and formed the community itself. Community that anyone can join because it has the same desire and interest. There are informal membership (affiliations) form in this community. And because they met through social media, then they are incorporated in the Indonesia ARMY virtual community membership.

Fiske (1989, in Jenkins 1992: 279) has indeed confirmed that fan culture construct a group identity, articulates the community's ideals, and defines its relationship to the outside world, fan culture exists independently of formal social, cultural, and political institutions; its own institutions are extralegal and informal with participation voluntary and spontaneous.

Fans seen this community as a contradiction of the 'usual' world inhabited by non-fans, trying to build social structures that more accepting the individual differences, more accommodating their interests, also more democratic and communal (Jenkins, in Lewis, 1992:213). In the Indonesia ARMY virtual community via twitter they don't bother the people who are not paying attention to their idol or other topics that not relevant to their craze for. When together and

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meet in twitter, they are like in their own world which is fans of BTS world and as fans they are entertained also become familiar in it.

As community that gather by common interest showed that Indonesia ARMY interconnected to share their favorite shared text especially via fanbase twitter accounts. From here they can make friends and relatives. They gets energy from the same pleasure. In line with the opinion that Jenkins said that fans often get the strength and spirit of their ability to identify themselves as a part of a group of fans who have same pleasures and face the same issues also same interest and relationship to the shared text (Jenkins, 1992: 23) where fandom establish specific interpretive community (Lewis, 1992: 210). Social interaction between the fans is important because this is where the they can be who they are as a fan.

As has been said before that the fans who are members or as followers of fanbase twitter accounts is a virtual community. Virtual community according to Pavlik (1996), refers to a social group or community formed online, in electronic computer communication world known as cyberspace. The virtual community is not defined by the various geographic regions and political boundaries. Forum on twitter are an extension of the BTS fans in cyberspace, so wherever fans are, they can still connect to each other. Deprivation of media texts by the fans has provided readiness of a common reference that facilitates communication with other fans who spread widely across geographic regions, fans who never - or only rarely - to meet face to face but share a sense of common identity and interests (Jenkins, in Lewis, 1992: 213).

Many things they shared with other fans related to their identity and their pleasure. In addition to small talk and exchange info about BTS, this fanbase twitter account also displays the schedule of fans gatherings and other events or projects that they are make. They also work together to solve their problems like Jenkins called as Collaborative Problem Solving. This happened especialy when the followers asking about how to get to the venue gathering, or like when BTS had the fanmeeting in Jakarta, some of the followers asked to come and watch along as they watched the fanmeeting theirself.

**Picture 3: BTS Fans Gathering posted by @ARMY_PROJECT**

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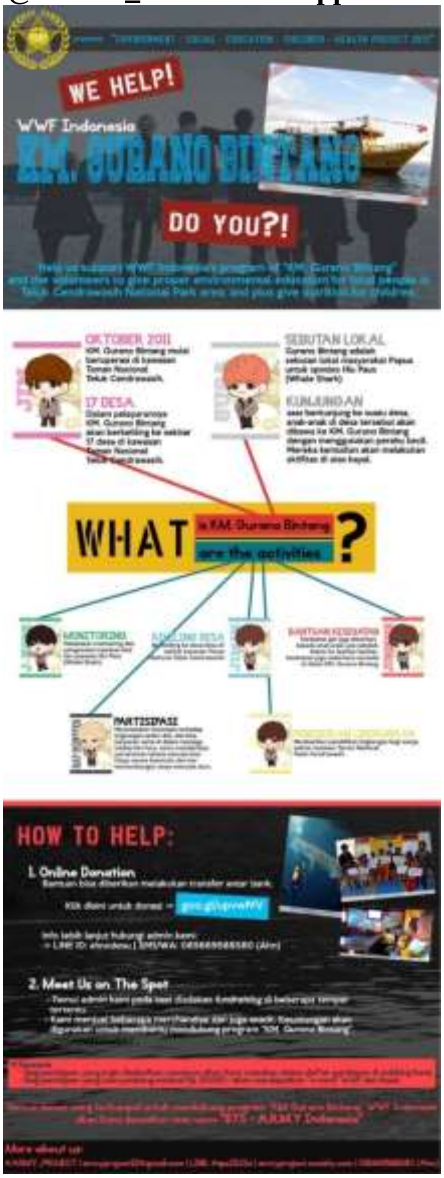
**Picture 4: Fans Project posted by @BTS_INDONESIA**


Every fanbase twitter accounts also have admins which is in charge of share information about BTS from various sources to the ARMY in Indonesia (BTS fans in Indonesia). Usually they share idol photo on various occasions, fan videos, fan fiction, video performances and others that they circulated and published in the group for sharing to each others and respond together. Some texts are made by fans, such as fan fiction, fan art, fan memes, video collages and so forth. These are new texts made by fans after taking the material from the official text. The works they post on the twitter accounts then commented upon jointly, or even enhanced by another fan. It is the formation of a new creative production from the fans (expressions) that they circulate and publish among them (circulations).

One of the interesting matter from the fanbase twitter account @ARMY_PROJECT is that they are not only posting a variety of information related to the BTS. But they also create other projects related to the environment and society, and then the activities, donations and projects represented by name of BTS and Indonesia ARMY. Examples of their project is to plant trees in Borneo, then the trees were named by the members of BTS and Indonesia ARMY. Other project in collaboration with WWF to support the KM. Gurano Bintang program aiming to give proper environmental education for local people in Teluk Cendrawasih National Park area and plus give nutrition for children.

ISBN: 978-602-74139-0-0

**Picture 5: @ARMY_PROJECT Support WWF Project**




Jenkins (2012) defined fan activism as forms of civic engagement and political participation that emerge from within fan culture itself, often in response to the shared interests of fans, often conducted through the infrastructure of existing fan practices and relationships, and often framed through metaphors drawn from popular and participatory culture. Through twitter, the BTS fans actively involved in participation related to their favorite text, and could possess the power to do something (fan activism) which not only affects to the BTS brand, but also useful for the surrounding environment and communities.

ISBN: 978-602-74139-0-0

## Conclusions

Fandom towards the text of BTS has become a participatory culture that transform their experience in consuming media into a community of fans who called Indonesia ARMY where there are attachments and creative expression. Indonesia ARMY become an alternative social community that facilitates the desire of fans to affiliate, make friends, share favorite text material and form the community itself and reinforces their identity as a BTS fan. Indonesia ARMY through fanbase twitter accounts socialize mainly with people who have the same hobby or interest especially about BTS. They unite and share experiences on the same favorite text.

This study revealed that the participatory culture of BTS fans in Twitter are: Affiliations, where there is an informal membership both in the real community and virtual community; There are also Expressions inside it, that is a new creative formations production, such as an idol photo on various occasions, fan videos, fan fiction, fan art, fan memes, video performances and others that they circulated and published in the group for sharing to each others and respond together (Circulations). They also work together to solve their problems (Collaborative problem solving). Through twitter, the BTS fans actively involved in participation related to their favorite text, and could possess the power to do something (fan activism) which not only affects to the BTS brand, but also useful for the surrounding environment and communities.

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## Author Short Biography

Lecturer in the Faculty of Communication, Tarumanagara University (Untar). Previously I have completed magister education at the Graduate School of Communication Studies, University of Indonesia (2012-2014). For the undergraduate program I proceed in the University of Atma Jaya Yogyakarta (UAJY) with the same scholarly which is the communication studies (2005-2010). I had experience to work as a journalist at the end of the study in

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ISBN: 978-602-74139-0-0

# SIX MINUTES FAME IN YOUTUBE: EYEING REPUTATION OF THE INDONESIAN NATIONAL POLICE THROUGH NORMAN KAMARU'S VIRAL VIDEO

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***Abstract***

*Indonesia is being listed among top five leading countries of social media users, noted by more than 88 million of audience in Internet with 81 % of them accessing new social media more than 1 hour in a day. YouTube, for example, has become one of the major platforms for many Indonesians to share videos of private moments, interact with each other or perform lip-synced which the latter activity apparently generates some uprising phenomenon of instant star. Not so long ago, Indonesians were being astounded by one of the INP (now a former officer) member who became a YouTube sensation, Norman Kamaru. Disseminated thorough social networking sites like any other viral video, this video reached millions of Indonesian online communities. One of the sounding themes in that bearing impression was some people considered his video has humanized reputation of the INP amidst all the cases that appear to discredit this Indonesian army force. The purpose of this essay is to elaborate how Norman's video may promote a better reputation for Indonesia National Police among Indonesian society and how YouTube may possibly allow that to be happening. The first section describes about the video and how it becomes successful in gaining attention of Indonesians, while second section notes problems related to the reputation of The INP. The third section analyses how Norman's video might improve the INP's reputation. Finally, the essay's last section addresses the potency of YouTube as a platform to support INP's public relation campaigns by comparing YouTube to other PR tools. It is found that YouTube has brought videos of members of The INP to the attention Indonesian online communities. With rapid-fire delivery and acrid commentary, the videos enclose several public relation potencies related to the INP's effort in revitalizing its reputation. In other word, the video's high exposure and feedback is not only offers a better opportunity for INP to get closer to its public, it's also confirms YouTube is a noteworthy platform for image building.*
***Keywords:*** *YouTube, viral video, public relations*

## Introduction

"Here in our 21st century, all new media are both space-binding and time-binding. It is all due to the speed and retrievability of any information conveyed on the web. But YouTube, especially, does both, par excellence".
(Levinson, 2009)

The phenomenon of new social media has become foremost discussion in the United State and Europe. Perego (2010) acknowledges that new social media have inevitably infiltrated their user's lives through daily bases. This is also become a rising spectacle in eastern part of the globe. Indonesia, particularly, noted more than 88 million of audience in Internet with 81 % of them accessing new social media more than 1 hour in a day (APJII, 2014). This remarkable statistics of online participation has indicated that people in Indonesia, especially young population, have been diffused the power of new social media for various activities, such as giving support for the INP during terrorism attack at Sarinah Junction lately or contributing in Twitter's world most trending topics like #IndonesiaBrave, #kamitidaktakut and #Indonesiaunite. YouTube, for example, has become one of the major platforms for many Indonesians to share videos of private moments, interact with each other or perform lip-synced songs (Burns, 2009 ; Laksmi, 2011; Snickars & Vonderau, 2009) which the latter activity apparently generates some uprising phenomenon such as the "Poisonous Snail" video (Mahmud, 2010).

Not so long ago, Indonesians are being astounded by one of the latest YouTube sensation, Norman Kamaru. Norman was a member of the Indonesian National Police (INP) whose video went to YouTube several years ago and caught outpouring interest from all over the country. This video reached millions of Indonesian online communities, instantly infecting in every viewers who may see it. One of the sounding themes in that bearing impression was some people considered his video has humanized the reputation of INP amidst all the cases that appear to discredit this Indonesian army force (Dibley & Palmer, 2011).

The purpose of this essay is to elaborate how this video may promote a better reputation for Indonesia National Police among Indonesian society and how YouTube may possibly allow that to be happening. This essay is divided into four sections. The first section describes about the video and how it becomes successful in gaining attention of Indonesians, while second section notes current problems related to the reputation of INP. The third section analyses how Norman Kamaru's video might improve INP's reputation as well as its limitation. This section also describes what happened to The INP's reputation since Norman's video first coming up to now. Finally, the essay's last section addresses the potency of YouTube as a platform to support INP's public relation campaigns by comparing YouTube to other PR tools such as television and printed media.

## Literature Review

By the 21st century, new social media began to dominate the manner in which people communicate. Some scholars even argue that the presence of new social media – as sets of identity-centric Information and Communication Technologies (ICTs) that enable both the production and sharing of digital content in mediated social settings – has had significant implications for societal life (Brodsky, 2010; Singh, 2010; Stutzman, 2009). For example, Birkerts (1994,

ISBN: 978-602-74139-0-0

as cited in Croteau & Hoynes, 2000, p. 311) points out that the virtual social life created by digital interaction has changed the real social and cultural life. Lessig (2010, as cited in Booth, 2010, p. 134) supports this by placing emphasis on online culture because it will "spill over into our offline culture", simply saying that we cannot ignore what happened online, as it influences our offline existence.

Schulz (2004, cited in Hjarvard, 2008) highlights four roles of new social media in generating changes to human communication and interaction. Firstly, it enables the expansion of communication irrespective of both time and space; secondly, new social media complements face-to-face social activities; thirdly, it allows for a combination of activities to be conducted at the same time and finally, new social media forces its users to adapt their behaviour according to the media's valuation, formats and routines. An example that can be used to illustrate these aforementioned roles is U.S. President Barack Obama's election in 2008. According to Langlois et al. (2009), Obama's Facebook groups aggregated over 1.2 million supporters during the presidential campaign. Another prominent example is the Indonesia President Joko Widodo's social media campaigns in 2014. The power of Twitter, YouTube and Facebook had outbreak the record of Indonesia's presidential election campaign like never before. Addressed by Hoffmann & Kornweitz (2011, p. 7) as a medium of "direct citizen participation", this public aggregation via new social media remarkably magnified society's engagement in the campaign itself. This was achieved by extending their social activities or participation, such as informing others about campaign events, attempting to persuade supporters to make donations or to take part in activities related to politics without having to sit down face to face. Therefore, it is clear that new social media can serve as a means to instigate social change, stressing the point that these sites play both a facilitative and mediating role in establishing connections and interactions among their users.

There are two main explanations for this. Firstly, new social media enables the creation of dense networks that extend human communication abilities. As proposed by McLuhan (1970, as cited in Berger, 2007) the world is now a global village, where the spatial sphere is even less of a hindrance to people's real-time communicative activities. The opportunity to be involved in any social affair is greatly expanded by the openness of the web combined with the ease by which people can search for online communities and interact with others that share similar interests and concerns. In Obama's case, The Pew Internet and American Life reported that "a a record breaking 46% of Americans used the Internet, email or cell phone text messaging to get news about the campaign, share their views and others . . . learn more about the race"(2008, as cited in Metzgar & Maruggi, 2009, p. 141-142). Obviously, these Americans come from different social milieus, different professions as well as ages, varying amongst 51 states. Here, Facebook serves the people's interest by providing a platform that enables them to communicate regardless of their physical location or social situation.

Secondly, new social media comprise ability to efficiently disseminate information and support prompts interaction in the virtual community. It means the information on the new social media can be posted, viewed immediately and are simultaneously able to be viewed and shared by the same platform. In other words, the information-flow on the new social media has allowed people to interact more easily because it can be disseminated faster. This in turn affects their users' situational performance. For example, the quick spread of information on the net regarding Japan's tsunami and earthquake led to enormous direct responses from people around the globe. Addison (2011) argues that once images and videos of Japan's tsunami hit YouTube in the minutes following the impact of the first wave on Sendai, thousands of messages were updated via Twitter where people were sharing and showing good will, sending condolences and offering aid for Japan. Stated simply, what once would only have been of concern to the Japanese Government became the business of global society. This case also demonstrated that new social media has become an extension of human life in a time of crisis. Many people reported that social networking sites such as Twitter and Facebook functioned as connecting tools for the victims as they "became a lifeline for many when mobile phone networks and some telephone landlines collapsed in the hours following the 8.9 scale earthquake" (Wallop, 2011, par.1). In conclusion, social media sites are groups of new media that have revolutionised society's daily life.

## Findings and Discussion

Among many controversial cases that involved the INP, such as corruption and allegations of human right abuses, Norman Kamaru was perhaps the best-known name among Indonesians for the past five years. Norman was a young member of the INP's BRIMOB (Mobile Brigade) whose YouTube video became a phenomenal sensation across the country. Some even said that Norman and his video were a landmark case for the INP because it was the force's first case that did not only induce extensive national attention but also significant international interest (Indotraveltips, 2011; M&C, 2011; Vaessen, 2011; What'sOnXiaMen, 2011; Wockner, 2011).In March 2011, in order to enliven a fellow colleague who was upset following a domestic dispute, Norman recorded himself doing an impressive impersonation of the famous Indian actor Shahrukh Khan, singing Chaiyya-Chaiyya from the movie Dil Se (Wee, 2011). Using his own mobile phone, Norman, dressed in the INP's official uniform fluently lip-synced Chaiyya-Chaiyya with his articulations perfectly matching the song lyrics which was played in the background. Witnessed by two of his fellow colleagues First Brig. Labosa and First Brig. Fajri, who both also appeared in the footage, Norman lifted his arms and hands as well as moved his upper body like an expert Indian dancer to accompany his lip-sync action. In addition, in the six minute and thirty second video he also made facial gestures which projected his emotion into every beat of the song as if he was a real actor in an Indian movie. Some footage of Norman's dances and expressions can be seen as follows:

ISBN: 978-602-74139-0-0

**Picture 1&2: Norman Kamaru's expression and gesture while lip-syncing *Chaiyya-Chaiyya* – Source (Armina, 2011; Hamdy, 2011)**


In a glance, what Norman did is not different to other YouTube lip-sync videos. As Levinson (2009) believes that "the viral video sells itself", one of the main points that underline this video accomplishment in gaining Indonesia's people attention is Norman's impressive rendition of the Indian song. In addition, the video was taken at police station where he was on duty and wearing a complete uniform. Most comments under Ivhalmarley's YouTube page illustrated that what Norman did was "entertaining and fun" (Dibley & Palmer, 2011). Another comment in Norman's Facebook account even pointed out that people were able to "feel the warmth in Norman's performance" especially because Norman was doing this to cheer up his colleague (Wockner, 2011). As a result, when these kinds of minds have access to new media, where they are able to discuss about, share and even edit the video, the dissemination of this video is unavoidable.

Another major reason was the controversy of the force's initial reactions. His superiors were showing appalling responses. Some of his superiors assigned negative commentaries saying that it was "unethical" and presented an ill-disciplined image of INP officer (MC, 2011). Norman was considered unable to fully recognize and operate the INP disciplinary and ethics because they recorded the video while wearing the uniform and on duty. Similarly, the Head of Public Relation Affairs of INP, Anton Bachrul even announced that Norman and his colleague would be given sanction (Metro TV News, 2011). Briefly concluded, the force was not pleased with Norman's video.

Consequently, the condition induces the video to become a major discussion by almost everyone in the country. When the punishment threat was exposed to old and new media, Indonesian communities responded by raising strong criticisms due to INP "inconsiderate initiative" (Good, 2011). In addition, Facebook page of "Gerakan Dukung Briptu Norman Kamaru" and steering comments under Twitter trend of "#chaiyachaiya" have been created to support Norman (Facebook, 2011b; Twitter, 2011). These platforms endorse Indonesians with a certain degree of synchronicity by simply providing continuous string of

ISBN: 978-602-74139-0-0

action and reactions related to the issue. Burns (2009 ) highlights this situation by stating that "the viewers who connect with these characters spread the videos to others, further accelerating the rise to fame for those in the video". All in all, when million Indonesians allow millions of other Indonesians know about this video as well as present high coverage on the controversial issue around the video, it is understandable why the video accomplishes prominence position at the present.

**The INP: The Two-Side of Reputation**

The INP, or *Kepolisian Negara Republik Indonesia* in Bahasa, is the official police force for Indonesia and was established in 1946. The INP holds certain functions such as maintaining and protecting Indonesia's internal security system as well as providing a reliable condition for all Indonesian citizens (Kepolisian Negara Republik Indonesia, 2010). Skolnick states (1960, cited in Tabah, 1991 ) there are two main features influence INP's mission, peril and power. Meliala ( 2001 ) emphasizes that both feature should be carefully "unravelled and defined so that value commitments and moral requirements are made explicit" in reaching the mission. Using those features, the INP officers are obliged to demonstrate themselves as an ideal model of law enforcers and protectors of the people with respectable personalities.

However, the facts are different. For nearly 18 years, the INP has been struggling with corruption issues. In 2007, a research conducted by Transparency International Indonesia (TII), a member of a global non-government organisation Transparency International that focuses on anti-corruption, found that the INP was considered as the most corruptive institution in this nation (Transparency International Indonesia, 2007). In their report, it revealed that INP had the highest index score in corruption. Another glaring example related to corruption case in INP institution is Comr. General Susno Duadji's case. He was found guilty in Century Bank corruption case which caused a loss of about 2-3 trillion rupiahs to the nation as well as in manipulating a bribery scandal to trap two deputy-chairmen of the Corruption Eradication Commission, Chandra M Hamzah and Bibit Samad Rianto (Amarullah, 2010; Media Indonesia, 2011; Tempo Interaktif, 2009; VivaNews, 2009).

This army force also faced rigorous allegations of human right violations which severely discredited the institution's reputation. Amnesty International (AI) in their 2010 report showed that the INP highly applied violation while dealing with terrorism (Grazella, 2011). AI even elaborated how the police officers abusively tortured the convictions that mostly come from marginalized class in society such as commercial sex worker. Some police officers were also proved to allegedly misuse their authorities' in order to gain immaterial benefits for themselves (Hasbullah & Rauf, 2010 ; Sage, 2003 ). The INP even admitted that despite all of the efforts that it has applied to reform the institution, they still failed to generate a better reputation for police officer (ANTARA, 2009). In short, INP's aim to build a professional and accountable yet close-to-people officer is still in vain.

ISBN: 978-602-74139-0-0

**Viral Video: The Reputation Building Tool**

According to Mei et all (2010), new media are alternative venues for an institution to get in touch with its stakeholders, especially in time of crisis. Refers to that, it is understandable how YouTube and its videos may serve as a useful platform for INP to rebuild its demolished reputation. There are several justifications how Norman and his video may incidentally functioned as one of public relation tools of INP. First, Norman put on a friendlier face in this video compare to other videos related to the force (Aceh, 2009; Al Jazeera English, 2007; Freedom, 2010). He showed a smiling expression while singing and dancing which in turns encourages a strident theme of humanistic side of a police officer among Indonesian online communities. They stated that the "Bollywood" cop was "a breath of fresh air" when the police reputation is take into account (Dibley & Palmer, 2011). Solerman Bouti, an expert from University of Gorontalo, justifies that Norman is able to reveal another side of police personalities that they may not always be strict and unsympathetic person. Bouti says that this video is a sign for INP to revitalize its institution by putting more "human face" in show (as cited in Yudono, 2011a). In other words, this video was helping INP to rebuild their deprived reputation by reflecting fun as well as easy-going character of a law enforcer.

Next, this video endorses more opportunities for INP to get closer to its public. With his video grew massively popular, Norman was offered several invitations to make appearance in numerous TV or talk shows, mostly in Jakarta as well as other major cities in Java. These invitations boast a lot of public relation potential as being stated by Kavada (2010) that YouTube is a "content-sharing site that multiplies the possibility of communication with its participants". Fortunately Norman's superiors were able to recognize the trends. His superiors amend the punishment and change it into a slight sanction (Rusydi, 2011). In addition, the force gives out a special mission to Norman. He is now assigned to "stimulate partnership energy" between INP and society and due to that, Norman is relieved from his formal duty to fulfil his fans invitation (Maullana & Sofyan, 2011). Lastly, Norman himself is perfect representation for an ideal cop, a law enforcer with "clean" track records (Tempo Interaktif, 2011). Bara Hasibuan (as cited in MC, 2011), a deputy chairman of the National Mandate Party, even posted in his twitter that what Norman did is a lot more better than his "corrupt" superiors.

Nonetheless, this video also encloses several limitations in enhancing the reputation of INP. First, it is almost likely that Norman's video will only encourage what has been called by Tanipu (2011, as cited in Yudono, 2011b) as a "temporal euphoria. Cheng et al (2008) clarify this statement by saying that when "the video has been watched frequently in a short span of time, and then fewer and fewer people will access them after the video's active life span is complete". This is because history of viral videos has noted that after a certain period of time, some videos are almost never accessed.. Snickars and Vonderau (2009) stated that 'posting a video targeted for a social network does not imply that the

ISBN: 978-602-74139-0-0

members will automatically like it". Consequently, several harsh notes were found under this video comment section in YouTube..

**YouTube: The Public Relation Arena**

Since 2009, INP has been cooperating with Indosiar, a television channel in Indonesia, to produce an interactive talk show of Halo Polisi or Hi Police (Indosiar, 2011). This talk show is aimed to serve as an effective communication device between INP and its public as well as to generate a better reputation for the force. However, the show is relatively unable to attract people's attention. It is indicated by low rating share that received by the show (Pitoke, 2009). Emili (2007) points out inability of attracting the society's "enthusiasm" as one of the down lines. In contrast, YouTube has ability to yield an "organic buzz" (Burns, 2009 ), an important element in building an image. Since YouTube's videos are often become massively famous and "are becoming a major force in shaping public opinion or sentiment" (Chu, 2009). Indonesian online communities' actions and reactions were reflecting that YouTube does encompass the potency as one of public relation tools as Norman's video had encouraged them to bring the INP to its legitimacy.

Following to that, YouTube offers several strengths as an effective public relation tools compare to other traditional media such as television or printed media. The first power of YouTube is interactivity. YouTube provides a platform to establish a "multilateral communication", the most elementary level of interactivity, giving opportunities to Indonesian online communities to interact with each other, discussing Norman's video (Dijk, 1999). YouTube video also integrate with blogging and social networking sites (Burns, 2009 ). O'Reilly (O'Reilly, 2004) states that YouTube has changed from "a relatively static page that transmits information one-way to a platform for collaboration, coordination and interaction". In contrast, television may also allow this communal activity to be happening but it may take certain amount of limitation as it is "typically one way communication and do not allow for much communication" (Mei et al., 2010). For example, Halo Polisi only allows two interactive phone calls in each episode which are definitely not giving enough opportunity for its viewer to involved actively.

The second strength lies in speed element (Dijk, 1999). Burns (2009 ) emphasizes in YouTube's rapid transmission in information dissemination. Meanwhile print media are only able to connect quickly to others in proximate space. Likewise, it also relatively slows in elaborating the feedback from its readers. Another key difference that enables YouTube to perform a better public relation campaign compare to traditional media is storage capacity (Mei et al., 2010). YouTube enables people to store much more data than printed and broadcast media. Once the information has been uploaded, users will be able to access it regardless time. On the contrary, both of newspaper and television information are depend on insufficient storage of human memory. Unavailability of a gate keeper serves as another key points of YouTube's strength (Mei et al., 2010). In television's program such as Halo Polisi, it is widely known that the production is based on script that has been evaluated first by certain party. In contrast, YouTube is an open and underdetermined platform with low barriers to entry. People are free to access info, without someone in command. Levy (2008) even acknowledges that YouTube popularity is also due to fact that it "does not tell users what to do and treats them with utmost respect".

**Conclusion**

Norman Kamaru became one of Indonesia's social media personalities upon his lip-sync video "Gorontalo Police Going Crazy" being launched on YouTube. Within a short time, Norman changed from being an ordinary INP officer to an overnight celebrity. In other words, YouTube has brought Norman Kamaru and his video to the attention Indonesian online communities. With rapid-fire delivery and acrid commentary, the video encloses several public relation potencies related to INP's effort in revitalizing its reputation. In other word, the video's high exposure and feedback is not only offers a better opportunity for INP to get closer to its public, it's also confirms YouTube is a noteworthy platform for image building.

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ISBN: 978-602-74139-0-0

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**Author's Biography**

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Andi Windah actively involves in the FISIP's quality assurance team where she serves as vice of the chief. She also serves as advisor for the faculty's student English club. She is member of Lampung ASPIKOM (Asosiasi Pendidikan Tinggi Ilmu Komunikasi) under the organization's curriculum and learning system division. Andi Windah enjoys listening to easy music and spending time with her husband and toddler son. She can be reached by email at andiwindah@gmail.com.

ISBN: 978-602-74139-0-0

# TEACHERS ON MEDIA LITERACY (THE MEDIA LITERACY OF COMPUTER NETWORK TEACHERS AT VOCATIONAL HIGH SCHOOL IN MEDAN)

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*Abstract*

*The purpose of this study is to describe the understanding of the Computer Network Engineerings teacher at vocational school in Medan on internet media literacy, to describes their internet media literacy, and to describes the implementation of their Internet media literacy in carrying out their task. This study uses a constructivist paradigm and theories related to media literacy with descriptive qualitative research methods. The theoretical framework used in this research was based on the Media Literacy Model by James W. Potter. Informants in this study were six teachers of Computer Network subject on five Vocational High Schools in Medan. The data were collected by conducting in-depth interviews and collecting documentations which then analyzed by organizing data, creating categories, determining the themes and patterns, looking for alternative explanation for the answers, triangulate the data, then writing a report. The results of this research are: 1) the teachers of computer networks has their own understanding on the internet media literacy. They tend to interpret the media as a learning medium because the term of media literacy has not been popular among them yet; 2) teachers of computer networks understands the content, the impact, while not properly understand about the internet industry.*
***Keywords:*** *media literacy, internet, teacher*

## Introduction

### Background

Each individual has a lot of assessment on the reality of life, and the assessment on the media is no exception. It is interesting to know how teacher's points of view in interpreting the media and the way they interact with media. According to the Law of the Republic of Indonesia Number 20 of the Year of 2003, the role of teachers in education not only to improve students academic skills, but also has a role to create learning atmospheres and learning processes so students can actively developing their potentials in various areas such as spirituality, self-control, personality, intelligence, noble character, and skills needed by themselves, their society, their nation and their state.

Teacher's experience in implementing the tasks in accordance with their profession gives them a certain experience that can be their source of information about the media, so that it's interesting to know how the experiences of teachers in vocational schools (SMK) especially teachers of Computer Networks (CN) who engage closely with the media in daily basis. CNs teacher is a profession

ISBN: 978-602-74139-0-0

that can take a lot of benefits of the internet, the presence of internet allows teachers to contribute ideas and publicizing their school that results a positive impact in the form of increasing motivation and achievements of the teachers themselves and increasing student's interest in school alike.

There are plenty of researches on media literacy conducted in the past especially the ones which focuses on television literacy, but research on the teachers' internet literacy is still limited, therefore conducting this study can be considered very important. In 2013, there has been a notion on incorporating media literacy education into the curriculum, but the implementation is still uncertain. Media literacy education will only be incorporated into optional subjects instead of mandatory subjects so schools does not necessarily have to offer media literacy as a subject if schools do not understand the concept and have the resources to conduct media literacy. Meanwhile Karaman & Karatac (in Recepoglu & Ergun, 2013) mentioned that teachers have a major role in the process of educating children on media literacy.

Therefore, CNs teachers must have a qualification on media literacy because it is a perfect profession to start conduct early media literacy education because of their duties and functions allow for it, compared to other teachers, CNs teachers considered to have adeaquate internet-user experience so that they have a certain understanding in the interpretation of media literacy in particular internet literacy as well as the knowledge of the structure of the Internet media such as the content and its impact.

**Focus Issues**

The focus of this research problem is how is the understanding and knowledge on internet literacy among computer networks teachers at vocational schools in Medan?

**Research Purposes**

The objectives of this study are as follows:

1. To describe the understanding on media literacy especially on internet literacy of computer networks teachers on vocational high school in Medan
2. To describe the structure of knowledge on the internet of computer networks teachers on vocational high school in Medan

**Benefits of research**

This research is expected to provide benefits such as:

1. Theoretically, this study is expected to be used as a reference for further research, especially for the researches related to internet literacy. Specifically this study is expected to provide the understanding on the structure of computer networks teachers' knowledge and the skills relevant with internet literacy and gives an overview on the implementation of internet literacy conducted by computer networks teachers.

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2. The researcher also expects that the results of this study would be used as a source of material for the government in efforts on incorporating media literacy materials into school curriculum.

## Literature Review

### Definition of Media Literacy

The term literacy has been known for a long time, but convenstionally the term is defined only limited to the ability to read and write. Definitions of literacy then progressing into linking literacy with the use of tools such as technology literacy, computer literacy, and network literacy. Furthermore, the definition of literacy is then associated with the representation such as information literacy and media literacy.

The definition of media literacy, as quoted from Potter (2008: 19) is *"a set of perspective of the messages we ecounter."* This definition explains that media literacy is a set of perspectives that are actively used to dealing with media exposure and interpret the meaning of the message that we receive. Potter also explained that the perspective is built from the stuctures of knowledge which resulted from information processing skills in the real world and in the media world and the awareness we have when we interact with the media.

Another definition given by Devito (2008) which states that media literacy is the ability to understand, to access, to analyze and to produce messages of mass media such as books, magazines, newspapers, recordings, films, radio, television and the Internet that affect our lives. The National Telemedia Council and National Conference on Media Literacy (in silverblatt 2008) in more detail defines media literacy as: 1) the ability to access, to select, and to understand the context of the contents, the form, the industry and the impact of media production; 2) the ability to analyze, to question, to evaluate, to create and/or to produce and to respond seriously to the media information for a particular result which shows the consciousness of our view and the reflection of assessment.

Center of Media Literacy (2011) adds that media literacy is the ability to communicate the message in various forms, from print media messages to non-printing media, from print media to the video and then to the Internet. Furthermore, Vivian (2008) argues that media literacy is an assessment in understanding the mass media so we have a better assessment on whether the media has influence us to become better or worse. In particular, the European Commission (2009: 21) defines media literacy as *"the competence to cope, autonomously and critcally, with the communication and media environment within and as a consequence of the Information Society."* This definition explains that media literacy is a competency to deal with media, to become independent and being critical in communicating with the media environment as a consequence of the "information society".

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## Dimensions of Media Literacy

European Commission (2009) argues that media literacy must be defined as dynamic, multidimensional, adaptive, flowing and can be expanded to calculate future technological advances, and making media literacy as the new destination for interaction.

According to European Commission (2009) one of the dimensions of media literacy is individual competence, namely the capacity of individuals related to specific skills (access, analysis, communication). These competencies are found within a broader set of capacities that increase the level of awareness, critical analysis and creative capacity to solve problems. This dimension is then broken down into a number of criteria that is demonstrated through the use of media, critical understanding and communicative abilities which described in the following table:

| Competence | Action | Competence dimensions Individuals | Operation |
|---|---|---|---|
| **Personal competence** | Use | Technical skills (the required skills to operate media as the effective media tools user) | The use of media (use of the instrument) |
| | Critical understanding | Cognitive skills (the capacity related to knowledge and semiotic operations: encoding, translating, interpreting, evaluating media texts) | To Evaluate and to consider the media and media content (understanding and awareness) |
| **Social competence** | Communication skills | Communication and participatory skills (capacity to interact with others and to maintain the network) | To build social relationships (networking media), to participate in a public environment (participation of citizens), to creating and to produce media content (media creation) |

**Table 1. Individuals' Dimensions Criteria**

## The Media Literacy Model

The media literacy model (see Figure 2.1) emphasizes four major factors. At the foundation is the factor of knowledge structures. The combination of knowledge structures feeds information into the second factor, which is the personal locus. This is where dicisions about information processing are motivated. The third factor is a person's set of competencies and skills, whice are the information-processing tools. And the fourth factor is the flow of

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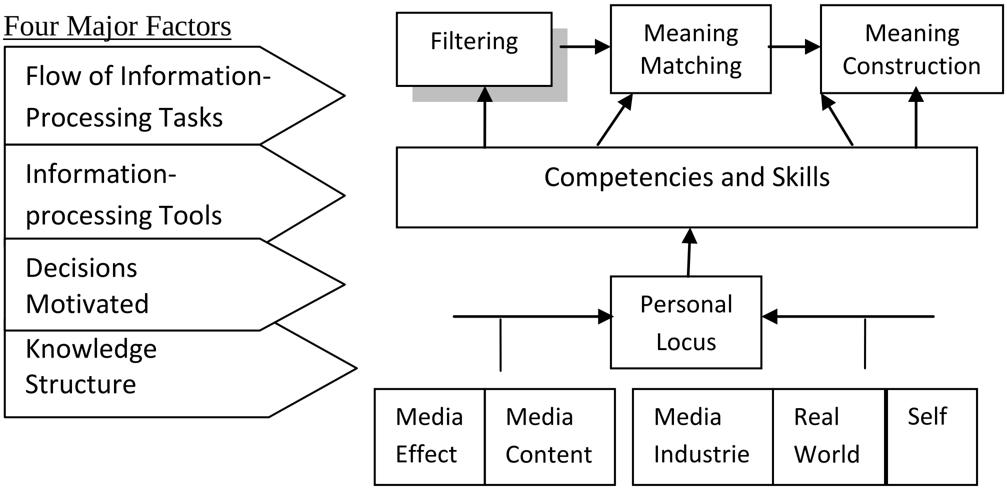
information-processing tasks. The four factors work together interactively in a system.

**Picture 1 The Cognitive Model of Media Literacy**




**Methods**

The research method used in this research is a qualitative descriptive study. The subjects in this study were teachers who teach communication networks subject at vocational schools in municipal city of Medan. This study uses data collection metohd by means of in-depth interviews as the main source of primary data and documentation data as secondary data. This study uses the following steps:

a. Organizing data
b. Categorizing, defining the themes and patterns
c. Looking for an alternative explanation from the answers
d. Writing reports

**Findings And Discussion**

**Overview of Identity of Informants**

The first informant is MN. MN is a teacher at SMK Swasta Teladan Medan. In addition to his active duty as a teacher to teach computer networks, MN is also the head of the department of computer networks. This means MN is fit into the criteria of informants that researcher have been asked to the school principal. MN was 33 years old, he is a married man with two children. MN earned his bachelor degree from the College of Computer Informatics Management (STMIK) SISINGAMANGARAJA XII Medan in 2006. MN teaching subject WAN reconfiguration for students in 12th grade.

The second informant was RGH. RGH is computer networks teacher at SMK Negeri 9 Medan. Researchers met informant in his house which is located in Kelurahan Pangkalan Mansyur Kecamatan Medan Johor on May 16th, 2015. RGH explained that he was born in Kampung Tengah, Padang Pariaman on August 16th, 1985. He was in charge of teaching computer networks at SMK Negeri 9 Medan since 2010. Apart from being teaching computer networks, he was also a teaching at the Software Engineering Program and until the academic year of 2014-2015 he served as the head of the computer network skill program.

The third informant is HW. He is the teacher recommended by the SMK Swasta YPK Medan to be interviewed. HW was born in Medan on May 28th, 1979. HW is an alumni of Faculty of Engineering of Universitas Sumater Utara. He has been working at SMK Swasta YPK Medan since 2002. HW taught mathemathics before taking charge on teaching computer networks. Aside from being computer networks teacher, he is also served as the head of computer networks program at SMK Swasta YPK Medan.

The fourth informant in this study is SMS. He is a computer networks teacher at SMK Swasta Multi Karya Medan. SMS was born in Medan on September 18th, 1989. He is married and now living in Kecamatan Medan Johor. SMS graduated from Universitas Harapan Medan with a bachelor degree on Computer Science. He has been teaching at SMK Swasta Multi Karya Medan since 2013.

RH is the fifth informant, he is a computer networks teacher at SMK Swasta Namira Tech Nusantara Medan. RH was born in Binjai on December 2nd, 1992, and he is living in Binjai. RH earned informatics degree from Universitas Panca Budi Medan in 2014, shortly after he graduated from college he scored a teaching spot at SMK Swasta Namira Tech Nusantara Medan.

The sixth or the last informants is AS. She is the only female informant in this study. AS is a computer networks teacher at SMK Swasta Namira Tech Nusantara Medan. She was born in Binjai on September 1st, 1993. AS started teaching shortly after she graduated from college, she studied Informatics at Universitas Panca Budi Medan, same as the former informant.

Based on general description of the informants we can conclude that all of them are computer networks teachers with a bachelor degree in computer networks, it is safe to conclude that they are very familiar with the internet and have a lot of experience in that regard.

**Informants' Understanding on Internet Literacy**

a. Informants' Understanding on Media Literacy

Based on the interview, both for informants who had heard or not heard the term media literacy, none of them can explain the meaning of the term media literacy. Four informants confessed they have never heard the term media literacy at all. When researcher asked if they have ever heard the term media literacy, their feedback suggests the expression of nescience, immediately asnwered never have heard the term, and ask the researcher what was the term means:

"What is that mean?" (MN)

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"Never heard of it, what is it?" (RGH)

"What is it? I have never heard it" (HW)

"Media Literacy? have never ... "(AS)

While two other informants said that they had heard the term media literacy, but they can not explain the definition of media literacy.

"I have heard it somewhere before" (SMS)

"Media Literacy, I see, I don't really know about it..." (SMS)

"Have heard it but I do not have any idea about it." (RH)

b. Informants Understanding on Media

The first informant, MN did not really know about the definition of media, he did not mention the types of mass media, instead he mentioned the teaching media used by teachers in class to support the teaching-learning process, such as computers, laptops, white-boards, flipcharts and Internet networks. MN also mentioned some types of communication tools such as mobile phones, internet and walkie-talkie*:*

"The media that I know are the media that I used when I'm teaching, like computers, laptops, whiteboard, *flipchart.* Computer networks also counts internet as media." (MN)

"communications media are mobile phones, the internet, that is"

Then researcher gave the next question which is still associated with any media that is known by the informant. Researcher replace the word "media" to "mass media". MN took sometime to anwer this question, and then mentioned some media such as the Internet, television, newspapers and magazines:

"The Internet can make it, right?" (MN)

"TV also counts (as media)" (MN)

"newspapers of course, magazines" (MN)

RGH is a second informant who is also not familiar with the term media which researcher refers to in this study. With thick Minang accent, RGH asked, frowning:

"Learning media or what kind of media, Ty?" (RGH)

Once researcher explained the term media asked is any medium that is known by the informant, RGH mentioned the teaching tools he's familiar with such as the white-boards, projectors, laptops, Computers, props, books, pictures, and Wifi or internet modem. Here's his full explanation:

> "The learning media that I know, is the media that is used during the learning process. It could be the boards, projectors, laptops, computers, then props. Pictures and books could works too. But in subjects such as computer networks, (*we*) typically use computers, projectors, *Wifi* or internet modem, sometimes we show them how to do it ourself, or we can show them pictures through the projectors"(RGH)

Hearing informant's anwer, researchers then replace the word "media" to "mass media", the three media that was mentioned were; television, internet and newspapers. The RGH answers as follows:

> "The mass media huh? Hmm ... the mass media that I know are TVs, internet, newspapers. Yea... that was all "(RGH)

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The third informant, HW, has a slightly different answer than MN’s and RGH’s. HW divided media into a few categories for print media consists of books, magazines and newspapers and for electronic media consists of Internet and television, and for learning media consists of computers, laptops, projectors, network and the Internet:

"The print media, electronic media, for us teachers we know learning media." (HW)

"The electronic media is television. For print media there are books, magazines, newspapers, right? As for learning media, it depends, generally it’s common to use a computer or laptop and projector. In computer networks class, we can use computer animation as well, the network, the Internet. "(HW)

Meanwhile, SMS as the fourth informant has similarities with MN and RGH in interpreting the media. SMS also described several learning media. Similarly, RH the fifth informant, echoed MN’s and RGH’s answers. As for the last informant, AS, she gave similar answer with HW.

c. Informants’ understanding on internet media literacy

Furthermore, researchers asked a question regarding internet media literacy. All of informants think that internet media literacy is very important, the following are excerpts of the interview:

"I think we need that (internet literacy), ma’am, because there are a lot of bad influences out there, look at how much freedom in internet, you can’t tell what is right and what is wrong anymore so we (as) internet users need to be cautious, can we say, we’re the ones who need to be introspective as we’re getting to know all of those thing, right ma’am?"(MN)

RGH have the same opinion with MN:

"Yea, (*it’s*) important, (*that’s*) right." (RGH)

"Yea, so we can tell." (RGH)

In contrast with other informants, SMS explained the important role of internet media literacy even before researchers had asked, even though he did not particularly use the term internet media literacy:

"I myself (who working) in the field of computer networks I 99 percent think of the thing called Internet is a necessary, we can’t get away from it, right? Because in one side we need the internet for our learning process, don’t we? Because all of development data, wether it regarding computer networks, like ours (field), server development and all sorts things related to it will always keep developing, so will network security sistem, at the end using this thing called the internet is a requirement."(SMS)

SMS can also explain that the important knowledge about internet includes the knowledge about the content, impact and usefulness because the misuse of the Internet will create a negative impact and a good use of the Internet would bring very positive impact.

Just like the rest of the informants, RH and AS both thinks having knowledge about the internet is also good to gain more knowledge in general and to improve internet users’ skill so they can use the Internet as it should be:

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"it is a good thing to have a knowledge on internet to increase knowledge and skills so that we can use the Internet as it should be, ma'am." (RH)

"I think it's nice yes, especially not everyone is able to use the Internet properly and understand its contents." (AS)

Informants opinions above shows that the understanding of computer networks teachers' at vocational high school in Medan on media literacy is still inadequate. The fact that they never heard the term media literacy may caused by differences in their interpretation of the notion of media itself. Computer networks teacher at vocational high school in Medan tend to interpret the term media as learning medium.

This finding is consistent with the statement Creswell made (2010) in which he said each individual builds their interpretation according to their knowledge. People are always trying to understand the world in which they live and work then develop subjective meanings on their experiences. This is what happens to the informant, the experiences they gained from their daily activities gives the meaning of things in their lives. They use learning media in teaching and learning process in their sdaily life. This routine eventually shaping their interpretation of media as the medium of learning.

Morissan Wardhany (2009) suggested that people who make the interpretation experienced an event or situation before and he will give meaning to any event or situation that happened. This proves that the interpretation will continue to change, back and forth, between the experiences in a lifetime and give meaning to the new experience.

Computer networks teachers in Medan found internet media literacy is a necessary and important knowledge for Internet users in utilizing the internet and choose which content is suitable and not in order to gain the best advantage internet has to offer and avoid the bad influence.

**Knowledge Structure of the Internet (Content, Impact, Industry)**

Each informant has a proper knowledge of the contents in the internet. It can be seen from the informants' ability in mentioning a few content found on the internet. MN explained all the things we could find on the internet, such as the articles on the computer, learning references, news, funny videos, advertising with vulgar imagery, online stores, social media, and online games.

RGH explained that we can get all of information on everything via the Internet by search engines like *Google.* SMS mentioned that the internet contains a fast variety of information. According to AS and RH the internet contents based on the existing site, education sites contains the educational material, the information sites contains lessons, gaming site contains online games, online store sites contains goods informations and entertainment sites contains all things related to entertainment.

Further findings indicate informants' knowledge about the effect of the Internet. All informants argued that the Internet have both the positive and negative impacts. According to MN, the positive impact of the Internet shows

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when it allows teachers to access reference materials, information, and entertainment:

"... as teacher we have reference material to be taught... we don't always know every material in the curriculum 100%, there are times when we're hampered. We might feel reluctant to discuss about it with our colleagues, or they might be busy, so we ask on the internet first... so I think it has more positive side than books.. because can also access it on *mobile phone,* right?"(MN)

"There are a lot of positive effects of internet for us teachers, easy access on informations, the same goes on entertainment, it wash away our weariness."(MN)

RGH and other informants found that utilizing the Internet can actually brings positive effect if users use the Internet apropriately and has the ability to assess which Internet content that is good or bad for them. These findings means that computer networks teachers in Medan has have good knowledge structure about internet impacts.

In the meanwhile, the findings on the six informants indicate that they lack knowledge about the media industry. Many do not know for sure the owner of the websites on the internet. MN does not know for sure the name of Facebook's owner, despite that he knew that the *Facebook* owner is young and it's created with commercial objectives:

"That man (the owner of *Facebook),* mostly looking for profit, right ma'am?" (MN)

HW and RGH do not know the owner of several well known Internet sites as well. While AS admitted to have forgotten and could not collect to remember who owns the sites, citing the lack of information about the site owner's name in the media.

Researchers also had asked about the regulations that apply to internet media industry. HW stated that regulation of the Internet so far has been good, but still think there's a need for improvements for sites' protection systems:

"I think the regulations and it's functions are just fine already aren't it? The only thing that's need to be fixed is the protection.. Kemkominfo.. it is the important ones.. The censor ..." (HW)

In general the interview results with computer networks teachers in Medan on internet knowledge structure shows that the knowledge of internet media content is quite good. They know the educational contents that consists of blogs and websites contains journal article or subject materials for computer networks, Youtube education about computer networks that can be practiced in the real world, and Edmodo and email. They're familiar with entertainment contents: such as Youtube channels that contains funny videos, songs and movies. The same goes for social media networks like Instagram, Facebook, and online games. Furthermore, the information contents they could access through blogs and news website (Detik.com, Kompas.com, Okezone.com) which contains political, economic, social, and sports informations and also shopping sites of vast variety of products, which allows them to get to know everything from the

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type, price and how to purchase these products. They access these contents from their PC, notebook or smartphone.

Each informant also have ample knowledge regarding the impact of the internet. All six computer networks teachers reckoned that internet has both positive and negative effects. Which means computer networks teachers at vocational high school in Medan has to have good knowledge structure on internet media’s impacts. The positive effects of the internet according to computer networks teachers at vocational high school in Medan is it helps them to get information more easily, it entertains them, relieve their stress, more efficient thereby it saves their time and the costs, increase interest in learning, changing one’s mindset, a place for socializing, makes children smarter. While the believed negative impacts of the internet are addiction to the internet, changing life patterns, internet dependency, increasing numbers of precocious children, and the amount of time wasted on the internet.

The research result conducted by Sarwono et al (2014) stated that teachers regard the Internet as a learning tool and see the potential dangers of the internet, especially the sites with sexual content, on the other hand students to use the Internet to asnwer their need to maintain their presence on social media. This supports the research findings that indicate computer networks teachers’ concerns on age inapropriate contents that could easily accessed on the internet which might trigger negative impacts on students.

One aspect that these computer networks teachers still lacking is their structural knowledge on media indistry. It clearly seen from their informal explanation about affairs related to internet media industry. Even though the teachers uses internet in regular basis and working closely with internet as teaching subjects, these computer networks teacher have a very limited information or awareness when in comes to the owners of major influential sites on the internet. They tend to only use the sites and devour on its contents as it is without paying serious attention on the ownership of their favourite sites.

When researcher tried to confirm their lack of knowledge on the sites owners, they argue that such information is irrelevant to their interests on accessing the sites. They prefer to focus on the benefits provided by the sites rahter than gathering information about the ownership of the website. They also explained that most of the sites on the internet doesn’t put their owner name on their homepage, furthermore, the ownership of a site is never an issue most regular people often talked about. When in comes to the ownership of the media related topics, informants considered it as less important or not crucial subject. What concerns them the most important is the credibility of the content available on the site.

Computer networks teachers’ insufficient knowledge on the Internet media industry might due to their lack of experience of the industry. Their practical background as computer networks teachers who focusing more on how to making the most of internet and how it works resulting in minimal needs and urgency in having comprehensive understanding on media industry like other professions who have extensive knowledge of the media such as professional

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journalists or other media workers. Further, the similar knowledge insufficiency shows in how they perceive some sites as an industry. Therefore, these teachers believes that it is important to pay more attention on the sites regulation on the internet and the implementation of Information and Electronic Transaction Act (UU ITE) because as far as they know if they want to make Internet content via the website there is a fee they have to pay to acquire website appearance quota. While in reality we can even create and publish contents on the Internet for free let alone asking for permits.

## Conclusion

The conclusions obtained based on the results of this study are as follows:

1. Computer networks teachers has their own understanding on internet media literacy. They have limited understanding on the interpretation of media literacy. This is because the experience they have gained from their daily activities using the Internet, where the Internet is seen not as a mass medium, but as a learning medium or tool.
2. Computer networks teachers have knowledge structure on the content and the impact, while their knowledge structure on the media industry were considered quite poor.

Based on these results, the researchers propose the following suggestions:

1. To teachers, especially computer networks teachers in Medan to always improve their internet media literacy by being more critical in selecting and using Internet contents.
2. To government, especially the Education Office of Medan City Government, to plan a program to give education on the internet media literacy, especially for teachers funded by Anggaran Pendapatan Belanja Daerah (APBD).

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ISBN: 978-602-74139-0-0

# SOCIAL MEDIA AS A MEANS OF POLITICAL CAPACITY BUILDING AMONG FIRST TIME VOTERS: A MIX METHOD APPROACH ON SOCIAL MEDIA CONVERSATIONS DURING INDONESIA'S PRESIDENTIAL ELECTION OF 2014

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***Abstract***

*An official data released on the aftermath 2014 Indonesia's Presidential Elections have recorded that 37.491.747 first time voters participated in the election—of totally 124.972.491 voters. It means, 30% of voters were consisted of first time voters. (www.kpu.go.id). Unfortunately, this significant proportions failed to address the quality of political capacity among first time voters. They lacked of political understanding about current situations at that time. Worse than that, they didn't aware about their power to make a political change. From this situation, big question emerged: if school has failed to equip them with proper political or citizenship education, who or what kind of medium which served this function? First time voters are part of young adult voters. They use social media heavily, including to assess and learn about political situation. Considering the central role of social media for first-time voters, it is really important to explore the function of social media in the practice of citizenship. Employing an ethnographic digital approach as main methodology, this paper will explore the way social media being accessed and being used by first time voters in everyday life, what kind of online conversation contents being exchanged during political heyday of presidential election, how it create conversations among audience/social media users as political actors, and how it influence, persuade, tempt, or alternate political (or apolitical) standpoint among first time voters.*

***Keywords:*** *social media, first time voters, Presidential Elections, political capacity building, citizenship*

## Introduction

In Indonesia's Presidential Elections of 2014, the role of first time voters couldn't be overlooked. According to National Demographic Data (2010), which later be confirmed by the National Committee of General Elections (KPU), the amount of first time voters reached no less than 30% of overall voters (189-190 millions)—meant that at least 56 million first time voters is predicted will participate in National Elections (Kompas, 25 Juli 2013). In reality, this assumptions was later confirmed. An official data released by KPU aftermath the National Elections recorded 37.491.747 first time voters have participated in the election—of totally 124.972.491 voters. It means, 30% of voters proportions were consisted of first time voters. (www.kpu.go.id).

Unfortunately, the crucial role of first time voters seemed undermined by those who engaged in national election affairs. Asking about political decision that they've made, only a few first time voters reflected a proper understanding about their power to make a change through their votes. Furthermore, an observation toward their political views reflected a low quality of political understanding about current situations, causing big uncertainty toward their political engagement aftermath (Astuti, 2012).

Such situation reflected the failure of civic education which should enabling first time voters as citizens. We all know that proper education on politics will enable first time voters to participate in 'real' politics, which in turn create forms of political engagement during presidential elections. Unfortunately, this is not the case of Indonesia during presidential elections in 2014.

There are several institutions who should be responsible for educating first time voters: schools, families, political actors, legislative bodies, political party, even mass media. None of them had functioned properly in educating youths about political practices. In fact, it is social media which played bigger role in shaping first time voters' political point of view and opening their access to get into political discourse, especially during Indonesia's presidential elections.

Numerous studies have addressed such phenomenon. On July 2014, a surge in the use of social media among youth, particularly urban youth, in expressing their political views can be seen everywhere. As the polarizing election came to a head, young people's social media pages became a battleground for election images and music videos. Candidates on both sides of the fence used Facebook and Twitter to engage with its young voters (Tanu, 2014: 51). This situation was confirmed by another study conducted by Strandberg (2013) as cited by Rahmawati (2014). In Strandberg's study, the use of Facebook and Twitter generates a great effect to engage in politics. Social media users, who lack of interest and motivation to politics, would be more feasible to access political content consciously through social media. In general elections context, social media use for political activities is one of predictors of political participation, mainly for turnout and voting (Strandberg, 2013 in Rahmawati, 2014:6). Another study by Ediraras et al. (2013) reported that social media also have emphasized political participation among young adults in Indonesia. By using social media to communicate and interact directly with the politicians or political parties, young adults might obtain political information that could improve their political knowledge and political efficacy (Ediraras et al., 2013 in Rahmawati, 2014:8).

First time voters are part of young adult voters. They use social media intensively to serve many functions, from leisure, entertainment, peer and family interactions, including to learn about political situation in the country. Considering the central role of social media for first-time voters, it is really important to explore the function of social media as an educational tools regarding current political affairs. But what I propose is more than trying to describe the function of social media through the transfer of knowledge. More than that, I want to deeply dig the role of social media as a means of capacity building for first-time voters in exercising their political rights. It means, exploring the way social media being accessed and being used in everyday life, what kind of conversation contents being exchanged in any kind of online interactions in political heyday during presidential election term, how it create conversations among audience/social media users as political actors, and how it influence, persuade, tempt, or alternate political (or apolitical) standpoint among first time voters.

Scrutinizing the role of social media in increasing political capacity of first time voters will generate valuable information about political practices for first time voters. Moreover, this research will generate a map of access and mode of political participation related to social media user. By gaining this knowledge, we can provide considerable amount of information in designing best approach and method to optimize the role of social media as a means to enhancing their political capabilities for the next elections.

## Literature Review

Indonesia's general election has attracted political observers everywhere and became their object of studies. Although considered as 'young democracy', Indonesia has successfully conducting peaceful election for the past few years after the downfall of New Order regime, and therefore, marked a successful democratic transition process (Budiono, 2012). Michael Buehler, a postdoctoral fellow in Southeast Asia Studies from Columbia University, believes Indonesia's greatest democratic advancement had been in the area of election reform where people vote directly, and not through parties anymore. For Buehler, "… this is an increase of accountability for the Indonesian people" (2014).

According to a report published by International Foundation for Electoral Systems (IFES, 2010), 51% of Indonesians vote for the same party most of the times, compared to 41% who always vote for different parties. This shows that Indonesian voters' core and swing divisions are quite even. Indonesians also state that they prefer to vote for a candidate directly (77%) rather than to vote for only a party (17%). In making their selections, however, candidate's personality is still the most important factor (40%), compared to other qualities such as candidate's platform (11%), and party affiliation (5%) (Frentasia, 2012:5).

Responding such behavior, political party or presidential campaign team employ several strategies such as policy-based strategies to target swing districts, and valence-based strategies to target core districts. In terms of their campaigns, there is also a certain balance between party-mobilization strategies and personal-mobilization strategies (Frentasia, 2012:6). Social media equipped with interactive nature and infinity networked become a powerful tool for supporting personal-mobilization strategies.

Social media brings everything to the public. Social media also create networks and multiplicity of interactive dialogues among users. To serve political purposes, social media focus on sociality and community building. In fact, it has

ISBN: 978-602-74139-0-0

the potential to change the way trusted political information is distributed and engagement occurs (Chen & Vromen, 2012:12). Those who problematize the relationship between social media and the public were positive about the future of social media in nurturing political participation, especially among youths. The accusations that young people are politically apathetic and somehow failing in their duty to participate in many democratic societies worldwide have been refuted by a growing number of academics in recent years (Loader, 2007; Marsh, O'Toole, & Jones, 2007 in Loader, Vromen & Xenos, 2014:143). Young people might be reluctant to join political parties and became its registered members in formal manner. Nevertheless, it doesn't mean that they are less political. They are fully aware with political and ideological discourse. They share similar curiosity with the elders—speaking about conspiracy theory, intelligence agenda, and other social movements. They join debates—from religious issue, local politics to allegedly multinational conspiracy. Although sometimes their opinions sound immature, emotional, and opinion-driven, they are more outspoken and articulated, especially in social media sphere.

'The networked young citizen' is a term devoted to them signified by their engagement with social media platforms such as Facebook, Twitter and YouTube for influencing the political department and civic engagement.

> Networking young citizens are far less likely to become members of political or civic organizations such as parties or trades unions; they are more likely to participate in horizontal or non-hierarchical networks; they are more project orientated; they reflexively engage in lifestyle politics; they are not dutiful but self-actualizing; their historical reference points are less likely to be those of modern welfare capitalism but rather global information networked capitalism and their social relations are increasingly enacted through a social media networked environment (Loader, Vromen and Xenos, 2014:144).

This networked young citizens are gaining nearly everything from the media. They learn something, and based on knowledge resulted from information acquisition process, they act, they decide, or, merely vote. Of course, the process of learning itself is not that simple. Especially learning from the media which is driven by media agenda, not by any strict school curricula. Now the critical question is moving toward how we can assess 'learning process through the media.'

According to information processing paradigm, **learning** is a process in which individuals actively participate. Individuals actively collect, store, interpret and incorporate new information with what they already know about the world. This activity proceeds according to their goals, motives and needs (Lachman, Lachman & Butterfield, 1979 in Kaid, 2004:358). Media have the potential to provide citizens with better knowledge base for support of democratic principles by producing content that stimulates people to think and develop wider-ranging interests and ideas. More diverse perspectives could help citizens to make connections between various aspects of reality, to evaluate, and revise their preexisting knowledge, and thus to reach a more complete understanding of what

is happening and why, which in turn will integrated into their political decisions and political participation (Lodge, Steenbergen & Brau, 1995 in Kaid, 2004:359). According to Verba (1995), **political participation** refers to "behavior that could affect government action – either directly by influencing the public policies that are implemented or indirectly by influencing the elections of political actors creating those policies" (as cited in Yamamoto et al., 2013, p.4). In the same vein, Kenski and Stroud (2006) define political participation as the involvement in activities related to politics, such as making a donation to a campaign or influencing others to vote. In addition, Budiarjo (2009) defines political participation as an activity of an individual or a group to actively participate in political life by choosing the President and directly or indirectly influencing public policy. Political participation can be seen in several political activities, including work on a political campaign, seeking party funding, being part of political campaign team, a member of political party, a volunteer of political party, seeking support for a candidate, trying to persuade others, contacting politicians, donating money, joining political discussions, signing a petition, attending a political rally, and casting a vote at the election (Gaffar, 1997; Kenski & Stroud, 2006; Vitak et al., 2011; Tang & Lee, 2013; Yamamoto et al., 2013).
Of course, the literatures cited above marked the ideal type of participation belongs to political maturely citizens in a democratic society. Here in this proposal, the subject being problematized is young people. So, the question is what characterizes the effective and meaningful youth political participation?
Answering this question, a group of UNDP Consultative Board led by Anna Luhrmann stated that effective and meaningful youth political participation has one of three attributes. First, it can be consultative, where young people's voices are heard in an adult-assigned consultation process, where they have capacities, a mandate and information to fully perform their roles, or through a youth-led advocacy initiative. Second, it can entail youth-led participation, where young people have a direct impact on decision-making within their own youth communities, such as through youth-led ngos, student councils, youth parliaments with competencies and budgets, etc. Third, it can involve youth collaborative participation, where young people effectively take part in regular political decision- making processes, including as voters, or as members of parliament, political parties or advocacy groups (UNDP, 2012, 12-13).

A normative-yet-more-concrete conception of youth participation, defining political participation more broadly, is about engaging in forming opinions and taking actions to bring about positive change in society. It can take different forms, for example:

1) Participation of young people in representative democracy: standing for or voting in elections or membership of political parties,
2) Participation of young people in participatory structures: promoting the involvement of more young people in structures, such as youth organisations or issue-based NGOs or volunteering

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3) Participation in debate: on youth or community issues; opinion-shaping through written press or youth radio, participating in online discussion fora, writing or following blogs
4) Seeking information and learning about democracy: participating in simulations of political processes, attending training or learning at school, engaging in youth organisations

To sum up, every acts of youth participation fosters a sense of citizenship and makes policy processes more transparent and accountable towards young people (EACEA Reports, 2013).

Giving a situation where social media is omnipresent and heavily used by young people, Polat (2005) argues that the internet may increase political participation. The internet, including social media, provides a medium to engage in politics. The recent study by Strandbeg (2013) found that social media use is one of predictors for political participation. In his study of social media, Strandberg concluded that Facebook and Twitter have greater effect on political participation than other traditional internet platform.

Now let's see Indonesia's situation concerning the first time voters and presidential elections in 2014, started from demographic data which corresponds with situation nowadays. According to Indonesia's National Census of 2010, 62 million of the population was aged 16 to 30 years, representing 26% of the total population. More recent data shows that 65% of Indonesia's 250 million population is of working age (15 to 64 years old). The National Population and Family Planning Board projects that the nation's productive population will peak between 2020 and 2030, potentially yielding a so-called 'demographic dividend' whereby the country's working-age population will be greater than the number of dependent children and the elderly population. Additionally, the National Election Commission states that first time voters make up 20% of all voters. It is in this context that youth in Indonesia garnered attention before, during, and after the 2014 presidential election campaigns, particularly given young people's visible engagement with the campaigns through social media (Tanu, 2014:46).

In this present study, social media are believed to play important role in the political environment. Social media provide venues where social media users can express political views and interact with politicians or political parties. In addition, studies by Kenski and Stroud (2006), Kushin and Yamamoto (2010), Vitak et al. (2011), Gil de Zuniga et al., (2012), and Strandberg (2013) suggest that social media are used to influence young adults' political efficacy, political, knowledge, and political participation.

According to Kaplan and Haenlein (2010), **social media** are "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content" (p. 61). The terms Web 2.0 and 'user-generated content' serve as significant factors in social media. Web 2.0 is a platform in which content and applications are created and modified by all users (Kaplan & Haenlein, 2010). Thus, 'user-generated content' is "the various forms of media content that are publicly available and created by end users" (Kaplan & Haenlein, 2010, p.61). As pointed out in the introduction, social media, particularly Facebook and Twitter, have many users in Indonesia. According to a study by Strandberg (2013), the use of Facebook and Twitter generates a great effect to engage in politics. Social media users, who lack of interest and motivation to politics, would be more feasible to access political content consciously through social media. In general elections context, social media use for political activities is one of predictors of political participation, mainly for turnout and voting (Strandberg, 2013 in Rahmawati, 2014).

Another study also pointed out the superiority of social media than any other 'traditional' mass media. In four of the five societies being research in Europe, voters' engagement in political discussions had more sizable consequences for their voting decisions that their exposure to mass media (Rudiger Schmitt-Beck in Esser & Pfetsch, 2010: 310). According to Metzgar (2009), one-way model of mass media, in which the voice of one authority is broadcast to the masses who receive it unquestioningly, is fading with the advent of interactive media technologies that allow the audience to play a more active role (Ajir, 2013): "Social media's strength lies in its communal nature and lack of strict hierarchies… Moreover, the open and participatory nature is compatible with fundamental Democratic values" (Kushin 2010 in Ajir, 2013).

As political communication sources, social media are a recent phenomenon. Attention to social media usually be positively associated with situational political involvement, because social media offer users new channels for political information. Responding such situations, nowadays, almost all major party candidates use social media during their campaign. This is understandable, considering that social media are very popular, particularly among young adults (Kohut, 2008; Smith & Rainie, 2008 in Ajir, 2013). Research stated that 27% of adults younger than 30 reported obtaining campaign information from social network sites compared to 4% of adults age 30 to 39 and only 1% older than 40 (Kohut, 2008 in Ajir, 2013). Despite those impressive research, what remains to be critically problematized in Indonesia's context is do the massive amount of time being spent in social media really enhance or empower the youths in their political decisions on presidential elections (2014)? If it so, in what way social media has empowered them? If it ain't so, what proof could be provided and what can be done next? It becomes the goal of this research to investigate the meanings of social media in empowering and enabling Indonesian youths as first time voters regarding their political participation.

**Methods**

Political communication as area of study focuses on several dimensions. The area recommended for dimensionalizing cover the three key elements of a political communication system: political system, media system, and citizenry. One could research them separately, but as the discipline growing bigger and complex, a more sophisticated model of research is needed because every

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aspects/dimensions which build political communication system is interconnected. On certain level, separating each dimension and analyzing them as individual or distinctive unit is not only considered premature mistake, but also hopeless failure.

This research which is focused on social media roles among first-time voters is actually investigate two aspects: (1) social media conversations, and (2) users' responses and users' interactions over the conversations which give insight about what's going on in users' minds related with current political affairs (a.k.a. presidential elections of 2014). This area of research belongs to actors/audience type of investigation.

> Just as political cultures define and shape encoding, so they impinge on the meaning systems that message receivers deploy to interpret those messages. The role of audience members in decoding media messages is the core issue of reception analysis, as it has evolved over the past two decades (Gurevitch and Blumler in Esser and Pfetsch, 2004: 336)

Considering the complexity of research problems, a mix-method of research will be employed. A quantitative approach (content analysis) will be conducted first toward social media conversations based on several criteria as cited above. Then, a qualitative approach will be carried out to investigate further both on the messages being exchanged during conversations and on significant users which played important roles in social media conversations being researched. At the end, a more holistic approach will be used to answer all research problems being formulated.

**First Phase of Study: Content Analysis In Progress**

First phase of study began with effort to locate heavy social media conversations during Presidential Elections of 2014. Back to that day, heated conversations happened almost every day. People commented nearly everything. They questioned candidates' religious affiliation, political flaws, and yes, family's affairs of both candidates. But since the purpose of this study is to gain proper understanding about the process of political capacity building among first time voters, the criteria to select object of analysis (a.k.a. issues of social media) focused mainly on themes, NOT on higher frequency of social conversations.

After reviewing several possibilities, two themes were chosen as the object of analysis from which social conversations were generated. First theme is a report about candidate's campaign (round three) which occurred on July 6$^{th}$, 2014. The second theme was election aftermath: calculating the votes which lead to dramatic result from both candidates. Both themes served well to track highly developed comments which provide clues about levels of political capacity among social media participants. Comments on both issues will be sampled and clustered and will be analyzed according to the instruments.

Considering that the process of research is still being carried out, there's no data findings could be presented yet. However, upon completion of the research, several expected contributions would be fulfilled as follows:

1. Expected significant contribution for new knowledge: a deep understanding about how social media be functioned in political life and help enabling young people a.k.a. first time voters to make political decisions and be participate in politics.
2. Expected significant benefits to the country/society: a general description about new media roles in presidential elections, and ways or strategy to boost social media in order to educate first time voters in politics—especially to help them understanding important issues and making contributions for positive change by properly use their votes on presidential or any other general elections (000).

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ISBN: 978-602-74139-0-0

# TWITTER USERS SATISFACTION AMONG YOUTH AND ADULTS IN JAKARTA

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***Abstract***

*The growth of social media is the reason behind Indonesia becomes one of the largest country of internet users an important factor behind the amount of internet users in Indonesia, especially among adolescents and adults. This study examines the reasons for the use twitter and satisfaction of users (teenagers and adults). Where this satisfaction can be diverse and different in each user. For this reason, the satisfaction of adolescents and adults obtained from the use twitter. Similarities and differences in users have led a research problem. Although Twitter is a social media popular among teenagers, it is possible also for adults to use twitter. Reasons, motives and activities in using twitter in teenagers and adults that lead to the satisfaction of each of the use of twitter. Satisfaction gained by teenagers and adults became a topic of interest to know what made using twitter. Results from this study showed that there are similarities regarding the reason for the use of twitter, which is to seek and disseminate information. The only difference lies in the type of information sought. In addition, the reasons for using twitter as well as a tool to demonstrate the existence of self.*
***Keywords:*** *public relations, utilization and satisfaction, social media, twitter*

## Introduction

The development of the Internet is so great in Indonesia, which proved by the Ministry of Communications and Information Technology (Kemkominfo) stating, internet users in Indonesia to date has reached 82 million people. With these achievements, Indonesia was ranked 8th in the world, from the number of Internet users, 80 percent of whom are adolescents aged 5-19 years. (source: www.kominfo.go.id).

With so many internet users in Indonesia make it as the country with the largest Internet users in Southeast Asia. Indonesia is a country that has a social media users are the most active in Asia. Indonesia has a 79.7% active users of social media beat the Philippines 78%, Malaysia 72% and China 67% (source: http://bebmen.com/4027/statistik-internet-sosial-media-dan-mobile-diindonesia .html).

One of the social media that are widely used by users in Indonesia is a social media twitter, have second position on the ten most popular social networks in Indonesia. (source:http://www.top10magz.com/10-jejaring-sosial-populer-diindone drain /). The range of age between users reported by statista.com twitter follow: 10-19 43% 20-29 37% 30-39 13% 40-49 years 4%, 2% 50-59 years, and 60 year upward by 1% (source:

http://www.statista.com/statistics/283119/age-distribution-of-globaltwitterusers/). Based on the data above, about range of age show that 50% of twitter's user dominate by adolescence and adult. Looking at this high percantage makes authors interesting to make twitter's users as a subject for research.

The facts about growth of social media twitter, attract authors in studying what makes twitter chosen by users of social media in Indonesia as well as the reasons for the interest of each individual as a form of satisfaction gained by adolescents and adults. Based on the things that have been dikemukan above, the researchers made a research question is the focus or center of this research, which is about how twitter user satisfaction among adolescents and adults in Jakarta. The research was made in order to determine twitter user satisfaction among adolescents and adults in Central Jakarta. And to know what are the things that make adolescents and adults in Central Jakarta obtain satisfaction from the use twitter.

## Literature Review

The research examines social media twitter user satisfaction in relation to adolescents and adults in using this medium. Therefore, the theory used is the theory of mass communication, in particular the theory of the new media and social media. Then the main theory used is the theory about the use and satisfaction, which will be linked by twitter users in the age range of adolescence and adulthood.

The first part explains the concept of mass communication. Simply put mass communication is communication to the public by using many channels of communication that can reach audiences in large quantities at the same time. The concept of mass communication is closely related to the concept of mass media (mass media), which is defined as the channels or means for sending mass messages. The mass media can be newspapers, videos, CD-ROMs, computer, television, radio, and so on. Based on the above understanding, it can be concluded that the mass communication (mass communication) is communication to a wide audience by using the channels of communication or communication to the public by using many communication channels (West & Turner, 2011: 41).

The concept of mass communication continues to experience growth and change, one of which is the emergence of new media as a new form of mass communication. New media or new media, according McQuail (2011: 148) is a wide range of communication technology devices that share the same characteristics which in addition to new possible by digitization and wide availability for personal use as a communication tool.

Development of new media and communication technologies raises social media terminology. Simply stated social media is an online media where users can easily participate. Based on this understanding can be interpreted that the social media person will easily share information, create the content of the message to be conveyed to a broad audience, commenting on the message

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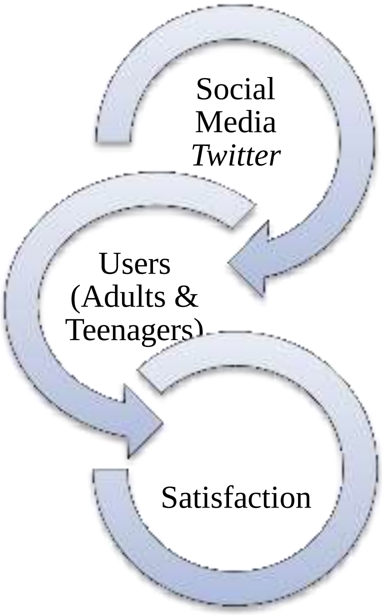
received and continuation. One of the social media that now exists, a popular and widely used is twitter, which is a web and microblogging service. Microblog is a blog service where users can write renewal (update) status briefly and publish it, good to see yourself, specific groups, or everyone.

Then the main theories used in the study are the use and satisfaction theory, Herbert Blumer and Elihu Katz was the first to introduce this theory. Theory usage and satisfaction or uses-and-gratifications theory is introduced in 1974. Blumer and Katz say that the media play an active role in selecting and using these media. As well Blumler, Ktaz and Gurevitch outlining this theory in which the media audience in using media based on reason, activities and social situations that encourage the use of the media. Based on these theories, we propose a research framework as follows:

**Picture 1: Conceptual Framework**




**Methods**

This study included into the type of research that is used by researchers is qualitative. Strauss and Corbin cited by Basrowi and Sukidin (in Ruslan, 2013: 214) explains that the qualitative research (qualitative research) is a type of research that produces findings that can not be achieved using statistical procedures or other means of quantification.

The subject of this study are adolescents and adults who use twitter will be a resource in the study as a medium of communication used in fulfilling satisfaction selected as social media. The object of this study was satisfactions obtained from the use of twitter by adolescents and adults as a social media

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compared to other social media. Researchers chose a resource in the study of various teenagers (4) and adults (5) as a representative of the Jakarta area who use twitter.

The data obtained in this study were divided into two, namely primary and secondary data. Both types of data obtained using several techniques as data collection, namely observation and interviews. On the primary data is done by observing the observation post's spread by teenagers and adults twitter users in each account; and interviews were conducted to learn more about the things that researchers carefully directly from the respondents concerned. While the secondary data obtained indirectly through an intermediary medium (note the other party), generally in the form of evidence, records or historical reports that are arranged in the form of records or documents.

The data analysis technique used in this research is descriptive method is a fact-finding with a correct interpretation. Descriptive research study society, as well as the procedure applicable in the community and specific situations, including on relationships, activities, attitudes, views, and processes are ongoing and the effects of a phenomenon. Literally descriptive method is a method of research to create a picture of the situation or event, so this method intends to hold a mere accumulation of basic data.

## Findings and Discussion

In the early part of this chapter first explained about social media twitter, about its history and its contents. Twitter is a website owned and operated by Twitter Inc., which offers a form of micro-blogging social network that allows users to send and read messages called tweets (tweets).

The following are the content contained on twitter social media. On the main page we can see the tweets sent by people who became friends. Then there are a few more interesting content from twitter that makes it unique and different from other social media, yiatu: (1) Profile, on this page that will be seen by all the people on the profile or the data themselves and chirp that has been shipped appear; (2) Followers, followers are other users who want to make us as friends. When other users into account a person's followers, then chirp someone he will follow into the main page; (3) Following, the opposite of followers, following is the account of someone who follows another user account in order to tweets sent by people who followed the entry into the main page; (4) Mentions, usually this content is the reply of the conversation so that fellow users can directly mark the person to talk; (5) Favorites, chirp marked as favorites from being lost by the previous page; (6) Direct Message, a more direct message function can be called SMS for sending direct messages between users without any other user could see the message unless the user who sent the message; (7) Hashtag, hashtag written in front of a particular topic so other users can search for similar topics written by others; (8) List, twitter users can follow their grouping into one group or list, making it easier to see the whole of the username that they follow; (9) Trending Topic, topics that are being talked about a lot of users in a same time.

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Twitter social media development in Indonesia can be quite rapid. Twitter is the most popular social media today, ranks second on the ten most popular social network in Indonesia. Even rank fifth as Twitter users in the world (source: http://www.top10magz.com/10-jejaring-sosial-populer-di-indonesia/).

Based on the above discussion it can be concluded that social media twitter is a popular social media in Indonesia with the number of users in Indonesia occupy the top five. Twitter managed to achieve this success due to twitter has unique features not shared by other social media, such as feature trending topic, hashtag (hashtag), and a unique system microblog.

In this study, will discuss "Twitter User Satisfaction Among Adolescents and Adults." Therefore, there have been four representatives as speaker of twitter users among adolescents aged 14-18 years are symbolized by R1, R2, R3, and R4. And there are five speakers as twitter users among adults aged 24-28 years are symbolized by D1, D2, D3, D4, and D5. Not only that, in order to provide more accurate results, this study used the opinion of an expert on social media as a confirmation of every thing that happens or revealed in this study.

Discussion related to the use and satisfaction theory according to Katz, Blumler, and Gurevitch. The number of ideas on the types of activities carried out audience (audience activity) when using media, which include: usefulness (utility), will (intentionality), selection (selectivity), and is not affected to unaffected (imperviousness to influence). A number of reasons and try to achieve a certain goal when using the media. Katz and colleagues as well as stating that the social situation in which the audience is participating involved in encouraging or increasing needs of the media audience.

| **Criteria** | **Adolescents** | **Dewasa** |
|---|---|---|
| Similarity | Finding information and news. Always wanted to know what was going on around them to keep up a such information. See trending topic for example, to know a thing were busy discussed. | Finding information and news. What we want to know about the situation that is happening or events are being crowded discussed. So they know the situation in the environment they are. |
| Differences | The type of information sought. Information relating to their personal life as related to hobbies like football world, fashion, things that are funny and searching online shop. Because the exchange of information in twitter faster and more than any other social media. | The type of information sought. Looking for relating to his private life and work in the office. If in private life, information on the current situation, the event will be held, as well as things that are unique and funny. Some even make any information relating to the scheduled event due to |

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| | | |
|---|---|---|
| | Spreading information. More telling about their lives, such as activities that they do everyday, diluapkan their feelings with words more intense. Spreading things for adolescents something that deserves to be remembered and shared on twitter for others to know. Due to the presence of himself on twitter others will make teenagers feel exist and slang if people know what is being done by him. | find out more on the event. If the job-related information more often to see the activity or information about the writer who was cooperating with them. Because the author is working more intensely to update twitter status compared to other social media.<br><br>Spreading information. Regarding the work they are doing such activities with writers, promotions of books or distributing schedules an event that will be held by the office. |

**Table 1. Table Similarities and Differences Twitter User Satisfaction Among Adolescents and Adults**

So the discussion is based on the theory of Katz, Blumler, and Gurevitch above, indicating differences in the satisfaction derived by teenagers and adults in using twitter for their lives. As in most adults who tend to use twitter to do with business and the work so that twitter become a supporting media in its work. Different from those obtained by teenagers who use twitter more dominant private interests to strengthen its values such as narcissistic and kekesistensian themselves.

## Conclusion

From the results of research in twitter user satisfaction among adolescents and adults who use Twitter have similarities and differences. Similarities and differences such as seek and disseminate information, types of information, and beneficiaries of the use of twitter. In teenagers and adults, they both use twitter to seek information or news that is happening or being busy discussed by the public so that they know these events and make them not lagging information or news.

Differences exist when they search for information and disclosure of that information is the type of information. if in teenagers information relating to hobbies such as world football, fashion, things that are funny and searching online shop. While in adults, twitter is used to look for events that will take place and matters relating to his work, as will be held a concert event, contact the author who is working with them because it is faster if via twitter compared to other media, information activities The author can be monitored more easily. In an information spreading among teenagers was more telling about their lives, such as activities that they do everyday, diluapkan their feelings with words more intense. When compared with adults who spread information about the work they are doing such activities with writers, promotions of books or distributing schedules an event that will be held by the office.

Twitter for utilization among adolescents and adults are different. Among adolescents using twitter to show their keeksistensian, where their presence on twitter others or friends make them feel sociable and happy. Kenarsisan teen shown of what they post about anything on their twitter account, be it photos or any activity they do set forth with words. In the adult, twitter is used as a support in their work, they disseminate information related to the promotion or event to be carried out by their offices. Twitter is considered more rapidly and widely in sharing such information, do not have to distribute the information to individuals but can only to a person who can be netted to other people because are connected to each other.

On its use, among adolescents and adults are already using twitter well. Use of twitter is felt they are able to support the needs of each individual in using twitter. Although social media has supported in meeting their needs, it is better to use twitter is not only to show a keeksistensian or just narcissism in teenagers. Twitter can be used more positively again so that the benefits of using twitter for the better. At adults who use twitter, its use must be maintained if necessary, improved. Because Twitter has a myriad of advantages that should not just be satisfied with what has been obtained. If need be developed to be more than what it has obtained from the use of twitter to attract people more in supporting jobs and businesses.

Not only that, the use of twitter is good enough in teenagers and adults. The satisfaction derived also been met with both the use of twitter itself. Only need to control myself in terms of share something on his twitter account, to be able to provide benefits that are felt not only by themselves but also can be useful to others who see the content that is posted via twitter. So the effect is obtained for the better again, other people may feel more positive than the use of twitter itself.

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## Author's Biography

Author was born at Wonogiri on April 3th, 1959. Authors get his bachelor degree in 1989 from faculty of economy at Atma Jaya University in Yogyakarta, finished master degree from faculty of economy at Tarumanagara University on 1996. Now, authors is active as lecturer and dean of faculty of communication Tarumanagara University.

ISBN: 978-602-74139-0-0

# PARTISANSHIP NEWSROOM IN THE MEDIA INDONESIA AND THE KORAN SINDO NEWSPAPERS IN REPORTING THE FEUD BETWEEN THE INDONESIAN POLICE AND THE INDONESIAN CORRUPTION ERADICATION COMMISSION

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***Abstract***

*Owner dominance in the media industry in Indonesia is currently making further marginalized the public's right to information. While media worker despite being under the control of the owner, still trying to generate media content that has quality and integrity for the audience. This study examines how media workers in producing media content amid pressure media owners. This study discusses the news of the nomination of the Chief of Police and weaken KPK issues that occurred in January 2014. The subject of this study is the text of the news print media, media organizations, and the structure of the political economy of Indonesia. The object of this study is the daily Media Indonesia and the daily Koran Sindo. This study uses the theory of hierarchy of influence on media content from Shoemaker and Reese (1996) and agenda setting. By using descriptive qualitative research methods, this study conducted an interview with the editor of the media. The results showed that the middle level on editorial management plays an important role in determining the content or the end result of the process of determining the message.*
***Keywords:*** *Journalism, Print Media, Newsroom*

## Introduction

The mass media industry in Indonesia is concentrated in some groups. Oligopoly making media industries compete for profit and promotes the interests of the owner. As a result, citizens' rights to information neglected. Even the owners of the media have endangered the rights of citizens against the media, because they use the media as a tool of political campaigns to influence public opinion. Media has become a mechanism for business people and politicians express their interests and at the same time also take profit of the business (Nugroho, Putri, and Laksmi, 2012: 4).

While under the media owners, working the creative people, most of whom have a passion idealists striving to serve the public for information. Contradiction between the interests of owners and media workers is common in determining the message that will be presented to the public. Although forced to placate the owner, media workers still have a stance on the quality of journalism in order the message is credible to the public.

MNC media group owner, Hary Tanoesoedibjo run for the vice presidential candidate of a political party in the 2014 elections. Three national

ISBN: 978-602-74139-0-0

television stations owned Hary Tanoesoedibyo, aggressively deliver the news of his employer campaign activities in various regions in Indonesia through a news package of each television station. Moreover, they had the ads and quiz program that becomes a veiled advertising of Hanura, Hary's political party. (www.kompas.com, February 21, 2014)

Meanwhile there are other media groups that overshadow national newspaper Media Indonesia and Metro TV television station news. The group known as the Media Group is owned by Surya Paloh who is currently involved in politics to become chairman of the Nasdem Party. Not surprisingly, the media in the group to give more space to the Nasdem Party than any other party in the presentation of news. After the presidential election is over, Nasdem Party which is currently a pro-government party, proclaim more positive performance of government Joko Widodo and Jusuf Kalla. Moreover Nasdem Party also gained seats in the government cabinet minister Jokowi, the Minister of Agrarian and Spatial Planning, Ministry of Environment and Forests, the Coordinating Minister for Political, Legal and Security Affairs, and the Attorney General. (www.cnnindonesia.com, 21 Nopember 2014)

At the time of the 2014 presidential election a large media group is used by the owners for their political interests. Then after the government was formed, the interests of media owners are still visible in dealing with government performance. It is seen in the polemic determination of the Chief of Indonesian National Police in early 2015.

Commissioner General Budi Gunawan submitted by the President of Joko Widodo become police chief declared a suspect by the Corruption Eradication Commission (KPK) in the case of 'rekening gendut'. PDI Perjuangan along with Nasdem Party and some parties in coalition called Koalisi Indonesia Hebat wanted Budi Gunawan to be Indonesian Police Chief. But the President to consider the legal status of Budi Gunawan. At last the President decided not to inagurate Budi Gunawan as a Police Chief. (www.beritasatu.com, January 28, 2015)

While this polemic is also growing up the issue of weakening the Corruption Eradication Commission (KPK). On January 24, 2015 one of the leaders of KPK Widjojanto arrest by the police with the election dispute cases in 2010 in K. West, Central Kalimantan. Then this raises protests among some people, especially anti-corruption activists who consider the arrests part of efforts to weaken KPK.

From the description above, the purpose of this study were (1) Knowing how the process of determining the content of the news media and newspaper Media Indonesia Sindo in reporting vs Police Commission? (2) To find out how the role of the media influence the content of media workers amid pressure media owners' interests (3) Knowing the factors that make media workers can be more dominant in influencing media content. This study discusses the process of determining the content of the media conducted among media workers with media owners. The following literature review of the concepts discussed in this study.

ISBN: 978-602-74139-0-0

**Media Workers**

Today Journalists must work in two strong conflicting pressures. On one side is the pressure of conscience that is reflected in the spirit of idealism. This spirit is encouraging to convey the facts honestly and objectively. Another pressure is the fact that the media is a business entity as well as the industries that depend on a strong business. Business spirit has encouraged them to set the agenda and construct such realities gained so exciting to be offered to the market. (Ishadi, 2014: 6)

The process starts from editorial meetings in determining the angle of news and news selection. Into consideration is whether an event has news value or not until the processes occurring in the field and during the editing process. Process becomes routine every day in print media such as newspapers is aimed generates a product that is readily accepted by the audience.

**Media Owners**

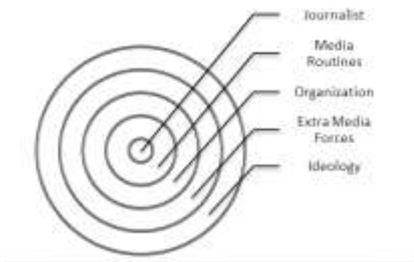
Such as the owners of capital in other industries, the owner of the media group to expand its business to various types of media. Media conglomerate makes the media industry is concentrated in a few media groups. In a note Mapping Policy Media Industry by Nugroho, Putri, and Lakshmi (2012: 4), there are twelve groups of media in Indonesia, namely MNC Group, Kompas Gramedia Group, Elang Mahkota Teknologi, Visi Media Asia, Jawa Pos Group, Mahaka Media, CT Group, BeritaSatu Media Holdings, Media Group, MRA Media, Femina Group and Tempo Inti Media. (Nugroho, Putri, and Lakshmi, 2012: 4).

Media conglomerate has made the interest of the owner more prominent than the i the public interest. (Devereux, 2003: 54) The news of positive and negative about the owner or its related companies reported as unbalanced or biased depending on the interests of the owner (Bagkidikian, 2004).

**Hierarchy of Influences on Media Content**

Pamela J. Shoemaker and Stephen D. Reese (1996) conceptualized five factors that influence media content, ie the individual level, media routines, organization, extra media, and ideology.

**Picture 1: *Hirarchy of Influence of Media Content*. (Shoemaker dan Reese, 1996: 106)**



The first level in the hierarchy of influence on media content is individual. This is in regard to professional journalists. Factors surrounding the educational background, professional development and skill in conveying the message accurately. The second level is media routines. It relates to the media organization's perspective, the rules and regulations regarding the process of determining how the news or gatekeeping processes. The third level is the organization, the structure factor of media organizations, how is the structure in the process of decision making, especially in relation to things outside of media routine. The fourth level is the Extra Media, which is the factor outside the media, such as news sources that have a particular interest, income sources of media and other institutions outside the media. The fifth level is the ideology, which is defined as frames of reference are integrated, in which each individual sees reality.

But when viewed from environmental media management, messaging or media content consumed by the public is the result of the interaction of a number of media workers working in a media company. As a journalist, editor, sub-editor until the ad, the photographer up to the publication. Therefore, it can be said that media workers involved have the same opportunities to affect the message conveyed to the audience. (Devereux, 2003: 76).

**Newsroom**

In regard to media management, media operations and the appearance can be described as a form of interference from the powerful interests including the ruling class on media management. While media workers seen as an entity that can not be separated from the determination of economic, technological and ideological. Determination is what reproduces the content and form of media unconsciously in everyday media management runs. (Cottle, 2003: 5)

In critical theory or neo-Marxism assume that media workers are the tools of the dominant ideology of the ruling class. (Devereux, 2003: 78-80). The relationship between the owners and media workers into the study researchers communications media. Meily Badriati in his study entitled The dominance of the owners of capital and media workers resistance: A case study Gatra weekly news magazine in the post-New Order provides a theoretical implications: the context of space and time is important and can not be separated from the battles that took place between the owners and media workers. This study provides a theoretical implications: the context of space and time is important and can not be separated from the battles that took place between the owners and media workers. The dominant group, always trying to reproduce the power, one of them through symbolic violence. These studies also provide reinforcement to the concept of habitus created through social practice gained from experience and teaching, while social practice is the product of interaction between the habitus and arena. And habitus of each group is clearly different (Badriati, 2005).

Mark Schulman in Ishadi (2014) states that there are two approaches to understanding the mechanism in the newsroom. The first approach is the paradigm of liberal pluralist, that the relationship between the journalist is a

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system. They work in the process of gatekeeping in the long path from the bottom to the top, all of which play a role in professional considerations. While the other approach is critical paradigm, which states that the relationship between journalists not on the the process of gatekeeping, but control. Journalists and media workers viewed in the class system. The relationship between editors, owners of capital and marketing is the relationship between the different classes.

Based on the critical paradigm, Schulman divides four characteristics in the newsroom. First, the work is set in the form of control and self-censorship. This sensor is realized in the form of punishment and reward. Second, the process and the work of news based on ideological basis. Thirdly, the principle of the rule of professionalism and editorial work is part of the control, the form of discipline about what is allowed or not and what should be done properly as well. Fourth, each part in the newsroom are groups battling each other to claim the truth of each.

**Agenda Setting**

Agenda setting theory first formulated by Maxwell McCombs and Donald Shaw in 1972. This theory describes the relationship between the mass media and the media audiences to give effect to the issue. At first the agenda setting theory as an explanation of the impact of media on political attitudes and behavior during the years of elections, especially to explain how the media cover and prioritize issues of coverage, or to determine the public agenda. Later this theory underlying idea of how the media do framing and framing of the issue or event for the audience, which will affect the public opinion intentionally or not. Agenda setting theory have an impact not only on mass communication and political communication but also organizational communication, persuasion and diffusion of innovation theory. (Littlejohn & Foss, 2009: 31)

Public agenda has an influence on the media agenda (agenda setting). What do audiences want from media can be seen by the media clearly through ratings, audience studies, market research and consumption patterns. In other words that the media are controlled by the tastes of the market (market driven). Meanwhile politicians or others (such as the Public Relations) could contribute to the media on what the media will be presented to the public. In a sense, that the executive in a media organization is not constructing the agenda media without authorization. (Littlejohn & Foss, 2009: 31)

**Newspapers**

The newspaper is the oldest mass media compared to other types of media. Newspapers in Indonesia has gone through a long journey of five periods since the colonial era to the new order (Orde Baru). At every era of power in Indonesia, the newspaper has become a partisan media in the sense of being a tool to voice certain groups or parties, whether the ruler, or a group of people. (Ardianto et al, 2012: 106-107)

The print media is different from broadcast media. Media broadcasting utilizing public domain ie air in disseminating the message. Therefore, the

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broadcast media are demanded to conduct its activities for the benefit of the public. But this does not apply to print media. Because the print media in spreading the message utilizing paper (newspaper) that can be seen as their own property. So even if they had bought the paper and then they burn and they do not make the paper, none of the parties has the right to prohibit them.

If there is an argument stating print media should serve the public interest, it is actually the demands on the level of professionalism and not at the level of formal law. In a democratic society such as in European countries, it is commonly found left-leaning newspaper, pro labor, supporting the social-democratic party, Christian or conservative. Even in the United States, the absence of partisan newspapers actually more due to the high degree of business reasons: if you are a newspaper known supporter of candidate A, in business will lose money because the supporting candidate B will not want to buy your paper. In other words, America is not being partisan newspapers not because it is prohibited by an institution of authority - which does not exist - but because ordinary business calculations. (Armando, Ade. April 12, 2013)

This study uses constructivist research paradigm that uses descriptive qualitative method. This study seeks to explain the phenomenon of the research object. The object of this research is the Media Indonesia and the Koran Sindo. Both the print media is under the media group led by the two owners are involved in politics in the 2014 presidential election.

Reality is a social construction, hence the truth of the reality that has gained relative nature. Thus it applies specific context assessed by the relevant social actors, in which values, ethics, morals integral part of the research produced. Researchers as a facilitator that bridges the diversity of the subjectivity of social actor aim is the construction of social reality dialectically between researcher and researched.

As informants in this study are Desi Yasmini, Head of Research Content Enrichment Media Indonesia, and Alex Aji Sahputra, Managing Editor of the Daily Newspaper Sindo.

The series of events that heats the relationship between the Commission and the National Police have raised in public the pros and cons of both institutions. The survey results from the Indonesian Survey Circle (LSI) showed that most people (over 70 percent) assume the authority of the police institution deteriorated as a result of this conflict. Starting from Budi Gunawan became police chief candidacy by the President, then the Commission set Budi Gunawan into suspected corruption until the police action that captures the KPK commissioners and make them suspects. Most people feel that what has been done by the police are an attempt to weaken the KPK (LSI.co.id, February 24, 2015).

While at the elite level, many of the political party leaders give support to Budi Gunawan to become Chief of Police despite lodged a legal case. The results of the fit and proper test at the House of Representatives unanimously approved Budi Gunawan be nominated to be Chief of Police. (Akbar, January 28, 2015).

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**Media Indonesia**

The news about the feud KPK and the Police are published daily Media Indonesia has a tendency to side with the police. These alignments seemed to raise questions about the objectivity of the media in response to an issue as one of the main requirements in news writing. As a media that supports the government in power is certainly a tendency in favor of the police becomes understandable. The President's decision to select a candidate for police chief Budi Gunawan sparking a feud between the KPK and the police where the Media Indonesia consistently to be in the government.

Head of Research of Media Indonesia Desi Yasmini who is often involved in editorial meeting, said that since the issue is started, Editorial policy side on Presiden's decision to choose Budi Gunawan as Chied Police candidate. All news is the decision of the editorial meeting, including the viewing angle in the selection and emphasis on the issues that will be delivered.

Media Indonesia saw a greater interest than just Budi Gunawan appointment as Chief of Police in the interests of statehood. Police is one of law enforcement instrument that should exist in a country so does KPK. When this prolonged dispute will result in the disruption of the process of law enforcement in Indonesia. This is the main reason for stance Media Indonesia in presenting the news as it.

Media Indonesia views as stated by Desi Yasmini is considered as a defense against the Police and the weakening on efforts of KPK who want to eradicate corruption in the homeland. Media Indonesia as a major print media in Indonesia certainly will never leave the element of objectivity in the news load. Editors Media Indonesia seeks to make news with a balanced, both from the selection of sources and quantity of the news.

However, when looked at five factors that influence media content according to Pamela J. Shoemaker and Stephen D. Reese (1996), namely the individual level, routines media, organization, extra media, and ideology would be difficult to define what the objective stance of the editors. In each level has been affected of the five factors. At the editorial meeting itself already occurred melee among individuals thought the meeting participants. Though in the end the policy decided by the chairman of the meeting, the earliest level of the individual is meeting leaders already have their own perceptions related to this case. This assumption can also develop when linked to a broader level again in Hirarchy of Influence of Media Content and Pamela Reese. At the organizational level, extra media and ideology is affecting the angle taken on cases derived including the selection of sources.

**Koran Sindo**

In reporting the conflict KPK and the Police, most people feel inclined to side with the institutions Commission (LSI.co.id, February 24, 2015). They assume that the police have done on KPK leaders is a form of criminalization or effort to weaken the KPK. But this does not affect the editorial policy in several national newspapers to join the Commission side in the issue.

Koran Sindo firmly stated they criticized KPK and give positive publicity to the Police. It is a form of Editorial stance that is not based on populism. Koran Sindo judge that the police should not always be blamed in this case. According to them, the role of the media to give an understanding to the public what the role of Indonesian Police amid the majority of media cornered them. It is as disclosed Managing Editor Koran Sindo, Alex Aji Saputra:

Koran Sindo was not worried if their circulation will decline because of a policy that is different from the majority of the public supports the KPK. Koran Sindo believes in the middle of the pros and cons KPK and the police, there are still people who support the police. Alex Aji Saputra cited in the 2014 election, which also happens pros and cons between the supporters of Jokowi and Prabowo. And this became Editorial Koran Sindo belief that the editorial policy should not take on populism.

He claimed that many Sindo newspaper reporters who covered the news in person to have an attitude that tends to support KPK. It can be seen from the product news written by some reporters who later received by the editorial. But later this news will be edited, which according to Editorial term 'adjusted’ to the editorial policy. According to Alex, the reporters have understood the policy of the ‘adjusted’ the news. So they will not dissapointed if their news have change when it presented to the readers. They reporters already understand how the editorial policy of the newspaper Sindo.

In certain cases, reporters in the field could be very dominant in determining the news. Such as news events whose development depends on what happens on the pitch. But if the news regarding editorial policy, the editor could do a little 'adjustment' news was in line with the policy of media.

Editors in the middle to upper levels in Koran Sindo ranging from editor until editor in chief are more dominant in determining how the product messages to be delivered to the reader. Reporters in the field may give their perception of an event but editors ‘adjust’ all the news from the reporters according to the policy and the editorial stance.

This is in line with how the hierarchy of the influence of the message (Shoemaker, 1996). That at the level of the individual in this case reporters can compose a message according to his perception. But before the organizational level, there is a level of media routines that affect the message. Media routines became a meeting between reporters and the perception of the organization. How can the message be credible, objective as reader expected, then the level of filtering media routines, including how the rules and ethics of good journalism.

## Conclusion

(1) The determination of content of the message from Media Indonesia and the Koran Sindo done through editorial meetings more than once a day. The first meeting is to discuss the determination of the issues that will be covered, then gather and distribute news to every desk to evaluate and determine the headline news. (2) Ranging from reporter until editor has a role in deciding media

ISBN: 978-602-74139-0-0

content. If the reporter covering the story live from the scene, or meet persons, then editor do editing the news so it worthy to be presented to the readers. Editors are usually more senior and experienced in journalism than reporters in the field. Editors can develop and deepen the issues derived from the reporter. (3) Each Editorial policy should be a guide in preparing news. Thus the role of the editor is more dominant if it is related to the development and deepening of the issue or is directly related to editorial policy. But if the news is obtained from event that is derived from the reporters, or event that is new and has not developed, then the role of the reporters becomes more dominant, because the facts and data only from the reporter.

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ISBN: 978-602-74139-0-0

# A DISCOURSE ANALYSIS ON THE PORTRAYAL OF ACCOUNTABILITY AND TRANSPARENCY THROUGH E-GOVERNMENT: A STUDY OF CONFLICT NEWS BETWEEN THE GOVERNOR OF DKI JAKARTA AND REGIONAL CONGRESS COMMITTEE OF JAKARTA ON BERITAJAKARTA.COM.

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***Abstract***

*In a democratic society, accountability and transparency initiatives are two parts of central elements of good governance, such as reducing corruption, improving service quality and empowering people. Domestic government has a responsibility for reporting, explaining and answering the consequences of decisions has been made on behalf of the community. This study is to delineate how accountability and transparency are presented to raise Governor's political image, Basuki Cahya Purnama or Ahok, amidst his political conflict with Lulung Lunggana as Regional Congress Committee of Jakarta, through news published on beritajakarta.com. The research used framing analysis of Zhongdang Pan and Gerald M.Kosicki to reveal accountability and transparency elements in news texts to construct Ahok's political image as clean and good government. The results showed that the portrayal of accountability and transparency for his good governance indicated by validating Governor's regulation for 2015 Regional Government Budgeting (APBD) without the approval of Regional Congress Committee. Furthermore, news on accountability and transparency implicitly showed by his responsibility to minimize the corruption and protect public's money. The portrayal of transparency had been revealed by recording his activities as a governor through social media or E-Government media. It can be concluded that Mr. Basuki as the Governor of Jakarta used his media, beritajakarta.com, as a means of his political communication to show accountability and transparency issues to create good governance image during his reign. But, we found that news which portrayed his reign as clean and good governance through accountability and transparency issues did not fully consider with the rule of cyber media which was determined by Indonesian Pers Council (Pedoman Pemberitaan Media Siber), namely news-balancing, cover both-side and verification aspect.*
***Keywords:*** *discourse analysis, accountability, transparency, e-government*

## Introduction

Several studies have promoted the use of e-government systems, suggesting that they produce a number of benefits which foster good governance (Nute 2002). E-Government is presented as a way to promote the responsiveness

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of government institutions to citizens' growing demands. These demands include improved access to public services, public institutional efficiency and more stringent security measures (O'Connell 2003). McQuail also confirmed that media is a primary source of information and important medium between government and citizen to create government accountability and social responsibility (McQuail (2003) as a requirement of good governance.

Based on the functions of the media, political actors use media consistently as a channel of political communication to create their political image. The Governor of Jakarta, Basuki Cahya Purnama (Ahok), utilized online news portal beritajakarta.com to promote good governance for his political image through four news in the period of March 2015 about the 2015 Regional Budgeting (APBD 2015) which became a conflict between Ahok and Regional Congress Committee (DPRD) of Jakarta.

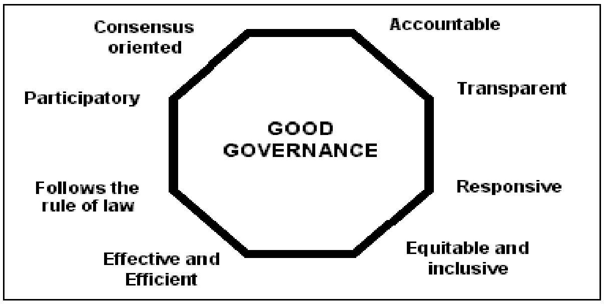
This study aims to reveal how beritajakarta.com framing accountability and transparency to create political image of the Governor of Jakarta, Ahok. The method used is the analysis of Zhongdang framing Pan and Gerald M. Kosicki to examine the portrayal of accountability and transparency through online news portal beritajakarta.com.

## Literature Review

### Accountability and Transparency in Good Governance

According to the World Bank, good governance is a symbol of policy-making that can be predicted and described, such as the bureaucracy, which is accompanied by a professional work ethic; high government officials responsible for their actions; strong community participation in public affairs; and all manners of people of a country should follow applicable regulations (in Asraf, 2014). Good governance has eight (8) major characteristics, namely participatory, consensus-oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive and follows the rule of law, as illustrated in Figure 1, It assures that corruption is minimized, minority views are taken into account and that the voices of the most vulnerable in society are heard in decision-making. Good governance is also responsive to the needs of society in the present and future (Szerletics, 2010: 2).

**Picture 1: Characteristics of Good Governance (United Nations Economic and Social Commission for Asia and the Pacific, 2010).**



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This study examined two characteristics of good governance: accountability and transparency. Accountability in good governance means that the decision-makers in government, the private sector and communities are accountable to the public and institutional stakeholders (Szerletics, 2010: 2). While transparency is a decision taken and its enforcement is done by upholding the rules and regulations (Szerletics, 2010: 2). It also means that information is freely available and directly, therefore public who is potentially affected can access the information.

**Social Reality Construction Theory**

According to this theory that there is no real “reality”, otherwise the reality could be constructed as if it was a real thing. The media can construct reality when reporting and covering media events. Journalists produce the reality of the same events in a different perspective to produce news that is immensely different (Eriyanto, 2002: 97), which called framing. Social reality depends on how people understands the world, how people interpret the world. Those are then referred to as reality. Similar news events and reality can be constructed by each one differently on how he/she define reality showed how reality is understood or how he/she interprets the world (Eriyanto 2012)

**Mass Media and Political Communication**

Mass media has a significant force in political communication to influence audience. Political message conveyed through news reporting is not the actual reality, but the reality of the media, which is also called as an artificial reality or the reality of second hand (second hand reality). The fabricated-story telling made by reporters and editors through the process and screening selection (Arifin, 2006). The result of news packaging will create a big impact imaging in reaching massive audience (Hamad, 2004).

The political messages conveyed by the government through the mass media showed the power of mass political communication in forming public opinion. (LeeKaid, 2004). Kaid also added that the political effects of the media is the result of a media agenda process which may not successfully influence people 'what to think', but managed to influence people 'what to think about' (Lee Kaid, 2004).

**Methods**

This research uses framing analysis of Zhongdang Pan and Gerald M. Kosicki to assess the portrayal of accountability and transparency in good governance through online media. The elements of Pan and Kosicki’s framing analysis include: first, *syntax* elements that give instructions on how journalists interpret events and where the news is about to be taken; second, *script* that deals with how the reporter tells the events in the form of news. Third, *thematic* structure relates to how journalists express their views on the events into

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propositions, sentences or phrases intercourse that make up the text as a whole. Fourth, the *rhetorical* structure relates to how journalists emphasize particular meaning into the news (Eriyanto, 2012: 294).

## Findings and Discussions

This research analyzed the conflict news between the Governor of Jakarta, Ahok, with legislators rolling through online media beritdajakarta.com in the period of March, 2015 which describes accountability and transparency of Ahok's reign in implementing good governance, as shown in Figure 1, Figure 2, Figure 3, and Figure 4.

| No | Structure | Results of Observation |
|---|---|---|
| 1. | Syntax | Beritajakarta.com tried to impress that Jakarta provincial government has a responsibility for forming responsibility and accountability as the implementation of good governance. The responsibility is shown by making governor's regulation issued in accordance with 2014 budgeting (APBD 2014) while waiting for Minister of Internal Affairs to make a decision. In addition, it reported that the provincial government was making the decision transparently to enact governor's regulation based on the principle of law when the matters did not carry out an agreement. Minister of Internal Affairs will then endorse the governor's regulation. The rule of law as the characteristics of good governance means that good governance requires equitable frameworks. |
| 2. | Scripts | In the script, the media did not explain "why" question so readers did not fully understand why the meeting ended up with a deadlock and why Governor, Ahok, left the meeting room as well. It could be interpreted that the Ahok was disappointed with the attitude of Regional Congress Committee of Jakarta (DPRD), which was neither accountable nor transparent. |
| 3. | Thematic | As seen on the view of thematic structure, the news was not complete and it dominated by direct quotes of regional secretary as sources of information. The use of word "*Deadlock*" interpreted the conflict between Governor and Regional Congress Committee (DPRD) about "2015 Jakarta Budgeting (APBD 2015) is no other way out except making governor's regulation to overcome the conflict. It showed that Ahok had done risk management to implement accountability. |
| 4. | Rhetorical | it contained several lexicons such as "dihilangkan (removed)" replaced by "dipangkas (cut off)". It can be implied that there was a corruption indication conducted by DPRD. It was found no pictures of the mediation between Ahok and Parliament, but only the photo of Regional Secretary. It means there is no correlation between the headline with the content. |

**Table 1. Headline 'The mediation between DKI Jakarta Government and DPRD found *Deadlock'* (Kamis, 5 Maret 2015)**

| No | Structure | Result of Observation |
|---|---|---|
| 1. | Syntax | In syntax structure, the headline "Ahok Ingin Penyelidikan Hak Angket Transparan" (Ahok will investigate Transparent Questionaire Rights) implied that Ahok tried to promote his political image as *transparent governing*, especially showing transparency in decision making and its enforcement followed regulations. The portrayal of accountability was also shown when Ahok recorded all activities in every regional work units |

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| | | |
|---|---|---|
| | | (SKPD) to promote the capability of his working units |
| 2. | Script | It was found that there was no “where” and “how” question to support how Ahok implemented government transparency which public is right to know where and how Transparent Questionnaire Rights is being implemented. |
| 3. | Thematic | The news text did not explain “when” and “where” Ahok will do the investigation about Transparent Questionnaire Rights ( Hak Angket Transparan). It was dominated by “What” question and interviewee’s quotations to show that Ahok had done government transparency. |
| 4. | Rhetoric | The use of word “transparan (transparent)” showed the openness of provincial government in investigating the Transparent Questionnaire Rights in order to make it clear and make sure there were no hidden acts. The choice of images also used high angle of photography technique to interpret effective and efficient internal meeting atmosphere. |

**Table 2. Headline ‘Ahok to investigate Transparant Questionaire Right (Selasa, 10 Maret)**

| No | Structure | Results of Observations |
|---|---|---|
| 1. | Sytax | The third news was similar to the first headline in which interpreted that Ahok government was responsible to take action about 2015 budgeting (APBD). Further, Ahok is accountable to uphold the rules by making a decision right on 2015 budgeting (APBD) even though was not supported by DPRD to protect public’s money. |
| 2. | Script | The media did not tell ‘where’ question to describe a meeting between the Regional Budget Drafting Team (TPAD) and the Board of Budgeting Banggar) of Regional Representatives Council (DPRD) DKI was held. |
| 3. | Thematic | It was dominated by citing Ahok’s statement, such as the word of “dana siluman” (invisible funds) had been used to refer 12.1 billion Rupiah fund which was considered as unreasonable funds. |
| 4. | Retoric | The use of Ahok’s gesture as an image to show his anger by pointing finger to Regional Congress Committee who accused by marking up the fund can be implied that he would be against for any corruptions. |

**Table 3. Headline: If Deadlock, Ahok legitimates governor’s regulation of 2014 APBD (Thursday, 12 of March 2015)**

| No | Structure | Results of Observation |
|---|---|---|
| 1. | Syntax | The headline and information background explained that 2015 Budgeting (APBD 2015) meeting was held by Ahok to urge Regional Congress Committee issued a regional regulation (Perda). It is confirmed by citing Ahok’s statements that he looked forward that the 2015 budgeting would be shortly signed by Regional Congress Committee. Therefore, he could do the work effectively. It showed that Ahok had done government accountability as well transparency in making a decision. |
| 2. | Script | It was similar to the previous headline that the media did not use “where and how” question. That means there is no correlation between the headline and the content to support Ahok’s accountability and transparency. |
| 3. | Thematic | On this phase, the media mostly quoted Ahok’s statement to emphasize his accountability and transparency. |
| 4. | Retoric | The use of image which showed the Governor Ahok was seriously answering the reporters’ question indicated that he worked effectively and efficiently to promote good governance of accountability and transparency. |

**Table 4. Headline ‘Ahok holds meeting to discuss 2015 Regional Budgeting (APBD 2015) (Sunday, 22 of March 2015)**

The results of examining four news showed there is a construction of reality to lead public opinion that Ahok has implemented good governance, namely accountability and transparency. It is shown in the syntactic structure of the four (4) selected headlines emphasized on accountability and transparency elements explicitly during his reign. Moreover, the use of the word "phantom funds" which implied "the source of funds is unclear" stated in thematic structure suggested that beritajakarta.com tried to frame Ahok’s government as accountable and transparent in proposing 2015 APBD (Regional Development Budgeting) in order to save public’s money. The framing of accountability and transparency are also found on the syntactic structure of the fourth news which implied that Ahok would remain consistent in making governor’s regulation related to APBD 2015 even though Regional Congress Committee of Jakarta was against to it. That means the media is trying to frame reality that Ahok has conducted his decision-making in accordance with rules and regulations.

## Conclusion

Based on the above results and discussion, it can be concluded that online news beritajakarta.com tried to frame the conflict between the Governor and DPRD Jakarta which emphasizes on Ahok’s performance in ruling accountable and transparent government to determine 2015 budgeting (APBD 2015). This is shown from the selection of news sources who taken from the internal government of Jakarta, the Ministry of Internal Affairs. Furthermore, the media did not do an interview with counterpart as cover news balance. The way of beritajakarta.com conveyed the fact focused on the "what" and "how” question to say that Ahok had conducted good governance on accountability and transparency.

The use of direct speech or news sources’ quotes dominated the news to show that his conducts conformed to the rules. In addition, the word choices used by beritajakarta.com implied negatively on the performance of Regional Congress Committee (DPRD Jakarta) which are not accountable and transparent. In fact, selected images also tend to represent a conducive and productive working atmosphere. On the whole, the media tends to portray that Ahok’s government has conducted clean and good governance, but the journalist did not fully consider verification and cover-both sides as ethics requirement in journalism.

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**Author’s Biography**

The first author Nuke Farida was born in Jakarta, March 30, 1974. Currently active as a lecturer at the University Gunadarma. Writers get S1 degree in English Literature in 2008 at the University Gunadarma. Then completed a master's degree in 2013 majoring in journalism at IISIP

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ISBN: 978-602-74139-0-0

# COMMUNICATION STRATEGIES OF PRO - ANIMAL WELFARE THROUGH SOCIAL MEDIA (A CASE STUDY ON DONI HERDARU TONA'S INSTAGRAM ACCOUNT (@)DONIHERDARU ACTIVIST OF (@)ANIMALDEFENDERSINDO)

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***Abstract***

*This study discusses communication strategies that being used by Doni Herdaru Tona (@)doniherdaru Instagram account owner and activist of nonprofit organizations (@) animaldefendersindo to increase public awareness of animal welfare. This research is a descriptive qualitative study with constructivist paradigm and in-depth interview with the owner of the account as a method of data collection. The results showed that the account Instagram (@)doniherdaru use a potency of new media on a dynamic communication strategy and delivery methods such as redundancy and canalizing messages to the type of the content of the communication messages are informative and educative . In this study also found that media Instragram as a selected media is being used as messenger because of its special characteristics that emphasize visual (photos and video) as well as interactivity that is open and easy to uss. Academically , this study suggest a new perspective on the application of new media as a tool that is accessible on line as well as its use in the context of social interaction with specific issues such as pro animal welfare issue in Indonesia .*

***Keywords****: communication strategies, pro- animal welfare, online media, instagram*

## Introduction

Over the years, especially dogs , human uses them , either as workers, guards , companion ( helper for the sick ) to a source of entertainment. However, in Indonesia , where two domestic animals are otherwise proprietary or illegal in residential areas still be a source of conflict. And especially for Muslim, dogs should be shunned for its unclean saliva. Beside that, dogs also touted carry rabies that is harmful to humans. That view led to the emergence of a mass dog culling policy in some places, such as Painan West Sumatra earlier this year[1]. While cat often get a negative label, such as a thief, abeare of disease, the cause of the barren and thus their existence (especially, stray and local short hair cat) not accepted in society. As a result, the number of a domestic animal, such as stray dog and cat more uncontrolled. People generally tend to choode not to care much about their condition and avoid direct contact with those animals.

[1] http://news.okezone.com/read/2016/01/16/340/1289644/kabupaten-ini-canangkan-target-musnahkan-8-000-anjing-liar

ISBN: 978-602-74139-0-0

Whereas the number of uncontrolled domestic stray animals has big consequences for social people life near those animals. According to vet and animal welfare activist of JAAN (Jakarta Aid Animal Network), Mariana, health and population of animals positively correlate on health of man, especially those who live near them. If those animals'health not get well maintained, then it will be a medium of disease easily. A population of stray animals that uncontrolled caused by ignorance of people that tend not care to sterilize those animals. And it's make conditions even worse.

It also being voiced by a famous lawyer, Todung Mulya Lubis who claimed that many animal welfare violations dont have any solutions. Therefore, an enforcement of animal rights need to be driven by a movement which are through national efforts and systematic law. Legal awareness about animal rights still very minimal in Indonesia and need to be raised, so that people would remember that animal rights should be respected. The lack of attention from government related to this issue make it worse. Moreover Act No. 18 Year 2009 about animal health not explicitly arrange things that necessary for handling and proctecting animals. Less supportive government regulations of animal welfare eliciting initiative people and group of people who founded nonprofit organizations that pro animal welfare and active conducting social campaign. They regularly undertake work support animal welfare such as help stray cats and dogs that having bad condition in poorly ciscumtances. One of them is Doni herdaru Tona (that have Instagram account named @donihedanu) and initiated nonprofit organization ADI ( Animal Defenders Indonesia).

As an activist of animal welfare and animal lover, Doni have a special way for conducting his message to communicate with public, especially they who followed him at his social media accounts. In that way, he could raise awareness about the importance of animal welfare. To reach wider audience, Doni use some social media, such as Instagram. Based on that, then this research have research question: How the communication strategy that being conducted by Doni herdaru Tona in spreading animal welfare messages in his instagram account?

## Literature Review

### Communication Strategy

Communication strategy is an alloy of communication and management planning to achieve a particular pupose (Effendy, 2003: 301). In doing the communication strategy, the communicator certainly must see the communication components: who, says what, in which channel, to whom and with what effect. The scope of the effective communication strategy must surely includes some things, as explained by Quinn (1992) in Ruslan (2002): 1) clear objective: the understanding that all the things that conducted aimed at achieving one spesific purpose; 2) Maintain initiative: communication strategy should determine the steps and set action on an event. Thus the strategy took by should be based on the initiative without waiting for a accident/ event first. 3) Concentration the focus all resources to maximize life of the commnucatin

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strateg; 4) Flexibility: communication strategy that runs shall dynamic and flexible; 5) Leadership, the commitment and coordinated. In running the effective communication needed a leader who has firm commitment to coordinate all the series of communication activity. 6) Honesty, the moral basis to run communication activities; 7) Security, the entire range of all activities that securing all important aspect in organization.

In preparing the communication strategy, the communicators or communicator must take into account the various communication components that support the communication strategy ( Effendy , 2003: 35), namely :
1. Identify the communication targets
2. Factors circumstances
3. Selection of the communication media
4. Assessment destination communication message
5. The role of communicators in communication
6. The appeal of resources
7. Credibility sources

In addition, there are four important things that must be considered when developing a communications strategy:

1. Know the audience. The audience is an active party so that between the communicator and the communicant should certainly interwoven dialogue interplay
2. Develop the message, which was to determine the theme and message materials used primarily for influencing audiences, and be able to generate attention.
3. Establish appropriate methods in conveying the message. The method can be viewed from two aspects: the implementation is according to the shape of its contents. By way of implementation, namely: method of redundancy (repetition) and (canalizing). Redundancy method is the way it affects the audience by repeating the message, while the method of canalizing that affect the audience to receive the message, and then slowly change attitudes and thought patterns in the desired direction.

While the known methods depending on their content: informative, persuasive, educative, cursive. Informative method is aimed at using the mind of audiences and carried out in the form of a statement in the form of information, news and other informative information. While the educational method, carried out with the idea of giving something to the audience based on the facts, opinions and experiences that can be justified in terms of the truth with deliberate, organized with the aim of changing audience behavior according to the desired direction. Cursive method, influencing audiences with the force without allowing thought to accept the ideas expressed, manifested in the form of regulations, intimidation and usually there is control of the party that has power. Selection of communication media. The selected channel information can be only one or a combination of several media, depending on the objectives to be achieved.

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**Animal welfare**

Tri Satya Putri[2], an activist of the United Nations, in her writings on animal welfare lays out the importance of animal welfare for a community group. According to her, since time immemorial humans is very dependent on animals, either in the form of subsistence food, labor help facilitate the work, to be a symbol and a source of learning in everyday life. Since the first humans also utilize animals as such. However, what we should remember is the animals could also be a source of harm if not is treated as it should. Therefore, it has become one of the foundation of the community of animal lovers perform their various campaigns[3].

Article raised the issue of animal rights and animal welfare. She also stated that the majority of people said that basically the animals do not have rights because animals do not know how to appreciate her own right. In her writings she describes animal rights or freedom of animals (animal liberalization) is an idea about the basic rights of non - human animals should get the same attention as basic human rights. According to the definition of the World Animal Health Organization, animal welfare is the way animals facing conditions in which them lives. An animal is expressed in prosperous status when they're healthy, comfortable, well nourished, safe, able to express innate behavior, and does not suffer from an unpleasant circumstances such as pain, fear, and depression[4].

The pictures show the inhuman treatment , the killing and exploitation of animals still occurs ( Source : Tri Satya Putri posts )

Although many associated with farm animals, but animal welfare in developing countries are generally classified into four, namely: (1) the animal welfare work; (2) the welfare of production animals (milk and meat) ; (3) the welfare of pet

[2] Working at the Food and Agriculture Organization of the United Nations , Vientiane , Laos . His writings supporting animal welfare and the theme chosen by the Center for Indonesian Veterinary Analytical Studies ( CIVAS ) in commemoration of the birthday - 6 on December 17, 2011

[3] http://www.freerepublic.com/focus/f-news/2463293/posts

[4] OIE Terrestrial Animal Health Code (2011). Chapter 7.1. Introduction to the Recommendations for Animal Welfare. http://www.oie.int/fileadmin/Home/eng/Health_standards/tahc/2010/en_chapitre_1.7.1.pdf

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animals (companion animals); and (4) the welfare of wild animals and animals bred in captivity (captive animals), including animals used for entertainment[5]. Animal welfare to work by ensuring that animals are not squeezed excess energy, less fed , and treatments other unnatural cause the animal pain and suffering. Animal production and welfare can be improved through a variety of ways , namely by taking into account transport or transport of animals, feed and water, the loading and unloading during transport, cage density (stocking density), and reduce caging system. Pet animal welfare is more often associated with the killing of stray dogs or stray dog population felt good because it is excessive, but it is also very closely related to rabies control[6]

## New Media

According to Denis McQuail in his book *Theory of Mass Communication* (2011 : 43 ) the main characteristic of the new media is their interconnectedness, the access to the audience the individual as a recipient or sender of the message, interactivity, usability as diverse as the characters open, and it is there everywhere. Based on the explanation, the Internet and its existence today facilitate people to connect through new media. In the beginning, the internet began as a noncommercial communication tool and data exchange between profesioanal, but further development is the internet as a means of personal and interpersonal communication, we can also see the application of search engine and social networking sites as an application that is unique and dominant (Denis McQuail, 2011: 44 ).

## Instagram

More than 150 million people share photos in Instagram, with average of 40 million each day. For a social network that only allows you to post via your mobile device, that’s a lot of pics. Instagram shows no signs of stopping either. The service is also available on your Windows phone, as well as iPhone and Android, and just this month announced the launch of their first ad platform. It was recently named the fastest-growing app of the year. [7]

## Methods

The paradigm used in this study is a constructivist paradigm with qualitative approach for trying to uncover the uniqueness contained in individual,

[5] Bowles D., Paskin R., Gutierrez M., and Kasterine A. (2005). Animal welfare and developing countries: opportunities for trade in high-welfare products from developing countries. Rev. sci. tech. Off. int. Epiz., 24(2): 783-790. Dan Rahman S.A. (?). Animal welfare issues and perspectives in developing countries. http://www.daff.gov.au/__data/assets/pdf_file/0004/1046722/83-abdul-rahman.pdf

[6] Rahman S.A., Walker L., and Ricketts W. (2005). Global perspective on animal welfare: Asia, the Far East, and Oceania. Rev. sci. tech. Off. int. Epiz., 24(2): 597-610.

[7] http://cdn2.hubspot.net/hub/303533/file-363995661-pdf/SM_Instagram_Study_FINAL.pdf I Study: How Top Brand Marketers Use Instagram, Copyright © 2010–2013 Simply Measured, Inc.

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group, community, or organization in the daily life of a thorough, detailed, profound and justified scientifically (Miles & Huberman; 1994 : 6-7). This study tries to discuss "How" and "Who", the pattern of symptoms in detail and on a number of information data collected is not a presentation of the figures, but the words and pictures. The data collection technique is to use in-depth interviews with Doni Herdaru Tona and make observations on his Instagram account (@doniherdaru) nonprofit organization Animal defenders movers Indonesia with instagram account (@)animaldefendersindo. In this case that seeks disclosed is how the communication strategy undertaken by Doni Herdaru Tona Instagram account who attempted to upload a public awareness of the issue of pro-animal welfare.

## Findings and Discussion

The communication strategy undertaken by Doni in his instagram account includes several ways, as described by Quinn (1992) in Ruslan (2002):
*The objective is clear*, namely the understanding that all things are done solely aimed at achieving a certain goal. By having a clear objective, then all activities will be focused. In terms of communications made Doni in his instagram account, he distinguished contents in his Instagram account to an account non-profit organization name @animaldefendersindo.

He admitted that initially Instagram account Doni just a personal documentation of daily activities, such as those related to the hobby loved animals and musical activities in the band's music. He joined the heavy metal band as a vocalist. Although dressed like the bands by genre many people say “fierce”, he has a hobby to keep animals, especially dogs and cats. He posted his daily routine in his Instagram account.

> “Nothing special mission that led to the pro welfare of animals at first. There is no special mission, initially the personal documentation of activities and related on animals and my music. That is my personal account, it is very spacious. From nature, animals, animal rescue activities, until my simple silly daily activity to my friends."

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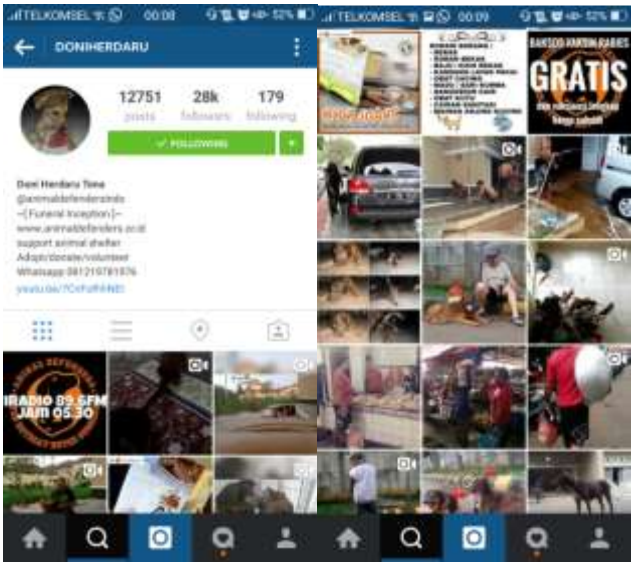


*Maintain the initiative*. In terms of activities related to defending the rights of animals, Doni maintain the initiative with direct response if there is a sudden event. It describes are completely published in his instagram account. Through his Instagram account, the post will then invite the reaction of many of his followers, both positive comments to the direct assistance to get off to participate.

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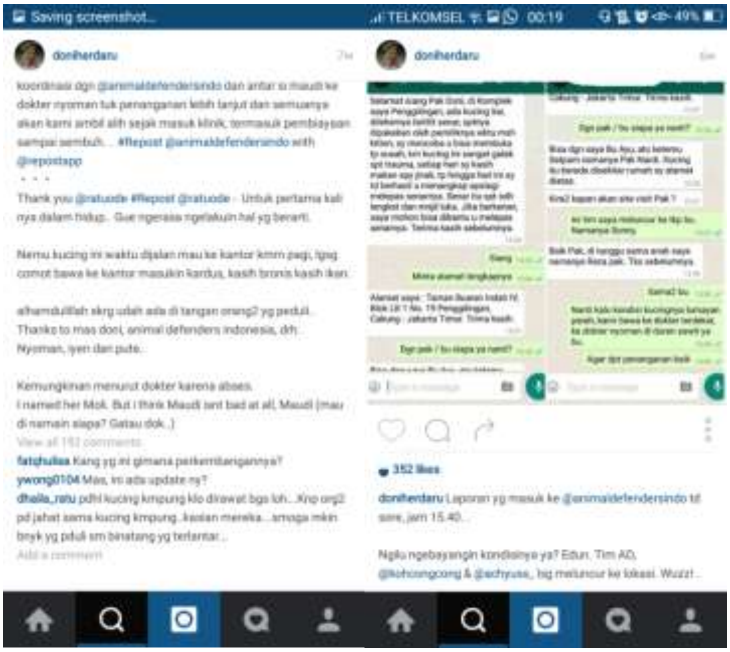


*Concentration*. In this case, Doni shows the concentration in terms of defending the rights of animals by posting a routine campaign defending the rights of animals on his Instagram account and activities conducted jointly -profit organization by focusing all resources to maximize their campaign progressed.


*Flexibility*, in terms of ongoing communication strategy, according to Doni, they should be dynamic and flexible without any rigid procedural rules that restrict communications with followers of his Instagram account. It is evident from the post - posting on Instagram.

> "I will respond comments without any tension. Those who simply want to comment yeah please write a comment, either it's good or negative comments. Others (his followers) who will answer and comment as well. If they dont like it, they do not have to follow. That simple."

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*Leadership that committed and coordinated*. In running an effective communication strategy is needed leaders who have committed to coordinate the whole range of communication activities. To that end, Doni as an activist and campaigner of animal lovers take the leading role in the organization he built. In every activity he will act as coordinator and responsible, quest for all the activities that they do. Following a term used by Cesar Milan, an activist animal lover and an expert in dog behavior training, Doni also referred to himself as the pack leader or the leader of the pack. The term is used as a designation on the position itself which is in the top hierarchy of the animal shelter, so that the animals being obedient and submissive to him.

Communications component that supports the communication strategy (Effendy, 2003: 35 ), namely :

1. *Identify the communication objectives*. Target communication in his instagram account are followers who are interested in the activity of pro - animal welfare as well as matters related to the natural beauty, as well as the latest updates from the music band (fans of his band). Followers who support the movement for the welfare of the animals were in the age range of children and adults, and generally have pets (both cats and dogs) so that information that Doni fit in his Instagram account relevant to the information they need.
2. *Factor circumstances*. In this case, Doni consider the novelty of the issues and events that occur as the contents of the update on his instagram. Thus, followers can find any agenda that is currently being the top priority, Doni and his organization and can determine the continuation of the events that have previously been published.
3. *Selection of communication media*: in this study focused on the use of instagram by Doni. Selection of social media is very important to establish a good relationship with the fans and followers, as well as being a potential media in spreading messages and pro-animal welfare campaigns.

   "Instagram is easier, the most suitable platform for the photo rather than other social media activities. Social media plays an important role in order to inspire and touched base feeling as stock movements are more apparent in the social life of the community."
4. *Assessment destination communication message*: For the purpose of communication messages, Doni said he did not have a specific strategy, but he emphasizes how to speak that is easy to understand and present the continuation of updates every event so that his followers on Instagram can easily know and understand it.

   "There is no specific strategy. But put forward the viewpoint of the chronological and animal rescue/ animal welfare in each case, as well as trying balanced in much of the information obtained. No, more focused on pressing educational side of each post on cases of animal abuse."

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5. *The appeal and credibility of the source*: The draw of appearance Doni is he still carries himself as the lead singer of metal band named Funeral Inception at every opportunity, both in hearings with the media, interviews in the media such as TV stations, up at events and campaign activities. However, he says that is precisely what the appeal to be so different from other organizations. In addition, through their display of a young spirit, members of the organization known as the ethics of their independent and autonomous.

   "Physical appearance of the majority of its members is just like other youth band member and our follower, as well as our DIY (do it yourself) ethics, independence is everything."

**Message Conducting Method**

In a communication strategy, there is a method of execution of the message when delivering the messages pro animal welfare. The method can be viewed from two aspects: the implementation is under way, and according to the shape of its contents. According to observations, the conduct messages Doni is a method of redundancy (repitition) and (canalizing). Through the method of redundancy Doni tried to influence the audience by repeating the message to the audience. Messages that are repeated generally in the form of campaign no dogs meat for consumption, the message to adopt an animal and not buy an animal, a message for sterile and messages to care about the fate of the animals around. While the method of canalizing by influencing the public to receive the message, and then slowly change attitudes and thought patterns in the desired direction.

In general , the message contained in Doni Instagram also using canalizing , because Doni tried to provide information and increase awareness about animal care to their followers. While the known methods depending on their content informative, persuasive, educative, and cursive. More informative method is aimed at using the mind of audiences and carried out in the form of a statement in the form of information, news and other informative information. While the educational method, carried out with the idea of giving something to the audience based on the facts, opinions and experiences that can be justified in terms of the truth with deliberate, organized and well planned with the aim of changing audience behavior according to the desired direction. Based on the researcher observation of this research according to the contents, Doni using informative and educative method.

Through the observation of researcher above, shows that their efforts and communication strategy undertaken by Doni Herdaru Tonda through the messages contained in his instagram account to disseminate and raise awareness and human concern on the existence of the fate of animals in around us, especially domestic stray animals such as dogs and cats. The philosophy of animal rights demands ethics of human logic that is based on the value of individual freedom , namely the moral value of a person who is not measured by

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the extent to which it is useful for the interests of others, but by treating others the way to respect the freedom of the value of its[8].

Thus, the value of human freedom applies equally to the value of freedom of animals. If the human right to be feasible, then animal entitled to the same treatment. In essence, the recognition of animal rights and can't be separated from moral principle that animals have a right to earn a well living, welfare and proper treatment. This means that people are required to treat animals well when people exploit them, or before killing and eating them.

## Conclusion

The communication strategy undertaken by Doni in his instagram account includes: 1) The objective is clear, namely the understanding that all things are done solely aimed at achieving a certain goal; 2) Maintain the initiative. In terms of activities related to defending the rights of animals, Doni maintain the initiative with direct response if there is a sudden event; 3) Concentration. In this case, Doni shows the concentration in terms of defending the rights of animals by posting a routine campaign defending the rights of animals on his Instagram;3) Flexibility, in terms of ongoing communication strategy, according to Doni, they should be dynamic and flexible without any rigid procedural rules that restrict communications with followers of his Instagram account; 4)Leadership that committed and coordinated by Doni who have committed to coordinate the whole range of communication activities.

Communications component that supports the communication strategy on Doni Instagram account, namely : 1) Identify the communication objectives. Target communication in his instagram account are followers who are interested in the activity of pro - animal welfare as well as matters related to the natural beauty, as well as the latest updates from the music band (fans of his band); 2) Factor circumstances. In this case, Doni consider the novelty of the issues and events that occur as the contents of the update on his instagram; 3) Selection of communication media: Instagram is easier, the most suitable platform for the photo rather than other social media activities. 4) Assessment destination communication message: For the purpose of communication messages, Doni emphasizes how to speak that is easy to understand and present the continuation of updates every event so that his followers on Instagram can easily know and understand it; 5)The appeal and credibility of the source: The draw of appearance Doni is he still carries himself as the lead singer of metal band named Funeral Inception at every opportunity, through their display of a young spirit, members of the organization known as the ethics of their independent and autonomous. In general , the message contained in Doni Instagram also using canalizing , because Doni tried to provide information and increase awareness about animal care to their followers. Based on the researcher observation of this research according to the contents, Doni using informative and educative method.

[8] http://www.cultureandanimals.org/pop1.html

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ISBN: 978-602-74139-0-0

# DAKWAH MEDIA: RE-IDENTITY FROM POLITICS TO POPULAR CULTURE (THE CASE OF UMMI)

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***Abstract***

*The most apparent from of Islamic expression in post-Suharto is the increasing popularity of Islamic media-especially those media that emphasize the importance of dakwah. Freed from the past constraints of state cencorship after press freedom was established by president B.J Habibie in 1999, all segments of the Indonesian media—including Islamic media—have become increasingly diversified. In this context of increasing diversification, I use the term 'dakwah media' to go beyond the labelling of a particular strand of media as 'Islamic' , and emphasize the 'constructing' of dakwah, that is, proselytization. This project analyzes the transformation of dakwah media in Indonesia, from ideological pamphlets circulated by the 'tarbiyah movement'—a social and political movement of Indonesia muslim students that was especially active during the Suharto era—to the dakwah media's current mass popularization of the Tarbiyah (ikhwani) ideology as a new lifestyle. In Arabic, tarbiyah literally means 'education'. The dakwah method introduced by the tarbiyah movement refers to the 'tarbiyah method' of the Egyptian Muslim Brotherhood (Ikhwanul Muslimin). A method that employs informal mentoring activities, including religious lessons in circles called 'halaqoh', in an attempt to prepare Muslim youth to the call for ka'afah Islam (total Islam). Under Suharto, dakwah media have helped to disseminate ikhawani thoughts among the adherents of the tarbiyah movement; yet, fifteen years awards, only few of these media survived. Ummi, the magazine that forms the main object of my analysis, is one of them. At first an underground magazine circulated among among dakwah activists, it has now become publicly accessible anywhere in Indonesia, and its readership has expanded exponentially. Focusing on a multilayered analysis, I ask how such transformations have affected the contents of the magazine—from debating ideological positions to providing guidence for living virtuous lives, to advertising alternatives for lifestyle and consumption, including "religious self-help". How has Ummi been transformed in the post-Suharto era, and the wake of the increasing politization of religion after September 11 and the Bali Bombings of 2002? What are the implications of such transformations of Ummi's—essentially female—readership ? How do readers as active agents shape the contents of the magazine like Ummi ? It is these and related questions that this research seeks to address.*

***Key words:*** *dakwah media, re-identity, politization, and popular culture,*

ISBN: 978-602-74139-0-0

## Introduction

One of the reason I was interested to study Ummi because I was interested in finding the reasons why magazine changed from being an underground radical Islamic magazine into a popular Muslim women's magazine. In that 1993 edition, there were no depictions women at all on the cover and the cover of the magazine there was a photograph of women's dead body and it was claimed (in the photo's caption) to be a Bosnian Muslim woman who had been brutally raped, fortured and slaughtered by the Serb Militans.

Fourteen years later in early 2007, I saw an edition of Ummi displayed in the well-known bookstore Gramedia. In a section along side other women's magazines. Not only was I surprised to see Ummi again, but it now was in a fancy style showing a beautiful women wearing a jilbab on its cover. Ummi's new look as a popular women's magazine then reminded me of a popular Muslimah magazine in the 1980-1990s everybody used to subscribe to called Amanah. My second encounter with Ummi after a long period of time was also quite surprising because Ummi at a glance seemed to meet my innocent imagination in the past about how a Muslimah magazine was supposedly seen. It should be seen like a women's magazine. Thus my imagination about a women's magazine was that there should be a face of a women on the cover and women's lives inside the magazine.

Although seemingly a superficial cosmetic change in the magazine, the difference in covers reflects a broader transformation in Ummi. This study explores the transformation of Ummi as a Muslim women's magazine and because it tells  something more about the transformation of a society. Following the end of the Suharto's New Order in 1998, there has been a notable increase in the diversity and amount of New Media including those promoting Islamic gender or lifestyle. In this introduction chapter, I explore the origins of the rise Islamic media by looking beyond the movement of 1998 as a turning point to trace the historical roots of a Dakwah magazine like Ummi. Ummi is one of the prominent Dakwah publications in the reform era which has its root in the Tarbiyah movement during the Suharto's period. With its focus on Muslim women's issues Ummi represents a unique example of propagating Dakwah prior to the 1998 and afterwards. This includes as a shift from previously representing a radical view a Dakwah (and its implications to Muslim women) to a more moderate view of propagating Dakwah in fashionable ways.

Although in the Suharto period Ummi only circulated among members of The Tarbiyah movement, they introduced it to other Muslim students. The Tarbiyah movement is a social and political movement inspired and influenced by the *Ikhwanul Muslimin* (the Egyptian Muslim Brotherhood) that gained symphathy among many students especially those on the leading secular state campuses in the mid 1980s. Based on my personal experience of encountering Ummi as a part of the Tarbiyah movement's propagation and the fact that Ummi's is today sold in public bookstores, I developed the study of Ummi by initially questioning what reasons motivated Ummi to go through a transformation. In dealing with this question I did a preliminary research and I bought some editions of Ummi in 2007 and began to explore their content by comparing them with my old collection of Amanah magazine.

The concept of cultural domination by industry, elites (ruling class), or dominant groups over particular beliefs, values and customs to be accepted as a common norm is developed by Antonio Gramsci in his concept of 'hegemony'. According to Gramsci, hegemony is not a given, but a process of negotiation by which competing interests and aspirations are brought into 'an equilibrium' through strategies that essentially work to articulate the interests of subordinate groups to those of the dominant groups. And Stuart Hall re-conceptualizes a Gramscian approach to provide a breoader understanding of a popular culture as an on going process that is determinated by dynamic relations of control and subordination in which cultural forms gain or loose for being accommadated by institutions. Using a Gramscian approach in cultural studies John Storey further argues that popular culture is "*neither an authentic subordinate culture nor a culture imposed by dominant culture (the culture industries) but results from a compromise equilibrium that mixes the interests of the two*".

The practice and symbols of Islam in post Suharto are very much represented in both electronic and print mass mediated forms. This phenomenon has shaped the cultural lanscape of Indonesia in a more Islamic direction. Islamic values and symbols are reinforced in the public sphere much more than before, made more visible, and thus more gendered. Simultaneously, Islamic values and symbols are commodified and consumed on a massive scale—making Islam as a new icon in Indonesia's popular culture. Amidst other Islamic commodified and consumed mass mediated forms, Ummi is an example of a Muslimah magazine that continues to seek for 'a compromise equilibrium'—in order to reinforce Islamic values and practices, particularly by disseminating and popularizing the *Ikhwani* (or the Tarbiyah) teaching in public.

The Islamic movement taking place in Indonesia that started starting in the mass media in the 1970's, is directly connected to similar movements throughout the Islamic world. This means of mass communication make this connection become capable and powerful. As Branner notes: "Indonesians can see themselves as part of a vast extended community and powerful international movement through television and print media, sometimes quite literally; for example, a 1992 article to women in Iran in the weekly Indonesian magazine. Tempo (1990) included photograph of a smiling young Indonesian journalist in a *jilbab*, on site in Tehran, holding a poster of Ayatollah Khomeini and flanked by three Iranian women in long black cloaks and veil. Indeed, the Islamic movement in Indonesia clearly owes a good deal to its counterpart movements elsewhere in the Muslim world" (1996:678). The Iranian revolution of 1979, for example, had s sinificant impact on the consciousness of Muslims in Indonesia and in other parts of Southeast Asia, in particular as a symbol of the vactory of Islam over western hegemony. Furthermore, in Indonesia students have also been exposed to the global Islamic resurgence through contact with other muslims on university

ISBN: 978-602-74139-0-0

campuses from Cairo to Kuala Lumpur, and from Camberra to Chicago (Brenner 1996: 693).

The burgeoning of popular culture in Indonesia since the new order periode that introduced a more liberal economic policy and paved the way for the how of global capital, us well as practices of popular culture. Lateron, the collapse of the new order regime in 1998 resulted in the liberalitation of media, which caused a moral panic among many muslims since mass media is considered as introducing westernisation and western style popular culture to the youth. However, medi liberation in the post new order era is also thought to be an opportunity to develop Islamic popular culture. It is now, can we see that how veiling reflects the dynamic interplay of the personal and the sosial, as Indonesia muslims face the challenge of reconciling the mixture of practices of western consumer culture, global Islamic influences and their local traditions. I argue that the new forms of trendy, veils as well as form of the emerging Islamic pop culture are an expression of hybridization as a process of cultural interactions between the local and the global. I see this hybridization as a process of cultural transaction that shows how global influences are assimilated in locality and how locality is assimilated with global trends. The trendy veil and some forms of Islam no longer stand in opposition to practices of consumer culture; on the contrary, Islamic symbols have become part of it. It is trendy in contemporary Indonesia to live an Islamic lifestyle, especially for the young generation.

One year after the fall of Soeharto, in 1999, the press was further liberalized and many magazine started to be published that were either forbidden during the time of Soeharto's media censorship or only published illegally in small numbers. Also, the Islamic press became more diverse at that time and started to occupy an increasingly strong position in the Indonesia print media market. At that time the number of Islamic magazines increased and with it their reader segments became more diversified and more and more specialized a long different parameters suck as age, gender, social group and religions conviction (Swastika, 2003: 12).

Before continuing to write about the Islamic press, I would like to give a definition of what I understand by it. I will take the definition of Swastika, who wrote an article about the mass media in Indonesia: the press which serves, in its journalistic activity, the reeds of the Islamic community, in material form (such as political reeds) as well as in form of values. ("*pers yang dalam kegiatan jurnalistiknya melayani kepentingan umat Islam, baik yang berupa materi (misalnya kepentingan public) maupun nilai-nilai*") (Swastika, 2003: 12).

**UMMI and The Introduction to Marhalah Dakwah**

Like the adherents of the Egyption *Ikhwanul Muslimin* (Muslim Brotherhood), the Tarbiyah adherents perceive Islam as a 'syumul religion' or a complete religion that regulates all aspects of life. In particular, Hasan Al Banna, the founding father of *Ikhwanul Muslimin* describes six priority duties to be achieved by the *Ikhwanul Muslimin* adherents : achiving self improvement *(Islah an-nafs*), founding an Islamic family (*islah al-bait al Muslim*), improving society

ISBN: 978-602-74139-0-0

(*islah al-mujtama*), liberating the muslim nations from non Muslim colonial power (*tahrir al watan*), improving governance *(islah al-hukumah*), and returning the glory of Muslim rules at the international level, and eventually achieving the Global Umma. In order to meet all these duties, such knowledge should be thaught through three strategic phases called the "*Marhalah Dakwah*" (The Dakwah Strategy).

The *Marhalah Dakwah* is the most essential knowledge for all the Tarbiyah members (*jama'ah*). To establish the '*Umma*' (The Islamic polity) as apre-condition to achieve the *Daulah Islamiyah,* the Dakwah (proselitization of Islam) is managed through three basic strategies, namely : the introduction phase (*marhalah ta'rif*), the development of cadres recruitment phase (*marhalah ta'win*), and the entire Dakwah implementation of political phase (*Marhalah tanfidz*). The first Marhalah is called 'Ta'rif' or the introduction of being 'ka'afah'. Ta'rif is an acknowledgement of the ideological values addressed to the individuals to accept Islam as 'ka'afah', meaning a total sub mission to Islam. At this level, individuals are expected to behave ccordingly to the shari'a. The second *Marhalah* is called 'Ta'win' or the establishment of the community. Ta'win is the establishment of a community based on the Shari'a principles. At this level, the Jama'ah (the community of the constituted Islamic society) determines social relationships and their proportion to all its members. Marriage arrangement is one basic part of Dakwah Strategy, emphasizing arranged marriage among the *Jama'ah* members due to shared beliefs and moral value (*kufu*). Education addressed for familial relationship is also part of this strategy. In its simple form, ta'win is achieved through the establishment a new family. The third *Marhalah* is called '*Tahfidz*' or the involvement within a broader society both socially and politically. *Tahfidz* dictates the command for all *Jama'ah* members to struggle for the implementation of the *Daulah Islamiyah* (Islamic State) by constituting social organizations and or establishing political parties.

In the Suharto period, all of the religious lessons taken within the halaqah meetings of the *Tarbiyah* movement referred mostly to the guidance inspired by Hasan Al Banna. Another influential guide for the adherents of the Tarbiyah members in the Suharto period were also derived from Sayyid Qutb's thoughts, particularly from Petunjuk Jalan (1980), translated and published by DII an Indonesian translation from *Ma'alim fi Al-Tariq*. Unlike Al-Banna, Qutb is concidered more political in describing the Dakwah strategies by introducing three political concepts of Hakimiyah (sovereignty), manhaj (methods), and *Daulah Islamiyah* (Islamic State). For Qutb, God is the absolute sovereign. Thus, Islamic society should only and could only be ruled by God's rules is the Shari'a.

Meanwhile, Dakwah methods should be based on the historical root of the Prophet Muhammad's experiences that according to Qutb constitute three periodical steps called the Manhaj. The first of *Manhaj* is the estabishment of the *Jama'ah* (Islamic Community) by maintaing ideological coherence to the Jama'ah, especially when they have to separate their practices in life from '*Jahiliyya*'. Within this step, a *Jama'ah* should make a boundary to identity their

ISBN: 978-602-74139-0-0

proponents and opponents (enemies). The third step of *Manhaj* is *Hijrah* (a migration of a journey) the means theintegration of the whole *Jama'ah* by leaving the '*Jahiliyya* system' into a solid Umma. Within the framework of the *Manhaj*, Qutb also called Muslim to commit to *Jihad* especially in order to overthrow the *Jahiliyya*'s power. In specific, Qutb invoke Muslims to legitimize means of physical force in practicing *Jihad*—which is to some extent perceived as violent *Jihad*. All of those methods are the pre requisites for the establishment of a *Daulah Islamiyah* (an Islamic State).[1] Sayyid Qutb ideas especially those that justified violence in committing to Jihad were frequently represented in other eadical magazines like *Sabili*, but was not often featured in Ummi, although to some extent Ummi also praised Sayyid Qutb as a sacred martyr in the contemporary Islamic world. In addition to disseminate Qutb's work, Ummi was very much in favor to his concept on *Jahiliyya* and an emphasis to conduct moral transformation in order to over rule the *Jahiliyya* system.

During the Suharto period, the translated volumes of the *Ikhwani* thought were very influential in developing the Dakwah methods of the Tarbiyah movement. Ali Said Damonica (2002) differentiates two important phases experianced within the Tarbiyah movement in the Suharto period, namely the phase of pre-purification and the phase of purification. In the pre purification, there were no standart patterns of mentoring lectures. For the reason there were lots references taken from the proliferation of translated volumes of radical Islamic thought, especially during the late 1970 until mid-1980s. During that period, there was no solid consolidation among muslim student activists in defining their ideological orientation for forming particular religious groups. From the 1970s until the 1980s. The DDII (the Indonesian Board Council for Islamic Propagation) fed the Muslim student activists who consumed radical Islamic thought through publications. However, the Dakwah movement in Suharto period pionereed by the DDII since the 1980s was not a solid coherence movement and later resulted in the least three mainstraims of Dakwah movements: the Tarbiyah movement, Hisbut Tahrir Indonesia, and the Salafiya Dakwah movement led by Muslim activists from the LPIA (Lembaga Pendidikan Islam Arab) that was financially supperted by the Saudi government. From the Middle East (especially from Egypt and Saudi Arabia who were the sympathezes of The Egyptian Ikhwanul Muslimin) into the Tarbiyah movement from the Mid-1980s, the phase of purification began. The Usrah in the Tarbiyah community was later called '*halaqah*', a term for mentoring that is also by other Salafi Dakwah movements in Indonesia for their mentoring classes. From the purification era, the materials for Tarbiyah methods of mentoring (*halaqah*) particularly taken from the *Ikhwani* thought were more organized and compiled within two important categories. These two compilations of The *Tarbiyah* materials are: 'pembentukan karakter-karakter pribadi Islam' (*takwin al*

[1] Jihad (Arabic) literally mean's 'stuggle'—the full phrase of Jihad is 'Jihad fisabilillah'. Muslim agree that Jihad is a spiritual struggle that is to struggle inside the self which means to conguer malicious intent.

*Syaksiyah al Islamiyah*) or The Islamic self characters building, and 'pembentukan karakter gerakan atau aktivis gerakan' (*takwin al syakhsiyah al harakiyah al da'iyyah*) or the movement and the activist characters building. Within the category of Islamic self character building, there are five basic materials provided for the *Muttarabi* (pupils); the study of the meanings of *Syuhada* (Muslim declaration of belief in oneness of God and the acceptance of Muhammad as God Messanger), the study of understanding human being or human behaviors (*ma'rifatul insan*). The materials in the category of the movement and activist character building confist of the understanding of normative truths, recognizing enemies of Islam, the mastery of the fight Dakwah (main rules for the implementation of Dakwah). Those materials are predominantly influenced by Ikhwani thought and are organized as basic references for the mentoring lectures of The Tarbiyah movement.

**The Dakwah Magazine in a Pop Style (The Transformation of Ummi in Post Suharto Era)**

**A. *Mar'atus Shalihat* : The Transformation of The Ummi in The Reform Era**

Ummi's motto is captioned by a catch phrase, 'Ummi Identitas Wanita Islami'. Ummi the identity of piors Muslim women. In this way Ummi employs a symbol of piety in order to differentiate itself with other popular womens magazines. Therefore the representation of 'pious women' is Ummi's essential Dakwah messages. By means of symbolizing pious women, Ummi plays its role in forming identity construct. On that account Ummi provides an identity construct that is embeded within the discourse of 'Maratus Shalihat' (pious women).

Anna Gough Yates (2003) underlines that women magazines not simply provide innocent pleasure for its readers, but site for identity construct through which oppresive feminine identities are constructed and disseminated. On this account, Anna Gough Yates further argues that the women's magazine industry is monolithic meaning procedure that circulates messages and signs about the nature of femininity that serves to promote particular ideological 'interest'. Therefore, Anna Gough Yates suggests that the study of women's magazine must employ the concept of discourse in order to investigate the dialogical meaning inside the magazine in potential struggle with historically and culturally specific uses of languange.

These are two important historical events that underlay the transformation of Ummi in the post Suharto era. Firstly is the establishment of the PKS (The Justice and Properous Party) in 1998; and secondly is the implication of post September 11 and most significantly, The Bali Bombings in 2002. Likewise in the Suharto's era, Ummi consistanly disseminates the ikhwani teachings on 'Maratus Shalihat' in public. The involvement of the female Tarbiyah activists into a political realm especially since the birthof the PKS has affected Ummi's representation on Dakwah. In 1998, Ummi began to incorporate a journalistic style into the magazine that remains until today. Since that time, the

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female Tarbiyah activists who worked at Ummi simultinously column of "Bahasan Utama"—The main discussion.

Since 2003, Ummi has hot only visibly employed an exterior format of a popular women's magazine particularly by renewing the image of modern pious women (*maratus shalihat*) as its appeal. The image of *maratus shalihat* was previously represented as a loyal housewife in the editions of Ummi in the Suharto era. Since 1998, Ummi has gradually refined the image of pious women by employing more feminine identities as the magazine's project. A visible change was shown through the depictions of women's faces in the magazine. Ummi's emphasis on exploiting emotions also seems to sucessfully attachted new readers. In dealing with evoking readers emotions, Ummi employs more sophisticated rhetoric in representing women issues and tends to use a more 'appropriate' languange that is also commonly employed by other secular women magazines.

In general, Ummi's transformation into a popo style in post Suharto era includes several exterior and interior characteristics of women magazine as identified as follows :

1. The emergence of advertorial pages
2. Female depictions (innitially represented inside the magazine—on the advertorial pages, and then later women's faces on the cover of the magazine).
3. A quality of emphazising femininity; the construction of motherhood (Islamic motherhood of 'Ummu Madrasah' or mother of education), piety and beauty (*Maratus Shalihat*).
4. More articles based on the genre's classification that also include leisure activities (pleasure).
5. An adoption of journalistic style in the magazine.
6. More articles for accomodating readers 'responses and readers' opinions.
7. An application of a rhetorical device which obscures the '*Ikhwani*' (Tarbiyah) terminology that used to be employed in the magazine prior to the 2003 editions particularly in the major columns under the genre of moral virtues.

Despite the fact that Ummi provides an alternatives (Islamic) lifestyle, likewise in the Suharto period. Ummi continues its role as the mouthpiece for the dissemination of the *Ikhwani (Tarbiyah*) ideology. It is evidence by Ummi's consitent view on public morality. Ummi's post Suharto political interest thus aims at strengthening public morality started from disiplining private morality. In dealing with this purpose, Ummi persuades its readers by employing femininity and defining a construction of Islamic motherhood. The framing and content analysis of magazine still plays a major role as the '*Murabbi*' (the mentor) by consistenly underlining the core Tarbiyah norms as Ummi's moral project and as a source for religious self—help for the readers. On this account Ummi considers its readers as the Ummi's daughters who need to be listened because they are in search for an eternal guidance—Ummi's moral project then not only configures

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the ikhwani's fundamental doctrines for an 'authentic' Islamic lifestyle, but also transforms Dakwah into the object of consumption.

**Picture 1: Column Ya Ummi—Reader's Religious And Psychological Conseling In Ummi—Theme: 'Kakakku Homoseksual, Apa Yang Harus Kulakukan'--. Source : Ummi No. 5/ 2008**


Kakakku Homoseksual,
Apa yang Harus Kulakukan?

The summary of framing analysis of Ummi's editions in 1998-2002 that framed the early roles of the female Tarbiyah activists in 'political activism' in general can be seen in the following table.

| Cover caption | Frequently Appeared Themes (Headlines) | Visualization |
|---|---|---|
| *Maratus Shalihat* (a pious/faithful woman) | • Propagation of *marhalah dakwah* with emphasis on *tanfidz* : the persuasion of joining the PKS<br>• *Manhaj Dakwah* : a combination of preaching and movement (Notions on the *Jahiliyya* system on the *Jahiliyya* system and *Jihad*)<br>• Anti Liberalism (American or West Economic and Cultural Domination)<br>• Anti pluralism :<br>a. Against homosexuality<br>b. Anti Christianization : Rejection for mix married<br>c. Against so-called 'permissive' lifestyle and sexual misbihaviors (unislamic sexuality) : adultary, promiscuity, premarital sex or non-marital sex, homosexuality | • Female depiction<br>• Cartoons one introduced especially in the suplement part for children<br>• Some pictures represent Islam or Muslims as minority inforeign countries (reproduced from other Islamic magazine, copyrights not mentioned) |

**Table 7. Transformation Of Ummi 1998-2002 (The Early Time Of Reform Era—The Early Development Of The Newly PKS Prior To The Impacts Of September 11 And The Bali Bombings)**

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Since the establishment of the PKS in 1998, the female Tarbiyah activists actually play minor roles in the party's structure until today. However female figures of the PKS representatives are very active to promote the reinforcement of public morality. This is exemplified in Ummi's opposition to the so-called bad impacts of globalization. The spread of pornography in the media, and public tolerance toward so-called 'sexual mis bihavior' were seen in Ummi's view as moral degradation generated by Western Cultural influences.

**B. "*Cantik dan Shalihah*" (Beauty and Pious) : Virtual Represetation and Female Images in Ummi's Post Suharto**

According to Roland Barthes (1977) just like texts, images functioned as rhetorical tool that convey signs and meanings. Barthes argues that when reality is depicted in the visual medium, it is not essentially encrypted. It is the reproduction of reality in the form of visual images that encodes a system of signs to generate meanings. Barthes's concept on the rhetoric of image is also understood that the meaning of visual representation necessarily is encoded in the activity of viewing which is also shaped culturally and contextually. Barthes argues that the rhetoric of images comprises aset of 'connotators' (the signifiers within a particular medium) that are built in particular cultural codes and context. The images in a  magazine not just simply denotes their captions; they connote meanings because they are symbolically narrated.

Picture 2: The sample of female depiction on Ummi's cover's cover (An Actress: Anissa Tri Hapsari). Source: Ummi Special Edition, August-October 2009


The cover of a popular magazine is the most important centre of attention that sells the magazine. Women's pop magazines tend to represent female images in the glamours style of photography on its front cover for its attraction. Later, since the editions in 2003, Ummi has depicted the images of vailed women on the front cover of the magazine in the glamours style of photography.

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**Figure 3: Sample of Female Depictions in Ummi's Advertorial Page (Halal Cosmetics)**


Visual representation of female images in Ummi thus is in interesting topic to be discussed in this sub chapter, because it also signifies the construction of the renewed *Maratus Shalihat* (pious women). Female depictions in Ummi has altered the *Tarbiyah*'s interpretation on the *Ikhwani* doctrine of *Hijab* that restricts the visual appeal of women's body aimed at constructing piety for privacy, sanctity, and modesty. In fact the representation of *Hijab* in Ummi now tends to exploit femininity for beauty, shown by the visualization of dressing the body in *Hijab* aesthetically. In other words, both piety and beauty are constructed simultaniously within the values and the practices of hijab. A shift of visual representation in Ummi definitely signifies an ideological dynamic in the editorship. Visual representation of the Islamic symbols and visuals in mass mediated forms in the case of Ummi provides an exemplification of the objectification of Islamic identity that corresponds to Islamic activism of the Tarbiyah movement. On that account, the *Ikhwani* ideological influence in Ummi has contributed to shape to identity formation of pious women.

Yusuf Al Qadharawi's thought on '*Al Islammu wal Fannu*'—Islam and the art, is the major influences on Ummi's ideological stance, especially in dealing with popular culture. According to Al-Qadharawi a visual representation of female is acceptable as long as it is portrayed according to the shari'a. That is, a woman should be on '*hijab*'. A visual representation of beauty is assumed to be promoting a good image at a faithful woman. As Allah (God) is also the most beautiful, so female visualization in art is allowed as long as it is not intended to show explisit sensuality. Therefore, Yusuf Al Qadharawi's interpretation on the purpose of female depictions in mass mediated forms should be understood within the terrains of the hijab ideology.

On that account, the analysis of Ummi's rhetoric of female images should be based on the visual materials that connote '*hijab*' as cultural codes to manufacture the identity of modern pious women in the idealized feminine beauty. My analysis of the visual representation of female images in Ummi here is thus limited by particular selections of visual samples distributed in the editions of Ummi in 1999-2009. The distribution of female images inside the editions of Ummi post Suharto is summarized in the following table:

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| Location / Visual formats | Classified Pages | 1998-2002 | 2003-2009 |
|---|---|---|---|
| | Front cover | Figure illustration (sketch, drawing) | photographs |
| | Articles (including news reportage) | Figurative illustration (caricatures, sketch, and photographs) | Figurative illustration (caricatures, sketch, and photographs) |
| | Entertainment and lifestyle | Figurative illustration (sketches, and photographs) | Figurative illustration (caricatures, sketch, and photographs) |
| | Advertorial | Photographs | Photographs |
| | Supplementary (children story) | Figurative illustration (comics) | Figurative illustration (comics and photographs) |

**Table 2. The distribution of female images in Ummi editions of Post Suharto**

## C. The Case of The Pornography Act 2008 : Ummi's Narratives on Public Morality

Generating a view on Islamic activism by emphasizing a sense of femininity is Ummi's political interest in order to reinforce public morality. During the period 1998-2008 Ummi paid a major attention on public morality, particularly the case of pornography, as regular themes in its editions. However, Ummi's concern on public morality not only addresess the issue of pornography but also a major concern on strenghthening normative sexual order. This argument is symbolically associated with a construction of Islamic Motherhood of the 'U*mmu Madrasah*' (mother of education) by exemplifying the role of a mother in protecting her family especially her children. The pornography act becomes an interesting case to me because it exemplifies Ummi's long efforts in disseminating public morality in order to mobilize public opinions. The case of pornography act as represented in Ummi is also an interesting case due to the controversy that emerged in the public debate over what can to be identified or considered as pornographic activities.

In important event to the reinforcement of public morality is the enactment of the pornography act in 2008. Prior to the enactment of the law, some Islamic organizations (the MUI, the DDII, the HTI, the FPI) and notably some parties in the Lawer House (the Democrat Party, the PKS, and the PBB—Partai Bulan Bintang) mobilized supports to legislate the first draft of pornography act. In 2006 the first draft of pornography and pornoaksi. RUU APP which ignited disputes at the national level. The term 'pornoaksi' was most problematic, because it mingled the term of 'pornography' with other terms such

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a terminology, it has widened the dispute particularly considering what followed as legal actions based on the definitions mentioned in the draft. Legal action will result not only in banning 'porn' materials in media representations, but also to what is 'concidered' to be prorgraphic activities in public including expressions of eroticism and sensuality.

The Bill on against Pornography and Pornoaction was highly criticized by some pro-pluralist organizations in Indonesia assuming that the act would jeopardize the rich cultural diversity of ethnic racial and religious Indonesia. It was because that act allowed for a particular moral interpretation of banning cultural expression in Indonesia multicultural traditions especially those which expose eroticism or celebrating sensuality. There were criticisms against the assuming legal implications of so-called 'Pornoaksi' that resulted in massive public demonstrations in several provinces, such as in Bali, Yogyakarta, North Sulawesi, Papua, and East Nusa Tenggara. The opponents argued that the bills would prohibit any cultural expression of the Indonesian celebrates for sacred purposes, for intance in Bali and Java where inherited symbols of fertility are displayed through cultural artifacts and traditional rituals.[2]

After having bitter debates at the Lower House of Parliamentary for almost two years, the highly problematic term of 'pornoaksi (porno-action)' was over ruled and the Lower House og Parlimentary eventually anacted the pornography act on 3rd November 2008. It was very obvious that most of legislators who passed the pornography act come from the Islamic parties, especially those from the PKS led by the female Tarbiyah activist, Mrs Yoyoh Yusroh. Prior to the enactment of the pornography act, the PKS was obviously very active in disseminating its political agenda on public morality, especially by publication in affiliated Dakwah media, including such representations made by Ummi. Ummi covered the reportage on the event of National Symposium for 'Gerakan Nasional Anti Pornografi dan Pornoaksi'. The symposium was organized by the Ministry of Youth and Sport and was opened by Mr. Adyaksa Daud, the Minister of Youth and Sport, who is the Tarbiyah activists and the PKS politician. This case study demonstrate concerns on the Spread of sex materials in public, and the public tolerance towards un-Islamic sexuality. Ummi's representation of these two concerns in public morality has significantly contributed to shape public opinions as the impetus for the enactment of the pornography act.

The two samples of Ummi's narratives of pornography and pornoaction obviously focused on moral disipline especially on regulating women's body. The narratives implies two conjoined interests of Ummi's politics in sexuality; firstly is the idea that women's body is the object to be regulated; and secondly is the idea that women are subjected to bear the most priority tasks for moral obligation in order to disipline sexual order in the society. Indeed, the concern on

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[2] Rozaki, Abdur. 2010. 'The Pornography Act And The Politics of Sexuality'. In Atsushi Ota et. al (eds). Islam in Contention : Rethinking Islam and State in Indonesia. Jakarta : The Wahid Institute, --CSEAS—CAPAS. Pp. 122-134.

ISBN: 978-602-74139-0-0

public morality is disseminated through a discourse of individual moral transformation by practicing more 'Islamic' norms in public spheres. In other words, it implies Ummi's consistent aim for the proselytization of muslim women to be righteous muslims according to the *Ikhwani (Tarbiyah)* doctrines.

### D. Ummi's Renewed Discourse of *Maratus Shalihat* : The Construction of Femininity in The Practice of *Hijab* and The Islamic Motherhood of *Ummu Madrasah*

Ummi in post Suharto era made a significant shift by gradually capturing a broader idea of '*Maratus Shalihat*' (pious women) from previously exemplifying a focus on '*al zaujah muthi'ah*' (a loyal housewife) as a role model of pious women. This gradual shift is visibly found in the configuration of Ummi's headlines and the contents of the magazine especially since earlier 1998, a few months to the downfall of Suharto's regime in May 1998.

Since that period, the shift has resulted in various ways such as in the visualization or depiction of female figures and increased readers participations represented in Ummi's textual production. In dealing with this shift, Ummi has refined the discourse of *Maratus Shalihat* that attempts to create a more dignified image of pious women who follow the path of Dakwah.

Ummi's renewed discourse on *Maratus Shalihat* constitutes two important major constructions; first is the construction of femininity in the practice of Hijab and second is the construction of Islamic Motherhood of *Ummu Madrasah* (the mother of education). Ummi's effort to construct femininity through the practice of hijab here underscore active practices that generate meanings reproduced by social agents (in this case by the female *Tarbiyah* activists). Unlike Ummi's past publications in the Suharto's era that did not incorporate the narratives of *Hijab*'s experiences. Ummi's renewed discourse on *Maratus Shalihat* incorporates the experiences of hijab as a voluntarily hijrah. The illustrations of a voluntarily hijrah symbolically implies a dignified meaning of the practice og hijab because it connotes women's awareness in religious obligation without coercion. The awareness of taking religious obligation freely is also narrated though the construction of Islamic Motherhood of '*Ummu Madrasah*' (mother of education). The *Ummu Madrasah* in this context is exemplified through women's role both as a moral educator and protector of the family and the society for their religious services to generate a better Islamic generate.

An obvious expression to narrate the ideology og Hijab in Ummi's post Suharto is found in the column on shared stories of experiencing veiling among Ummi's readers. The stories shared readers '(the author)'motivations to follow the path of Dakwah by practicing veiling that were the result of voluntarily decisions not from compulsions. Suzanne Banner (1996) identified a phenomenon a middleclass educated Javanesse women's submission into the so called 'Islam yang kaffah' (a total submission to a complete Islam). The practice of veiling, specifically has introduced 'jilbab' to cover the body with to be visibly seen. In response to the phenomenon of veiling among Muslim women, Ummi specifically distinguish to cover the body that also conceals the shape of women's breasts and waist. An expression of a voluntarily hijrah thus engenders new interpretation of the meaning's of 'hijab'. The new interpretation is for example demonstrated by wearing an appropriate hijab (Hijab Syar'i) that not specifically symbolizes women's exclusive association to the Tarbiyah community, but a distinctive true Muslimah identity.

**Picture 4: Sample 1. Ummi's Fashion Esaign Column (Example demonstrated by wearing an appropriate hijab). Source: Ummi No. 3 /XX/2008**

**E. Ummi As A Popular Women's Magazine : Islamic Intimacy in Private Relationships and The Commodity of Femininity**

The transformation of the magazine to a popular style consequently invites more responses from Ummi's readers. Therefore, a space for allocating reader's concerns becomes another project of Ummi's editors. In this project, readers addressed their private problems in search for Ummi's advices especially on the complexities of personal relationship. This is for example appears regularly in the Ummi's classic column 'Ya Ummi' (Oh My Mother). Unlike in the Suharto's period when the column served to answer readers (The Tarbiyah members) questions on practical instructions for practicing Dakwah and the values behind the practices, in the reform era the column serves to repond anonymous readers who shared their 'private' secrets that were previously in Ummi considered as taboo. These private problems in relationship for instance, are identified as follows; having a violent husband, a husband has sexual affairs with other women, having a brother or even a husband who is a gay (bisexual), a temptation to meet ex-lover, having a mean mother in law, a husband married secretly without asking for the wife's approval, etc. All of these shared private stories have never seen displayed in Ummi's past editions in the Suharto's era. As a response to the shared stories Ummi provides two types of solution, the Shari'a answer and the psychological answer, sometimes Ummi also includes a

ISBN: 978-602-74139-0-0

solution from a secular legal perspective, for instance when it came to un-resolved conflicts that affected the reader's legal status as Indonesian citizens.

**Picture 5: Ummi's Headline: "Be A Happy Single" Source : Ummi No. 3/ XVII, July 2005.**


Reader's private problems especially in managing personal relationship then inspired Ummi's project on exploring femininity as its major appeal. Because the exploration of femininity in women's magazine's industry but also legitimizing particular dominant interest, therefore women's magazine does not provide innocent pleasure. This is for example exemplified in Ummi's edition in July 2005 which was for the first time published a provocative theme entitled 'Be a Happy Single' (see figure). Such an appeal of captioning the magazine's which have operated in Indonesia since in the earlier reform era such as Elle and Cosmopolitan. Ummi's first edition on the theme of 'being single' revealed a 'hot topic' particularly among The Tarbiyah members. The theme discussed complexities and ramifications faced by the same female readers in relationship for example when they have to meet 'an arranged marriage' that to some extents is still culturally unacceptable. Ummi has grasped this issue in the moderate ways, by allowing  the readers to remain 'single' but keep motivating them to open up possibilities for creating happy family according to Shari'a.

**Picture 6: Column Fiqh Wanita : Istri Belum Mampu Jalankan Tugas. Source : Ummi No.5/ 2009**


Istri Belum Mampu JALANKAN TUGAS

ISBN: 978-602-74139-0-0

Based on readers opinions, especially these concerned in marital problems, it seems that the Ummi's editor incline to admit the existing issues of domestic violence that also occured among the Tarbiyah members as well. Ummi's concern on the issue of domestic violence is demonstrated in the Ummi's guide of handling an Islamic divorce. However, unlike other 'secular' women's magazines which framed the issues within a feminist framework of 'KDRT—Kekerasan Dalam Rumah Tangga' (domestic violence) Ummi's editors opt frame it as a 'Gangguan Dalam Pernikahan' or 'marital disorder'.

A spectrum of religiousity and femininity in the magazine can be discerned in the following table of Ummi's cover story:

| Genre | Rubrication (column titles) | Contents |
|---|---|---|
| Propagation of dakwah (religious consultation, psychological counselingand motivational counseling) | Mutiara Islam (Pearls of Islam) :<br>• Mutiara dakwah<br>• Kajian Hadits<br>• Tafsir Qur'an<br>• Fiqh Wanita<br>• Galeri | - Description and explanation on Islamic values and practices<br>- Description and discussion on the Status of Women in Islam according to the Qur'an and The Sunnah<br>- Description and Discussion on understanding of the Shari'a and Islamic Shari'a and Islamic legal thoughts<br>- Narratives of the inspirational stories from the Salaf al Salih generation<br>- Readers opinion on private relationships (marital and familial) |
| Moral Virtue | • Bahasan Utama<br>• Media Kita<br>• Dunia Wanita<br>• Ya Ummi | - Persuasive to Prioritize Moral Virtue (Akhlaqul Kharimah)<br>- Narratives and Discussions on the 'Hijab' (values and practices)<br>- Narratives on Public Morality and its social impacts<br>- Narratives on Ummu |

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| | | |
|---|---|---|
| | | Madrasah<br>- Persuasion on Putting an Emphasis on 'love' and 'compassion' as the Dakwah approaches<br>- Personal problem's sharing and solution |

**Table 3. Ummi's cover story (Ummi's content 1998-2009)**

Ummi's changing relationships with its readers the image of *Maratus Shalihat* (pious women) that used to be distinguished in the roles of housewife (al zaujah muth'iah). The image of a loyal housewife in Ummi's past edition (Suharto era) was previously illustrated the passivity and characterized as a obedient and submissive.

## The *Murrabi* : A Brief Etnography Study of Ummi's Editorship

### A. Female Dakwah Activists and The Production of Islamic Femininity

Ummi was established in February 1989 by two Tarbiyah movement activists, Aidil Heryana and Agus Sujatmiko who then recruited other Tarbiyah activists at the university of Indonesia in Jakarta to manage its publications. Ummi's first edition was launched in April 1989 and staff from this magazine were all men and the male dominance in Ummi's structure remained until 1997. On the other hand, simultaneusly during the period of earlier 1990s, a group of female Tarbiyah activists foresaw another field of Dakwah through cultural movement. They established a writer's group at the Faculty of Literature at the University of Indonesia in Jakarta and began to publish their 'Islamic genre of literature' such as prose or stories as well as poems at several newspaper, for instance in the leading Islamic newspaper like Republika. These female Tarbiyah activists who joined in that group then decided to work together and published a print—off stencil called 'Annida' which contents collected all the Islamic literature works of female Tarbiyah activists in 1991. This print—off stencil of Annida was very much limited circulated only among female Tarbiyah members in Jakarta. Among these female Tarbiyah activists are today leading female figure in public such as Helvy Tiana Rosa, Dwi Septiawati, Asma Nadia, Haula Rosdiana, Inayati, Dewi Fitri, and Dian Yasmina Fajri. Today these female Tarbiyah activists have thier reputation as the 'founding father' of the Islamic genre of literature.

Therefore, during that period, all male Tarbiyah activists were working for Ummi—a muslim women's magazine prepared for motherhood, meanwhile Annida was intended to cater Muslim teen with a teenage Muslim magazine. Although Annida was adopted by Ummi's management, its instance like Ahmad Maburi thought that perhaps Ummi was better managed by female Tarbiyah activists because these women knew women's world than men.

In 2003, Ummi follows Annida's footsteps to success by gaining new readers not only from the adherents of the Tarbiyah movement but also from

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public. This transformation also underline Ummi's shift from an ideological community—base magazine into a popular Muslim women magazine. On the other hand, a broader readership of Ummi has also affected the way Ummi represents itself as a Dakwah medium because a growing numbers of Ummi readers who are not considered as 'legitimate' members of the Tarbiyah movement also stimulate the transformation of the magazine in adopting a more 'moderate' style.

The editors of Ummi found that the creation of Ummi's fandom is a manifestation of the spirit of a Islamic Sisterhood. Within the program of 'Keluarga Islami'—Ummi's provides a service for the 'Ta'aruf', a mediated Islamic prcedure for having acquainted period between prospective couples. This programe is actually cost free, however, all prospective couples in this program were reiquired to come to a preparation seminar before their wedding day, and they were reiquired to purchase some materials like books. Obviously, the program of 'Keluarga Islami' in Ummi become Ummi's social laboratory that connected female Tarbiyah members to be the motivators of the Ummi's fandom. The creation of Ummi's fandom also an important signs to expand Ummi's social influences at public because the members of Ummi's family initially worked for Ummi without being paid as well, as a return to the benefit they gained by joining the family of Ummi. Therefore the spirit of sisterhood, according to Ummi's editors becomes the principles to share mutual benefits.

Meilis further explained that it was through the Ummi's family, the editos of Ummi also found some interesting topics with regard to the actual lives, especially among female Tarbiyah members but Muslim women in a wider context. Therefore, according to Aini Firdaus, one of junior editor in Ummi who handled the section for reportage in politics and women's world, Ummi began to implement Yusuf Al Qadarawi's suggestion that muslim women should be active in public for the promotional culture of Islam. Aini argues that the creation of Islam femininity was not solely come from Ummi's crew creativity, but also since Ummi—reflects the progressive orientation of the Tarbiyah movement since mid 2003 following the Ikhwani's changing orientation in Egyptian Muslim Brotherhood which embraced the concept of 'Wasatiyya'.

The concept of *Wasatiyya*, according to Aini Firdaus, was only disseminated among the Tarbiyah members of Indonesia. Just in few years ago especially after implication of September 11. Indeed, Yusuf Al Qadarawi in particular mentions the roles of muslim women concept of *Wasatiyya*. According to Al Qaradawi, the importance of Muslim women in society relies on their feminine strength. It is because family is the bedrock of the Umma, therefore women play significant roles. However, according to Michelle Browers (2009), Al Qadarawi's *Wasatiyya* perspective on women's role although in one hand has liberated Muslim women to enjoy emancipatory work especially in public, but to some extent it also provides a justification to render a conservative approach tat restrict muslim women's rights for active politics.

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**B. Ummi's Moral Value : Women as Moral Gatekeepers and The *Wasatiyya* Strategy in The Media Production**

The chief editor of Ummi, Meutia Gemala admitted that Uummi's moral values relies on the Hasan al Banna's basic doctrine on women as moral gatekeepers of a society. The doctrine according to her is a base for editorial arguments about the appropriate benevolence of morality. Another editor's member, Aini admitted that Ummi's approach to employ more feminine style are directed in order to familiarize public especially Muslim women with norms that work for private relationships. Privaterelationship become the central focus of Ummi's editor due to massive requests from Ummi's public especially from the Tarbiyah community. Aini also added that the concern or pivate was not intentionally directed at steering the magazine's orientation to be widely accepted by public, because again she asserted that Ummi's framing decisions are restrained by its moral values.

Obviously, Ummi's strategy to open up itself for public, as agreed by all the editors of Ummi (that are dominantly women) was very much inflenced by the teaching of Yusuf Qadarawi. However, Meilis Sawitri, just like Aini again put foward an argument that the moral teacing of the Ikhwani on women as the moral gatekeeper should be balanced with their public roles. Sawitri quotes Qadarawi'sthought on women distinctive righats; "Because female is a distinctively different to male, and the male is not like female, female is equipped with an instinctive desire and natural passions."

There was a case that found coincidently in the practice of Ummi'sencorship in reporting news, for intance in the case of public and government campaign to prevent the AIDS transmission deseases. In this case, Ummi used a photoshop technique to crop 'JUPE'—a filmstar who has reputation as a'sex bomb' due to her popular way of exploiting sensuality. As a result, in Ummi's news column JUPE was dissapeared from the campaign Ummi's journalist was there too to cover the news and took the real photograph, but in Ummi's edition, JUPE was no longer present there in the depiction. The reason why Ummi has to cropped JUPE, according to Gemala the chief editor, not only because of her bad reputation but also she was appointed as the Condom ambassador for Indonesia in the same day for the national campaign against AIDS. In the view of the Ummi's editorial board, without being censored, the photograph will ruin Ummi's reputation for being the moral gatekeeper not only because the fact that she (JUPE) advertised the distribution of free condom.

## Conclusion

In the Suharto period, Ummi was represented more as mouthpiece forthe Tarbiyah movement especially in the disseminating the Ikhwani doctrines among the Tarbiyah members. Meanwhile, in earlier reform era, Ummi showed its direct support for the Tarbiyah political party, the PKS and seemed to be a political vehicle to include the female Tarbiyah activists to cultivate the PKS political interests particularly in the realm of public morality. This was very evident in the case of the Pornography Act. The movement to gain public support for the enactment of the Pornography Act was waged by the PKS for years was also part of Ummi's heavy content in earlier reform era.

Unlike in the Suharto period, the Ummi now employs a popular or trendy version of Islamic representation. Despite the fact that the current editions of Ummi appear to systematically reduce the use of contention of the West and or to secular ideas, Ummi modifies its ideological imposition of public morality through rhetorical devices especially by refining particular terminology of famous Ikhwani doctrines such as Jihad and the Manhaj Dakwah (the dakwah strategy). In dealing with the ideological refinement, Ummi represents itself more as the symbol of pious women that connotes a more moderate Ikhwani interpretation on being pious by voluntarity practicing hijab and becoming an educator (Ummu Madrasah) for the family first and the society. In its further development, Ummi then focuses on the qualities of accomodating Islamic femininity.

Therefore, in post Suharto era, Ummi's relationship with its readers is very important and has become the influence of the transformation of the magazine into a more popular style. Moreover, Ummi has developed its capacity not only by publising the magazine (in hardcopy or printed magazine and the online or electronic version), but also by creating Ummi's fandom and incorporate the fandom into Ummi's activities beyond reading the magazine itself. At this point, Ummi has re-styled the Dakwah movement in more expanded networks for the commodification of Islamic feminine identity to the Indonesian public. The restylezation of Dakwah thus is framed as a part of piety movement that supports moral transformation of the society accordingly to the Islamic norms and values. The technological advancement particularly through the use of social media networks has helped Ummi to popularize the magazine core value on being maratus shalihat (pious women) and how to have appropriate behaviors that connote the quality of beings pious women. This is for example is shown through the popularization of the appopriate practice of hijab and the value that entails within the practice (sanctity, modesty, self-reliance, and beauty).

Ummi's orientation to popular style magazine actually also demonstrates a dynamic ideological orientation within teh Tarbiyah movement evidenced by the editor's reference tp a more moderate Ikhwani figure Yusuf al-Qadharawi. Yusuf al-Qadharawi thought on 'Al Islammu wal Fannu' (Islam and the Art) is one among other major influence of Ummi ideological propagation now especially in dealing with incorporating pop style as its major appeals. Another Qadarawi's perspective, the Wasatiyya strategy is also a greater influence to Ummi's adaptation to a modern popular Muslim women's magazine.

On this account, through its media production, Ummi propagates Dakwah for proselytizing more Muslim women to be more righteous that transformed the contentions method of invoking Muslim supports into a piety movement for the emergence of Muslim private identity in the public sphere. The quest for the truer Islamic identity especially among muslim women today in

ISBN: 978-602-74139-0-0

Indonesia become not only a battlefield for commodifying among other Dakwah movements in order to further integrating women in passive politics for the establishment of a moral society.

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ISBN: 978-602-74139-0-0

# BEHIND THE AUDIENCE RECEPTION ON NEWS CONFLICT (A LITERATURE STUDY)

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***Abstract***

*This paper intends to explain the background factors that may affect audience reception on the news of conflict in the form of a literature review. The conflict news is traced within the national mainstream media and divided into ethnicity, race, religion, and intergroup relationship conflicts that quite often happen in Indonesia. The analysis will be focused on the audience as the main actor who creates meaning on conflict news and assessed by the combined perspective of the theory of reception, agenda setting, and uses and gratifications as well as some of similar studies and researches. The literature discussions conclude that there are four main factors that affect the reception of the audience consisting of audience profile, news significance level, exposure level, and audience needs and gratifications. In addition, there are three type of reception on news conflict namely dominant, negotiated, and oppositional reading.*

***Keywords:*** *conflict news, audience reception, agenda setting, uses and gratifications*

## Introduction

It is difficult to find a social order which wants a conflict that occurs one after another. Conflict spreads grief, fear, insecurity, and all kinds of material and non-material losses that cannot be predicted before and after. But it is also impossible to eliminate the conflict from every stake of life, it started from something small and invisible, not consciously intended or desired, then can enlarge and encompass to every directions of human being.

Due to the dynamic nature of the conflict which is firmly attached as an integral part of human life (it can happen anywhere, anytime, and to anyone) so there is always a possibility to use and modify the other side of the conflict. It is when the "wow" element of conflict constructed and elevated in order to add more values or interests. In other words, conflict is transformed into a valuable commodity that can be profitable for anyone who is able to manage it purposively (Lamsal, 2008, p. 147).

"Bad news is good news", the renowned adage which seems best describes the special relationship between the conflict as a commodity and the media as an industry. The media is considered as an industry because of its profit-oriented operation so that it will continue to produce and distribute high value commodities to the public—conflict is one of the high value commodities in this circumstance (Curran & Gurevitch, 2000; Dominick 2011; Lamsal, 2008; McQuail, 2005).

ISBN: 978-602-74139-0-0

The classification of the conflict as a media commodity is one embodiment of the commodification which is defined as the process of transformation of use values into the commercial values (Mosco, 2009, p. 129). Conflict as a powerful news type then will be commodified extensively by the media not only in terms of its content but also in the field of workers and public (Mosco, 2009, pp. 133-141).

In regard to the content, conflict news is part of the news values that interpreted as an ideology of journalism which elucidates a number of criteria used to determine whether a news will be pursued or not, and if pursued whether it will be published or not, and if it will be publicized how will the news be presented and in which extent to the public who will read it (Conley & Lamble, 2006, p. 42; Hall in Caple & Bendarek, 2013, p. 4). Conflict has the sensational effect and tends to be framed and commercialized by the media which is increasingly asserted the content commodification. In short, conflict is an event that has a desired value in news journalism (Caple & Bendarek, 2013, pp. 3-4).

Relating to the commodification content of conflict as traction in the news, the commodification of workers also could be seen as the manifestation of conflict in economic value. Journalists as reporters and collectors of facts in the conflict zone are required to exert their efforts to produce (quality) news content. This work demand can compel them to do all the works from collecting information, taking pictures, recording events, formulating facts, reporting live, publishing online, and many more tasks done at the same time which are actually exceeded most part of their job responsibilities. The exculpation is on behalf of professionalism whereas in fact this form of exploitation is mostly driven by the money-oriented reasons (Hesmondhalgh, 2010, p. 274; Mosco, 2009, pp. 138-140).

From the perspective of the public, commodification occurs when the audience as the main consumers of media unconsciously commoditized to the advertisers or sponsors (Mosco, 2009, p. 136). Each audience is assumed to be the main buyer or subscriber in the means of commodification of conflict news particularly if the reported conflict both psychologically and geographically has close proximity to them. Cross commodification occurred here which is how the media construct the conflict news as an important and interesting content and how the media perceives their audiences as the individual or group in need to the conflict content.

However, there is no guarantee that the media perception which argued that the conflict news is entirely necessary for their audiences. Public opinion towards the conflict news reporting is very diverse and varies since it motivated by certain factors for instance personal motive and satisfaction they projected and obtained from media content (Berger & Luckmann, 1967; Botan, 2013, pp. 50-51; Siregar, 2001, pp. 1-2).

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Based on those backgrounds, this paper intends to review the reception or signification of the audience to the conflict news especially conflicts news rooted in ethnic, religious, race, and intergroup issues in the national mainstream media. The analysis will combine the theory of reception, agenda setting, and uses and gratifications as well as some relevant researches or literatures from similar studies. From those theories, there are four offered main factors that influence the audience reception consisting of the profile of audience, the level of news significance, the level of exposure, and the needs and satisfaction of audience. These four main entries and literature reviews are expected to provide a comprehensive elaboration of the mentioned issues.

**Definition and Type of Conflict**

Literally, conflict derived from Latin word namely *configere* which means attack together. According to Webster Dictionary, conflict refers to a dispute, violence or incompatibility; according to Indonesian Dictionary, conflict means strife, discord, contention; and according to Encyclopedia Britannica, conflict are two or more strong motivation and desire that cannot be solved together. Summarizing all literal definitions, conflict is violence that occurs between two or more warring parties (Bercovitch, Kremenyuk, & Zartman, 2009, p. 3).

According to the traditional view, conflict is not expected and associated to physical and psychological violence. But according to the contemporary view, conflict is a logical consequence from human interaction that is not only destructive but can be constructively to build a better human interaction (Myers, 1993, p. 234; Stoner & Freeman, 1989, p. 392).

Empirically, the definition of conflict by the experts also falls into many versions with different viewpoints: (i). One school of thought refers conflict to the something that is related to psychological aspects namely the circumstances or specific situations which one party aware of a potential mismatch in the future. Conflict in this perspective is seen as a situation which involves various conflicts that arise because of differences in purpose yet not always realized in the form of contradicting behavior. Conflict only exists in cognition and psychological aspects of the conflicting parties (Strange & Hammond in Bercovitch, Kremenyuk & Zartman, 2009, p. 4); (ii). In a physical sense, conflict is a struggle over values and the struggle for position, status, power, and resources from a defeated opponent; (iii). Similar to physical conflict, social conflict is understood as the struggle of collective actors which use their social forces to defeat an opponent in order to obtain the status, power, resources, and another scarce value; (iv). Morton Deutsch (Bercovitch, Kremenyuk, & Zartman, 2009, p. 4) defines conflict as a situation which manifests itself on whenever incompatible events or activities occur; and (v). Mark & Synder (Bercovitch, Kremenyuk, & Zartman, 2009, p. 4) suggests that the conflict refers to a variety of empirical phenomena that can be indicated by four conditions comprising of the existence of two or more parties, the situation or the position of the scarcity of resources, the designed behavior to hurt or injure others, and the contradictory of

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each other purposes. Four of these conditions probably exist within and between individuals, groups, and nations. Therefore, the conflict can be found at the level of interpersonal, intergroup, and international level. Conflict can also be distinguished when it occurs institutionalized and not institutionalized or conflict between the equal and unequal parties.

Thus, conflict is normal and unavoidable. As well as communications, conflict is the entity which always inherent in human existence. Conflict and its types can be interpreted broadly as the difference and disharmony between one, two or more parties that take part in multidimensional sectors (such as physical, psychological, social, political, economic, cultural, religious) and multilevel scales (ranging from the individual, group, organization, community to nation or universe). Its existence and consequences sooner or later, consciously or unconsciously, intended or unintended, positive or negative will always be two parts that come together.

**Type of Conflict News: Bad Means Positive?**

News is a collection of information assessed by journalists that has news value by first considering the agreed and determined elements of news assessment by the media institutions where they work (Harrison, 2006, p. 13). The news assessment process itself guided by the concept of news values which is passed on from generation to generation through the process of training and socialization of journalism (Harrison, 2006, p. 153; Richardson, 2005, p. 173).

As mentioned previously, news values working as a system, ideology or beliefs that lead journalists in selecting and deciding whether a story is newsworthy or not. This guidance contains criteria such as the inclusion or exclusion of information, emphasis or attenuation of information, and etc. that must be fulfilled before the news get published (Palmer, 2000, p. 45).

A number of values and how it will be translated into a news are the important issues in the study and practice of journalism because it plays the core function of what should be included, excluded, and why. In addition, in the macro scope, the concept of news values can provide an explanation of the role and the broader meaning of a story as the products of journalism for the contemporary audiences (O'Neill & Harcup, 2008, pp. 161-162).

Galtung & Ruge (1965) and Shoemaker, Danielian, & Brendlinger (1991) were the notable persons behind the creation of the news values concept in the development of journalism studies. Although they did not explicitly mention the news values in their work at that time, but from the study to assess the elements of newsworthiness of a story perceived by gatekeepers, each party found that there were dozens of important criteria to be considered. Galtung & Ruge (1965) mentioned 12 news values: frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition, reference to elite nations, reference to elite people, reference to persons and reference to something negative. Shoemaker et al. (1991) mentioned 8 news values:

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timeliness, proximity, important/impact/consequence, interest, conflict/controversy, sensationalism, prominence, novelty/oddities/unusual,

Galtung and Ruge considered it negativity which means that any occurred adverse events can contain more "positive" values since it includes some of the news values criteria consisting of frequency, unambiguity, consonance, and unexpected (Galtung & Ruge, 1965, pp. 69-70). While Shoemaker et al. clearly mention the word conflict or controversy as a form of deviance dimension (Shoemaker et al., 1991, p. 783).

Conflict determination as a news value will not only strengthen the value of significance and usefulness of conflict in the news, but also will indicate conflict as a kind of bad news because it spreads the unpleasant events, destructions, tragedies and other negative moments (Harcup & O'Neill, 2001, p. 279). Conflict news also includes any disagreements between individuals, groups, communities and countries such as physical conflict (war), legal (criminal court), intellectual or psychological (individual or group protests, demonstrations) (Masterton, 2005, p. 47). Another example is the news of religious conflicts, clashes, military aggressions, ethnic conflicts, terrorism, political chaos, and many more.

The conflict does have a high news value when we see how the media business captures the best moments of an escalation of the conflict to be presented to the audience. However, the claim on the high value of the conflict from the perspective of the media cannot be ascertained the same as the meaning of the audience towards it. The audience can interpret conflict news as a message that is unimportant; afraid to read it; forced to read it; feel the trauma, sadness, and anxiety; or even rejoice because of it. There is no absolute assume that public can frame a single meaning to the circulated news conflict.

**Audience Reception Theory**

The reception process undertaken by the audience is basically a message translation process called encoding and decoding. Encoding is the process of converting information from the source into symbols to be communicated, while decoding is to process to change the symbol into information that is understood by the recipient.

The idea of encoding and decoding was originally introduced by cultural studies expert namely Stuart Hall in an essay entitled *"Encoding and decoding in the television discourse"* in 1973. Hall offered a theoretical approach about how media messages were produced, distributed and interpreted. According to him, the TV audience and other media translated the delivered message delivered in different ways based on cultural, economic and personal experiences that audiences had. Therefore in this case, audience was not assumed as passive recipients but actively participated in the creation process of meaning (During, 1993, p. 507; Hall, 1973, pp. 128-138; Martin, 2007, pp. 1-3).

Although the mass media offers news text as a code (encoding) to their audiences, audience’s decoding is not always going to be the same as that intended by the media. Umberto Eco (1981) argues that the news texts of mass

ISBN: 978-602-74139-0-0

media tend to be positioned as closed-texts and because they are reported to the heterogeneous public so that the variety of the text decoding cannot be avoided (Chandler, 2014). The shift in the reality of what is conceived in this model is the model which later leads the demands of a new theory on audience decoding process.

Along with the demands and the growing trend towards the audience model of encoding-decoding, the focus of both process then expanded into a theory and a special study called the audience reception theory or reader reception theory. The main assumption of this theory is still based on the ideas offered by Hall which is that the success or failure of communicated media texts depends on the reception of the audience. The presence of reception theory has merely shifted the emphasis given to the sender of the message (the media) to the message recipient (the audience).

The reception of audiences can be divided into three types namely the dominant-hegemonic position, the negotiated position and the oppositional poisition (Hall, 1973, pp. 128-129; Palangi in Danesi, 2013, pp. 574-575).

The dominant-hegemonic position is when audiences interpret media content as what is meant by the media. Audiences are in the midst of media domination viewpoint. As it has the same angle with the media perspective, there is a little possibility of misunderstanding and miscommunication. This position is a position which is the most likely transmission of ideas to be well understood apart from the particular friction that may occur due to the issues of class structure and power, especially among the dominant classes who dictate and subdominant class that should adopt the rules (Hall, 1973, p. 137; Hall in During, 199, p. 515; Martin, 2007, p. 1; Palangi in Danesi, 2013, p. 574).

Negotiating position puts the audience as the party who is able to translate the message of the media in the context of dominant social and cultural views. Message is largely understood, but in a different sense from the dominant-hegemonic position. Audiences in a negotiating position cannot be positioned as the party hegemony, but since they are quite familiar with and accustomed to the dominant mainstream society, they still can interpret cultural texts with sufficient abstraction. Even so, it is possible for the audience to get trapped in the elucidation of the highly subjective reception when the biased viewpoint contaminated in the process of decoding. In this case, the audience will do the forms of modification of the perceptions or meanings by themselves on media messages which meet to their the position, experience and interests (Hall 1973, 1973: 136; Hall in During, 1993: 516; Martin, 2007: 1; Palangi in Danesi 2013: 574).

The position of the opposition reading views the audience as the party that is able to translate and understand the received media texts, but not similar as the dominant-hegemonic audiences who receive fully or negotiated audiences who partially accept the dominant meaning, opposition audiences have their own distinct perspectives. They have their own frame of reference which motivates the way they interpret the message (Hall, 1963, p 137, Hall in During, 1993, p. 517; Martin, 2007, p. 1; Palangi in Danesi, 2013, p. 574).

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The reception theorists have identified the types of audiences which consisting of imagined audiences who are exactly the same as what is expected by the media, the ideal audiences who consider the news text section by section competently, and the audiences who has discretion contrary to what was envisaged by the media. From the typology of the three types of audiences, this theory intends to strengthen the role of the audience in audience text reading in more interpretative and aesthetic ways. The news text is significantly a result of a combination of media and public perception—the meaning of news is not contained inside the news itself, but more crystallized into the formed relationships between the news and the audience (McQuail, 2005, p. 404). The relationships formed between these two elements also indicate a psychological aspect such as motive or specific impulse which drives the audience on how they created meaning through a process of reception itself (Palangi in Danesi, 2013, p. 575).

**Agenda Setting and Uses & Gratifications Theory**

Agenda setting and uses and gratifications theories are two theories which cover a wide range of research on mass communication either from the perspective of the media, public, effect, or the combination of two or more perspectives. Although both theories have the opposite key assumptions, but both have a connection that can be linked to identify the factors that affect the audience reception of the conflict presented by the media. This related relationship can be found implicitly in the factor that arrange the public/audience agenda (which is stated in the agenda setting theory) and the factor that encourage audience to consume media product (which is expressed in the theory of uses and gratifications).

**Assumptions of Agenda Setting Theory**

Maxwell McCombs and Donald L. Shaw were the experts who introduced the theory in 1972 to explain the position of the mass media as agenda maker related to the public interest. This theory assumes that the mass media cannot always predict what audiences think, but the media can really manage the audience to think about anything. Media always direct the audience on what to do. It has the ability to select and direct the audience's attention on a certain idea or event. Media make an audiences agenda on what is important and what is not important for them. In other words, the media transfer the significance of an issue in the news agenda as if they are also an important agenda for the public (Griffin, 2012, pp. 378-380; Weiss in Littlejohn & Foss, 2009, p. 31).

Although this theory is often used to describe the linear causality of the media agenda to the public agenda, but in fact each agenda has a dimension that does not necessarily lead to a reciprocal relationship—media agenda does not mean an absolute public agenda because of differences in the characteristics that exist. For example, there are related dimensions such as framing, priming, the frequency and intensity of the news/views as well as the credibility of the media in the media agenda. While from the public agenda, there are some dimensions for instance individual differences, media differences, issues differences, salience differences and cultural differences (Haryanto, 2003; Weiss in Littlejohn & Foss, 2009, p. 31).

Focusing on the public agenda becomes important to know how audiences will respond to media agenda specifically in this case means how audiences will respond to the news of the conflict as part of the media agenda. (i) Individual factors: the effect of the agenda setting will increase in the audience who pays more attention to the issues presented by the mass media. The level of attention can be influenced by education, experience, and interests owned by the public, (ii) Media factors: the credibility of the media (reputable status, high circulation, etc.) can affect the public agenda—audience is perceived to be more interested in media which has proven its credibility, (iii). Issues factors: obtrusive issues which are directly related to the knowledge and experience of the audience have a bigger influence on agenda setting than the unobtrusive issues because they are not directly related to the knowledge and experience of the audience, (iv). Salience factors: explains the issues on the agenda of media whether it really reach out to the personal interests or social audiences or not, (v) Cultural factors: relates to how culture attached to the audiences can influence on how the audience perceives an issue appointed by media (Haryanto, 2003; Prakosa, 2013).

**Assumptions of Uses and Gratifications Theory**

In the history of media theory, the theory of uses and gratifications is theory that emerges as a form of resistance to the earlier theories (like the bullet theory and agenda setting theory) which states that the media messages have direct, strong or cumulative and homogenous effects on audiences in large numbers (receiver is perceived passive here). On the contrary, this theory emphasizes the particular motivation of the public in determining the choice of media to be consumed. Motivation in this theory is assumed as the impetus behind the needs of audiences in using specific media in order to obtain a certain satisfaction or gratification.

Elihu Katz, Jay Blumler, and Michael Gurevitch (1974) as the pioneer of this theory mentions five bases as its main assumptions: (i). Audiences are active and they use media based on specific objectives, (ii). Initiative in linking the needs and gratification for specific media options is in the control of audience, (iii). The media compete with other sources in the fulfillment of needs and gratifications, (iv). Audiences have enough self-awareness in terms of using the certain media that can give an accurate description of their interests, motives, etc., (v). Assessment of the content of media can only be done by the audience (Griffin, 2012, pp. 358-362; West & Turner, 2010, p. 397). These five main assumptions indicate that there is a close relationship between the concept of media uses and media gratifications. A deliberate choice made by audiences in using the media can be based on the gratification that sought from the media.

Here are the categorizations of needs fulfilled by the media:

| No. | Needs Types | Descriptions | Examples of Media |
|---|---|---|---|
| 1. | Cognitive | Acquisition of information, knowledge, and understanding | Television (news), video (tutorials), films (documentary or a true story) |
| 2. | Affective | Matters relating to the inner experience, pleasure and happiness | Film, television (comedy situation, soap opera) |
| 3. | Integration personal | Increased credibility, confidence, and status | Video |
| 4. | Social integration | Improved connections with family, friends, and others | Internet (email, chatting*)* |
| 5. | Release tension | Matters relating to the diversion from the daily routine | Television, film, video, radio, internet |

**Table 1. Needs Fulfilled by Media (Source: Katz, Gurevitch & Haas, 1973 in West & Turner, 2010, p. 398)**

The reason to use a media in this theory can be found in the earliest studies that have been conducted by Denis McQuail, Jay Blumler, and Joseph Brown (1972); Elihu Katz, Michael Gurevitch, and Hadassah Haas (1973) and Alan Rubin (1981). The study focused on the using of the mass media (especially television) in fulfilling the needs and gratifications of users. The reasons are then classified into U&G media typologies as follows:

| No. | Researchers (Years) | Research Focus | Typology Usage |
|---|---|---|---|
| 1. | McQuail et al.(1972) | Started from the findings of a number of reasons why audiences watch political broadcasts on television which also became an important foundation for further research | Diversion |
| | | | Personal relationships |
| | | | Personal identity |
| | | | Supervision |
| 2. | Katz et al. (1973) | Specifically leaded to how audiences used the media | Connection with others |
| | | | Separating yourself from others |
| 3. | Rubin (1981) | Audience motivation in watching television | Spend time |
| | | | Friendship |
| | | | Excitement |
| | | | Escape |
| | | | Leisure/pleasure |
| | | | Social interaction |
| | | | Relaxation |
| | | | Obtaining information |
| | | | Learn about certain things |

**Table 2. U&G Media Typologies (Source: West & Turner, 2010, p. 395)**

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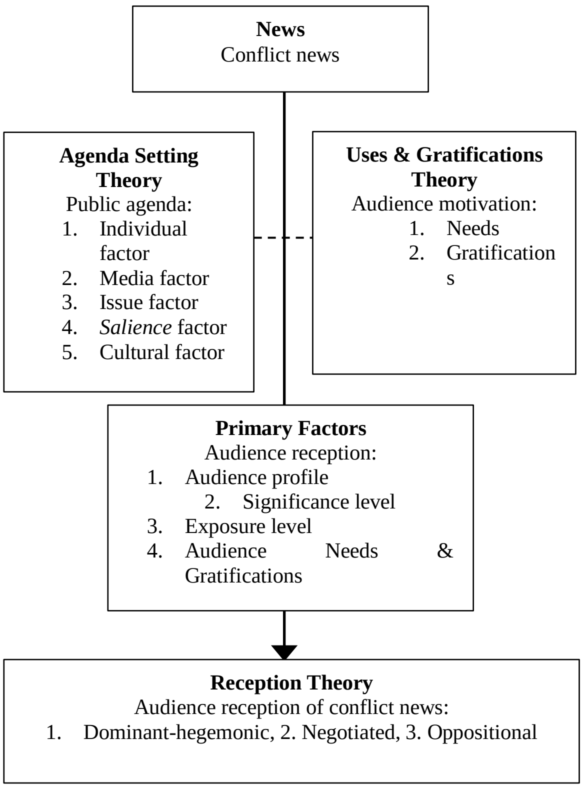
Thus, this theory seeks to understand the motives and reasons when, why and how people use certain media can involve actively to or passively meet the specific needs or gratifications as well (Griffin, 2012, pp. 358-359; West & Turner, 2010, p. 397).

**Four Key Factors behind the Audience Reception**

Based on the assumptions of both theories, it can be offered four major factors that affect the public meaning of the text of the news, especially conflict news comprising of audience profiles, news significance level, exposure level and audience needs and satisfactions. These factors then can be a standard to see in which position audiences may respond the conflict news whether dominant, negotiation, or opposition (according to the theory of reception). The following chart is expected to describe briefly the flow of thought in explicating the issue of the public reception of the news texts devoted to the conflict news:

**Picture 1: Four Main Factors of Audience Reception**




*First, audience profile: referring to the characteristics of the audience such as engagement and closeness, frame of knowledge and experience.*

Involvement closely associated with the element of proximity which also influences affectively in reception. Audiences which personally, historically, and

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geographically have proximity to the conflict will tend to follow the news and show some concerns, and otherwise for the audiences which have gap to the conflict. Audiences which directly involved in the conflict (as victims of conflict or former victims of the conflict) can interpret the conflict as something that evokes negative feelings such as fear, trauma, and anguish, while if they have no direct involvement, they tends to show sympathy, empathy or curiosity about the conflict.

The level of knowledge is closely related to the level of education which also contributes to the experience of an audience. Both of them can affect the audience reception in the level of cognitive—educated audience seeks to make sense of the conflict news wisely and critical from various viewpoints and sources, while the common audience tends to receive conflict news as what it is. Audiences who have experience with conflict besides may interpret the news as negative conflict can also interpret it as a positive thing to remind them to be more preventive and cautious than previous experience. Experience tends to affect the audience reception in a psychological level.

*Second, the level of news significance: talking about the importance degree of an issue and the degree of salience that states how much an issue can affect in multilevel of human life.*

The degree of significance of the conflict news can be interpreted by audiences as an obtrusive issue or unobtrusive issue. For the involved audiences, they tend to interpret the conflict news as an obtrusive issue as it relates to the knowledge and experience that they already have experienced it or knew about it. Otherwise, for uninvolved audiences, they will interpret conflict news as an unobtrusive issue obtained from the media.

Salience factor is important because the conflict news can be considered significant only if the conflict is closely related to the sustainability of social and personal life. If the conflict is considered threatening personal and social life of the audience, the audience will seem to monitor the latest updates of the conflict through the media. In turn, significance and salience factors will give implications to the value added of conflict news for the public.

*Third, the level of exposure: stating how often or how much the audience using media.*

The conflict news reported by media has an exposure potential to the audience. The exposure occurs directly or indirectly (through third person). There is no strong evidence yet ensuring that the level of exposure is horizontally proportional with the attention given by the audience. However, cumulatively, the exposure potential can have an effect when given repeatedly and continuously until it reaches the culmination point of audience attention. It can be implied that the exposure of conflict news does not directly influence the audience attention, but eventually may show the effect (either by media or third person).

*Fourth, needs and gratifications of audiences: concerning about the conflict news as a part of the fulfillment of the public needs and gratifications on information.*

Audiences will use certain media because of the encouragement of needs, desires, or gratifications fulfillment. At least there are four background reasons which motivate audience use media namely cognitive motivation (acquisition of information, knowledge and understanding), affective motivation (inner experience, pleasure and happiness), personal integration (credibility, confidence and status), social integration (connection with family, friends and others) and tension release (diversion from the daily routine).

According to the media agenda, conflict news is the part of the feasibility of news and news sources that have high value so it considered as the information that must be reported. However, it does not merely the same thing from the viewpoint of audience agenda that can vote it as an information or necessity when it is needed. Conflict news can be unnecessary when audience already knew them through their own experience or knowledge and vice versa. The decision whether conflict news will be fully understood or not is wholly under the control of the audiences. Audiences have their autonomy over the reception of conflict news.

**Indonesian Audiences Reception towards SARA Conflict News**

As a country with plurality or diversity in numerous aspects such as culture and ethnicity, Indonesia is vulnerable in contact with a dispute between ethnic groups, race, religions, and intergroup relations (SARA). Unfortunately, most of the existing researches in Indonesia tends to focus on content analysis of conflict news in particular media, but not many of them focus on the reception of SARA conflict news from the perspective of the audience to comprehend the actual reception of Indonesian audiences.

There are four main proposed factors to examine the reception of audience on SARA conflict news divided into characteristic of the audience public (involvement and proximity as well as frame of knowledge and experience), level of news significance (the degree of importance of a conflict story and its impact on the live of the audience), level of exposure (immediate effect and not immediately effects of the conflict news to the audience) as well as the needs and gratifications of the audience (related to the needs and gratifications of the information obtained from a conflict story). These factors stand as a determinant factors and comprise different effects on each audience.

A research conducted by Ardyantara (2013) entitled *"Audience interpretation of the Papua conflict in television*" studied about the audience reception on the conflict news of Papua by using three kinds of reception including dominant, negotiated and oppositional reading derived from the reception theory by Stuart Hall. The result found that audience with the position of dominant-hegemonic reading audience interpreted the Papua conflict synonymous with violence in it, the negotiated reading audience interpreted the Papua conflict not only in terms of violence, but also the positive side of the conflict, and the oppositional reading audience interpreted the Papua conflict completely in different way compared to dominant reading presented in the news. This research proved that audiences still interpreted the Papua conflict reported by the media as phenomena related to violence or other words it can be

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concluded that conflict significantly had negative meaning for the average audiences. Audiences could interpret the news of Papua conflict as their needs to be fulfilled if only they considered that this information might affect their lives more broadly. Audiences who had enough insight and understanding about the Papua conflict either obtained from the media or other sources (third person or self-experience) assumed the conflict news reported by the media is not entirely true—they tends to have other perspectives which included them in negotiated or opposition reading. Instead, the audiences who had believed the whole story of Papua conflict presented by media tend to be the dominant-hegemonic audience so that they would think and perceive similar as media.

Another observation of the conflict in Ambon/Maluku which is heavily rumored since the feud between Muslims and Christians also share some similarities to the conflict in Papua. Research conducted by Sudibyo, Hamad, and Qodari (2001) found that there were different perspectives offered by four different studied newspapers.

| Media/Newspaper | Discourses |
|---|---|
| *Media dakwah* (Missionary endeavor media) | Maluku riot as a war of religion; atrocities reconstruction of Christians to Muslims; protrusion of the Islamic party efforts to help the people of Maluku |
| *Republika* | The tragic picture of the fate of Muslims in Maluku; protrusion of the Christians cruelty; accusations of partiality apparatus against Christians |
| *Suara Pembaruan* | The depiction of Maluku riot rather than the conflict between Muslims and Christians; the secure situation in Maluku |
| *Kompas* | The depiction of local political conflicts in Maluku, criticism of the government's performance in resolving Maluku riot |

**Table 3. The Differences Of Media Perspective On The Ambon/Maluku Conflict (Source: Sudibyo, Hamad, & Qodari, 2001, p. 172)**

This study proved that the media has played a different discourse in accordance with their ideology. *Republika* newspaper and media propagation of Islam for example tended to declare Islam as victims of the conflict. Instead, *Kompas* assumed that conflict was pure inadvertence of Maluku government in maintaining social stability. In this case, the audiences fully held authority over themselves to choose and decide in which part they make sense of the Maluku conflict—passive audiences with a dominant position could interpret the conflict as a hyperbolic and dramatic war between Islam and Christianity; audiences in the position of negotiating could interpret the Maluku conflict as a religious conflict, but they saw it as the inability of local governments and national in managing harmony among religious believers; audiences with opposition reading would suspect that this conflict purely as a form of intervention from certain parties who carried specific interests. The three kinds of variation of this concept might be found on the perspective of the audience because of the level of education and experience that built a framework of thought and understanding about the conflict or it could be because there are proximity psychological or ideological similarities that brought a feeling of in-group or out-group.

In-group or out-group feelings itself are the sentiment that arises because of the attachment or detachment felt by a person or group of people either because of similarity of origin, common in faith, ethnicity, etc. which are generally in the form of a primordial bond. Both of the sentiments may influence the audience reception as happened in Sampit and Dayak conflict few years ago.

Dayak, Madura or those who directly involved in the conflict and Dayak, Madura or those who are not directly involved but has proximity to both ethnicities could interpret the news of the conflict as dominant when they saw that the presented conflict news in certain media were in line with the vision and mission of their in-group perspectives and considered it as important because they perceived it as the information that must be fulfilled since it could affect their life sustainability. Otherwise, it could be interpreted in opposition reading if the two mentioned categories of audience were considered the news presented by certain media was in the contrary way with the vision and mission of their in-group and regarded it as the unimportant news because of the information that must be fulfilled by the media was not in line with what they expected. The out-group audiences who did not have closeness at all with the conflicting parties tended to interpret it as a negotiating reading which is in the neutral consideration (tried to take no sides with the view of the two sides). However, there was a possibility that the out-group audiences were able to lie in a dominant position if they did not know the detailed conflict and only heard from others as well as felt that the news of this ethnic conflict was a necessity to be fulfilled as it attached to their life.

The audiences already have the structure of meaning which is built up as the part of the experience and knowledge gained apart from the media, so they tend to elaborate something to relate it to what they interpret before. The mass media which focus on the sensation of conflict will influence audience perceptions to interpret conflict as something bad or horrible excessively. Audiences will tend to interpret the conflict news with the initial presumption that the conflict must involve the commotion, violence, and even bloodshed. Thus, it is expected that common sense and autonomy of audiences should be used optimally in order to not to get stuck on the wrong reception.

Audience’s reception may be difficult to guess, but it does not mean that their reception cannot be measured. It required more detailed and in-depth analysis of the reception to determine exactly how audiences interpret the conflict news so that it can be as an improvement recommendation for the mass media and furthermore it can reach the realm of government policy in the management of conflicts which can occur at any time in Indonesia.

## Conclusion

Conflict can occur in every dimension and every level of human life. Although the debate about the position of conflict as harmful or beneficial or

ISBN: 978-602-74139-0-0

both, still continues to emerge, but we can imply that the conflict will continue to exist while there is still peace as its opponent, as it never will be no good if there is no evil in its side. In another sense, there are positive and negative sides of a conflict that can be studied as a material reflection for human being.

One of the positive sides of the conflict is its high value for the mass media. News such as religious conflicts, clashes, wars, ethnic conflicts, terrorism, chaotic political instability, and other negative events are perceived more positive in the news values of journalism because there are elements such as escalation, sensationalism and difference from other news which incidentally can be sold as a commodity to the audience.

Nevertheless, the perspective of the audience to the news of conflict is not necessarily the same as what is captured by the media. There are at least four factors to be considered in assessing the public perception of the conflict consisting of how the characteristics of audiences such as engagement and closeness, the frame of knowledge and experience, how the degree of importance of an issue and the degree of salience that states how large these issues affect in every stake of life, how often the audience using media, and whether news of conflict is part of the fulfillment of the public needs and gratifications on information or not. Therefore, audiences are heterogeneous and not merely passive so that the audiences must occupy their autonomy to determine in which position they will interpret the conflict, dominant, negotiated, or oppositional reading.

Indonesia, a multicultural, multiethnic, multiracial, multi-religious, is very prone to conflict, so the reception of the audiences is not merely derived from their experience and knowledge, but also depends on how the media reported the conflict. Conflict news in Papua, Ambon, Sampit and Dayak tribes are few examples of SARA conflict that occurred in Indonesia. The lack of research conducted on audience reception encourages more detailed and in-depth analysis to determine the reception of Indonesian audiences to the framing of news conflict carried out by the media. In the end, the reception of the audience to the conflict news is a matter of perspective used to see it as one whole entity in the analysis process.

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ISBN: 978-602-74139-0-0

# RRI GUARDING THE HOMELAND (CASE STUDY OF RRI IN BOUNDARY RI-PNG ON 2014)

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***Abstract***

*One of the problems faced by the Indonesian government related to Indonesia geopolitics is a problem in the border area between Indonesia and others countries. Indonesia has many border regions which have often ignored by Indonesia government as like Miangas island in North Sulawesi province is bordered by Philippines, Nunukan in Kalimantan province bordering countries with Malaysia and Boven Digul, Skouw, Oksibil region borders with Papua New Guinea. Radio Republik Indonesia (RRI); as belonging to the nation's public broadcasters have a strong stake in keeping Indonesia boundary through its role maintaining a sense of "Indonesian-ness" of border residents both community and officials government as part of Indonesia citizens. This was run through a variety of broadcasting programs by radio conducted at various border areas. One is RRI Skouw production studio in RI-PNG. Many programs both on air and off air carried as one commitment to maintain frontier areas so that residents in the area of frontier feel as part of Indonesia citizens. This study uses a case study approach is one single case level analysis. Data collected by study documents and in-depth interviews. The purpose of this study was to analyze how and inhibiting factors in the implementation in keeping the "feel Indonesian-ness" citizens and government officials in the border area through a variety of programs on air and off air at studio RRI Skouw Papua. The results showed that strategy used in programming RRI broadcast based on the content as like (1) encourage a sense of nationalism; (2) counter negative information from other countries and (3) developments issues in Indonesia especially in Papua province and district. But to carried out this role, one of obstacles faced is lack of human resources at the RRI to stay in border area. RRI policy to recruit local human resources in border areas have not been implemented due to lack of resource availability from local people.*

***Keywords:*** *RRI role, border region, radio programming*

## Introduction

Border area is a very important region associated with geo-political for one country. Indonesia as an archipelago country and among various countries are Singapore, Malaysia, Papua New Guinea (PNG), and Australia. Indonesia conditions at the crossing of many countries make Indonesia in the vulnerable position on the various conflicts of interest, whether related to security, politics, economy and culture. Geographically border Indonesia areas with other countries, both land and sea borders, can be described as follows:

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| No | District/Province/ Land Border | District/Province/ Sea Border |
|---|---|---|
| 1. | Bengkayang/West Kalimantan | Karimun/Kepulauan Riau |
| 2. | Kapuas Hulu/ West Kalimantan | Batam/Kepulauan Riau |
| 3. | Sambas/ West Kalimantan | Kepulauan Riau |
| 4. | Sanggau/ West Kalimantan | Natuna/Kepulauan Riau |
| 5. | Sintang/ West Kalimantan | Kepulauan Aru/Maluku |
| 6. | Kutai Barat/East Kalimantan | Maluku Tenggara Barat/Maluku |
| 7. | Malinau/East Kalimantan | Halmahera Utara/Maluku Utara |
| 8. | Nunukan/Kaltim West Kalimantan | Sabang/NAD |
| 10. | Belu/NTT | Alor/NTT |
| 11. | Kupang/NTT | Raja Ampat/West Papua |
| 12. | Timur Tengah Utara/NTT | Supiori/West Papua |
| 13. | Boven Digul/Papua | Bengkalis/Riau |
| 14. | Kota Jayapura/Papua | Dumai/Riau |
| 15. | Keerom/Papua | Indragiri Hilir/Riau |
| 16. | Merauke/Papua | Rokan Hilir/Riau |
| 17. | Pegunungan Bintang/Papua | Kepulauan Sangihe/North Sulawesi |
| 18. | | Kepulauan Talaud/North Sulawesi |
| 19. | | Serdang Bedagai/North Sumatera |

**Table 1. List of Border Area in Indonesia both Land and Sea (Source: Profil dan Dinamika Penyiaran Daerah Perbatasan NKRI, 2012)**

The geographical conditions become more vulnerable because the border areas have been got less attention both government in national and local level. The government's lack of concern related to the lack of infrastructure in border areas (roads, transport, communications and electricity); high rates of poverty, lack of human resources due to lack of infrastructure including education facilities. The lack of these facilities also have an impact on low access to information received by citizen in the border area.

The lack of facilities in border areas have an impact on less of access ability of information from mass media in Indonesia both television and radio (private and public as like RRI / TVRI). These conditions are not only perceived by people/citizen but also by government officials, community leaders and religious leaders. Only a less percentage of people can receive information through broadcasting in Indonesia due to geographical conditions and lack of infrastructure to access the information.

Although getting comprehensive and correct information is the right of every citizen, including people in the border area, but not all people get the right to get information from the Indonesian government (either through the public broadcaster and private broadcasters). Good public broadcaster are television

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(TVRI) and radio (RRI) has a duty to care for community integration as part of citizens of the Republic of Indonesia. Existing conditions associated with the right to got information, there are quite a variety of cases in their respective border areas. For example, in the border province of Riau, people listen more information or news from radio and television of Singapore and Malaysia compared with radio and television broadcasts from Indonesia. The condition also occurs in West Kalimantan province on the border with Malaysia.

Radio Republic Indonesia (RRI) as a public broadcasting have specific tasks related to task dissemination of information in border areas, as part of the duty to maintain for national integration. Refer to historical existence of RRI, RRI as public broadcasting have advantages and potential compared with private broadcasters are extensive broadcast coverage almost throughout the homeland; and while the reaching of private radio broadcasts narrower. To support the broadcast to be reached by public widely, RRI has 78 broadcasting stations with 4 programming. The programming I to broadcast community development, programming II broadcast center youth creativity, programming III national news network broadcast. Program III is broadcast from national in Jakarta, which is a national news network and present the news for 24 hours broadcast by any local radio station to general public in all regions of Indonesia. Program IV as the broadcast center of culture and education. RRI also broadcast the program The Voice of Indonesia using 8 foreign languages. Specifically to provide access to communities in border area, RRI has a production station in border areas of Aceh province to Papua province. To extend the range in this border area, RRI at the national level has specific policies that add to the infrastructure in border regions and allocate funds for improving quality of broadcasts. Development of station number of broadcasting and production increasing from year to year. In 2011, RRI has station broadcasting and production is total 74 stations, and increasing to 77 stations in 2012 and in 2013 increased to be 81 stations and production. The new station was inaugurated in 2013 is at Mamuju (West Sulawesi), Talaud (North Sulawesi), which is bordered by Philippines, Bengkalis (Riau) bordering Malaysia and East Seram.

Papua Province which borders Papua New Guinea is prone areas related to integration of NKRI. Of the 29 districts / municipalities in the province of Papua, which directly borders with neighboring countries are Keerom district, Jayapura city (Skouw), Merauke, Asmat district, district Boven Digul and Oksibil / Pegunungan Bintang. Broadcasting stations in the border area in the province of Papua, both television and radio broadcasting station TVRI consist of 5 namely in Jayapura, Keerom district, Merauke, Tanah Merah and Oksibil); and 3 radio stations that RRI Digul Boven, RRI Skouw / Wutung and RRI Oksibil.

The complexity of problems in border area is mainly related to lack of facilities access to information for public will have an impact on distance between community and government of Indonesia, not only geographical distance but a sense as part of Indonesia, because more number of broadcasts from another country who accessed compared to information from Indonesia. To build feeling part of Indonesia, this paper will analyze how the performance of

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production station RRI Skouw Jayapura for keeping border with Papua New Guinea as part of territory of Republic Indonesia; either to broadcast on air and off air. In 2014 production station Skouw got appreciation of Indonesian Broadcasting Commission (KPI) because its programs are good and able to mingle with public and good cooperation with local government.

## Literature Review

### *RRI Under Indonesia History*

Historically RRI has a very important role for keeping spirit of nationalism in Indonesia since Dutch and Japanese colonial. In colonial period, RRI has a role to maintain sovereignty of Indonesia to broadcast political conditions simultaneously foster spirit of struggle against colonialism. RRI became the only communication media that is needed by people to get information about development of Indonesia. One factor that could support guarantee of nationalism to for independence is lack of communication among Indonesia people. With communication among various elements of Indonesian community residing in different areas to get information of upheaval that occurred in various regions. In the Indonesian struggle one of the media used in communication is the radio broadcast *(radio broad cast).* (Efendy, 1983: 1)

In *Explanation of Government Regulation 12 /2005 of RRI as Public Broadcasting ( RRI sebagai Lembaga Penyiaran Publik)* mentioned RRI is solely radio that bears name of Indonesia country. It means as radio that hold the role it should be bring benefit to the country. Since established on 11 September 1945, RRI carry out duties as radio struggles, even declaration of Indonesia independence from colonialism is widely known by the public both national and international level through RRI. Before the enactment of Law No. 32/2002, RRI form of company department under the Ministry of Finance of the Republic of Indonesia under Government Regulation No. 37/2000. Article 14 mandates to RRI as public broadcasters is a legal entity established by state, independent, neutral, non-commercial, and the function is to provide services for benefit of society. As a public broadcaster, RRI has duty to provide information, education, healthy entertainment, control and social glue and preserve culture of nation, for benefit of whole society through operation of radio broadcasting covering entire territory of Republic Indonesia. In addition to broadcast a wide range of countries in order to enhance nation positive image.

RRI is the largest broadcast network in Indonesia and have 60 stations and 191 program. Based on Indonesia University research showed that RRI reaches 83% of Indonesian population. RRI transformed from as radio have a big role when colonialism era, and in Soeharto regime to be government radio and finally in reformation era to be public broadcasting which characteristic is independent and neutral. In addition, functions as public broadcasting RRI became the nation's identity. RRI provides an understanding among ethnic groups because this culture can unite the nation of Indonesia.

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***Role of Public Broadcasting***

Banerjee and Seneviratnee (2005: 15-16) described of public broadcasting role is expected to perform below :

- **Universality:** Public broadcasting must be accessible to every citizen throughout the country. This is a deeply egalitarian and democratic goal to the extent that it puts all citizens on the same footing, whatever their social status or income.
- **Diversity:** The services offered by public broadcasting should be diversified in at least three ways: the genres of programmes offered, the audiences targeted, and the subjects discussed. Public broadcasting must reflect the diversity of public interests by offering different types of programmes, from newscasts to light programmes.
- **Independence:** Public broadcasting is a forum where ideas should be expressed freely, where information, opinions and criticisms can circulate. This is possible only if the broadcaster is independent, thereby, allowing the freedom of public broadcasting to be maintained against commercial or political influence.
- **Distinctiveness:** Services offered by public broadcasting must be distinguished from that of other broadcasting services. In public-service programming, in the quality and particular character of its programmes, the public must be able to identify what distinguishes this service from other services.

Public sphere ideally have linked to institution of public service broadcasting. Mass media are a core element in civil society and a fundamental prerequisite for the promotion of civic trust in complex multi-ethnic societies (1998: 136). Ramsey (2010:4-6) mentioned that public broadcasting very closed concept with public sphere principles. He refers to Habermas of the principles. First of the *principle of inclusion* can be seen throughout Habermas's public sphere account: "Access to the public sphere is open in principle to all citizens" (Habermas, 1997: 105); and second, the *principle of opinion formation* is one that is central to the public sphere, Habermas states: "By 'public sphere' we mean first of all a domain of our social life in which such a thing as public opinion can be formed" (1997: 105)

***Agenda Setting Media***

As like RRI role related with maintaining of nationality in border area, RRI have particularly agenda that emerge in the programs. McComb and Reynolds (2002: 1) explains that the agenda-setting role of the mass media is the ability to influence the topics that are considered in the public agenda. Or, in the language of Severin & Tankard (1988: 264), agenda setting is the idea that the media, through news delivered, will determine what issues are important to the public. Agenda media, based on the order of topics that are important in the media affect both the public agenda, order of topics that are considered in a survey of public opinion.

## Methods

This paper uses case study method is one case on a single analysis. The approach emphasizes case study on the question of how and why; and no intervention on the subject of research; focus of research is contemporary events in real life. This research was conducted at production station RRI Skouw Papua in 2014. The reason for timing choice of this study because in 2015, production station of RRI in Skouw received award from Indonesian Broadcasting Commission (KPI) for broadcast category borders. The data collection technique used is quite a good variety to obtain primary data and secondary data (Yin: 2002: 1-3). Furthermore Creswell defines a case study in which researchers are exploring a process activity events, individuals or groups in depth (2003: 15). Collecting data in this study is a data document, interview and observation.

## Finding and Discussion

Skouw production station is station managed production and as a station category B in Jayapura RRI. As I already explained in introduction section, Skouw area is an area that is bordered by Papua New Guinea. In culture Skouw have cultural similarities with people of Papua New Guinea with Indonesia country even though they are separated by administrative boundaries of Indonesia country. They have an kinship and tribe so that there is trade and good communication between them because of the similarities. And in 2007, there was an agreement for enter doors located in border district of Muara Tami sub distrik, Jayapura municipal and sub district Sota, Merauke district. Skouw border areas in Muara Tami sub district is geographically forest areas, mountainous and hilly. However, to reach the border region in Skouw Wutung area, road conditions from Jayapura is paved with good condition. Of the economic conditions, people in border areas Skouw of Indonesia better than socio-economic conditions of society Papuan New Guinea in border area.

Especially, Skouw RRI station production presence at border between Indonesia and Papua New Guinea, will assist government tasks in the field of services and governance. Various information of development program in many program will be immediately known and socialized through a channel RRI Skouw. Even the voices of border communities who have not been received information from mass media, it will be easy to hear, so that the government would do cross check and follow up, in accordance with the policy of Jayapura municipality, especially at the border areas (Document of Speech, Head of Jayapura Municipal, October 2014).

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**Profile of Skouw Station**

RRI Skouw station establish on 2010 by 98,3 mega hertz. But the condition of program running in Skouw as border area is up down influenced by security condition. For examples during the general election and presidential election on 4-9 April 2014, security conditions in border region is high tense. In case in Indonesia, Papua is one province get pay attention from national government related with political and security problem. The situation is not secure in this border region, have impact for Skouw production. Since on January 2014 the condition was not stable.

The uncertain security situation have a big impact for the program running in Skouw production station. Some of journalist as a backbone program running but they was threatened. And the management make decision to move the studio form downtown district of Muara Tami to Muara Tami district office. So the studio was managed and run in Muara Tami sub district office. The activities in Skouw production station back to normal activities specially on August 1, 2014. With the new management, Skouw production station was running with the new pattern based on guidelines production studio from nation management. The duration every day for running the programs are 16 hours per day. Some program was conducted off air and on air program. They more invited more communities to participated in some events as like school, Indonesia army and official local government.

The next question is who are the audiences of Skouw production station of RRI? The listeners or audiences of production station RRI in Skouw Jayapura listeners are residents in the Indonesia border Skouw-PNG Wutung, specially located in Muara Tami sub district Jayapura municipial. Amounts the populations are 58 thousand more, men and women. The are work in in agriculture, fisheries and civil servants (PNS). Besides the listerners are citizens/ Indonesia people stay in Muara Tami sub district, RRI Skouw production station can also be heard by PNG citizen.

Although located not so far from Jayapura city just about 80 km but progress of local development both infrastructures and social economic has been very slow. The lack of electricity till 2014. The impact that they are have many constraint to access of information. The lack of information about local development even social and political problems. As like I already mention that they are kinship as Skouw tribes (Skouw Sae, Skouw Mabo, Skouw Yambe) customarily had an alliance with tribe Wutung PNG. But they separate on administration problem because the separate of two countries namely Indonesia and Papua New Guinea. In the education aspect either kindergarten elementary, middle, high school/vocational) they less activities in school or very limited because of lack of teachers. Lack of teachers in their school influenced of the quality in learning process in class and quality interaction between teacher and students.

About human resources both management staff and journalists in RRI Skouw production station very limited. The ideal persons to make RRI Skouw production station running well actually they need 10 ten resources. But during

2014 the personal in RRI Skouw production station only 5 persons, consist of 3 broadcasters, 1 technician and 1 driver; and one coordinator where is he have other roles and responsibility in Jayapura station. The situation is very hard. They should be run the programs during 16 hours every day. Every broadcaster will work 6 hours per day and they have not holiday. How about the capacity of broadcaster or announcer? From 3 announcer, 2 announcer have trained of broadcasting for production station and 1 person has trained of engineering SP. All of them could apply of training material in their role and responsibility. They who have followed the training can apply their knowledge to good and understanding well how to manage the program both on air and off air.

About facilities on RRI Skouw production station Jayapura, they only have one transmitter on 5 KW with 60 meter tower. Because limitation of facilities related with spaces to manage the station, transmitter is placed adjacent to studio with room-sized 3x3 meter. So its very important and to be got attention how to manage production station in border areas as like Skouw so the vision and mission could be achieved. For running the program, RRI Skouw production station have some equipment follows

| No | Equipment | Amount |
|---|---|---|
| 1. | Mixing | 1 unit |
| 2. | Computer | 1 unit |
| 3. | Microphone | 2 unit |
| 4. | Headphones | 1 unit |
| 5. | Table stand | 1 unit |

**Table 2. Equipment of RRI Skouw Production Station**

Based on the table above showed that the equipment in RRI Skouw Production Station should be completed facilities to develop the program as like modem and telephone network. Hopefully the information to collect and distribute to audiences more various and comprehensive because the facilities proper. Information more qualified and useful for audiences in border areas. To fund of RRI Skouw Production Station received from the RRI national budget and never supported received a grant from the local government. Therefor RRI Skouw production station should be engage partnership with local government. Its very important that local government should be allocated the budget and actively support any program. Partnership should be develop because the local government have to make this radio to be center to communication with the communities in the areas specially in border area.

**Programming of RRI Skouw Production Station**

As studio production, RRI Skouw have role both planning and implementing program. The management have authority to make planning what kind program will be develop. Relation with program to internalize of Indonesia nationality as one role of RRI Skouw, they run program on air and of air. The content of program is consistent with mission of RRI particularly in border areas

ISBN: 978-602-74139-0-0

namely to build of nation character. The other content is implementation of national defense.

During 2014, RRI Skouw production station conducted program both on air and off air. The program consist of events, news, information, entertainment and education. All of the program aimed to develop spirit of nationhood by providing political education to the community on the border. RRI Skouw developed program of " Sekolah Bela Negara" that run every week on Wednesday on 10.00-11.30 am. This program distinguished from other RRI program in border areas in Indonesia.

Relating with the on air program of Sekolah Bela Negara, I will describe more details because this program got awards from Indonesia (KPI) on 2015 category of Care Border Radio Broadcasting Agency. "Sekolah Bela Negara" program is an education program through event which let students and children drop outs to border area in Skouw-Wutung. This program supported by military members that placement in border area. Participants of this program also teacher in border area. This program created very attractive and interesting so make all of the participans happy and enjoy participate all of program as like games and some quiz. The purpose of the event is fostering and internalized of Indonesia nationality for the students and teachers in border area particularly in territory Skouw RI-PNG border. To reach more audiences, RRI Skouw created advertisement to promote "Sekolah Bela Negara" program. This advertisement announced by RRI Skouw.

**Patterns of Programming**

RRI Skouw production station is running during 16 hours per day. The program start on 06.00 AM to 22.00 PM. Percentage of the program categories consist of : (1) News and Information (30%), (2) Education (40%), Culture and Entertainment (25%), and (5) Public Service (5%).

Basically the program ini RRI Skouw production station divided in two categories namely on air program and off air program. Here I put some pictures of the on air dan off air program follow:

**Picture 1: Off Air Program of RRI Skouw Art and Culture Performance**

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**Picture 2: Off Air Program: Spirit of Nationalism**


**Picture 3: Off Air Program Skouw RRI Goes to School**

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**Picture 4. On Air Program: Spirit of Nasionalism**

**Picture 5. On Air Program : Defending Country (Bela Negara)**

***Description of On Air Program***

Generally during 2014 the on air program ini Skouw RRI are news and information, song for children, archipelago, rubric of health, psychology, sport and rubric of sceience and technology.

Program news and information providing actual news and information that must be delivered to audiences, especially in border area. The source of information come from Jayapura RRI, national RRI Pro 3, National Radio News Agency, Antara News Agency, and local daily of Cendrawasih Pos. This program to be favourite program from listeners and one of program that eagerly awaited listeners. Program format is deliverd in Indonesia language and interspersed with music, similar with program already created in RRI Jayapura and National RRI Pro 3.

Meanwhile other program is song children program. The name of program is Persada. Program format was an entertainment mainly of musics where announcers/ hosts was play kids songs from various regions in Indonesia.

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Music is played to start the program as introducing of the kind of program. To add of knowledge to listeners, announcer read out the lyrics of the song to deliver messages in the song. To make the program colourful, so the program run by two announcers with a conversation format.

Other program is archipelago that announced on Monday during one hour from 08.00-09.00 WIT. The program present knowledge of archipelago so listeners can understand that Indonesia is very rich of resources and multicultural. Indonesia consist of a thousand of islands from Sabang to Merauke. As a nation hood all of the citizens should be have a sense of brotherhood and unity.

Besides the program that already mentioned above, RRI Skouw created some program. They have program of rubric as like health rubric, psychology, sport and science and technology rubric. Health rubric is a program that presents a good knowledge of individual and environment health. This program announced regularly on Wednesday during 1 hour start from 8.00-09.00. The aim is listeners can get information of good health to prevent and treat from various diseases in the border area. The program was guided by a doctor. This program sometimes created more interactive between a doctor and listeners. Listerners could propose the question to the resource (doctor) about helath problems in their community.

Furthermore is psychology rubric program. The program present of information about of individual, group, or community psychology concerning attitudes, perceptions, emotions, and behavior. The aim of this program that listeners got information about psychology problems particularly in border area. This program guided by a psycholog that have competences. To attract the listeners this program created in dialogue format so the listeners could propose the question to resocurce; or sometimes created in off air program and then announce in the next time.

Other program is sports rubric and science and technology rubric. Sport rubric program presents information of sports in local, national and international. So listeners get information of various activities of sport. Meanwhile of science and technology rubric program, it present of many information related to science and technology. This information is very useful for communities in border area. They can get information and could learn of something new of technology development.

For details descriptions of RRI Skouw program everyday, I put examples one day program on Monday in table as below :

| *No.* | *Times* | *Activities* |
|---|---|---|
| | Monday | |
| | Morning Program | |
| 1 | 06.00-06.30 | Good Morning Skouw |
| 2 | 06.30-07.00 | News Morning “Fajar Papua” (Relay form RRI Jayapura) |
| 3 | 07.00-07.30 | National News (Relay from National RRI |

| | | |
|---|---|---|
| | | Jakarta) |
| 4 | 07.30-08.00 | Muara Tami Greeting |
| 5 | 08.00-09.00 | Archipelago Insight (Wawasan Nusantara) : Negeriku Indonesia |
| 6 | 09.00-09.30 | News (Relay form National RRI Jakarta) |
| 7 | 09.30-10.00 | Music + Request + Closing |
| | Afternoon-Program | |
| 8. | 10.00-11.00 | Dialogue |
| 9. | 11.00-12.00 | Song for Kids (Tembang Anak Negeri/Nusantara) |
| 10. | 12.00-13.00 | Greeting (Salam Salam) |
| 11. | 13.00-13.30 | Sport News (Relay Pro 3) |
| 12. | 13.30-14.00 | Music |
| 13. | 14.00-14.30 | News (Relay Pro 3) |
| 14. | 14.30-15.00 | News |
| 15. | 15.00-16.00 | Music and Public Advertisement |
| | Night-Program | |
| 8 | 16.00-16.30 | Religion Program |
| 9 | 16.30-17.00 | News : “Seputar Papua” ( Relay from RRI Jayapura) |
| 10 | 17.00-07.30 | Lets Go to Healty Life |
| 11 | 17.30-18.00 | Afternoon Talkshow |
| 12 | 18.00-18.30 | Music for You |
| 13 | 18.30-19.00 | Night Contemplation |
| 14 | 19.00-19.30 | Night Music |

**Table 3. Rundown Program of Skouw RRI**

The program created weekly duration. During one week the program will be created similar everyday, only some of program created different as like I mentioned above namely archipelago insight, music for kidz and many rubric program are health, psychology, sport and sciences.

**Production Station RRI Skouw Strategy**

As a mass media the only one in border area between Indonesia and PNG, RRI Skouw production station should be have facilities, competences and professionalism to manage how to maintain of nationality in border area. To achive the mission as well as to service the public of information, RRI Skouw production station develop the strategies follow:

a. Create a format program off air in order to interact with listeners and foster the spirit of patriotism.
b. Strengthening the transmission power by increasing the transmitter broadcasting more powerful from 3 KW to 5 KW in order to Skouw

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broadcasting can be heard until Venimo PNG as many breakout citizens who live there.

c. Preparing for quality human resources and has a high innovation so that the program of RRI Skpuw more variatif.
One strategy already run by RRI Skouw to keep of nationalism spirit, RRI Skouw engage in activities outside studio (off air program). The activities are performances *RRI Skouw Goes To School*. RRI Skouw performances *Goes To School* as well as tools for socialization, vision and mission of RRI particularly in border area which one of its functions is to bring awareness to nationalism. This is a commitment of RRI to perform strategic functions, which provide accurate to join of nation and put RRI as safety belt information in border areas.

## Conclusion

Radio Republik Indonesia (RRI); as belonging to the nation's public broadcasting have a strong stake in keeping Indonesia boundary through its role maintaining a sense of "Indonesian-ness" of border residents both community and officials government as part of Indonesia citizens. This was run through a variety of broadcasting programs by radio conducted at various border areas. RRI Skouw have role both planning and implementing program. The management have authority to make planning what kind program will be develop. Relation with program to internalize of Indonesia nationality as one role of RRI Skouw, they run program on air and of air. The content of program is consistent with mission of RRI particularly in border areas namely to build of nation character. The other content is implementation of national defense.

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ISBN: 978-602-74139-0-0

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ISBN: 978-602-74139-0-0

# UTILIZATION OF FANTASY THEME IN SUPPORT OF HEALTH QUALITY IMPROVEMENT OF THE ELDERLY

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***Abstract***

*Human is essentially a person who likes to tell (Homo Narans). Human making story based on his experience. The theme of fantasy able to facilitate the desire of people to talk and share experiences to others. This study trying to answer the question of how development theory Fantasy themes in relation to the maintenance of group cohesiveness. The method used is the constructivist paradigm with qualitative interpretive approach. This study uses a case study of retired soldiers who are members of a community.The establishment of a fantasy theme is not only to establish cohesiveness but can be used to maintain group cohesiveness. Group cohesiveness is maintained facilitate members of the group to form a fantasy theme and strengthen interpersonal relationships. Interpersonal relationships have relevance in the establishment and maintenance of a fantasy theme group cohesiveness. Interpersonal relationship that is positive able to make communication activities run effectively so that members of the group to respond to the stories or fantasies emerging in groups. Development Theory of Fantasy themes to consider the factor of interpersonal relations and the maintenance of group cohesiveness. The real effect of the formation of a fantasy theme in addition to the maintenance of group cohesiveness is so fun group atmosphere. Fantasy Themes formation in a group of elderly can help members to optimize their ability to communicate. The elderly can make old age a pleasant life, more meaningful, and successfully overcome various shortcomings in them (successful aging) and longevity.*

***Keywords****: fantasy theme, interpersonal relationships, group cohesiveness, elderly*

## Introduction

Fantasy theme came from an individual picture of a reality that is guided by the stories that are believed to exist. Stories or themes of fantasy is created in the symbolic interaction in small groups. Fantasy moves from one person to another and from one group to another to share their view of the world. The themes of fantasy are part of a larger long and complex story. The themes of fantasy made up of characters, plot, place, and intermediaries that support.

Fantasy Themes theories have been researched many communication experts in the study group and mass. Research related to the theme of Fantasy in groups and organizations examined by Bormann (1972: 395-407); Bormann, Knutson, and Musolf (1997: 254-276); Duffy (1997: 117-132); Haskell (1988:

61-78), Putnam, Hoeven, and the Bulls (1991: 85-103); Terry (1998); Jackson (2000: 193-209); Kartikawangi (2013). These studies mostly done on groups that are still heterogeneous and uncohesiveness among group members. The Benefits of fantasy themes one of which can be used to form the group cohesiveness. Cohesive groups can encourage their members to do the task over from the group. A pleasant group atmosphere capable of making quality psychic group members then encourage improvement of the quality their health.

**Problem**

This research seeks to answer the question of how development theory Fantasy theme in relation to improvement of the quality health of the elderly. The question arises, what if the group already has a group cohesiveness?, is fantasy theme still needed? This study seeks to answer these questions by looking for other factors that facilitate the formation of a fantasy theme in the group.

The formulation of the issues raised in this study are:

a. How development theory Fantasy theme in relation to improving the quality of health of elderly who are members of a group?
b. How Interpersonal Relations linkages with the formation of a fantasy theme in the group?
c. How discourse utilization Fantasy themes that can improve the health quality of the elderly?

**Research Objectives**

This research was aimed to examine in depth associated with utilization of a fantasy theme in improving the quality of health of elderly. The research objective in particular are:

a. Fantasy Themes examines development theory in relation to improvement of the quality ksehatan elderly who are members of a group.
b. Interpersonal Relations examines linkages with the formation of a fantasy theme in the group.
c. Discourse utilization of Fantasy Themes that can improve the quality of health of the elderly.

**Literature Review**

Bales (1970: 136-155) gives a statement related to the process of interaction within a group that is associated with a group fantasy connect with individual fantasy and exploring speaker-listener fantasy and the dream of the owners of mass media. Bales criticized how the drama of communication capable of forming a social reality for the group to convey the message through the signs are reflected in the group's culture, motivation, emotional form, and cohesion.

Bormann develop Bales thoughts into a Fantasy Theme Analysis. Bormann through several studies since 1972 to 1985, showed that in the process of a group of individuals sharing a fantasy theme turns into a cohesive group. In

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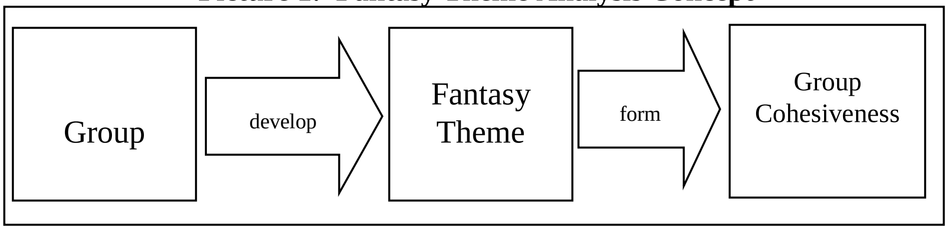
1972, research conducted by Bormann (1972: 396-407) using the method of investigation rhetoric. This method was designed to be able to detect and provide an overview of the formation of consciousness or a group commonly referred to as symbolic convergence.

The establishment of a fantasy theme in the group as a way to reduce tension so as to form a group cohesiveness. This can be illustrated as follows:

**Picture 1: Fantasy Theme Analysis Concept**




Fantasy Themes theories based on theBormann (1972: 396-407); Chesebro (1980: 127-139); Putnam, Hoeven and Bulls (1991: 85-103) basically states that fantasy can be used as a means to describe the emergence of a group consciousness, reduce tension, and to establish group cohesiveness. The theme of fantasy to facilitate the desire of people to talk and share experiences on others. This led the researchers to conduct research in-depth communication with regard to communications made by people who are already retired. If in the office, they can freely share every thought, as well as his ideas to his co-workers, even able to show his ability. After retired, their relationship with the office is finished, there is only family relations and friends who have retired during service. This relationship needs to be nurtured so that they can keep in touch, pouring thoughts and ideas. Development Theory Fantasy Themes can be used to see the ability of retirees to communicate with fellow retirees. It is intended as an elderly pensioner with all its limitations should remain fostered communication with others. Fantasy theme opens opportunities for people to constantly hone its ability to interpret fantasy storytelling and submitted by others.

## Methods

This study uses a constructivist paradigm with qualitative interpretive approach. This study observe the retired military members in detail and directly in a natural setting, in order to gain an understanding and interpretation and the similarity of the themes of fantasy. The method used in this research is a case study. In this study, using case studies to analyze in depth about the formation of a group doing the themes of fantasy based on the Esprit de Corps. If it is based on the number of cases and the time dimension, this study is a snapshot Case Study. This case study was conducted on a case within a certain time. This case study is not intended to make comparisons across time. Past events only to strengthen the events that occur today.

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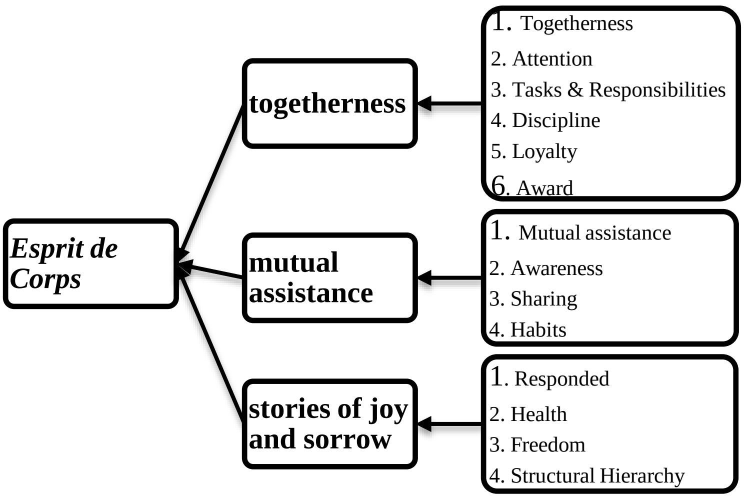
The study used a group of retiree as a case study in the development of a fantasy theme. Retired group indicated to have had the quality of interpersonal relations since the period of education at the Military Academy, official until the end of their lives in retirement. The desire of the members to stay together and cohesive become an interesting phenomenon to be studied more in depth.

## Findings and Discussion

### Fantasy Theme Analysis

Fantasy theme as a result of the symbolic convergence is very visible in this study. The interaction built between members of the association able to form a common reality. Mass communication activities create fantasy together in a way the same process that creates the dynamic sociological fantasy shared-face in small groups (Bormann et al, 1978: 319). Messages that come during the communication process within the group Moro 15 (convergence symbolic) of the message that is raised, the message sent by the other members, and what emerges spontaneously from the overall communication that occurs within a group. Each message can be seen as an individual perspective that has the potential to merge with another perspective ultimately lead to the emergence of a common perspective designate a particular belief or fantasy theme. Fantasy theme created by symbolic interaction that occurs in the group. Thus, the concept of symbolic convergence communication confirms that creates reality.

**Picture 2:Theme Fantasy Formation Structure**




Overview of structure formation in the Society fantasy theme Moro 15 to be grouped into a major theme is Mental Korsa (Esprit de Corps). Characteristics rhetorical seen the merger between orientation or past events, an overview of past experience, the orientation of the present and the future, and a variety of interactions between them. The diversity of Esprit de Corps fantasy themes and rhetorical characteristics can be seen in the table below.

| **Fantasy Theme: *Esprit de Corps*** | **Rhetorical Characteristics** |
|---|---|
| Togetherness | Takes place in an atmosphere of discussion, community meetings. Patterns of communication are open, close, lasted throughout the meeting and distinctive. Talks dominated by the Chairman of the Paguyuban Moro 15 in giving an explanation, although the other members joined respond. Self-realization orientation on past events and the future as well as an agreement on all members. |
| Mutual support and sharing | Takes place in an atmosphere of discussion, community meetings. Patterns of communication are open, intimate, and distinctive with a symbolic non-verbal cues such as "glance of the eye, shake of the head, hand movements as if inserting the envelope into the box participation, or basin". Orientation to self-realization that members who have excess material can help members shortage of material. The emergence of stories related to the events of the past and the present. An agreement and shared understanding of a fantasy on all members. |
| Stories of joy and sorrow | Takes place in an atmosphere of discussion, a conversation in community meetings. Patterns of communication are open, intimate, and the typical retired Navy. Orientation to self-realization in a caring attitude towards the survival of the community Moro 15 family members who had died. Events of the past and present provide interpretation in common agreement concern for fellow members. |

Source: Direct Observation

**Table 1: Esprit de Corps Fantasy Themes Rhetorical Characteristic Paguyuban Moro 15**

Characteristics rhetorical appears on the themes of fantasy Esprit de Corp., which are open, close, and based on personal relationships and the spirit of togetherness. At each sub-theme fantasy seen the agreement of all members of the community. Rhetorical fantasies using symbolic non-verbal cues, word games, arithmetic operations in order to fulfill the function of fantasy elements for a group. The function of a fantasy theme in the group can be achieved at the Society Moro 15 to maintain cohesiveness, maintaining Esprit de Corps or spirit, concern for fellow members within members and helping to achieve a common goal.

**Development Fantasy Theme Theory**

The establishment of a fantasy theme in the group not only to establish cohesiveness but was able to to improve the health quality elderly people who were in the group. For example, a group of people of various backgrounds of life

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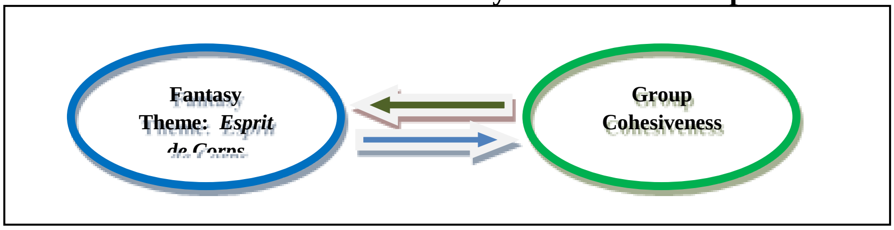
and yet have cohesiveness among the members, and then formed a fantasy theme so that they become a cohesive group. Cohesiveness that had formed this relationship needs to be nurtured in order to stay in touch with the good and no termination unilaterally. Psychologically for every person that relations that is well maintained can improve the quality of healthcare both psychologically and physically.

Bormann thought reinforced by Chesebro (1980: 127-139) states that fantasies capable of forming cohesiveness within a group. Based on the results of the study found that fantasy themes often emerge at every group meeting was able to maintain group cohesiveness. Cohesiveness groups that have been formed since the cadets until the department was able to encourage the members of the community to form a fantasy. The picture below may clarify the findings of this study.

**Picture 3: Relation between Fantasy Theme and Group Cohesiveness**




Fantasy theme initially able to form a group cohesiveness. If a group have cohesive history, than will ease creation of fantasy in the group. Eventually, a fantasy theme is not only to form a group cohesiveness but also able to be used to maintain the cohesiveness of a group. Factor Role in Formation of Interpersonal Relations Fantasy Themes in this research has implications for development theory Fantasy themes where the formation of a fantasy theme of a cohesive group of factors led to interpersonal relationships in the process of interaction and communication within the group. The emergence of the themes of fantasy in a group to encourage the maintenance of group cohesiveness. A cohesive group can make it easier for members to form a fantasy theme. The picture below shows the relationship between fantasy scene with interpersonal relationships. A cohesive group is able to encourage group members to perform additional tasks of the group. A cohesive group is also able to encourage its members to be present at every group meeting. Their presence in the group routinely becomes a necessity that must be fulfilled, to gather with friends or other members of the group were able to improve the health quality members of the group.

**The Role of Interpersonal Relations in Formation of Fantasy Themes**

This research has implications for development Fantasy themes theory where the formation of a fantasy theme of a cohesive group of factors led to interpersonal relationships in the process of interaction and communication

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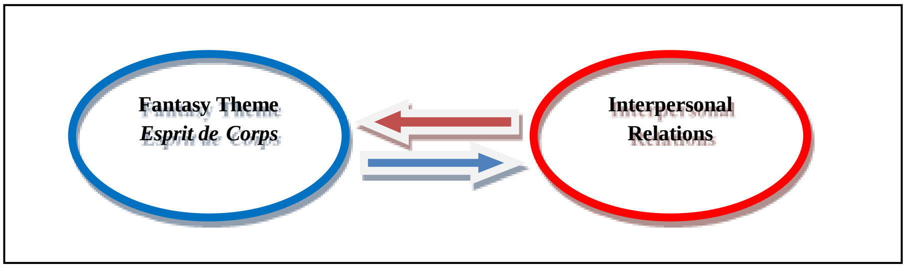
within the group. The emergence of the themes of fantasy in a group to encourage the maintenance of group cohesiveness. A cohesive group can make it easier for members to form a fantasy theme. The picture below shows the relationship between fantasy theme with interpersonal relations.

**Picture 4: Relation between Fantasy Theme and Interpersonal Relations**




Interpersonal relationships maintained by relying on openness, honesty, and greater trust along with age and getting older (elderly). Members of the group need support to develop fantasy themes in the group to create an atmosphere of group. Results of this study to detect the existence of interpersonal relationship factors that must be develop and nurtured by members of the group so that they can form a fantasy theme with ease.

Cohesiveness group is able to encourage its members to act in accordance with the wishes of the group. Group cohesiveness is maintained can make communication group members can take place smoothly without interference and communication failure. In addition, group cohesiveness becomes a force or factors that cause members to survive in groups such as joy, desire for mutual maintain, and improve the status.

The concept of group cohesiveness is maintained by the members was not only fostered the development of the theme of fantasy, but also strengthen the fabric of interpersonal relationships. The relationship is maintained properly make members of the group do not hesitate to tell or supplement and comment on the stories his friends. Doubts to communicate could have happened if the communication between the actors do not have a positive relationship or even their relationship is still at an early stage (Initiation/Startup). Interpersonal relationships that have formed between individuals in the group allows members to the group in the form of fantasy themes and maintain group cohesiveness. Full picture can be seen in Figure 6. The development of this theory has placed the importance of linkages formation of a fantasy theme, strengthen the fabric of interpersonal relationships, and the maintenance of group cohesiveness for different interests.

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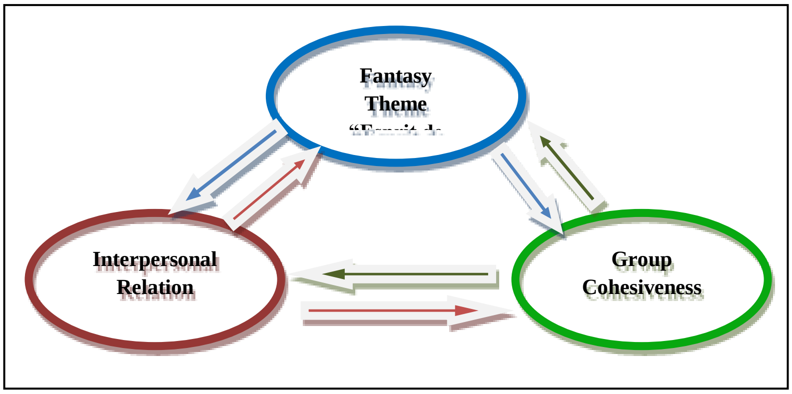
**Picture 5: Development Fantasy Theme Theory**




Based on the results of case study Moro 15 Navy, it is known that this group already have a group cohesiveness. They became a cohesive group because it was forced from the cadets during the service period because the demands of the job. Upon retirement becomes interesting discourse to be explored further, whether they remain a cohesive group or not?

In this study illustrated that in the case of the Society of Moro 15, group cohesiveness was originally constructed from the historical similarity and togetherness in a long period of time within a group or organization. Military culture instilled since early in the period until the cadets education department has been able to print the soldiers with the spirit corps (Esprit de Corps) high. The spirit of togetherness and mutual help with the fellow members in any situation is often not owned by civilians. Cohesiveness Society Moro 15 can be an example for other groups. Group cohesiveness can be developed well with interpersonal relationships among its members. Friendship nurtured since young adults and elderly were able to make them cohesive in a group. A cohesive group situations will allow its members to develop fantasies as their interpretation of an experience that has happened.

What if the development theory Fantasy theme is applied to groups of elderly people? Elderly people (elderly) often have a negative stigma from society as people who are marginalized because they are no longer useful to the family, groups, and the environment. This condition can make the elderly become inconfident and the emergence of diseases such as psychological and physical post power syndrome, stress, heart disease, diabetes, and other generative diseases. Elderly with this condition will tend to shut down and isolated. Distrust itself on its ability to work, solve a problem, and so on.

Is this negative stigma occurs in the case of the Society Moro retired 15? The answer is no. The members of the Moro 15 not feel as marginalized elderly people. They have a community whose members are friends since the time of cadets, officers, until retirement. They still gather if there is an opportunity, knit pieces of the story into a series of stories intact. The set of stories that used during the cadets considered taboo to tell, but now the story nostalgic fun. Their

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fantasy evolve freely in the community, and freely pours their mind. Fantasy similarity capable of providing shared interpretation of the symbols that can be understood as a fundamental and widely shared.

This case can be a lesson to us all that the group consists of people who are elderly can strengthen the cohesiveness of the group to capitalize on their shortcomings, namely the cognitive decline of short-term memory. This condition causes them to be always repeating past stories. The elderly can be a storyteller in order to spread the experience to others. The desire to always tell (homo narans) they can do to his friends privately or in groups. Cohesiveness is necessary for the elderly, so that they still want to get together in groups and not aloof even isolated from its environment, because many things that can be done by older members of the group in the group. They can live in groups, to live the rest of his life in a way that is fun in a group. Attention families, neighborhoods, and government focused on the elderly independent and protected from physical and psychological illnesses.

Fantasy Themes formation in a group of elderly can help members to optimize their ability to communicate. The courage to tell you encourage them to organize a series of messages that can be understood by other members. It requires skill and courage to process the message. In the process of assembling a fantasy in the form of stories, opens opportunities for members of the group to complete the story with the things that are factual and imaginary. If explored more deeply upon a group create a fantasy is often followed by a storyline such as the introduction, scenario, and then be sorted into type fantasy. Models such as this will open up opportunities for groups to come up with new fantasies based on experience possessed by members.

In the process of creating fantasies in groups usually followed by a "joke" or a funny story which serves to lower the tension and make the atmosphere pleasant group. They can understand well the joke that was brought up by his friend, even though only a piece of the story. Joke that often appear at each end of a story into a group capable of making the atmosphere pleasant. These conditions will encourage group members to always get together, until they would find it difficult to pass this moment such meetings.

Fantasy theme created by relying on past stories can stimulate feelings of every party until they can form a new reality about something. If the fantasy theme developed in the group of people who are elderly, the fantasy is formed capable of providing the same symbols, basic, and widely to all members of the group could even be the identity of the group.

Members of the group with all the ability in communicating trying to dramatize a story to be a story that is fun for the entire Group. Dramatization of a story has its own space in the group, because if there is a dramatization that is not sufficient then it will be a problem of tension. Eventually the group became unfriendly and will have problems in reintegration. Such conditions make the group could not afford to rebuild a cohesive sense of unity or in groups.

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This excitement into a series of reactions from members of the group to develop the story. The other members will provide a response to the story then jointly enhance and construct a story. This is understandable because in a group where each individual can demonstrate a positive or negative attitude. On a positive attitude, members of the group will be friendly, likes to tell / speak even dramatize a story, and agreed with the other members. Negative attitudes also have equal possibility to appear in every interaction of members in the group. Negative attitudes that may arise such as, rejection, showing the tension, even be unfriendly. This negative attitude can be anticipated if each member understand that they basically need the information in interacting with other members of the group. This information is becoming more crucial by the time they complete the task group. If group members do not share information, opinions will occur pemasalahan in communication, especially in the evaluation.

Which is positive interpersonal relationships is an important factor in developing the ability of the elderly to tell as communication activities. The stories that appear in every conversation indicates the presence of fantasy as a form of symbolic interpretation similarities. These fantasies have a pleasant effect that mark the advent of jokes and stories are often covered with a laugh reaction. Fantasies of a symbolic significance that form the theme of fantasy. Fantasy theme serves to present a common experience and shape it into shared knowledge. The establishment of fantasy theme that take into account the interpersonal relationships are able to avoid the occurrence of a secondary failure. Reaction laugh, desire interlocutors to complete the story, giving a response to his friend's story, an indication that the process of formation of a fantasy theme running well.

The use of fantasy themes in the group engaged in a particular business or organization to have targeted the work, is not unusual. Fantasy themes in this business group is very necessary to reduce the tension, so that they can take better business decisions. The desired result can be achieved by businesses. What if the fantasy theme developed in non-profit groups such as the group consisting of the elderly (the elderly)? In business, organization, or individual, they already do not have a target in a job such as working time first. Target them be as simple as working in accordance with the expertise and ability, being a grandfather or grandmother who can help her grandchildren, gardening, helping friends, maintaining physical and psychological health, attend religious services, and other activities. Liveliness they become a driving force to make life always has meaning for personal life, family, group, and the environment. The elderly can make old age a pleasant life, more meaningful, and successfully overcome various shortcomings in them (successful aging) as well as longevity.

## Conclusion

Fantasy themes theory in its development can incorporate interpersonal relationship factor to facilitate the establishment of a fantasy theme. Besides, the historical similarities also ease the burden on the actor communication to develop stories and dramatized to obtain similarity symbolic interpretation.

The theme of fantasy can be used not only to establish cohesiveness but also can be used to maintain group cohesiveness. Theoretically, the result of this fantasy theme contributes significantly that the theme of fantasy can be applied not only in the group that have not cohesive. This study shows that the theme of fantasy can be developed in a group that already has a cohesive history. This meant the development of a fantasy theme in a group like this can be used to maintain group cohesiveness.

Interpersonal relationships have relevance in the formation of a fantasy theme. In the case studies that use those elderly who are members in the Society Moro 15 obtained an explanation that interpersonal relationships give freedom and openness of members in storytelling, complete the story, even dramatize a story based on his experience.

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**Author's Biography**

The author named Dr. Kusumajanti, S.Sos who was born on March 22, 1971 in Jakarta . Last Qualification is a PhD in Communication Studies, University of Indonesia. Her interest is high on Communications Group

ISBN: 978-602-74139-0-0

encouraged her to continue to explore through various community groups that flourish in premises including groups with elderly people. Devotion as a permanent lecturer in Communication Studies Program Fisip UPN Veteran Jakarta since 1996 until now. The strong desire to continue to develop themselves conducted by the author with a speaker in various National and Local Seminar. Various research and community service has been generated to provide measures of life.

ISBN: 978-602-74139-0-0

# FROM EXCLUSION TO AGENCY IN PAPUA: THE CONSTRUCTION OF THE IDENTITY AND AGENCY OF THE MEE COMMUNITY THROUGH THE LENS OF HIV AND AIDS COMMUNICATION

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***Abstract***

*Derived from a larger doctoral research project, this paper explores the construction of the identity and agency of the Mee community through the lens of culture-centered approach to health communication of HIV and AIDS. Drawing on my fieldwork in the Districts of Nabire, Paniai and Jayapura that involves 119 research participants, I argue that the identity and agency of the Mee community is re-constructed and re-produced by the web of relationships and discourses between their relationships with adat, the Church and the Indonesian state when confronting the pressing issue of HIV and AIDS epidemic. Moreover, this study recommends Pagar Adat Papua (the Papuan Customary Framework) as a new communication framework for HIV and AIDS in Papua. The framework focuses on the construction of meanings and the existence of various perceptions around the HIV and AIDS problem in order to develop a better HIV prevention, care and support strategy.*
***Keywords**: identity, agency, HIV and AIDS, Pagar Adat Papua (the Papuan Customary Framework), and a culture-centered approac*

## Introduction

In February 2011, after a significantly lengthy absence, I returned home, from Melbourne, Australia to the City of Nabire in Papua. It is located in Cendrawasih Bay, in the north of Papua province, Indonesia. Nabire is also the capital city of the Nabire regency (*kabupaten*) that consists of an area of 13,914,48 square kms with a population of approximately 175,798 people (BPS Kabupaten Nabire 2010). Having lived outside Papua since 1996 for tertiary study and employment in Yogyakarta, Indonesia, and returning home only from time to time for short visits, my connections and familiarity with issues related local development and its realities were rather limited. So I was struck by the rapid changes in the social, cultural and political landscapes of Nabire - the place where I was born and raised. Nabire has become the hub for health care services for its surrounding regencies and an entry point for accessing the central highland areas of Paniai, Deiyai, Dogiyai, and Intan Jaya (see Figure 1.1). It was also now the home for many *pendatang* (migrant non- indigenous Papuans), who mostly come from Java and Sulawesi. Nabire has experienced rapid economic growth and had become a sojourn

ISBN: 978-602-74139-0-0

hub for people looking for jobs, public services and entertainment in urban areas.

One year later, in August 2012 I began my six months of PhD fieldwork in Papua. During my fieldwork, I was often confronted with questions during my interviews and Focus Group Discussions (FGDs), such as: ‘How is HIV being transmitted within Papua?’; ‘Why have the rates of HIV infections dramatically increased among Papuans compared to non- Papuans?’; ‘Are Papuans being punished?’; ‘Why do Papuan PLHIVs die more easily compared to non-Papuan PLHIVs?’; and ‘Mostly sex workers are non-Papuans but why are the rates of HIV and AIDS cases high among Papuan communities?’. These questions show that HIV and AIDS are not merely biomedical but also existential questions for the Papuans. They are deeply concerned with the impact of HIV and AIDS on their culture, identity, and social cohesion. These discourses of HIV and AIDS are central to the lack of discussions and the various views that run contrary to and/or are beyond the current reports and news on HIV and AIDS in Papua.

The issue of Human Immunodeficiency Virus (HIV) and AIDS had become a major concern among Papuans, including in my hometown Nabire. The issue was of concern because HIV and AIDS has now become a generalised epidemic affecting the general population in Papua. Papua is the only place in Indonesia experiencing this situation whereas in other locations such as Yogyakarta and Jakarta the spread of HIV is concentrated among the high-risk groups such as sex workers and injecting drug users.

This concern has been frequently represented in the local media. For instance, *Papuapos Nabire*- a local newspaper in the city of Nabire (see Figure 1.1 below), reported the high rate of deaths occurring among indigenous Papuans particularly among the Mee community in Nabire due to HIV and AIDS. The newspaper also captured the anxiety and concerns about the spread of HIV and AIDS within indigenous Papuan populations thereby cultivating the existing fear of their extinction as an ethnic group.

**Picturere 1.1**.


puapos Nabire

Penularan Virus HIV/AIDS di Nabire, Memprihatinkan

Source: Papuapos Nabire, 7 March 2011

ISBN: 978-602-74139-0-0

This view was based on several reports. The World Health Organisation (WHO 2007) for instance, has shown that the HIV and AIDS epidemic in Papua is about fifteen times higher than in other parts of Indonesia with the latest reported figures showing HIV prevalence between 2.3-2.9 per cent (Integrated Biological-Behavioural Surveillance (IBBS) 2013).

## Literature Review

This study employs social constructionism as its conceptual framework and interpretivism (making different meanings from the same reality) as its main theoretical perspectives (Crotty, 1998). Social constructionism takes the position that 'reality is socially constructed’ and 'people construct their own understanding and knowledge of the world through their experiences and by reflecting on those experiences' (Weerakkody, 2009, p.11). Social constructionism is an ideal framework to be used in this research project because it provides an exploration of the dynamic interactions existing between the experiences, meanings, and the available interpretations of health information on HIV and AIDS, within the research setting or case site.

Rooted in the culture-centred approach (Mohan J. Dutta, 2008a), this study takes the interpretive approach which discusses how people construct meanings of their actions (Williams & May, 1996). The characteristics of interpretivism are based on self-reflection of the human being to understand a specific social phenomenon (Creswell, 2013). Within this approach, every experience of the human being is considered unique and dependent on their social and cultural situation (social position), and their way of thinking.

This research is couched in the field of Health Communication. The anchoring theories pertaining to health communication used in this study as applied to HIV and AIDS are those which are based on the culture-centred approach (Collins O Airhihenbuwa, 1995; Mohan J. Dutta, 2008a; Mohan J. Dutta & Zoller, 2008d), transformative communication (Catherine Campbell & Scott, 2012) and the five domains of “context” that influence behaviours in HIV and AIDS communication. These domains are government policy, socio-economic status (SES), culture, gender relations, and spirituality’ (Collins O. Airhihenbuwa, Makinwa, & Obregon, 2000, p.101). This study builds on and has been inspired by Airhihenbuwa (1995) and Dutta (2008a) from the field of communication studies. They promote a culture-centred approach in conducting critical research in Health Communication that highlights the importance of understanding the relevant contexts, health meanings and experiences within marginalised settings. This approach gives space and voice for marginalised communities through dialogue. Often they lack the opportunity to participate as equal partners in relevant communication situations and settings due to the majority culture’s interventions, power or influences exerted within a given context. The culture-centred approach in Health Communication is used in this research because it provides the most effective tools to interpret the ways in

ISBN: 978-602-74139-0-0

which the Mee community understands and interprets the HIV and AIDS epidemic based on its own worldview.

The culture-centred approach is also introduced as an alternative lens for understanding Health Communication (Mohan J. Dutta, 2008a; Mohan J. Dutta & Basu, 2008c; Mohan J. Dutta & Rebecca, 2008e). Dutta and Zoller (2008d) suggest that the interpretive approach to Health Communication provides an 'alternative' to the dominance of post-positivistic or functionalist approaches commonly used in the Health Communication field. The functionalist approaches focus more on a pragmatic model such as disseminating health messages through various communication media. In contrast, the growth of critical and cultural studies have led to the development of Health Communication to be more sensitive to the role culture in the construction of meaning and achieving social change.

However, it is important to take note the argument of Susan Kippax and her colleagues who emphasise a balanced approach between biomedical and social approach to HIV and AIDS (Kippax & Stephenson, 2012). While these scholars insist that they are not "mounting a critique of HIV treatment" as opposed to prevention, they emphasise the importance to mobilise individuals as a social network which are underpinned by norms and social practices (p. 795).

Grounded in the culture-centred approach, Health Communication interventions underscore the need to place culture at the centre of HIV and AIDS prevention for indigenous people. The role of culture is of critical importance for effective communication strategies for HIV prevention. The cultural approaches relevant to indigenous Papuans communication experiences in health communication for HIV and AIDS are those which are based on communication inequalities, lack of equal opportunities for health care access, and less than

## Methods

The research project was approved by the Deakin University Human Research Ethics Committee (DUHREC) as a high risk project using the National Ethics Approval Form (NEAF), reference number 2012-126[1]. The categorization of this study as high-risk was based on the fact that the field of observation was conducted overseas and involving indigenous and marginalised populations in Papua where there was politically instability.

The research methodology of this project is based on action research. Action Research is form of applied research and a methodology that uses the critical theory perspective (Sarantakos 2005). Action research is an ideal and appropriate methodology in addressing the multifaceted topic of HIV and AIDS problems of the Mee community, and understanding and acting on the Mee community views and responses on HIV and AIDS issues. The key point of action research is to identify problems in order to make positive change (Greenwood & Lewin 2007). Therefore, the action research method allows

[1] See https://www.neaf.gov.au/

ISBN: 978-602-74139-0-0

indigenous Papuans to speak for themselves and for their voices to be heard by a broader audience via a research report. Based on social justice or helping the powerless and oppressed, action research aims to enlighten the marginalised, provide them with a voice via research findings, empower them in order to help them improve their lives, where the researcher plays an activist role and performs an advocacy function, aiming for social change to benefit the marginalised, which is the main objective of this research (Weerakkody 2009).

According to Mohan Dutta (2008a), the concept of agency through the lens of a culture-centred approach to health communication of HIV and AIDS that is the ultimate outcome of this research is an essential aspect falling under Participatory Action Research (PAR). He points out that 'agency' is the capacity human beings have to participate in their environments and shape their circumstances in which they live. Moreover, 'The expression of human agency is typically carried out through the voices of cultural participants engaged in dialogue' while 'responsible agency in the production of knowledge and improvement of practices' (McTaggart 1997, p.28). These constitute the main components of agency. In summary, the voices of Papuans will be represented in a stronger and clearer way through the use of PAR. Similarly, the notion of empowerment from PAR is reflected throughout this research process such as the research design and my fieldwork experiences.

The study used an ethnographic field study involving non-participant observation in the Districts of Nabire, Paniai and Jayapura in Papua between 2012 and 2013. It involved 119 research participants, representing the various relevant stakeholder groups such as Papuan Church leaders; health-related NGOs operating in the region; local government officials in charge of HIV and AIDS related matters; relevant healthcare workers; indigenous and other community leaders; alcohol users (as alcohol is seen as the main cause of risky behaviours leading to HIV infection); people living with HIV and AIDS; and commercial sex workers operating within the setting.

The purposive samples of participants or informants comprised of 67 in-depth interviewees and 52 participants in six focus group discussions that supplemented the overt non-participant observation of the selected research sites. The qualitative data was analysed using the critical discourse analysis framework (Bloommaert & Bulcaen 2000; Fairclough 2010) and the Grounded Theory method (Strauss & Corbin 1990) to identify the common themes embedded in the data.

## Findings and Discussion

Through the process of interviews, focus group discussions and participant observations, a number of key themes emerged in relation to how the community members perceive the issue of HIV and AIDS within their community. The following themes represent the Mee community's discourse about the HIV and AIDS as a problem in multicultural settings.

Understanding the context

The findings of this research have revealed that the issue of exchange (or understanding) and even clashes of value systems is very relevant to the Papuan contexts. In the last half century, Papua has been exposed to rapid changes in almost every aspect of its community life due to urbanisation and migration. The Special Autonomy status given to Papua has significantly contributed to these rapid changes during the last decade (Resosudarmo, Napitupulu, & Manning, 2009). For instance, the landscape of Papua has dramatically changed since many new local governments have developed major infrastructure projects that penetrate most of the previously- isolated, remote areas of Papua. This development brought about significant changes to the economy, demography and mobility of people into the region. Information technology and social media have also significantly contributed to re-shaping the mindset of Papuan society.

Despite the extensiveness of change within the Papuan context, many interviewees frequently referred to three major clusters of values, when they discussed the issue of HIV and AIDS. They are: [1] dichotomies between the *asli* (indigenous) versus *pendatang* (migrants); [2] biomedical perspectives and local wisdoms; and [3] Christianity and local religions. These sets of values interact with each other and have shaped the Papuan worldview in understanding and communicating about HIV and AIDS.

While communication about HIV prevention focuses more on HIV and AIDS merely as a biomedical matter and is imbued with moral judgements, Papuan participants interpret, represent and communicate their understanding of HIV and AIDS as a threat to the existence of their indigenous groups. This is a clash between different medical, cultural, religious and political values. Moreover, the dynamics of power relations existing between state authorities, the church and the Mee remains influential even today including when dealing with the issue of HIV and AIDS.

Given the lack of proper and updated information, many informants of this study shared the dominant and current HIV and AIDS information that is already out of date and inaccurate. For instance, 'HIV and AIDS is a disease that kills. There is no treatment and it is an illness for which 'it is only a matter of time before they die'. Such information does not give hope for those who are diagnosed with HIV and AIDS. As a consequence, they become afraid and are not encouraged to access health services since they believe they would just die anyway. This type of information is futile and even damaging for many stakeholders: patients, their families and community. This situation needs to be remedied as people should know that the disease is no longer a death sentence, but a manageable chronic disease.

Overall, this inaccurate information about the hopelessness of HIV and AIDS needs to be revisited and openly discussed in order to be dismissed. Multiple-stakeholders who provide HIV education, information and communication have to be well - informed so they will sufficiently capable of ascertaining that the previous HIV information was incorrect and that HIV can be managed and controlled with ART. Moreover, the multiple stakeholders have to

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improve and find new ways in which the information is disseminated throughout the community so that it will be acceptable to the population.

**Empowering the Papuan Church and Mee community leaders to combat HIV and AIDS in terms of care and support, as well as prevention; considering the intervening factors and issues of gender and power relations in Mee society**

In responding to the issues faced by the high-risk groups regarding HIV and AIDS, it is important to consider the role of Papuan churches as they are helpful in renegotiating the power relations existing between Mee men and women. The Papuan churches can be the catalyst for behavioural and social change between men and women in Papua. For instance, in their pastoral care, the churches address existing gender inqualities. This role of the Papuan churches in introducing and shaping change in Papua is not new. The history of Papua already documents the role played by Christian churches in developing the Papuan community through education, health, rural development, and even transportation. Such social capital has laid a good foundation for Papuan churches to extend their role to address discrimination on the grounds of gender, including addressing gender-based violence and existing gender inequalities with respect to HIV prevention interventions.

As the previous chapters have elucidated, the Christian faith and values have played a central role in the life of the Mee community including when making sense of illness and suffering, such as with HIV and AIDS. Paying attention to the experiences and faith of the Christian population in Papua New Guinea and Papua, Butt and Eves (2008) and Hammar (2007) had highlighted the role of church leaders in responding to social issues and health threats such as the AIDS epidemic. For example, many Mubes participants, especially of the Mee community, have stated that they believe the only way to tackle the HIV and AIDS epidemic in Nabire is through churches and strong church leadership able to unite the diverse indigenous Papuan communities (see Chapter 3 and 4).

The influential role of the church in Papua was observed by Simonin et al.2011 related to safe sex practices in the Western Dani communities. Their study outlined the challenging task of understanding the processes of transmission and prevention of HIV and AIDS in the Papuan context. Learning from Western Dani communities, Simonin et al. (2011) argued that their project aimed at encouraging the Western Dani about safe sex practices had better results when they received the support from the church. The study, therefore, provides us with evidence showing the important role of church leaders in HIV prevention interventions, particularly in addressing the issue of lack of information and the inability of women to negotiate safe sex with their partners. The authority of the church leaders helped convince the locals that safe sex is acceptable.

In a similar vein, Hammar (2007) examined the importance of discussing the dangers of unprotected marital sex in the PNG context, which can be of relevance to Papua. He explained one of the major issues of HIV and AIDS in

ISBN: 978-602-74139-0-0

PNG that be categorised the illness as a generalised epidemic, which implies that aresponse to such a generalised epidemic have a lot of factors to consider. For example, when confronting the pressing issues of the HIV and AIDS epidemic, housewives in PNG now are in a vulnerable position of being infected by their partners. In the current research project, some of the Mee women interviewed (see Chapter 5, Box 5.2) who had been infected by their husbands indicated that physical violence and emotional abuse by their husbands was associated with increasing their vulnerability to HIV infection. In other words, gender inequality and violence fuel female vulnerability to infection. Therefore, empowering church and community leaders in Papua is strategic to reconfigure gendered power relations between men and women in Papua, as the women could then use their own local church leaders' approval of safe sex as leverage when they ask their husbands to use condoms.

In this sense, perhaps the Papuan churches could also explore the human rights discourse they had promotedduring the last decade - particularly in the area of civil and political rights[2]. That is, the Papuan churches need to frame HIV and AIDS communication as a human rights discourse rather than merely a biomedical or moral one. The past effectiveness of the Papuan churches in advocating for the rights of indigenous Papuans has laid the groundwork for moving towards this new area as further explained below.

**Mobilising community participation to develop a sense of ownership of the communication campaigns**

Viewed through the culture-centred health communication lens, giving people a voice in matters that are important or relevant to them is considered very effective in Health Communication because it will encourage their participation in the targeted process or campaign. To draw on their own experiences, views and concerns and eliciting the voices of a community would be the first step in addressing the problem by mobilising community participation, in a specific health communication campaign. It moves away from an approach which is 'a top-down transmission-based model' to 'a participatory model' as a contextual space adopted in the culture-centred approach' (Collins O Airhihenbuwa, 1995; Collins O. Airhihenbuwa & Dutta, 2012; Mohan J. Dutta, 2008a; M.J Dutta & Bergman, 2005). In other words, mobilising the local community to actively participate in efforts to prevent HIV and AIDS is one of the essential components of health communication based on the culture-centred approach. This approach can help facilitate social change in the community as it will provide them with an 'agency' to address the complexity of the HIV and AIDS phenomenon within their own setting, which they are familiar with (Catherine Campbell, 2003; Skovdal, Zitha, Campbell, Nyamukapa, & Gregson, 2013).

[2] The major Church denominations in Papua have established a special office called the "Justice and Peace Office" to deal with human rights issues across Papua. The pioneer of this movement is the Catholic Diocese of Jayapura which established its office in 1998. The action was followed by other denominations, including the Christian Evangelical Church in Tanah Papua (GKI), the Baptist Church and the Tabernacle Church (KINGMI). They work together very closely with local, national and international human rights organisations.

ISBN: 978-602-74139-0-0

Community involvement

Many research participants[3] underscored the importance for the local community to have adequate and holistic information (not just biomedical knowledge about HIV and AIDS) and to be able to engage in a dialogue with multi-stakeholders in addressing the risks, prevention and the impact of the HIV and AIDS epidemic. In the Nabire Regency, I found that when the Mee people are able to talk freely about HIV and AIDS problems, they feel a connection with each other as one community. It means that they share their strengths, limitations and hopes to confront the problem. These communication processes and exchange of messages are essential in mobilising the local community to prevent HIV and AIDS. At the same time, mobilisation is a way to potentially reclaim collective agency and the sense of ownership of the process that had previously been subjected to the one-sided biomedical approach to HIV and AIDS. Yet, this topic remains rarely discussed by stakeholders such as the regional AIDS commission, health workers and health NGOs in Nabire.

For example, the Mee community was the driving force in initiating and organising *the Mubes in Nabire in November 2014. This massive event demonstrated the agency and sense of ownership shared by the Mee community in addressing* HIV and AIDS in their own backyard (see Chapter 3). The Mee were no longer waiting for the Papuan government or health worker initiatives to be designed and implemented in their community; rather, they took full responsibility for the program from its inception to the implementation of the idea. Hence, the event is an example of "a cultural community dialogue (that was instrumental in resisting) dominant structures" (Mohan J. Dutta, 2008a, p.222-223).

The *Mubes* also highlighted the element of the Mee's collective action in integrating, developing and allocating their resources to address their common concerns on their own and reflected the Mee's expectations and desires to play a central role in defining the problems, needs, concerns, and means of finding solutions from within their communities. Many participants argued that a sense of ownership is critical because it will allow the community to access health care services and participate in their community for preventing HIV and tackling the HIV and AIDS epidemic more effectively. Moreover, the findings of this research have shown how a sense of belonging/connections (where people decide to access health information, what information to access and what determines their sources of information) is influenced by their knowledge about HIV and AIDS, attitudes and behaviour in HIV prevention, care and support processes.

**Addressing the existing economic and social disparity within the programs to enable Mee participation in Prevention, Care and Treatment**

It should be reiterated that the concerns of the Mee community about the impact of the HIV and AIDS epidemic relates to the high morbidity and mortality rates of the disease within the Mee communities. The community members expressed their frustrations over inadequate and top-down government responses

[3] Interviewees no A46, A8, A9, A34, A27, A39, A53, A3, A11, A55, A46, A35, & A51

to the HIV and AIDS epidemic seen so far. Many interviewees[4] blamed the method of alcohol distribution in the region through kiosks and shops that are accessible for anyone without restrictions. This situation has undermined the health status and the economic situation of the Mee community, particularly men because they spend a significant part of their family income on alcohol. With their economic status already low, this additional expense has further affected many families who struggle for their everyday economic survival.

In addressing the health and economic disparities experienced by the Mee, a dialogic and participatory approach to communication about all matters related to HIV and AIDS are important to the Mee community. Some research participants[5] held the view that the government development policies implemented in Papua, including in the healthcare sector, have caused many additional problems and that they are unable to solve the problems of poverty experienced by the majority of the Papuan community. For decades, many Papuans felt that they were not treated as citizens but merely as objects of government policies imposed from Jakarta and/or Jayapura (Karma, 2014).

## Proposed Measures

It is, therefore, imperative to develop a framework that promotes collaboration between the local government and the Mee community in addressing the relevant and pressing economic and social issues, such as concerns related to policies that contribute to increased alcohol consumption among the Mee and their negative economic effects on the local population. In addreing this phenomenon, the Papuan church leaders frequently demand banning the distribution of alcohol in the region. For example, one of Mubes's recommendations was to organise a public protest seeking a ban on the distribution of alcohol. This concern is an important one that should be considered when designing HIV prevention interventions for indigenous Papuans as alcohol consumption leads to many men ending up participating in unsafe sex, often leading to HIV infection. Thus, by incorporating the macro and micro level interventions such as social, political and economic ones, the indigenous Papuan communities would be able to highlight what may help protect Papuan indigenous groups facing a 'threat of extinction' due to the adverse effects of HIV and AIDS in their communities.

## Conclusion

The HIV and AIDS issue is not the only challenge that confronts Papuans in general and the Mee in particular as rapid demographic changes; unresolved political conflicts based on a struggle for independence from Indonesia; state-sponsored violence to quell the independence movement; and growing economic and social disparities between Papuans and non-Papuans

[4] Interviewees no A61, A40, A8, A30, A9, A29, A13, A6, A34, A59, A39, A42, A3, A28, A5, A11, A7, A33, A57, A35
[5] Interviewees no. A8, A20, A34, A59, A27, A3, A4, A28, A11, A7, A46, A51, A39

ISBN: 978-602-74139-0-0

within the region as well as between Papua and the rest of Indonesia have converged into what indigenous Papuans describe as “a threat of extinction” of their indigenous groups.

Reflecting on Reid’s (1994, p.1) that, “The way the epidemic is brought to people’s attention will be the critical determinants of how they will respond to it”, the analysis so far has illustrated the importance of taking into account the ways in which the Mee perceive HIV transmission in their local context. This approach helps avoid the adoption of “one-size-fits- all” approaches to HIV communication interventions. That is why an effective approach to HIV communication in the Mee community requires sufficient knowledge of the existing.

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ISBN: 978-602-74139-0-0

# ENVIRONMENTAL RHETORIC OF HAZE RISK

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***Abstract***
*Malaysia and some other countries such as Singapore and southern Thailand began experiencing severe haze pollution from Indonesian raging forest fires in the second half of 1997. The forest fires have been a persistent problem since then and in October 2015 haze became unbearable. It has manifested into a recurring catastrophic regional crisis and also diplomatic tensions among the neighbouring countries. Release of carbon very much affecting peoples' daily life – schools close, flights are grounded timber, short-term health problems, tourism losses and other losses of production. Obviously, haze risks massive environmental and health impact to the people. Risk is rhetorical and socially constructed by a number of interests and factors. As an unobstrusive issues, environmental risk is understood mostly through the news made by the media. Here the media play significant roles as mediators to inform and to educate publics on the risks. However, many past research argued that media representation of environmental risks has always left audience with uncertainty of the risk. According to van Loon (1999), this is a reflective of media political struggle. Media were not quite successful in defining the environmental risk in terms of its probabilities and implications; also what the 'actual risk' is and what is 'being at risk' supposed to mean. Thus, this paper attempts to explore environmental rhetoric – employing rhetorical elements of ethos, logos and pathos - and competing discourses of haze risks in the highest readership English newspaper in Malaysia, the Star, between September and October 2015.*
***Keywords:*** *haze, environmental risk, rhetorical analysis, newspaper, Malaysia*

## Introduction

Forest fires have occurred for ages but the increasingly uncontrolled forest fires in Indonesia and the resultant annual haze across Southeast Asian countries has manifested into a recurring catastrophic regional crisis. The crisis grips the region nearly every year during the dry season. It creates diplomatic tensions among the neighbours as flights are grounded, schools close and pollution levels reach hazardous highs. Malaysia and some other countries such as Singapore and southern Thailand began experiencing severe haze pollution from Indonesian raging forest fires in the second half of 1997 (Heil & Goldammer, 2001; Schweithelm & Glover, 2006). The forest fires have been a persistent problem since then and in October 2015 haze became unbearable. The 1997 to 1998 fire episode burnt eight million hectares of land with estimation of 45,600 km$^2$ of vegetation was burnt on the Indonesian islands of Kalimantan and Sumatra. An economic valuation study of the damages from the

ISBN: 978-602-74139-0-0

1997 fires and haze Indonesia, Singapore and Malaysia conducted by the Institute of Southeast Asian Studies (ISEAS) and the International Development Research Centre (IDRC) showed that total losses to Indonesia was US$3.8 billion and loss to other countries was US$670 million (Schweithelm, Jessup, & Glover, 2006). Recent incident may cost the countries doubled of what they experienced in 2006. The damages were both haze and fire-related affecting timber, agriculture, wide range of direct and indirect forest benefits, fire-fighting costs. Also, release of massive carbon not only causing climate change and economic lossess but most importantly it affects human well being as a whole.

Haze risks massive environmental and health impact to the people. Previous research evident that people dependent heavily on media to understand about environmental issues. Within the context of haze in Malaysia, perhaps people seek to understand what kind of risks they are facing and how long more is the phenomenon going to end as the risks have come to a head. The articulation of certain environmental risks in media often be presented by asserting risk assessment and risk management by scientific experts (Adam, 1998; van Loon, 1999; Wynne, 1996). However there is no concern of the risk probabilities and implications; or what the 'actual risk' is and what is 'being at risk'. This situation is a reflective of media political struggle and it made environmental risks produce contested claims (van Loon, 1999). Here the media play significant roles as mediators to inform and to educate publics on the risks because it provides an important public arena where 'rationality' arises socially (Beck, 1992: p. 112). Cough (2004) contends that uncertainty in risk is normal but people usually reach excessively toward uncertainty. Hence she suggests that when communicating about risks, a communicator must be able to identify the type of risks, the source of risk, who and/or what of impact and how the event might occur. However, Lachland and Spence (2010) argue that as the publics are not uniform - in their needs, ability to comprehend, willingness to trust and media dependencies – thus risk communication must go beyond identifying a risk and alerting the public. In this sense, journalists play the biggest role as the social actor in shaping and framing the information of haze for public consumption. They spend much time to decide what angle of news to present, whom to speak to, which pictures to choose and appealing news title to attract audience. As risk is rhetorical and socially constructed by a number of interests and factors, I argue every discourse, even in environmental news, has a persuasive element. Journalists, unconciously, writing news with the intention to get, perhaps, the editors and/or audience to concur with their (arrangement of) stories. Hence it is worth to understand how journalists create meaning, arrange information and represent haze risks to the public. This paper attempts to explore environmental rhetoric and competing discourses of haze risks in the English newspaper in Malaysia, the *Star*, between September and October 2015. The *Star* was chosen as it has the highest total readership of all the local English language dailies at 83% in June 2015 with an increase of 834,000 to 950,000 (a 13.7% rise from 2014) and its dedication to environmental reportings for the past few decades. This study employed rhetorical analysis to examine what kind of persuasion used in haze news; what type of risks presented; how persuasion on risk presented; and what evidence do they present.

## Literature Review

Past studies reveal that most media depiction on environmental issues as both 'the best friend and the worst one' (Sopher 1995, p. 71). However, the representation trends are not always stable. In 2004, Meisner's survey of image of nature in a comprehensive study of the Canadian media that included newspapers, magazines, and prime-time television shows, reported that there are four major themes in how nature was presented which are: (i) victim (ii) a sick patient (iii) problem/threat/annoyance (iv) a resource. The themes suggest environment seen more as negative entity to the social actors, in this context, the journalists and/or editors. Whilst in Malaysia, a study of environmental news trends from 1996 to 2004 by Nik Norma (2008) discovers stagnant news patterns includes small coverage, reports on event stories, straightforward news with very few inclusion of photographs or other attachments, mostly quoting one news source with high dependency on government officials, topics are cyclical and most stories were framed as conflict (226-230). Nik Norma's study confirms Dunwoody et al's research (1993) that the media mostly report on event stories as they see as having high news values (Gans, 1990) for publics as compared to long-term environmental issues such as climate change which do not have immediate impact on the public. One influence on media depictions of environmental issues is when audience may know or care little about an issue, so journalists are able to construct the news according to their own interpretation, especially on (invisible) environmental risks which often understood as 'the product of the probability of an event. It is measured as 'severe' if it causes massive expose to people and also its consequences (Liverman, 2001). Nik Norma (2015) in her study on *Climate change and the risk messages of environment: A visual social semiotics analysis of the Malaysian and German online newspapers* argues that public is left (by the media) with their own imagination of climate change risks because of its invisible nature. Unlike climate change, haze impact, effect and risk of haze phenomenon are visible. However, risk by itself has a measure of uncertainty, even when the risks are tangible. The uncertainty of risks can sometimes be the pressing motivating factor driving the journalists to arrange the information gathered to ensure agreement of audience on their write-ups. Afterall, in Malaysia, the journalists have total control in constructing environmental news (Nik Norma, 2008: 247) rhetorically, I argue.

Traditionally, rhetorical analysis critiqued oral discourses, such as speeches, and taking persuasive as its object of analysis. However the recent research trend has also ventured into documentary sources such as texts, images, gestures and non-verbal communication (Leach, 2000: 209). According to Leach (2000), rhetoric "recovers the intentions of the speaker or author, discovers the systems of rules that organize the discourse, and evaluates the effectiveness of

ISBN: 978-602-74139-0-0

the intended persuasion by the effect on the audience" (120). There has been much debate on contrast between 'rhetoric' with 'action' in daily life. Plato, for example, suggested that rhetoric was somehow different from the 'truth'. He further argued that what people say in their lived world may not be how things really are in his world of ideals. This notion makes others become sceptic for what these individuals trying to persuade to one view or another. On the other hand, some suggest 'rhetorical' is a collection of half-truths and this has opened up opportunities to texts and oral discourses scholars to develop theories of how and why rhetoric can be parrallel to action and why they are compelling and persuasive. There are three working definitions of rhetoric as suggested by Leach (2000) to make different forms of communication work better in context (207). First, the act of persuasion. For example, most politicians use to perform 'acts of rhetoric'. Second, the analysis of acts of persuasion normally used by rhetorical scholars who seek to unpack such discourses and ask why they are persuasive. Third, a worldview about persuasive power of discourse refers to ideological analysis, ethical analysis and other issues in social theory. Further, in order to conduct rhetorical analysis systematically, assumptions that rhetoric is produced by a cognizant, self-aware rhetor who orders her discourse in accordance with sets of formalized rules, should be avoided. It is an intentionalist fallacy that assumes the processes of construction are recoverable and the contexts of reception are transparent (Leach, 2000: 210). This is where context of discourses become so important in rhetorical analysis.

Some guiding categories can be used to help rhetoric analyst to conduct meaningful analysis such as 'exigence' (Bitzer, 1968), which includes 'timeliness' and 'appropriateness', that helps situates analysis and ensures that the analysis is contextualized. Next is audience. The relationship between oral rhetor with her audience is very much different with texts or other mass mediated forms of communication. Audience is immediate in oral and more identifiable. Conversely, the text and its context position readers in very particular ways as an 'audience'. Finally, in looking at persuasive discourse, one should identified the object's genres before embarking on the analysis. There are three persuasive genres as suggested by Gross (1990) and Fahnestock (1986) which categorized by purpose, audience, situation and time. Forensic rhetoric centres on discussion around the nature and cause of past events. The communicator must persuade the audience that the object delivered is true. Second genre is known as deliberative rhetoric where debate centres on the best possible course of future action which means the nature of persuasion is future oriented and mostly speculative. In the meantime, epideictic rhetoric focuses on contemporary issues on whether an individual or event are to be praised, blamed or censure with regard to the issues analysed. Some persuasive discourse may have more than one genre because all types of communication - be it conversational, oral performance, text, music etc – are only some of available means to justify and defend perspectives of 'reality' (Burke, 1966). A reality is a 'clutter of symbols about the past combined with whatever things we know mainly through maps, magazines, newpspers and the like' (*ibid*, 1996: 5) which suggests that a reality to one may not be the same to another. It is a difficult task for rhetoric analyst especially when Simons (1990, p. 11) "part of the job of the rhetorical analyst is to determine how constructions of the 'real' are made persuasive".

*Theoretical framework* In order to explain and frame a connection among reality, rhetoric, risk and mass media, this study uses two theories - the social construction of reality (and environmental issues) and rhetorical analysis – because it they give in-depth examination of the construction of reality in rhetorical discourses: what kind of persuasion used in haze news; what type of risks presented; how persuasion on risk presented; and what evidence do they present.

The social construction of reality theory discusses the process how journalists construct and how the public defines environmental issues. This study, however, focuses on the former process only. There are two questions to be discussed with related to the context of this study: How reality is constructed? Who conceptualizes the social construction? Berger and Luckman (1967) argue that 'all knowledge is derived from and maintained by social interactions, with the understanding that their respective perceptions of reality are related, and as they interact, their common knowledge of reality becomes reinforced'. Thus it can be said that reality is socially constructed. Central to the social construction of environmental issues is the idea that the issues would not rise and fall according to some 'fixed, asocial, self-evident set of criteria'. Rather their progress varies in direct response to successful claims-making by a cast of social actors that includes scientists, industrialists, politicians, civil servants, journalists and environmental activitists (Hannigan, 2006: 63).

The theory also debates on 'unconscious formation of reality'. It is a mechanism to help us to reach consensus on certain issues. Consensus can only be achieved over time with the changing attitudes and environments of the community (McCarthy, 1996). Within this notion, McNair (1994: 19) believes that journalists are the social actors with a key role to play in shaping audience perceptions of what news is and most importantly, how to react to it. Similarly, Hall (1994: 19) suggests 'news uses cultural maps to help the audience understand the unusual, unexpected and unpredicted events which form the basic content of what is newsworthy, particularly for environmental issues as they are scientific, complex and unfamiliar to the public'. News also assumes that culture or society are important as 'some people, events, spheres are more important than others and the hierarchy is centralized both socially and regionally' (Hartley, 1982: 83). However, Hannigan (2006) emphasizes different aspects of reality construction. His argument based on the process of social construction that would help the public to define environmental problems which includes factual claims, news sources influences, news process and journalists attitudes toward the issues. So, is reality not reality? Events may be more complex in real life as compared to what portrayed in the news. This reinforces Cohen's (1990) argument that competition among media is based on the simplicity of the news contents in order to attract larger audiences. Fiske (1987: 24) explains 'realism does not just reproduce reality, it makes sense of it – the essence of realism is that it reproduces reality in such form as to make it easily understandable. It does this by ensuring that all links and relationshps between its elements are clear and logical'.

Meanwhile, rhetorical analysis is related to how language is used to persuade an audience. Berger (2000) explains that rhetoric deals with the means that people are persuaded using language in speech, including in the media and popular culture. Central to rhetorical analysis is the question of how the message is presented visually or textually. It is broadly a kind of stylistic analysis – the organization as well as the presentation of message and the choices the communicator has made (Gunter, 2000). The analysis implies a reconstruction of the composition or organization of a 'directly observable and perceptible message' by way of a detailed reading of fragments or larger units of text or visual matter. In conducting a rhetorical analysis, the issue arises of whether rhetorical principles are being applied correctly. It is one thing to have a list of rhetorical principles and another to use those principles in the right way (Berger, 1998). There are three modes of persuasion in a rhetoric – ethos, logos and pathos (Berger, 2000). Ethos uses ethical appeal based on the character, credibility or reliability of the speaker or writer. Logos relies on logic or reasoning and depends on the use of inductive reasoning (from specific to generalization arguments) or deductive reasoning (from generalization to specific arguments). Pathos uses emotion to appeal to the audience's needs, values and emotional sensibilities (Weida & Stolley, 2013). Rhetorical analysis allows insights into the targeted audience of speeches, written and visual languages. However, individual differences in the segments of the targeted audience (e.g. personality, education, interest, value, beliefs, etc) can make the audience perceive messages differently (Berger, 1998). Therefore, the function of rhetorical analysis is to identify and analyze rhetorical modes of persuasion in speech or text and establish how each or a combination of some or all rhetorical modes are used in persuasion and the functions they serve.

## Methods

This study focuses on the analysis of the acts of persuasion whereby it aims at exploring the persuasion elements in haze news published by the *Star* between September and October 2015. I used a constructed sampling method to select the articles on page Nation only. This method was used to identify types of cases for in-depth investigation and to represent each day of publication (Krippendorff, 2004: 112; Neumann, 2000: 198). For instance, for the first week of September 2015, Monday's copy was examined; second week is Tuesday and so on. As such, 14 copies newspapers were selected from the following dates: September 1, 5, 7, 9, 17, 25 and 27; and October 2, 4, 5, 10, 13, 21 and 29. Altogether, there were five articles published on Nation page and they were analysed based on rhetorical elements: *ethos*, *logos* and *pathos*. The unit of analysis was the haze news. Texts and pictures were examined simultanaeously to delve into connection on persuasive elements.

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Although Aristotle's ideas of rhetoric provides the foundation for rhetorical analysis, but he did not specify particular procedures for the analysis of persuasive communication. Thus, in this study I adapt past rhetorical analyses (Haskins, 2004; Hyde, 2004; Burke, 1966) to elucidate Aristotle's key rhetorical elements of *ethos*, *logos* and *pathos* as shown in Table 1, page 9. Again, in general, *ethos* means ethical appeal. It can also be defined as the creation of a persuasive identity (Clifton & van De Mieroop, 2010: 2450) or the persona or projected character of a speaker/communicator including their credibility and trustworthiness (Hartelius & Browning, 2008). *Ethos* invites audience to concur with communicator's authority (Green, 2004) and emphasizes the persuasiveness of the communicator's character (Conrad & Malphurs, 2008). *Logos* refers to logical appeal or the clarity and intergrity of the argument (Holt & MacPherson, 2010). It focuses logic and reasonable ideas presented. The ideas are reasonable when it is provided with sistematic thoughts and evidences. Meanwhile, *pathos* or emotional appeal is referred to audience's feelings and relies for persuasive effect on triggering audience emotions such as happiness, sadness, satisfaction, pity or fear (Aho, 1985). Metaphors and imagery, including photographs, could construct appeals to pathos. Allen & Caillouet (1994) argue that these appeals are considered difficult to identify and often culturally or institutionally specific. These three elements are important for exploring context as a beginning to rhetorical analysis. The provide forms of arguments that figure in different types of persuasive discourse. They are introductory forms from which persuasive arguments can be invented or developed. The characteristics (Table 1, page 9) which identify appeals to *ethos*, *logos* and *pathos* were adapted from Haskin (2004), Hyde (2004), Burke (1966) and Galtung & Ruge's (1965) list of newsworthiness. The latter researchers's elements of news values were embedded into Haskin's and Hyde's criteria of persuasive appeals to ensure inclusiveness of the elements of rhetoric in journalistic writing.

Leach (2000: p. 214) suggests rhetorical analyst to also look at disposition or arrangement, how discourse is organized in *logos* and *pathos*. She suggests a few questions to help the analysis such as in journalistic writing: What logic does it support its ultimate claims? What effect might this type of organization (the inverted pyramid approach of news writing) have on audiences? Would this organizational feature actually persuade us that some things are more important than others? By applying the three elements in analysis, this research aims to explore the persuasive strategies used by the social actors, within news text, to make sense of haze risks.

| Appeal | Examples of persuasive techniques |
|---|---|
| *Ethos*: Credibility | Balanced, consistency, expertise, similitude, deference, ingratiation, self-criticism, inclination to succeed, knowledgeable, consonance. |
| *Pathos*: Emotion | Methapor, analogy - sport, health, environment, human interests, conflict, loyalty, friendship, sympathy, disposition. |
| *Logos*: Reason (the appearance of rationality) | Argumentation, logic, warrants/justifications, claims, data, evidence/example, continuity, disposition. |

**Table 1. Element of rhetorical appeals**

ISBN: 978-602-74139-0-0

## Findings and Discussion

The main argument of this study is that every discourse, even environmental news, has a persuasive element. Hence, this study aims at exploring the persuasion strategies used by the *Star* journalists on haze news between September and October 2015. This is the period when forest fires in Indonesia became unbearable and risks other neighboring countries greatly in many aspects of life such as health, economic, enviroment dan education. Although many rhetorical analysts focusing on speech or oral performance in their analyses, this study looks at persuasive element in news (text). Journalists, in the news context of discourse, constantly construct and reconstruct meaning (of haze risks) to justify and defend their perspectives of 'reality' (Burke, 1966). Meaning that reality is negotiated and dynamic; as such, Thompson (1991) argues that rhetoric is inevitable in any types of discourses because it affects social actors' ability to shape others toward their interests. Further to contextualize rhetoric for this study, elements of 'timeliness' and 'appropriateness' were used to link text (news), context and audience together. On the rhetorical genre, the news is predominantly epideitic in nature because haze news is just not about a straightforward reporting, there is a cause – impact relationship claims made due to haze issues. Besides, news is humanly constructed product and it is not a simple reflection of what public want or need or of what is happening in society, but is the result of complex processes (Nik Norma, 2008: 17). As such, news is also overwelmingly forensic.

Based on the constructed sampling method, five news were drawn from the two months' study period (Table 2). Small sampling number does not reflect little coverage; in fact, the *Star* reported approximately 54 stories on haze issues almost everyday between September and November alone. Nevertheless, most of the stories were published on regional, business and front pages. The constructed sampling technique may contribute to a small number of sampling but it provides balanced representation of news for each day of publication. In fact, it is advisable to have a small number of rhetoric objects (news samples) for analysis in order to effectively discover the act of persuasion – unpack the discourse and why they are persuasive (Leach, 2000: 207).

| Headline | Date |
|---|---|
| **Haze: Two flights cancelled, six flights delayed in Kuching** | 17 September 2015 |
| **Haze: Schools in several states to close on Monday** | 27 September 2015 |
| **Haze: Flights to Ipoh delayed, diverted** | 27 September 2015 |
| **Haze: More than 10 areas with unhealthy API as at 9am** | 5 October 2015 |
| **Haze: May end when monsoon starts** | 21 October 2015 |

**Table 2: List of the *Star* news samples**

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The samples were analysed within the framework of forensic genre and epideictic genre. Context of discourse analysed partly based on the criteria of the rhetorical object that is the news (text). What are the criteria of news? What makes a story newsworthiness? Newsworthiness or as some call it news values have been debated for decades. Among some criteria argued are timeliness, conflict, unusual, proximity, impact, prominence and human interest. Similarly, in rhetorical analysis, Bitzer (1968) suggests that 'timeliness' of the rhetoric object (in this case haze news samples) should be able to contextualize rhetorical analysis. Also suggested is 'appropriateness' which both are inclusively nature of news. This context of analysis helps the researcher identifying the audience too and proposes four related themes:

1. Reality of haze risk rely heavily on the news sources;
2. The rhetors make sense of haze risk 'reality' by constructing and reconstructing the information based on the inverted pyramid approach;
3. Haze risk is dominantly about health; in a way it also affects audiences' daily routine
4. Audience very much dependent on the rethor and rethoric object (news) for haze risk news

Rhetoric analysis on oral performances identify *ethos* directly from its rhetor. However, analysis on text needs further examination within the text to identify not only the rhetor but also the audience. This suggests that the news, sources, information provided and the context help position the rhetor - that is done for this study in analysing *ethos* as below.

**Persuasive Appeals: Ethos**

An appeal to *ethos* comes in the form of expertise. Credibility of the rhetor very much dependent on news sources. The news sources can be divided into three categories: the authority, experts and victims. The first category are: the Malaysia Airports Sdn Bhd operations officer, the Malaysian airport manager, the Ministry of Education and Deputy Education Minister. Meantime, the spokesperson of speedboat operators at Pulau Ketam which affected badly in October 2015 spoke on behalf of the community. Also in this category is the school board of trustees member in the same location. The Director General of Meteorological Department in one of the news acts both as authority and expert when she predicted Malaysia would be free from haze by March 2015. In many sentences when a rhetor persuades audience to support their statements, they emphasize or going in depth with their argument/assertion with examples (*logos*) (which will be discussed further below). For example, news published on 21 October 2015 titled *Haze: May end when monsoon starts*:

Para 1: ..., the haze in Malaysia is likely to end with the coming of the north-east monsoon, which starts <u>nex month</u> (*ethos*: consistency 1)

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Para 2: The Meteorological Department (*ethos*: credibility) said winds (*pathos*: evidence) from the South China Sea heading here then could push the smoke away to the west.

Para 3: "By early November (*ethos*: consistency 2), we expect to be free from the transboundary haze. We're going to have the north-east monsoon from the South China Sea (emphasizes *ethos*: 'winds')," said director general (emphasizes credibility of information) Datuk Che Gayah Ismail.

Element of consistency is also used to emphasize the lead. 'Lead' in journalistic writing is an important paragraph to give overview of the news. It aims to answer the 5W (who,what, when, where, why) and 1H (how). In the adapted list (Table 1, page 9) I also include 'consonance' or agreement of facts as one element is *pathos*. Consonance is one of the newsworthiness or news value criteria which looks into agreement of facts. In the above analysis, it is clearly shown that both *ethos* and *pathos* works together to form a persuasion strategy. However I argue that *ethos* dominates the persuasion technique used by the rhetor; while *pathos* is used to strengthen the *ethos*. Here, the rhetor establishing facts that are necessary to his argument – or in journalistic context, his selection (framing) of information to present to audience.

The dominance appeal to *ethos* suggests that the news aimed at persuading readers to concur that haze risks the audience. Some examples with verified data by expertise support the appeal in *ethos*. Simultaneously, the headline and visuals with captions included also give agreement (consonance) to the news contents. All news headlines examined use semi colon to 'rephrasing' haze (refer Table 1, page 9). Paraphrase means 'expressing the meaning of the something written' to achieve greater clarity. In this sense, haze is put up as the cause to delay of flights, closure of school and health issues. The headline patterns confirms the epideitic genre identified at the beginning of this study. In addition, the pictures inclusions affirm the headlines and give credibility to the news, as a whole.

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**Picture 1: The *Star*, 27 September 20**


**Picture 2: The *Star*, 5 October 2015**


**Persuasive Appeals: Logos**

The rhetor rationalizes his arrangement of information by providing reliable data. A lots of scientific data and numbers were used in the news. In journalistic writing, numbers are argued as important element to be considered in newsworthiness criteria because only experts (who have done research) are able to produce and authorise-used of the data. In one news printed on 27 September 2015 headlined *Haze: Schools in several states to close on Monday* provides the Air Pollutant Index (API) readings in affected areas. It reads:

> Para 4 and 5: As of 11am Sunday, the API readings for Port Klang was 252, Shah Alam (281), Petaling Jaya (232), Putrajaya (206) and Batu Muda (256). In Sarawak, Sri Aman recorded an API reading of 188, Kuching (139) and Samarahan (145).

In fact, in all the five samples studied, the API readings were dominant figures used to validate reportings. Another example is a news reported on 5 October 2015, *Haze: More than 10 areas with unhealthy API as at 9am*, has dedicated five of stories' paragraphs with API readings. The paragraphs are arranged as:

> Para 1 (Lead): The areas around Universiti Sains Malaysia and Seberang Jaya 2, Perai in Penang recorded the highest Air Pollutant Index (API) in the country at 168 and 164 respectively at 9am Monday.
>
> Para 5: Thirty one areas recorded moderate API reading and among them were Kuala Selangor and Malacca City with 99, followed by Bukit Rambai and Port Klang (97), Shah Alam

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(96), Putrajaya (94), Banting (93), Port Dickson and Tanah Merah (92).

The second appeal of logos is evidence / examples. The above are part of the evidence provided by the rhetor. In one of the samples, the rhetor provides information on the API in the last two paragraphs after reporting has been made on how haze was worsening and causing schools in a number of states to close. The news with headline: *Haze: Schools in several states to close on Monday*, 27 September 2015, has its last two lines as below:

Para 11: An API reading of between 0 and 50 is considered good, 51 to 100 (moderate), 101 to 200 (unhealty), 201 to 300 (very unhealthy) and 301 and above (hazardous).

Para 12: The haze in Malaysia is caused by open burning and forest fires in Indonesia

Although some argue that environmental news should always fall under soft news, with human interest elements, I contend it can also be categorized as hard news. This is partly because environmental news needs scientific observations and data to support its reporting. The samples of this study give a concrete example (also read Nik Norma: 2008, for further examples). This situation suggests the next appeal of *logos*: logic. For example, the Meterological Department predicts that Malaysia would be free from haze as the north-east monsoon from the South China Sea which was heading to the country could push the smoke away to the west (*Haze: May end when monsoon starts*, 21 Oktober 2015).

Next, claim was also used to put on appeal of *logos*. In the same news, claim was made that haze has caused a number of tourists and local visiting to Pulau Ketam dropped drastically. Although there is unlikely concrete evidence supporting the claim, but the the whole context of the news gives a supporting overview of the claim made.

**Persuasive Appeals: Pathos**

The appeal to *pathos* is heavily discussed on human interest. Peoples' first-hand experiences seems to be the closest evidence to *pathos*. Within texts discourses, the news sources portrayed as victims. They are included to justify how haze risks their daily life. One example is as below (*Haze: May end when monsoon starts*, the *Star*, 21 Oktober 2015):

Para 12: Chung Hua Independent High School board of trustees member Datuk Teh Meng Huat said students had to attend classes as they needed to prepare for the Unified Examination Certificate exam, which starts today.

Para 13: "Although the haze is bad, we cannot close our school due to the examination, so we have asked the students to wear masks during classes," said Teh.

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There are two reasons why human interest has always been successful in environmental news. First, it creates sympathy to the audience; second, to soften the 'hard news' elements (such as scientific data) for audience to comprehend. Peoples' understanding on certain issues could direct them to be inclined to the news. This is because news uses cultural maps; the news sources' experiences help readers making sense of how haze risks could affect them too.

In the context of news, visuals help audience imagine the whole story they read. It is indeed a long cognitive process but both text and visuals inevitably best work together to create understanding. For example, two flight delayed stories were attached with pictures of stranded passengers; while another story on unhealthy API reading chose to portray how a farmer left with no choice but to work in a cloudy thick smoke. This is the metaphor of haze risk. Two important elements can be analysed here are the people and the setting. Take Figure 2 for an example. It creates a situation whereby people seem to be left with little choice but to risk their health for economic purposes. There is conflict between men and environment. The main element of *pathos* is about health. In small conclusion, the rhetor uses human interest issues, which is conflict between environmental and economic factor, to gain sympathy from the audience. In order to create greater persuasion, visuals complement texts to motivate audience to comprehend the issue.

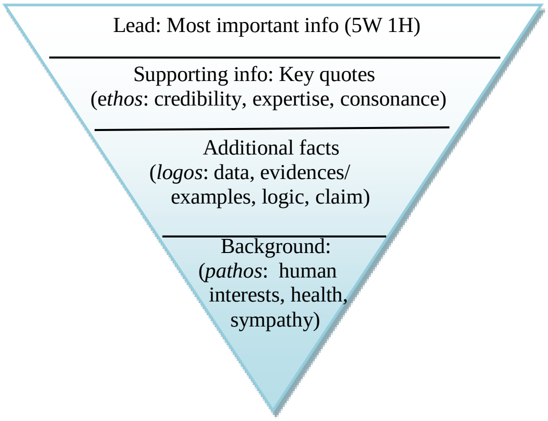
Among the three elements of persuasion, *pathos* plays significant role in persuasive strategy of haze risks. Haze news as the rhetorical object shows that all the three elements were used in the persuasion strategy. A combination of credible news sources, reliable data by experts and life experiences by public are the ingredients used by journalists as strategies to get audience to be on their side. In all the five news studied, haze risks take largely on health. Disposition or arrangement is also included in the analysis as suggested by Leach (2000: p. 214). It is founded that the inverted pyramid approach organises the information of haze in a way of its importance. The lead of the news reported on how haze affects public, what is the evidence, where does it happen, when is it happening, who could be affected, why is it important to be concerned about haze risks. The rest supporting the lead with examples, data and personal experiences.

## Conclusion

This paper is motivated by the need to understand how journalists strategize their environmental writing to public consumption using rhetorical analysis. In this study, the three elements – *ethos*, *logos* and *pathos* – were employed to focus on strategies of persuasion in five news samples. This study reveals that all the persuasion elements were used to help journalists to persuade audience to make sense of haze risks. In general, the news structure presenting the haze risks is as Figure 3 below:

ISBN: 978-602-74139-0-0

**Picture 3: Arrangement Of *Ethos*, *Logos* And *Pathos* In Inverted Pyramid Approach**




In environmental news, *ethos*, *logos* and *pathos* work together to present haze risk. The risk of haze in this study presented as in a cause-impact relationship. It risks public health, their incomes, emotion and daily life. The presentation of haze risk mainly evident by data, for example API readings and uses of credible news sources. Reality of haze risk is constructed and reconstructed by the rhetors (journalists) based on the information provided by news sources. Here, a question of who is the rhetor – the journalists or news sources - in news analysis can be argued. This is an interesting argument to further examined by rhetorical analysts who interested in text. In the midst of exploring appeals of *ethos* (credibility), both journalists and news sources' roles seemed overlapping. Who exactly makes the news? Further, rhetorical analysis tries to investigate if the rhetor motivated by the audience to construct the news? Understanding the text is vital in order to understand the audience. Also, the motivation can be argued in many ways. One of the aims in environmental reporting to for public understanding (Nik Norma, 2008). However, unconcious formation of reality has always be with journalists in constructing and reconstructing news (McNair, 1994). It is mainly about to get audience to support your write-ups. Audience who does not understand one news may not be supporting the content. Therefore, most of the time, environmental journalists have to simplify information, even important issue such as haze risk, for public understanding and supporting it simultaneously. As Fiske (1987: 24) is quoting as saying '...the essences of realism is that it reproduces reality in such form as to make it understandable'.

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## Author's Biography

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ISBN: 978-602-74139-0-0

# IMPACT OF TRANSFORMATION IN TULUNGREJO VILLAGE'S FROM AGRICULTURAL VILLAGE INTO SERVICE BASED VILLAGE

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***Abstract***

*This paper tries to describe the transformation impact of a small village named Tulungrejo Village in Pare District, East Java which traditionally was an agricultural based-village. This transformation has been going on gradually since 1977 basically when one small and modest English course was formed. Ever since the villagers who used to work as traditional farmers and working in the fields and depending on the planting season or harvest nowadays but have a livelihood in services, trade, open food stalls, English courses, pharmacies and bicycle rental. An atmosphere of mutual cooperation and mutual help slowly vanished and turned into business life with a competitive atmosphere. The paper also wants to see how the shifting has an impact to the villagers. The street vendors have been chosen because they were interacted to the students of English courses in that village by using English.The method of research used in this study is descriptive qualitative research. Descriptive study aims to collect detailed information in order to describe the actual symptoms. The other objective is to identify the problem and observe the conditions or practices that exist The data used in this study was obtained through direct field observations as well as interview with number of villagers. The researcher also studied various documents related to the topic.*
***Keywords****: transformation, community, english kampong*

## Introduction

### The Legacy of the English Kampong

Mohammad Kalend a 27 year-old Kutai (indigenous East Kalimantan tribe) in 1976 left Kalimantan to attend a well-known Islamic boarding school, Gontor, in Ponorogo, East Java. Regrettably, during his fifth year due to financial problems Mohammad Kalend had to quit Gontor School. On the other hand Kalend had heard of Ahmad Yazid, an intelligent teacher in the village of Tulungrejo, who could speak five languages. In the end Kalend went to Tulungrejo Village and become a student of Ahmad Yazid. Had neither money nor a shelter Kalend stayed in a small mosque's porch. He studied English and Islam as well from Yazid.

One day when Ahmad Yazid was out of town two students from IAIN Sunan Ampel Surabaya came to request Yazid's help in completing their university assignment consisting of 350 questions in English. Thus Yazid's wife told the two students to come to Kalend instead. And for the next five days

ISBN: 978-602-74139-0-0

Kalend and the two students studied in the small mosque's porch where Kalend slept. And as soon as the two students returned to their campus they were both able to successfully pass their English. Therefore the word on Kalend being a good English teacher started to spread among the students IAIN Surabaya. Accordingly more students headed to Tulungrejo to learn English from Kalend (interview with Mohammad Kalend, Tulungrejo, April 30th, 2015 at 08.00 AM).

Kalend officially started Basic English courses in Tulungrejo Village on June 15, 1977. At the beginning only six students attended the courses and they did not have to pay anything to Kalend, he taught his students free of charge for the next six years. Thus to fulfill his need Kalend worked odd jobs to continue helping students. Only in 1990 two of his students advised Kalend to start charging monthly fees, to which Kalend agreed. He charged each student Rp. 100 per month. The school fees have bit by bit increased over the last three years and now amounts Rp.500, 000 per month.

Basic English Course existence was hitherto well maintained. In 2011 there were 18,000 graduates students from various parts of the archipelago. While in 2015 the number of graduates of Basic English Course has been around 22,000 people. In addition, to pass the Basic English Course the student must pass the test is known to be quite tight.

The development of Basic English Course in turn triggers the growth of English courses in Tulungrejo Village. Until now there are about 150 English courses in the village. There are few courses which taking place in sturdy homes but many are housed in modest houses. Currently during June to July about 10,000 people come to learn English in the village so the village became known as the English Kampong.

In line with the magnitude of Basic English Course and a growing number of students who attend the course, Mohammad Kalend began to practice conversation in English in everyday life to anyone. Habit of using English has resulted in many villagers in English Kampong from various circles also familiar with using English.

Communication patterns are formed by using the English ultimately shape the way the villagers communicate for example what topics are discussed or what kind of medium of communication is used. This is in line with the views expressed by Deddy Mulyana who states that the communication pattern carries implications because it is a dynamic process.

According to Deddy Mulyana there is a change of context, knowledge or behavior. There is a changing little by little, from time to time and yet the change was significant. But there is also a sudden change for example through brainwashing or religious convention example of Hindus to Christianity or Muslim (Mulyana, 2006: 111).

Changes in Tulungrejo Village can be seen today. The villagers slowly began to understand that mastering the English language is very important. In particular if there is villager who wants to continue their education to a higher level or to get the job which requires the ability to speak English.

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In addition the structure of the villager's social life began to change with the proliferation of English courses. With the increasing number of students who come to Tulungrejo Village consequently the business to accommodate the needs of students grew. For example the boarding houses, groceries shops, bicycle rental, coffee shop, gym, photocopy, car rental etc.

Previously the majority of the villagers were traditional farmers and working in the fields and depending on the planting season or harvest. The village was known for its agricultural products such as onions, cashew nuts and *melinjo* (Gnetom Gnemon in Latin). But now most of the population Tulungrejo has a livelihood in services, trade, open food stalls, English courses, pharmacies and bicycle rental. An atmosphere of mutual cooperation and mutual help slowly vanished and turned into business life with a competitive atmosphere. Additionally not only has transformed the village into a business life from a traditionally agricultural society but also the people from outside the village began to introduce the spirit of competition to get as much profit

**Research Scope**

This study will focus on the impact that occurred in the Tulungrejo Village. From a village which is traditionally has an agricultural culture and yet the last 40 years has turned into a village-based service industry. It was initially caused by the establishment of Basic English Course followed by the establishment of other English courses. Also this study will be limited to changes in the villagers, especially the street vendors, with the presence of English courses. The street vendors have been chosen because they were interacted to the students of English courses in that village by using English.

**Research Purposes**

This study will focus on the impact which occurred in the Tulungrejo Village. From a village which is traditionally has an agricultural culture nevertheless the last four decades has turned into a village-based service industry.

The paper also wants to see how the shifting has an impact to the villagers.

The street vendors have been chosen because they were interacted to the students by using English.

**Methods**

**Research Approach**

This study uses a qualitative approach. According to Bagong and Sutinah qualitative research was define as describing the background research and the complex interaction of participants as well as understanding the circumstances which are limited in number with deep focus and detail (Bagong and Sutinah, 2011: 174).While Bogdan and Taylor in Lexy J.Moleong stated that qualitative methodology is a research procedure that produces descriptive data of the people

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in the form of words written or spoken of the people and also describing behaviors that can be observed (Moleong, 2009: 4).

Meanwhile Rosady Ruslan stated that the method of qualitative research is a research method that generates abstract data or not measurable but explain with words. Qualitative research aims to make the interpretation of social phenomena. The notion of meaning that in this study, individual or organization should not be isolated into a variable or hypothesis but needs to be looked at as part of a whole.

Furthermore Daymond and Holloway explain the characteristics of qualitative research (2001: 5-6) namely:

1. The words (words). Qualitative research has focused on words rather than numbers.
2. Researcher involvement. In this case the researchers involved directly with the people in the organization as well as the objectives in the field of research.
3. Participant viewpoints. A need to develop and deliver subjective view of participant. Information obtained from participants will influence the view of researchers in writing a research.
4. Study of small-scale. Qualitative research is interested in in-depth research, detailed which supports a holistic explanation.
5. Holistic focus. Qualitative research leads to a large extent on the relationship activities, experiences, beliefs and values of society in a context where the community is located.
6. Flexible. The research procedure sometimes unstructured, spontaneous and flexible. Researchers are required to be flexible.
7. Process. The duration of the research process means that qualitative research could change as a result of the events and actions.
8. The natural environment. Qualitative investigation carried out by regulating the natural surroundings such as at the participants working place or where the participants are located. Natural setting can be done by examining on how they perform their activities.
9. Inductive and deductive. Qualitative research begins with deductive reason. Meaning that first is to collect data then analyze it. Then the data are tested by connecting it to the literature and complete analysis (deductive).

Data analysis in qualitative research contained in several models namely:

1. Field research
2. Library research

Library research emphasizes the power of data analysis on the sources of documentation and theory, or simply relying on theories only to then be analyzed and interpreted broadly, deeply, and sharp. The method used by researchers in the form of data collection, classification of data, the data inference and presenting the data in a systematic, clear and accurate.

ISBN: 978-602-74139-0-0

In this study researcher used a model of field research, observation and library research. Researcher observed the street vendors activities as well as doing observation to see the impact happened in Tulungrejo Village.

## Findings and Discussion

When Muhammad Kalend started teaching English in 1976 there were only six students. He taught the students in a small mosque in Tulungrejo Village and never thought that the course has now been developed into a stage where is very well known throughout the country. Tens of thousands of students each year come to Tulungrejo Village to learn English. While the course can accept 400 students each semester. From 1976 to 2015 there were 22,000 students who have completed the lesson in Basic English Course.

**Picture 1: Basic English Course Campus**

Students who are enrolled in the Basic English Course have to go through a fairly rigorous selection. As a result many students did not pass the selection. This situation encourages his ex students to open English courses in order to accommodate the students. For nearly 40 years there are now approximately 150 courses in English in the village Tulungrejo. And slowly the village was changed. The village which is traditionally a rural agrarian population and depends on the fields, planting and harvesting is now transformed into a village-based services. Many houses were transformed into a boarding house, a language school, food stalls, shops selling daily necessities, photo copy shops, bookstores, phone shops, bicycle rental, rental cars, gym center, coffee shops etc.

Whereas the other English language courses in Tulungrejo provide boarding homes Kalend does not establish a dorm. He invited all of his students to choose freely the house they live while attending an English course in Tulungrejo. Kalend explains that it is because he is very concerned to see many of his neighbors do not have jobs. He was also trying to avoid jealousy from his neighborhood. So now his neighbors have a job as well as good relationship with Kalend.

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Agricultural society which is usually characterized by mutual cooperation, mutual help in order to cultivate agricultural land now has changes partly because many people outside the region entered and opened a business in the village. This causes changing the culture of the society. The villagers are beginning to get used to live by competing with each other and try to get as much profit.

The following sections will explain the changes that occur in a street vendor. Toto is a 41-year-old batagor trader. Batagor is a fried tofu with a peanut sauce on the top. His batagor cart located directly opposite the gate of Basic English Course. Toto has been selling there since 2012. He has two children, the eldest at the elementary level and the youngest in Kindergarten. Since almost 11 months ago he learned English, held by the Basic English Course specifically for traders.

Therefore during the interview Toto uses simple English even though it is clear he catches the question asked by the author in English. According to him since he learned English he embraced the tag line "no English no service" for customers and familiarize himself English. This is evident because when the interview took place several male students went to Toto and speak in English as "I want two batagor". Toto continued by saying that since he took an English course, each customer who comes all spoke in English. It is interesting to note that in some parts of his cart Toto gluing paper contains English vocabulary or simple conversation in that language. He also showed a box that contains, among other subjects of language courses and mini-English dictionary.

**Picture 2: Toto and His Customer**

ISBN: 978-602-74139-0-0

**Picture 3: English Sentences in Toto's Cart**

**Picture 4: Toto's English Books**


## Conclusion

As has been stated above Basic English Course with Mohammad Kalend initiator was officially established in 1976 in Tulungrejo Village. The village was formerly a fertile land with approximately 18,000 farmers who work cultivate the land now known as English Kampong. Nevertheless since about the 2000's

ISBN: 978-602-74139-0-0

Tulungrejo Village from a village-based agriculture into the service based village. Because today there are about 150 English courses in this village. And about 10 thousand students who come to Tulungrejo between the period of June to July.

To meet the needs of students as much as it was then various household scale industries have sprung up. For example, boarding house or dormitory. Almost every house along Anyelir Street (where basic English Couse located) prepare boarding places for students. Then the emergence of a variety of food stalls selling a variety of food such as vegetables pecel, rawon rice, boiled noodles or just a coffee place. There is also bicycle rental place. Bicycles can be rented at a cost of Rp. 70 thousand rupiah per month. Then many houses open and photocopy laundry business or a small bookstore.

As a result the community seems to be changing. The villagers are increasingly aware of the importance of English language proficiency. This is evidenced by the seller batagor, Toto, who always talk in English to his customers and store a variety of English books in his batagor cart.

Occur also change from agriculture atmosphere with a strong spirit of mutual help to competitive in order to gain profit.

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ISBN: 978-602-74139-0-0

# THE MODEL OF COMMUNICATION CONCERNING THE SUSTAINABILITY OF STUDIES POLICY IN AGRIBUSINESS SYSTEM IN ORDER STRUCTURING THE AGROPOLITAN IN TANGGAMUS

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***Abstract***

*The National development with a vision of agribusiness needs to be facilitated with at least two basic strategies, such as The approach of Agropolitan in the development of agribusiness and restructuring and consolidation of agribusiness. The aims of the research is to describe the conditions of the development in Tanggamus region and knows about the communication model on the sustainability of studies policy in agribusiness system in order to realize a structuring pilot project of Tanggamus Agropolitan region. This research is in descriptive with qualitative approach. The location of the research is in Agropolitan region which is in Tanggamus, precisely in Gisting, Ulu Belu and Talang Padang.*
***Keywords:*** *agribussiness, agropolitan, project, Tanggamus*

## Literature Review

### Agricultural Development

Agricultural development policy in Indonesia according to Sumodiningrat (2000), it should be how to put people as the main actors in the development (people centered of development), model of development is a main stream as a sharpening of a new direction for agricultural development, that is development of democratic. Sharpening direction of New agricultural development is intended to improve the welfare of farmers through the development of farmers community structures which appear from the ability of farmers themselves.

### Institutional Role

Institutional is a set of rules which regulate society, community has defined the available opportunities and other forms of activities which can be carried by particular side towards other side, the privileges that have been granted and the responsibility that they have to do between institutional facilitate coordination and cooperation of the population in the use of existing resources, by helping them to configurate the reasonable expectations at each person in a relationship with another person (Soesilo, 2001).

ISBN: 978-602-74139-0-0

**Regional Development**

In order to develop an integrated agropolitan, it is necessary to develop a master plan of development of agropolitan which should be the reference formulation development program. Here are some points contained in:

1. Determination of Agropolitan center that serves as a center for trade and transport of agricultural ( agricultural trade or transport center), agricultural support services provider (agriculture support services), non agriculture consumers market, agro based industry, non agricultural employment and agropolitan centers and related national settlement system of provincial and district.
2. Determination of units development area that serves as the center of agricultural production (agricultural production), agricultural intensification, rural income and demand of agricultural goods and services and cash crop production and agricultural diversivication.
3. Determination of the leading sectors, which are leading sectors that have been developed and supported by the downstream sector, agribusiness activity which involves many actors and the public the greatest and have the economies of scale that allow it to be developed with export orientation. Support infrastructure which configurate the space structure that supports the development of agropolitan area such as road, irrigation, water sources and utilitiy network (electricity and telecommunication) (Effendi,2003).

**Empowermen of Agricultural Community**

According Bryant and White in Effendi (2003) empowerment is appropriation of the opportunity to freely choose various alternatives and make decisions in accordance with the level of awareness and desire their abilities and give them the opportunity to learn from mistakes and failures in response to the change so that they can control their future. As a comparison Scott and Jeff in Effendi (2003) characterize an empowerment as an effort to:

1. Increase job satisfaction
2. Expanding the knowledge and skills to improve the quality of work
3. Give freedom to create and develop new things
4. Supervision conducted based on mutual agreement
5. Granting full duty is not partial
6. Satisfaction oriented of those who served
7. Fulfil market requirement.

**Definition Agropolitan Area**

According to Soetomo (1995) an agropolitan area which has developed has the following characteristics, there are :

1. Most people in the area earn income from agricultural activities
2. Activity in the area is largely dominated by agriculture or agribusiness activities including industrial (management) farms, trading of agricultural products (including trading for export), trading

of agribusiness head (agricultural inputs and fund), agrotourism and services.
3. Relation among the city and the hinterland region area or areas in the surrounding are interdepedensi agropolitan or mutual harmony, need each other, where agricultural area develop cultivation (on farm) and household refined product (off farm), otherwise the city provide facilities for the development of farming and agribusiness such as the provision of agricultural inputs, fund, technology, information of management results and shelters (marketing) production of agricultural products.
4. Life of people in Agropolitan area is similar to the atmosphere of the city because the availability of facilities in agropolitan is similar to cities.

**The Purpose and Objectives of Agropolitan Development**

The development goals of agropolitan is to increase the income and prosperity of the community through the acceleration between developing of the region and improvitation relation among villages and cities by encouraging the development systems and agribusiness competitiveness populist-based, sustainable (environmentally sound) and decentralized (authority are in the local government and community) in Agropolitan area.

**The Requirements of Agropolitan Area**:
1. Has some land resources with agro-climat which suitable for developing marketable agricultural commodities (commodities). As well as potentially or has developed superior commodity diversification.
2. Having a variety of facilities and infrastructure are adequate to support the agribusiness system development and agribusiness.
3. Having a variety of public adequate facilities and infrastructure (transport, electric, telecommunications, water, etc).
4. Having a variety of facilities and adequate social prosperity infrastructure (health, education of art, recreation, libraries, supermarkets).
5. The environmental sustainability both preservation of natural resources, social and cultural sustainability and harmonious relations between town and country is assured.

## Methods

This type of research is descriptive with qualitative approach, aims to described some events or phenomena based on facts that occurred in the research site, which every data in the form of words written or spoken of people and behaviors that can be observed.

ISBN: 978-602-74139-0-0

**The Types and Sources of Data**

In accordance with the primary objective of this study was to produce a model of communications policies in the agropolitan region in Tanggamus District based on agribusiness. In order to realize Tanggamus as a pilot project structuring agropolitan region in Lampung Province in the form of arrangement documents and produce a model of community empowerment in integrated and sustainable agropolitan, thus the primary data obtained by competent key informant to this research are: Head of Agriculture Departement of Tanggamus, Head of BAPEDDA Tanggamus, Team of structuring coastal area as a Team of Technical Implementation and farming communities in the Agropolitan region in Tanggamus (especially in Sub-district Gisting, Ulu Belu and Talang Padang), figures of local communities and institutions of community empowerment in three sub-districts and stakeholders who involved in this mega projects in Tanggamus agropolitan arrangement (college academics, environmentalists and so on). As a secondary data would be used the documents relating to the substance of the research, including the Law on agropolitan, decrees, strategic plans related to mapping agropolitan district Tanggamus, archives, photographs or documentation and other documents.

**Findings and Disucussion**

Tanggamus is one of district in Lampung Province, Indonesia. The capital of the district is located in the city of Central Kota Agung. Tanggamus inaugurated by The Constitution Number 2 of 1997 dated 21 March 1997. This district has 2.731,61 km$^2$ of area and the population is 536.613 people and the population density is 178 people/km2. Tanggamus name taken from the name of Mount Tanggamus who was standing right in the heart Tanggamus.

Geographically Tanggamus located at the position $104^0 18^0$ – $105^0 12^0$ East Longitude and $5^0 5$ – $5^0 56^0$ Southern Star. The total area of Tanggamus is 3356.61 km$^2$ which includes the area of land and water. One of two major bays in Lampung Province is located in the Semaka Bay, Tanggamus, with 200 km long coastal area and as a disembogue of two (2) major rivers namely Way Sekampung and Way Semaka. In addition the Tanggamus area is affected by the air of tropical beaches and mountainous terrain with $28^0$C the average cool air temperature.

The administrative boundaries of Tanggamus areas are as follows:

- The north is bordered by West Lampung and Central Lampung District.
- South of Indonesia Ocean.
- Next to the western border with West Lampung.
- The east Pringsewu District.

Currently Tanggamus region consists of 20 districts.

**Productivity Agricultural Commodity**

a) The productivity of food in Tanggamus crops is the center of local agricultural production and as a supplier of agricultural products to the

ISBN: 978-602-74139-0-0

areas in Lampung and outside this province. Agricultural products in Tanggamus include food crops, fruits, vegetables, ornamental plants, medicinal plants and livestock and fisheries.
A description of the land area, production and productivity of food crops (rice, maize, cassava and sweet potatoes) in Tanggamus, are:

| | | | | |
|---|---|---|---|---|
| **Paddy** | Ulu Belu | 123 | 6.832 | 55,54 |
| | Talang Padang | 60 | 35.462 | 591,03 |
| | Gisting | 891 | 4.949 | 55,54 |
| | Sum | 1.074 | 18.277 | 170,14 |
| **Corn** | Ulu Belu | 194 | 1.284 | 66,18 |
| | Talang Padang | 399 | 2.712 | 6,79 |
| | Gisting | 416 | 3.119 | 7,49 |
| | Sum | 1.009 | 7.115 | 7,05 |
| **Cassava** | Ulu Belu | 22 | 4.000 | 181,81 |
| | Talang Padang | - | - | - |
| | Gisting | 11 | 2.000 | 181,81 |
| | Sum | 33 | 6.000 | 181,81 |
| **Sweet Potato** | Ulu Belu | - | - | - |
| | Talang Padang | - | - | - |
| | Gisting | 19 | 3.383 | 178,06 |
| | Sum | 19 | 3.383 | 178,06 |

Source of data: The productivity of crops, the Department of Agriculture Tanggamus 2014

**Table 1. Area, Harvest and Food Crops Production (2012-2013) Tanggamus**

b) Vegetables Productivity

In addition to food crops, Tanggamus also has high productivity on the type of commodity vegetables, while commodities are cultivated farmers in Ulu Belu, are: onion, spring onion, potato, cabbage, lettuce, carrots, peppers or chili, beans, tomatoes and other commodities. Tanggamus geographical conditions, a factor which influence the potential of high productivity levels in various commodities vegetables. Data on the extent, crop and vegetable production (2014) in Tanggamus, are:

| Commodity | Sub-Districts | Area (Hectare) | Production (Quintal) | Productivity (Quintal/Hectare) |
|---|---|---|---|---|
| **Onion** | Ulu Belu | 87 | 6.707 | 77 |
| | Talang Padang | 959 | 99.870 | 104 |
| | Gisting | 273 | 30.767 | 113 |
| | Sum | 319 | 33.367 | 105 |
| **Spring onion** | Ulu Belu | 6 | 337,5 | 56 |
| | Talang Padang | 76 | 9.488 | 125 |
| | Gisting | 38 | 5.548 | 146 |
| | Sum | 120 | 15.321 | 128 |
| **Potato** | Ulu Belu | 5 | 755,9 | 151 |
| | Talang Padang | 319 | 37.537 | 118 |
| | Gisting | 9 | 1.152 | 128 |
| | Sum | 333 | 39.543 | 119 |
| **Cabbage** | Ulu Belu | 8 | 20.308 | 254 |
| | Talang Padang | 445 | 66.307 | 149 |
| | Gisting | 59 | 10.797 | 183 |

| | | | | |
|---|---|---|---|---|
| | Sum | 513 | 80.229 | 156 |
| **Lettuce** | Ulu Belu | 3 | 126,7 | 42 |
| | Talang Padang | 536 | 50.022 | 93 |
| | Gisting | 129 | 14.706 | 114 |
| | Sum | 668 | 65.416 | 98 |
| **Carrot** | Ulu Belu | 5 | 362,3 | 72 |
| | Talang Padang | 623 | 95.345 | 153 |
| | Gisting | 21 | 2.516 | 120 |
| | Sum | 649 | 97.314 | 150 |
| **Chili** | Ulu Belu | 2 | 26,66 | 13 |
| | Talang Padang | 33 | 1.076 | 33 |
| | Gisting | 45 | 3.595 | 80 |
| | Sum | 80 | 4.773 | 59 |
| **Bean** | Ulu Belu | - | - | - |
| | Talang Padang | 27 | 744 | 27 |
| | Gisting | 55 | 6.074 | 110 |
| | Sum | 82 | 6.738 | 82 |
| **Tomato** | Ulu Belu | 3 | 133 | 44 |
| | Talang Padang | 30 | 4.824 | 161 |
| | Gisting | 103 | 11.298 | 109 |
| | Sum | 136 | 15.671 | 115 |

Source of data: Horticultural Productivity, The Department of Agriculture Tanggamus 2015 (processed)

**Table 2. Area, crop and vegetable production (2014) in Tanggamus**

c) Fruits Productivity

Tanggamus is a producer of exotic fruits or have special characteristics that could not be cultivated in other areas. Fruits produced from this area, are: avocado, jackfruit, oranges, papaya, bananas and other fruits. Land area, number of trees and production of fruits in Tanggamus, can be determined as follows:

| No. | Commodity | Area (Hectare) | Summary (Tree) | Production (Quintal) | Productivity (Quintal) |
|---|---|---|---|---|---|
| **1** | Avocado | 2,54 | 8.804 | 105 | 41.360 |
| **2** | Jackfuruit | 45,5 | 1.376 | 205 | 4.505 |
| **3** | Orange | 13,55 | 24.205 | 313,8 | 23.152 |
| **4** | Papaya | 0,55 | 132 | 0,9 | 5.982 |
| **5** | Banana | 8,87 | 7.129 | 85,6 | 9.982 |

Source of data: The productivity of Horticultural Crops, the Department of Agriculture Tanggamus 2014

**Tabel 3. Land Area Table, Number of Trees and Fruits Tanggamus Productivity**

d) Productivity of livestock and fisheries

The production of animal husbandry and fishery in Tanggamus, are:

| No | | | |
|---|---|---|---|
| **1** | Cow | 8.933 | Beef: 5.489 |
| **2** | Milch cow | 5.540 | Milk: 268.938 |
| **3** | Horse | 62 | - |
| **4** | Sheep | 891 | - |
| **5** | Lamb | 1.670 | - |
| **6** | Chicken (not race) | 15.689 | free-range eggs: 52.926 |

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| | | | |
|---|---|---|---|
| **7** | Laying hens | 18.241 | Eggs race: 221.952 |
| **8** | Broilers | 47.800 | - |
| **9** | Duck | 257 | - |
| **10** | Entok | 2.278 | - |
| **11** | Rabbit | 1.551 | - |
| **12** | Pool | 8 (kolam) | - |
| **13** | Kerambah | 15 (kerambah) | - |

Source of data: Productivity of Livestock and Fisheries, Department of Agriculture Tanggamus 2014

**Table 4. Production of Animal Husbandry and Fishery Enterprises in Tanggamus**

Farm cattle and dairy cows in Tanggamus is an enterprise which get to the top priority because it is the largest contribution to the government members ranchers and for the farmers itself, based on that fact it can be seen in the level of production each year, to 5489 tonnes of beef and dairy cattle are 268.938 tonnes. The production of dairy cow in Tanggamus is using good management system and marketing through the “Koperasi Unit Desa” (KUD). A small portion of their products is processed and sold directly to consumers and are mostly sold to large processing plants, such as: PT. Nestle.

## Plantation commodities

Tanggamus topography and Pringsewu district with almost 50 percent is hills and mountainous region, districts of Tanggamus and Pringsewu potentially have plantations. The total area of plantation area Tanggamus is ± 103 899 hectares and only ± 83553.5 hectares are only used, while commodities Tanggamus and Pringsewu district is dominated by coconut, coffee and cocoa. The cultivation of coffee in Tanggamus and Pringsewu Regency is Robusta species, planting area 52990.16 hectares with production 33779.53 tons/ year or 646 kg/ha. And coffee farmers in the district of Ulu Belu, Sumberejo, Pulau Pangung, Talang Padang and Pugung have have collaborated with PT. Nestle.

## Infrastructures Agriculture

Agropolitan area development based part Tanggamus region that has been set in the spatial structure of the plan are:

a) Agropolitan I (Ulu Belu)
   Agribusiness service centers located in Ulubelu.
   Kawasan Sentra Produksi or production centers (KSP) developed:
   1. KSP of flower
   2. KSP of fruits (avocado etc.)
   3. KSP of vegetables
   4. KSP of mix (ornamental plants, medicinal plants etc.)

b) Agropolitan II (Gisting)
   Agribusiness service centers located in Gisting
   Kawasan Sentra Produksi or production centers (KSP) developed:
   1. KSP of fruits (orange)
   2. KSP of vegetables

ISBN: 978-602-74139-0-0

3. KSP of mix (ornamental plants, medicinal plants etc.)
4. Industrial Agriculture (agro-processing)
5. Region Livestock (chickens and ducks)

c) Agropolitan III (Talang Padang)
Agribusiness service centers located in Talang Padang
Kawasan Sentra Produksi or production centers (KSP) developed:
1. KSP of flower
2. KSP of fruits
3. KSP of vegetables
4. KSP of mix (perennial crops)

d) Agropolitan IV (Kota Agung)
Agribusiness service centers located in Kota Agung
Kawasan Sentra Produksi or production centers(KSP) developed:
1. KSP of vegetables
2. KSP of crops
3. KSP of mix (perennial crops)
4. Areas of livestock (cattle, goats and dairy cattle)

Processing of agricultural products
In addition for being the center Tanggamus agriculture there are also many agricultural processing or agroindustry, including: commodity of processing apples, which can be processed into various foods and beverages, namely: porridge or dodol apples, chips, jam and drinks or apple cider. In the banana commodity can be processed into chips, peanut butter and a variety of processed products from other agricultural commodities. The data concerning the agro-industry entrepreneurs in Tanggamus are:

| No | Sub-district | Sum of Enterpreneur | Staple |
|---|---|---|---|
| **1** | Ulu Belu | 4 | Vegetables and Medicine from Plan |
| **2** | Talang Padang | 9 | Corn,Yam, Banana |
| **3** | Gisting | 8 | Potato, Cassava, Soyabean |

Source of data: Agro-Industry, Department of Agriculture Tanggamus 2014
**Table 5. Processing of Agricultural Commodities**

In the process of agro-industries' development that has high sales value, The Local Government has made some development programs based on local potential and community development, with aims to improve the welfare and community needs. Model of personal communication regarding to the sustainability of policy studies of agribusiness system in order to regulate Tanggamus agropolitan district.

The Identification of Society Characteristic, Role of Agents of Change, the Effectiveness of Guidance and Public Attention.

Implementation of any development communication model will not be equally effective if not adapted to a wide range of characteristics of the people targeted communication activities. Coastal communities certainly has its own characteristics that differentiate with other community groups . Identify the characteristics of the communicators will be very useful in formulating a development model in accordance with the conditions of society , particularly in identifying groups of potential in performing the steps of change. Community leaders both formal and informal generally is a potential group in a variety of initiatives and measures the change through an activity that can direct communication in the environment community to jointly tackle shared issues of common interest (public interest) with a development activity . As an agent of change ( change agents ) in the village , their role is not solely determined by their individual abilities , but also influenced by the legitimacy and others point of view about their leaders , as well as whether there is an opportunity and participation (public sphare ) for them to express and articulate that role in the development process. That's why the development model of communication about studies policyof Agropolitan system , need to be identified also about how far is the change agents role at the sites. The Identification of the effectiveness of counseling is needed to determine whether the communication techniques of development was undertaken by the government so far has been appropriate and Effective to encourage public participation in this case farmers . There are some communication techniques that need to be identified , including 2 stages of communication techniques (two -step flow of communication ) , persuasive communication techniques , 2-way communication techniques / dialogue and deliberative communication techniques . these techniques are conceptually very accordance with the conditions and characteristics of rural communities . further identification of the public's attention is intended to determine the trend pattern shapes of concern and participation by the community in the provision of infrastructure activities in their environment . By knowing the pattern of the tendency of the participation’s forms that is of concern to the community would be beneficial in taking operational measures related to public participation in policy studies agropolitan .

## Conclusion

By identifiying aspects of the indicator trends toward change, so it can be done by mapping the agents of change that influential in encouraging community participation. Referring Propensity Theory of Change Lerner (Effendi, 2003), there are several indicators of a tendency toward changes that could serve as the basis for identifying the characteristics of communicators, namely: 1) aspects of education, including indicators of the level of formal and informal education; 2) aspects of mobility, including indicators of the workplace and how frequently out of town; 3) aspects of media access, include indicators of ownership of mass media, the type of cargo the preferred media, interest in the development of information; 4) organizational aspects, seen from indicators of participation in community organizations; and 5) as seen from the revenue aspect of average income indicators each month.

ISBN: 978-602-74139-0-0

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ISBN: 978-602-74139-0-0

# COMMUNICATION POLITICAL YOUTH (CASE STUDY TEMAN AHOK)

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***Abstract***

*Dynamics of Indonesian political life slowly changing. First Indonesian politics only in the respective fields by the elderly, but this time the young begin to take part in the political surge enliven Indonesia. By supported by the presence of information and communication technology are good, young people can take advantage of social media to distribute political messages. Political Communication in the Brain briefly McNair is a form of communication that made political and non-political actors to achieve the goal. One is a political movement "Teman Ahok". "Teman Ahok" is a collection of volunteers who founded a group of young people who aim to assist and accompany Ahok to the next governor. Please know that once a candidate Gerindra Ahok as governor is no longer supported. Ahok considered to be no longer have a common opinion in policies. Without the support of political parties Ahok will have difficulty in following the 2017 governor's race. However, Ahok still be allowed to participate in the next gubernatorial election with the requirement to collect one million cards (KTP) of Jakarta residents. On the basis of these regulations Friend Ahok seeks to collect a copy of identity card Jakarta residents either directly or using social media. Young people began to participate to collect the copy of ID card to Friend Ahok. "Teman Ahok" very optimistic they could collect more than one million ID cards in 2017. This phenomenon is interesting to study more in depth about how young people are interested in participating in Ahok to be a candidate for Governor. How does social media play a role in channeling political messages young people. To approach this phenomenon researchers used a descriptive case study method to unravel the case. Interim results by the researchers is political communication built by "Teman Ahok" only as a forum to provide information about the performance Ahok and support Ahok until the next governor election.*
***Keywords**: New Media, Youth, Political Communication*

## Introduction

Youth as Youth Culture adapted from the general characteristics of youth culture in the Penguin Dictionary of Sociology in the 2000 edition (Nur: 2003), ie the culture of fun, more emphasis on friendship and more interested in lifestyle. In addition, the concept of youth as Youth Culture marched from the definition of young people who are categorized by Prensky (2001) as a digital native. Digital Native (2001) is the generation that was born and grew along with the development of information and communication technology, which virtually all the activities of life surrounded by digital technology are interconnected to one another like a computer, the Internet and mobile phones.

Political communication is inseparable from the development of democracy and freedom of information freedom of informations which include freedom of speech freedom of expression and freedom of press freedom of the press, as a human right. Democracy is a form of political system of a country and the political culture of a nation.

According to Gabriel Almond Political communication is one of the input functions of the political system that causes the operation of all functions in the political system. Political communication stream political messages in the form of demands, protests, and support (aspiration and interest) to the processing center of the political system and the processing results are summed up in the output function is passed back by the feedback of political communication political system. Further Gabriel Almond dividing the three elements in political communication into micro, messo, and macro. Micro context can be seen in the realm of citizens which is the involvement of individuals who have political aspirations or goals for specific purposes. As an example of political actors who have political interests, trying to find a strategy to achieve success story in the achievement of its interests. Then messo context can be seen from the realm of political organizations such as political parties (Paramita, 2014). Further Arifin (2011) says Political Communications is in talks to affect the life of the state. Political communication can also be an art of designing what may be the art of possible and can even be an art design that not be possible art of impossible.

Political communication is actually a process of communicators convey political message either individually or in groups to the communicant that affect the social system or public audience. According Cagara elements in political communication include political communicator, political messages, channels or political media, targets or political targer and the influence or effect of political communication (2011: 31- 32). Political communicator can be defined as a political actor or political parties who know about politics or organizations are information that could affect the political system. Political messages are statements made both verbally and non-verbally that it contains a political message.

The purpose of political communication according to (Arifin, 2011) includes the image of politics, public opinion, political participation and political policy, the last is the election. Political image, according to Dan Nimmo (2000) describes the image of someone about politics are woven through the thoughts, feelings, and the sanctity of subjective will give satisfaction for himself and has three uses. The first gives an understanding of the political events. Second, preferences or lack of public's favorite to one's image on the basis of political assess the political object. Third, the self-image of a person in the way yourself with others. According to Robert (1997) communication does not directly give rise to certain opinions or behavior, but it tends to affect the way environmental image and the image that is affecting the opinion or public opinion.

ISBN: 978-602-74139-0-0

Public opinion according to Arifin (2011) the opinions, attitudes, feelings, forecast, establishment, and the average expectation groups in society, about something related to the public interest or personal. Public opinion is also the result of interaction, discussion, and social assessment between individuals based perukaran the conscious mind and the rational expressed either verbally or tulusan. Besides public opinion can only thrive in countries that adopts democracy.

Political participation and political policies. Political participation is done not by politicians, political leaders, but by the political audience. Political participants are followers attentive or interested in politics and participate in political activities. Political Participants James Rosenau (1974) consists of two forms. First, the political observers who noticed not only during elections, but among the general electorate one another with common voters. They are in general media audiences, as well as actively in discussions, seminars and comment through the media. Second, is the audience not only to observe, but is eager to communicate with the political from both the government and outside the government. In addition to other political communication purposes are political policy. Policy is a political strategy. Political participants can influence political policy. Then the goal is the election of political communication. Election or (election) is a democratic party event in determining the leader of Indonesian society. It becomes a means of deciding who the next leader.

## Methods

In keeping with the focus of this research is to try to see how communication and youth organizations in political surge to a Friend Ahok. This study will use the case study method to observe the political communication who conducted the ethnic Chinese community in the election of 2014. According to Yin (2008: 2) case studies is how to determine the relevant data and determine what should be done in connection with the data that has been collected. Further Yin says (1996: 18) a case study is a qualitative research technique that utilizes data sources as much as possible so that it can systematically investigate individuals, groups, organizations and events.

Advantages of the case studies in the form of detailed results which can be examined and can be used for further research. In many ways, this technique also provides an opportunity for researchers wrestle with a wide range of evidence such as documents, interviews, observation, and survey. This study is limited by time and place, and the cases studied in the form of programs, events, activities, or individual. The case study method been the focus of the investigation is an ongoing procession. The study was a qualitative descriptive study approach, where researchers are trying to see and give an idea of what became the object of this study.

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## Findings and Discussion

"Teman Ahok" as digital native to innovate in support of the upcoming gubernatorial candidate. "Teman Ahok" is a voluntary association of young people founded a group that aims to assist and accompany Jakarta Governor Basuki Tjahaja Purnama (Ahok) in Jakarta mweujudkan new, cleaner, advanced and humane. The volunteer activities carried out is to collect cards (KTP) Jakarta people to support the "Teman Ahok" as Jakarta governor next. Collecting ID cards become important, because the requirement to run as governor of the Independent paths through the ID card must have support of at least 10 percent of the population. Furthermore, According to the Minister of Internal Affairs said Tjahjo Kumolo in www.kompas.com Terms of independent candidates to run for governor or deputy governor with a population of less than two million must be at least 10 percent support in the form of a photocopy of ID card and a signed form supporters. For a population of 2-6 million, minimal support requirements should be 8.5 percent and for areas with a population of 6-12 million, then the independent candidate must have the support of at least 7.5 percent.

Being interesting question is why young people in Jakarta anxious "Teman Ahok" to be governor. According to friends Ahok there are 6 (six) Ahok achievement. First, "make Jakarta successfully added jammed" they think mass transportation projects that are not completed since many years ago, has now done the effects of these activities have an impact on congestion, but the results will be felt in 2018. Second, the "displace and evict" according to their Ahok rules out to reorganize the city in order to become better, against the land mafia in Jakarta yangs has been disturbing the public. not only displacing Ahok also build flats for Jakarta people whose homes were demolished. Third "fight, noisy and rough talk" in their fight against the mafia and criminals can not use silent ways and manners, because they will take the fight. Therefore Ahok unnatural habits merely make Jakarta clean of criminals and mafia. The fourth "Budgets are not absorbed maximum" Ahok budget absorption, Ahok only focus on the budget on target. The fifth "can fail WTP of CPC" unqualified (WTP) DKI Jakarta judged good by the Supreme Audit Agency (BPK). WTP ensure clean regional head of financial crime.

Political communication applied to the organization "Friends Ahok" is building a political image, the view of public opinion, and political participation. How to "Friend Ahok".Political image described in Ahok Friends organization is highlighting the achievements Ahok for becoming Governor of Jakarta. By using the power of social media and Friends Ahok pack performance leadership style Ahok into interesting shapes such as caricature, and video unique. This organization seeks to inform the public of Jakarta to learn more about what is being done Ahok for becoming governor. Nevertheless, you still Tingohua Ahok as race leader. Friends Ahok said whoever may be the leader of Jakarta no real effort shown to the public for the improvement of well-being. Political image that highlighted the figure Ahok close and attention to people. Not only to the community Friends Ahok also to community efforts made Ahok in corruption in

Jakarta. Political image you want to display is Ahok as a highly clean from corruption and the fight against corruption.

Public opinion built by Friends Ahok is to open booths in malls to gain the support of the community to obtain identity cards. The activity was carried out by a young man who served as a guard booth and provide information of what to do if it wants to support Ahok as governor. Public opinion is also the result of interaction, discussion, and social assessment between individuals based perukaran conscious and rational thoughts expressed both verbally and in writing.

Then, seen from political participation and political policies. It is noticeable that young people are interested in supporting Ahok as governor initiated a movement to collect ID cards to meet their interests. In the thought of James Rosenau Political participation is also entered into two such conduct seminars and art contest at the same time inform the achievement Ahok and easily “Teman Ahok” for Political interests

Of the political objectives do young people in the Friends Ahok, apparently not independent of political overtones. From interviews to several people said. Ahok not the products traded in the mall, unethical trade governor at the mall. Young people who are on stand as if flyers so that visitors interested moll. When confirmation to stand guard seemingly that this activity is only to facilitate the public who come to the mall to support Ahok.

## Conclusion

The young generation is currently concerned with political voice, support political actors to participate in the upcoming gubernatorial election. They persuade the public to give its support to Ahok through collecting ID cards. Ahok persuade friends by using social media, art shows, and stand. Many pros and cons that arise when this is done. Some say Ahok not the products offered in moll it certainly violated ethical. And as agreed for facilitating the Jakarta people to collect ID card. This study only describe the dynamics of young people in politics today and give criticism.

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Author was born at Jakarta on October 13th, 1988. Authors get her bachelor degree in 2011 from faculty of communication at Gadjah Mada University, finished master degree from faculty of social and politic science at Gadjah Mada University on 2013. Since 2011 become a lecturer at faculty of communication, Tarumanagara University.

ISBN: 978-602-74139-0-0

# POLITICAL CULTURE IN THE PRAGMATIC COMMUNITY

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***Abstract***

*It is not a secret, since general and regional elections in Indonesia is directly pattern of community participation as if it has changed. The emergence of pragmatism or pragmatic in politics in the community has become a political culture that is interesting to be examined. In applicative, pragmatism reflect a condition to encourage people to always want benefits all at once. As a result, he will do everything to realize it. Reality show that pragmatism is not only affects the top (those who have a highly skilled level of education) but also the low class society (those who his political education level is still low). Developing money politics, "political cow trade", selling votes, or "dowry politics" to indications that there had been political transaction, which was one of the indicator reality pragmatism in the community.*

***Key words** : political culture, society, pragmatism*

## Introduction

Applicatively, the political culture is the behavior patterns of a society in the life of a country, the conduct of the public administration, political governance, legal, customs, norms and customs lived by all members of the community each day. Political culture can also be defined as a system of shared values of a society that has the consciousness to participate in collective decision making and determination of public policy for the community entirely.

Political culture, is part of the culture of a society with traits that are more typical. The term political culture includes the problem of legitimacy, power settings, the process of setting government policy, the activities of political parties, the behavior of the State apparatus, as well as the results of the public power against goverrnent. Political culture is a system of values and beliefs shared by the community. However, every element of its political culture of different communities, such as among the general public with the political elite. As well as in Indonesia, according to Benedict Anderson, Indonesia culture tends to divide sharply between a group of elite with the masses.

The study of political culture is always interesting. Because in addition to relating to political developments in the country, political culture is also connected with the dynamics of the political participation of the community. That is, political developments in a country heavily influenced by existing cultural development in the community of the country. Education and understanding of the political community (in the context of Indonesia) strongly influenced the development of political culture in Indonesia that have different characteristics during the old order, new order, and reform. The development of political culture

ISBN: 978-602-74139-0-0

embodied by the creation of political parties. Political parties have always tried to seize the sympathy of the people in the election activities that aim to put people in the Government that his party does not conflict with the State ideology and the 1945 CONSTITUTION. To that end, in order for communities to have political views, political socialization is conducted in accordance with the conditions and the development environment.

Based on theoretical understanding, we understand that cultures are formed from a habit that is done by the community continuously. So with the habit of wanting instant practical and versatile, quick and easy to complete and fulfill everything needs. Then that's the habit of turning into a pragmatic culture or instant.

Practical and versatile instant culture in Indonesia, has now become a national culture, not just run in a particular area or region, but all over Indonesia. Indonesia society tend to be fond of something that is practical, where society is always interested in terms of practicality in fulfilling his needs. The community prefer something practical and can be obtained for instant, no hassle where society when in need of something. Starting from the type of food, service, achieve something, fulfillment of needs, until in almost all aspects of life (including politics) is already covered by the culture of instantaneous.

Be interesting to discuss about the political culture while we associate with the context of the present in our society. Trend to the emergence of a pragmatic stance in political life became signal that political reality is not only talking to seize and retain power but no less important is how political culture that developed in the community in a manner that addressed pragmatically.

## Literature Review

Almond and Verba defines political culture as a typical orientation attitude of citizens towards the political system and diverse, and attitudes towards the role of the citizens who are in the system. In other words, how the distribution patterns of special orientation towards political purposes between the community of the nation. Further, they stated that citizens always identify themselves with symbols and institutions of the Union on the basis of the orientation they have. With the orientation that they assess and question the place and their role in the political system.

The following are some of the sense of political culture that can serve as a guideline:

1. Cultural politics is the political aspect of values that consists of knowledge, customs, superstition, and myth. All are known and recognized by most of society. Political culture gives a rational understanding to reject or accept the values and norms of others.
2. Political culture can be seen from the aspect of the doctrine and generiknya aspects. The first emphasizes on the content or material, such as socialism, democracy, or nationalism. The second (generic aspect) analyzes the role,

shape, and characteristics of political culture, such as the militant, utopian, open, or closed.

3. The nature and characteristics of political culture that concerns the issue of values is a fundamental principle of informing a view of life that deals with the issue of purpose.
4. form of political culture concerning attitudes and norms, namely the attitude of open and closed, the level of militancy someone against others in the Association community. The pattern of leadership (conformity or encourage freedom initiative), attitudes towards mobility (maintain the status quo or download or push mobility), priority policy (political or economic stresses).

From understanding the political culture which has been described, seems to lead us to an understanding of the concept of combining two levels of political orientation, namely systems and individuals. With the orientation that is this individual, this does not mean that in respect of political system we assume society will tend to move towards individualism. Far from such assumptions, this view of look at aspects of the individual in political orientation as just a recognition of the existence of the phenomenon in the society as a whole cannot escape from the orientation of the individual.

According to Ranney, there are two main components of the political culture, i.e. the orientation of the cognitive (cognitive orientations) and affective orientations (affective oreintatations). Meanwhile, Almond and verb with more comprehensive refers to what Shils Parsons and formulated about the classification of the types of orientation, a political culture that contains the three components of a political object, namely :

1. Cognitive Orientation : namely in the form of a knowledge of and trust in politics, the role and all the obligations as well as input and output.
2. Affective Orientation : that feeling against the political system, the role, the actor and pe-nampilannya.
3. Evaluative Orientation : namely the decisions and opinions about political objects that typically involves the standard values and criteria with information and feelings.

**The Types of Political Culture**

According to Almond, political culture is an attitude of the typical orientation of society (the area) against the political system and political structure is ongoing. With the cultural approach in scrutinizing local political phenomena can be known today and the trend towards ongoing political processes. So when looking at the present political conditions now then it can become an important note in the course of the political process which leads to a better attitude and orientation of the community in building democracy as a political culture of the region.

With regard to the types of political culture, Gabriel A. Almond divide over parochial political culture, political culture subjects, and the political culture of the participants.

ISBN: 978-602-74139-0-0

1. Parochial political culture that is the political culture of his political participation rates are very low. The political culture of a society can be said to be Parochial in their orientation towards four frequency dimensions determining political culture approaches zero or no attention at all against these four dimensions. The political culture of this type generally found in African tribal societies or communities inland in Indonesia. in this society there is no special political role. Chief, Chief of Kampong, kyai, or shaman, which typically encapsulates all existing roles, both roles that are political, economic or religious.
2. Political culture subject, the political culture of the community who are already relatively developed social good as well as its economy but still passive. The political culture of a society can be said to be subject if there is a high frequency of orientation towards knowledge of the political system in General and the output object or there is an understanding about the strengthening of the policy made by the Government. However the frequency of the orientation of the structure and role of policy making in the Government does not too aware of. The subject aware of government authorities and effectively they were directed at the authority. The attitude of society towards the existing political system is shown through pride or even a sense of dislike. The bottom line, in the political culture of the subject, there is already adequate knowledge about the political system in General as well as the process of strengthening the policy made by the Government.
3. Participant political culture, namely a political culture characterized by a very high political awareness. The community is able to give exhortations and active in political activities. And it is also a form of political culture of the society members who already have a good understanding of the four dimensions determining political culture. They had adequate knowledge about the political system in General, about the role of Government in making policy and its strengthening, and to participate actively in the political process taking place. Society tends to be at the point on the personal role is active in all of the above dimensions, though the feelings and their evaluation of the role that could be exemplary accept or reject.

**Political Pragmatism**

Pragmatism comes from the pragma Greece means the Act (action) or actions (practice). ISM means teachings, flow, understand. Thus, pragmatism means teaching/flow/understand which emphasizes that thoughts that follow the action. In the great dictionary of Indonesian Language, pragmatism means the belief that the truth or the value of a teaching (doctrine/doctrine/idea/statement/etc) dependent on its application for the benefit of mankind. While pragmatic means are practical and useful to the public; are giving priority in terms of practicality and usability (benefit); about/concerned with practical values. Therefore, pragmatism looked at that criteria of the truth of the teachings is avail or benefits. A theory or hypothesis is considered by true pragmatism if bringing an outcome. In other words, a theory that is true if the function. So, pragmatism can be categorized into a discussion of the theory of truth.

The truth, according to James in his book, The Meaning of Truth, is something that happens on the idea, which is not certain. Before someone invented a theory of function then the unknown truth of that theory. The truth will always be changed in line with development experience. Because, who is said to be true can be corrected by subsequent experience. Therefore, understand the pragmatism does not recognize the existence of absolute truth. Truth is defined by the benefit.

The idea of pragmatism is incorrect from three sides. *First*, the criteria of truth pragmatism confused ideas and practical usefulness. Whereas the truth of an idea is one thing, while the practical usefulness of the idea is another thing. The truth of an idea is measured with the suitability of the idea with reality or by standards that are built on the basic idea that is already known for compliance with reality. While the practical usefulness of the idea to meet the human intention is not measured from the success of the implementation of the idea itself. So, the idea is not practical usability implies the idea of truth, but only shows the facts satisfying the human need.

*Second*, the role of human reason to deny pragmatism. Establish the truth of an idea is an intellectual activity with the use of specific standards. Whereas the determination of human satisfaction in fulfilling his needs identification is instinctive. Indeed, the instinctive identification can be the size of human satisfaction, but can not be the size of the truth of an idea. This means that pragmatism has denied the activity intelectual and replace them with instinctive identification. In other words, pragmatism has been subjecting the decision is reasonable on the conclusions resulting from the identification of the instinctive.

*Third*, the pragmatism raises relativity and relativity of truth in accordance with the change of subject-idea-good assessment of the individual, group, or community--as well as changes in the context of time and place. In other words, the essential truth of the new pragmatism can be proven--according to pragmatism itself--after going through testing to all human beings in all times and places. This is obviously impossible and will never happen. Therefore, pragmatism means internal inconsistency has explained that it contains and to deny himself.

**Culture of Pragmatic Politics and Society in Indonesia**

When we study further, then we can describe the political culture in Indonesia at present is as follows:

1. Configuration subculture in Indonesia is still diverse, although not as complex as that faced by India for example, are facing the problem of the difference in language, religion, class, caste, are all relatively vulnerable.
2. Cultural politics of Indonesia that is Parochial-Subjects on the one hand and the participating political culture on the other hand, on the one hand

ISBN: 978-602-74139-0-0

still lag in applying rights and political responsibility in bearing that might be caused by isolation from outside influences, cultural imperialism, feudalism, bapakisme, and primordial ties. The attitude of the primordial ties which still strongly rooted, known through the charge indicators will be regional sentiments, joy, religion, religious approach to the specific differences; Puritanism and non Puritanism and others. Political culture trend that Indonesia still paternalisme and patrimonial in nature, this is still reflected by the growing phenomenon of bapakisme or the attitude of the boss happy.

3. The dilemma of the interaction about the introduction of modernisation (with all of its consequences) with patterns that have long been rooted as a tradition in the community.

In addition to these three things of an overview of cultural politics in the motherland, we can also describe the reality of the political culture of the society:

1. The Rigid Hierarchy/Tight. The Java community, and most of the other communities in Indonesia, essentially hierarchical in nature. This hierarchical social stratification look of segregation firmly between the Lords with people (wong young). Each separate through very strict hierarchical order. The nature of the mind and the procedures of courtesy expressed in such a way in accordance with the origin of each class. Rulers can use the language of "abusive" to the people the most. Instead, people should express themselves in the language of the rulers to "smooth". In political life, the influence of such social stratification among others reflected on how rulers looked at himself and his people.
2. Trend Patronage. The pattern of Patronage relationships is one of the outstanding political culture in Indonesia. The pattern of these relationships are individually. In political life, the growth of this kind of political culture seems for example among perpetrators of politics. They prefer to seek support from the top rather than digging support of the base.
3. Trend of Neo-patrimonisalistik. One trend in the political life in Indonesia is the trend to the emergence of a political culture that is neo-patrimonisalistik; This means that although it has the attributes that are modern and rationalistic Unitarians like bureaucracy, the behavior of the country still saw political tradition and culture involves patrimonial.

Intentionally or not, Laswell has instilled a sense of the most pragmatic over politics, anyone can be what, when, and how. What are flung very easy to understand, that it indeed says politics. The root of the confrontation, glasses of Laswell, occurs when the definition applied and invited discontent from key political actors. The notion of 'getting things done', does not mean physical, such as money or other material, of course, but also non-material, such as ideology, position, dignity, and prestige. In 'getting things done', all political forces competing in an arena for political games.

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This is supported by the opinion of one of the world's Democratic father J.J. Rousseau who revealed that a democracy with a system of representative democracy is not, in fact, because of the desire of the people's representatives (Will of the few) is not the desire of the people. Warning Rousseau more and strengthen the position of the voice of the people for this more as a complementary sufferer.

But since 2005 when direct elections were first carried out until now, dozens of districts (Regent, Mayor, Governor) has been a convict corruption case. Look at this phenomenon, it is not surprising if calculating the political cost of candidate should head the region becomes very high. In addition to having to pay the dowry to the political party that brings in the elections, they also must 'secure a voice' and 'securing victory' by all means. Former Minister of Home Affairs Gamawan Fauzi has said that the large amount of funds that must be issued to a person to be the head region (Regent/Mayor of around Rp 5 billion, Governor of around Rp 20 billion). It's kind of impossible funds can be recouped from the salary, even for five years because the salary of Rp Regent 6.2 million, while the Governor of Rp 8.7 million.

On the other hand the community viewed the Elections as the existence of a project that is very profitable without thinking what is the quality of the process and the results of the elections, so that this happens when our society has become “money-oriented”.

But by looking at the various phenomena in the implementation of the elections in the region does not mean the electoral system must be returned to the system of representation because it is not the best solution but we will progressively withdraw to the rear. Try to contemplate what Descartes upon reconstruction of philosophy, the first step is theoretically dispose of skepticism. That done, he sought a more natural fountain of true principles, and to find it in the human mind; Self awareness to get a basic truth, and to decide what fun.

Observing a shift in political behavior of a person or group who 'love money' can be seen on two model analysis of the theory about the behavior of voters, which flourished in Indonesia. *First*, Geertz who see political behavior patterns with socio-religious orientation santri and abangan. *Second*, a model of Jackson who viewed the factor pattern of the relationship between leaders and followers in political behavior.

Thus, political behavior does not stand alone but are related to other factors inherent in a political system. There are four factors or variables that influence. *First*, the powers namely how to achieve the desired thing among other things through the sources between groups within that society. *The second group*, namely the objectives pursued by behavior-behavior or political group. *Third*, policies, namely the result of the interaction between power and interests that are usually in the form of legislation. *The fourth* political culture namely the subjective orientation of the individual against the political system.

ISBN: 978-602-74139-0-0

So it is clear that the occurrence of a shift in the behaviour of the voters who "love money" not solely because the question on the election but many factors that must be addressed especially how improve political quality education society which is the root of these problems. Therefore, the most responsible in terms of the political experts, the Community institutions which focus on polls of opinion, political parties, community organizations and the Government to more intensive in the theme "Ethical Politics" are in the form of seminars, panel discussions, symposiums, interactive dialogue on TV, and other activities sponsored by the Government, so that later the community had input materials which can eventually become reference in discussions among themselves and no longer based on a sense of revenge from previous leader behavior-behavior and this time, so everything is based upon

Refer to the existing realities, political culture that developed in the era of reforms is the political culture is more oriented on power that developed among the political elite. Culture as such has made a democratic political structure can not run properly. Although the structure and functions of the political system in Indonesia is experiencing a change from one era to the next era, but not in its political culture.

According to Karl d. Jackson, the Javanese culture does have a fairly large role in affecting the political culture that developed in Indonesia. The relationship between the leader and his followers ever created the pattern relationship patron-client (the proximity of patrimonial). The strength of a growing individual orientation for grabbing power than as public servants among the elite is one of the cultural influence of the Javanese political strength.

According to research conducted by Agus Dwiyanto about bureaucratic performance in some areas, that the public still perceives the bureaucracy himself as ruler rather than as the man who are willing to serve the community well. It can be seen from the behavior of the officials and the political elite more fighting for the interests of his group compared to the interests of the people as a whole.

With the rise of paternalistic culture, people are more likely to pursue status compared with prosperity. Tahun1998 on reform has contributed to the development of a culture of political participants, but the strong patrimonial political culture and political otoriterianisme which is still thriving among the political elite and the organizers of Government still always accompany. Although the people are starting to care about political input, input-but not offset by political elites because they still have the mentality of political culture before. So the political culture that evolved tend is political culture subject-participants.

Ignas Kleden in view, there are four preposition about political change and political culture which took place since the 1998 reform, among other things:

1. Power Orientation for example, in the political parties, the orientation of the pursuit of power is a very powerful in the political parties have to make political parties more pragmatic reform era.

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2. Micro-macro politics vs Political politics of Indonesia is largely more political deals with the micro limited relations between political actors, which is limited to the political interests of exchange-traded. While in macro politics not very note which was the scene of exchange-traded such social forces of the country, society, political structure, legal system, civil society, and so on.
3. Interests of community interests vs. political reality more oriented interests than the interests of the community.
4. Decentralization of the political in fact is happening is not political decentralization, but rather on the migration of political centralism from Central Government to local governments. Thus, political culture era of reform are still arriving in the patrimonial, oriented in power and wealth, are extremely paternalistic, and pragmatic. This is according to Wignjosoebroto because adoption Soetandyo political system only touched on the dimensions of the structure and its political functions, but not on the political culture of enclosing the establishment of the political system.

## Conclusion

Political culture in society pragmatically has become a political reality that deserves scrutiny. Political activity that requires public participation as if undergoing a collision while its people are pragmatic. The pattern of behavior of instantaneous apparent influence political behavior both at the level of elite as well as society in General. The purity of the support and the birth of a leader who has a clear social sensibility difficult be the fact while the pragmatic syndrome has been contracted by the society as a whole.

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ISBN: 978-602-74139-0-0

# ANOTHER SIDE OF MARRIAGE IN TUGU VILLAGE, BOGOR: A CRITICAL REVIEW

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***Abstract***

*Free sex takes place anywhere with its own name. Some people say it is prostitution or cohabiting couple (kumpul kebo) or some call it temporary marriage or siri marriage and mention some. The phenomena of temporary marriage, for example, can be found in Tugu village, Bogor. There is something unique upon temporary marriage. First of all, the agents are you women from outside of Bogor itself. Second, those women choose their temporary husband coming from Middle East countries. This illegal activity seems to be a habit and supposed to be true. In the name of human needs, some women take short cuts by selling themselves to men as temporary husbands. Women in general do not realize or deliberately of their full consciousness that selling their bodies give negative impacts to them. The phenomena of temporary marriage in this research were seen from the point of view of feminism Karl Marx that focuses on oppression to women because of their economic disability. The purpose of this research is to answer the question why some women decide to do temporary marriage and how they get away from this oppression. The research data were gathered by interview, observation, and library research. Data were analyzed by qualitative method using critical paradigm. The conclusion of this research is that temporary marriage phenomena were caused by several reasons such as the poor economic condition, the unavailability of workplace, lifestyle, and disavowal. The synthesis of this phenomena, women are those who will suffer from domination and treated as second sex by those who dominate their lives through the raise of Arabic village, disobedience to religion rules and marriage law, are considered as the source of social disobedience, women (housewives) exploitation by their husbands, utilization, and oppression. Temporary marriage remains mystery of iceberg with its complex and huge problems.*
***Keywords:*** *temporary marriage, domination, exploitation, oppression*

## Introduction

Geographically, Puncak resort is a mountainous resort. As a result, the weather is very cool all day. Because of its cool weather as well as the beauty of the landscape, this resort becomes a favorite place to visit for people from Jakarta and any other regions just for fun during the weekends. In short it becomes local and international tourist's attraction for killing time, for a temporary residence or even for convention or other business events. They can stay in hotels or just rent a villa. Toll road to Puncak makes it impossible to have a smooth traffic. During weekend, the traffic is very heavy or even very heavy traffic jam.

ISBN: 978-602-74139-0-0

This resort not only has good toll road access but it is also equipped with complete facilities and infrastructure. Aside from its natural beauty and weather, there are tourism place to visit as well as various tasty culinary. There are natural sports such as tea walk, camping, parachuting, natural zoo, matahari Park for those who like adventuring and open playground with family. So that's why this region is very attractive for everyone to enjoy. Besides for recreation and for relaxation, this place is also good for investment. Villas which grow like mushrooms are not owned by local people but they are the property of those who are from other cities like Jakarta or Bandung. Villages and other business buildings are owned by private, organization, even government.

It is not surprising if this resort is a big city on top of a mountain. Modern and luxurious housing complexes are built around the region. Business resorts and tourism attractions were built and are still being set up, hotels, shopping places and restaurants, recreation areas and prostitution can be found here easily.

Prostitution here in Bogor is very unique compared to that in other regions. The women, agents of prostitution, targeted men from Middle East. At first men from Middle east were coming merely for a holiday together with their family. But then, they were interested to stay here longer. It is because this region is much better and much more interesting for them since their country is boring because of the desert which is dry and hot. Here they enjoy the world which is so beautiful. Along the eyes can see, they see mountain with trees covered by morning mist that makes cool weather. As a consequence, they must fulfil their needs as long as they live in Bogor including sexual needs especially the men.

The men get married to local women for a while as they stay for a short time there. This marriage is called temporary marriage because they get married for a very short time while they stay in Bogor. When time goes on, Bogor is familiar for its temporary marriage. They come and go. They get married to a woman and another again and again.

There three basic reasons why temporary marriage become a trend of lifestyle; money, women, and cool weather. Money is number one. Everyone needs money and she/he will fight for it. Everyone will struggle to get it. Sometimes people do not think of what they do, either it is legal or illegal. It is legitimate or illegitimate. Those who have money are happier because they can have everything they want. They can fulfil all their needs. Those who come from Middle East come with their money to waste. They spend their money to 'buy' a 'wife' during their holiday in Puncak Bogor. Not all women are willing to be 'a temporary wife' for a stranger but some of them are coming to Puncak Bogor in purpose of getting married to a man from Middle East because they think that they have money. They need a woman. Some women here take the opportunity to be 'short time wife'. Some of them are ready to rent themselves for Arabians. It is supported by cool weather. There are women who are ready to give any services to men who need special services from local women.

In the name of marriage, it seems that it is permitted and it is legal since it in line with the teaching of their religion. They are married as they meet all the

ISBN: 978-602-74139-0-0

things required for a marriage though it is just a game. As a result, women are the objects of men's needs. Women are sold like dolls. Men can play with them. Some women should give the best service to the men they don't really know for the sake of money. The more men arrive will be more women sacrifice themselves for money. Money, women, and weather go hand in hand.

Temporary marriage is not permitted by law as well as religion. Women should have become sexual slaves for strangers in the name of money. Temporary marriage is only a medium for men to exploit the women. They argue that by doing this temporary marriage, they are free from being called free sex or illegitimate. Everything is under the law and nobody can disturb them because they have just got married.

The term temporary marriage is popular on purpose. It is socially constructed by the society as an effort to cover those who do temporary marriages because some social elements take part in this phenomenon. This term is intentionally constructed so that those couples are 'safe' since they are married as a husband and a wife. The couple has come to an agreement that the man is willing to give some amount of money and the woman commits to serve and to act as if she is a wife in a period of time. The agreement will last when the period of time is over without any consequences between man and woman.

## Content

### The definition of temporary marriage and sirri marriage.

Sirri marriage was from Arabic 'as-sirru meaning secret or under the table. It is a kind of marriage which is legal in term of religion and the couple does not register their marriage to civil registration office. The couple chooses it as they are not ready yet to declare it for public. Whereas temporary marriage is constructed in the name of human's intention. The local communities where temporary marriage takes place call it 'jawas'. When somebody offers us jawas meaning that they have a client who is ready to be married. Temporary marriage has time constraint; a week, a month, a year and it can be renewed but sirri marriage does not have time limitation. The sign of contract for temporary marriage was witnessed by a false headman or they call him 'amil' and extraordinary witnesses such as ojek driver or whoever is willing to witness this marriage. Sirri marriage is considered legal in the name of religion but not temporary one. Temporary marriage is just sex exploitation of man to woman.

In terms of law, both sirri and temporary marriage are the same. They do happen and it is only for women exploitation. Karl Marx called women as weak human being or proletarian. Because of their weakness, women are the objects of production. They are slaves as they are impossible to be producers. Women should be cheap labors and should depend on to the capitalists. This is the reason why sirri and temporary marriage are dominated by the haves to the have not. Women are commodity that can be bought and exploited by men. As commodities women become so weak. They don't have bargaining power against men.

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**Motives.**

There are women coming from different regencies such as Cirebon, Cianjur, Garut, Sukabumi, Bandung, Ciamis and mention some. They move on to Bogor and are ready to be married. They stay in villas (Suhanah : 2011). There are at least 20 neighborhood associations (RT) all over Cisarua Bogor who accommodate foreigners from Middle East. The men are generally from Afghanistan, Pakistan, and Arabic.

In general, the women who are active as agents for temporary marriage are those who have lives burden. First, it is economical problem. Economical needs force them to take the short cut. Some agents take the challenge because they must do it. They need money because the show must go on. In some case there are husbands who force their wives to take the challenge to be the temporary wives for Arabians though it is too much. Their wives are considered as machine to produce money. These wives should work and are exploited to do the dirty jobs for the sake of money. According to Karl Marx, sexual exploitation by men is considered as oppression upon women.

Second, it is limited job field. It is unavoidable that one of the requirements to have a job is competency or skills. It is proven by certificates or other prominent written proofs. On the other hand, it is impossible for them to take these certificates if they do not go to school due to economical matters. Economical problems are the first barriers to education.

Third, it is modernity or life style. The more modern world forces human beings to strive for it. According to Abraham Maslow, the hierarchy of needs, when the certain level of needs is completed, he/she will reach the higher level of needs. The problem is that their needs are not in balance with their income. As a result, she/he will do crazy things. One of them is to slaughter her life. She is willing to do the worst job for money to fulfil her lifestyle.

Fourth, it is skipping. Several young women prefer ‘selling’ their bodies to release themselves from the desperate conditions such as divorce. It is, for example, mentioned by Fitriasih 17 years old but she has been married for 11 times. All of her temporary husbands were from Middle East. Some of women ran from home, from their parents. They want freedom. They are bored with ordinary lives in the community or family. Another reason is disappointment. Their dream about marriage is completely different from the reality. After marriage, they are not free anymore. They should work and should take care of their own family. They experience many kinds of problems in lives and they cannot find any solution. At last, they get divorce. They are not attracted to have their own family. They want to be free.

According to Marx on his theory of feminism saw women’s oppression in capitalism critique. The main source of oppression upon women comes from class exploitation and production system. According to Friedrich Engels who developed feminism theory, he said that the status of women fell down because of private property concept. Men take control the production for exchange and consequently, men dominate social system. On the other hand, women are just a

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part of the property. Production system with profit oriented caused class diversity in the society proletarian and bourgeois. The power of men is used to dominate women in anyway.

Feminist Marx saw that the government seems to be capitalist. Government is not only an institution but it has mission for the implementation of interaction or social relationship. Marxians said that the government has power to maintain human prosperity. On the other hand, government is also capitalist since the government also employs women in production sites. Women are on the weak side and men are in action since they have power (Putnam Tong, 2010 : 141).

**Prostitution, temporary marriage, and sirri marriage**

Free sex phenomena are almost in every big city. Surabaya is well-known with its Gang Dolly which was successfully closed down by Mrs. Risma the mayor of Surabaya. Yogyakarta is famous with its Sarkem (Pasar Kembang), Jakarta with Kramat Tunggak, Bandung with Saritem, Bogor with Limustunggal, Purwokerto with Gang Sadar I and II, Tangerang with Dadap Kosambi, Batam with Sintai, Malang with Jalan Pajajaran, Semarang with Sunan Kuning, and so on. These places are the center of sexual transaction. Today, these places are the target of the authority to be closed down, included the online prostitution.

Prostitution in Bogor is vague. This activity is wrapped in such a way that it does not seem to be prostitution. It is ‘kawin kontrak’ or temporary marriage. Getting married means that the couple has been married. Prostitution is classified into two categories sirri marriage, temporary marriage and free sex or prostitution. Sirri and temporary marriage are merely identical. The agents believe that it is legal in term of religion. Since it is not popular among ordinary people, the agents of sirri and temporary marriage are hidden. It is not for public consumption. Prostitution, on the other hand, operates in some places. It is completely prohibited but they still do it.

Temporary marriage is, again, a limited one since it is restricted by time and it depends on its agreement between the couple and it can be renewed. In Bahasa Indonesia it is called kawin kontrak or contracted marriage. It is identical with a contract which will last in a period of time stated on the contract. Temporary marriage is not witnessed by headman and representative from the couple. It is only witnessed by anybody who is willing to see such as driver, villa keeper, or even ojek driver and the headman is also anybody who wants to marry them. He is paid for some money (Suhanah, 2011:896). Asmani stressed that this model of marriage uses mut’ah text ‘atamatta’u bika meaning that I want to have fun with you (2009:58). The purpose of marriage is to be happy for a while.

Some people see it as prohibited marriage since the agent does not have the reasonable argument (Suhanah, 2011:893). The law supporting the prohibition of such a marriage is the saying of God written on Al-Mukminun article 5 and 6 and hadith of Muhammad. Furthermore, Asmani (2009:61) said that the Prophet forbidden temporary marriage model when first Khoibar war.

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Second, when releasing Makah and third when Aus war and the last when in Tabuk war.

In general, temporary marriage, sirri marriage, and prostitution are forms of women physical exploitation by men in exchange to money in a specified period of time; hours, days, weeks, months, and so on. Free sex practices between women as the providers of services (the weak) and men as users of services because they have power and money.

Both kinds of marriage, sirri and temporary marriage, are prohibbited by law and religion. They break the rules and they can be prisoned. It is not fair when people are doing something prohibited under the name of religion since no religion permits sinfull thing. Women are not created for exploitation and oppresion.

According to Asmani (2009:74) temporary marriage have negative impacts. Firstly, women are only tools of sexual fulfilment for men. It is not different from free sex of prostitution. Secondly, the loss of a family concept that emphazises on the purpose of happy family. Thirdly, the raise of weak generation. Women may suffer from weakness as a consequence of temporary marriage especially when they get children. They will be the next victims since their presence is without definite father. As a result, a mother should take care of the children and her husband is disappeared. Fouthly, moral distruction. Anyone may have free sex. Haryono emphasizes that the impact of physiology for women is that women are respected merely in terms of their physical appearance. Then, sociologically, women may become single parents because of the loss of husband as the bread winner after the marriage.

Haryono (2011:1) said that temporary marriage deviates from the teaching of religion, socio-culture, and law. From the point of view of religion, it is considered as social deviation because the couple break the canon law. It is just an effort to legalize any kinds of adultery, love affair, escape from poverty, or to legitimate sexual intercourse so that they are seen as disloyalty to his real family. Djubaedah (2010:119) stressed that any kinds adultery, sexual intercourse between a man and a woman who are not legally married may bring them to a situation that they feel isolated from the social community. They are exclusive and are mingled with others because they are worried that their status is seen by other. In case unintentionally known by others, the people may judge the couple that the couple break the law and they have ruin the village or the neighborhood. As a result, they are excludes from the society. People may give them a name as combahiting couple (kumpul kebo). Temporary marriage couple is not reported in the civil registry office so that their children, in case, do not have any legal protection.

**Temporary marriage and domination**

It is now clear that phenomena of temporary marriage really happens. It is another manifestation of prostitution or free sex. It is one of women exploitations. The question is why it happen over and over again? How the authority makes efforts to stop it since it is not considered legal under the name

ISBN: 978-602-74139-0-0

of law and canon law. Low law empowerment and permissive actions are interpreted as an agreement, support, or even permission and it becomes a habit or ordinary behavior. This low law empowerment causes exploitation to women will continue. More women will be the victims. There critical overview upon temporary marriage phenomena.

First of all, the term kampung arab or Arabic Village is a negative promotion because more male Arabians might come to Bogor. It means it will make the situation worse for women and the villagers. For villagers, temporary marriage means that they betray their own faith as loyal people to moral teaching of religion. They are hypocrite. They know that it is prohibited but they do it or at least they let it work. From the point of view of Arabians, Indonesia has negative image. They know Indonesia because they visit Puncak Bogor. They like to visit Bogor because of its temporary marriage. It is inline with information from media.com on September 1, 2014 that one of the Arabian cultures which are getting popular is temporary marriage. Middle East countries are familiar with Indonesia due to these phenomena. Whenever they were traveling around Indonesia, they might visit Puncak Bogor West Java to have a temporary marriage with local women.

For women, this phenomenon is destructing their image themselves. Some of them are house wives who have a husband and children. How do they educate their children if they cannot be the role models for their children? Because of this phenomenon, women might be the first persons who will suffer from it because they might have a name prostitutes, bitch, and many more. The existence of Arabian Village might invite more male’s fad who will destroy Indonesia women. They visit Indonesia not to teach religion but they ruin local women. They get married during their holiday and leave when it is over.

An article on April 30, 2015 titled ‘welcoming Arabic season, some religious leaders order local government to hinder temporary marriage’. It is a bit strange that there is a special season when Arabians visit Indonesia merely Puncak in May-August (three months). Starting in the beginning of May, Puncak is busy with tourists from Middle East. In these months, they spend their holidays here. They stay in hotels or villas. In these three months, it is identical with marriage months. They get married to local women and end their marriage when the holiday period is over.

Second, temporary marriage is not legal by law and religion. Women are on the weak position because there is no protection for them. Furthermore, it is getting worse if this marriage have children. These children have no protection of law because the status of their parents’ marriage is not definite. It is however, some mothers and children lost their rights such as right of income or inheritance when her husband died. The children socially are not considered as legal because they do not have definite biological father. As a result, the mother should be a single parent and she should take care of the children without the presence of her husband.

Third, the agents of temporary marriage, specifically the bride, will always be worried. The police will always chase for her for she is considered as an action against the law. The society will also punish her by excluding her from her society. She is not free to socialize because the society calls her as amoral, slut, or even prostitute. The bridegroom, on the other hand, will be safe. He can be free since he has money and he may go home to his country.

Fourth, in an ordinary family, the breadwinner is the man, the husband. But in some cases, the wife should take over her husband's position. The worse is that her husband forces her wife to work. Her husband enjoys his position as unemployment. The worst thing is that the husband asks his wife to work as a prostitute or the agent of temporary marriage. He bears in mind to employ his wife to serve another man who is not her husband. Of course it is contradictory with the Constitution No 1 1974 on marriage. Marriage is a bond between a man and a woman as a husband and a wife in order to build a happy family forever in the name of God. Marriage is a formal and sacred agreement between a husband and a wife. How can a husband 'sell' his wife? He should have covered her and been responsible for fulfilling her needs. It is crazy when a husband lets her wife to sleet together with someone else for the sake of money. Woman, in this case, is dominated and oppressed by man. She should not only work for the family but should sacrifice herself for her husband.

Fifth, it is domestic violence. Women as weak creations might suffer from any violence from 'her husband'. Any disputes may happen in the family, with a husband that she knows better for along time. What more is that she is living together with a man who she does not know much. There any kinds of difference between them; language, culture, habits, wants, desire, and so on. When her husband is not satisfied with her service, he might be angry or even be mad on her. He may do sexual harassment or physical abuse on her. The question is why are women often persecuted? Arivia (2006:191) said that persecution is a matter of power to show who is more dominant, who takes control, and so on. besides, it is due to inequality between man and woman as there is superiority of man that brutal force is just fine. There are only some cases are revealed because domestic violence is a rpivate matter and it is not no need to publish. As a matter of fact, all kinds of domestic violence are uncovered and are completed legally.

Sixth, it is utilization. In some cases, temporary marriage has hidden purposes or political intention. One of them is to do business. As a foreign person, he cannot do business in Indonesia. He cannot buy a spacious of land, build a house or an office, and buy a car and so on. In order to do business or else, he does it on behalf of his wife and everything goes well since it is in the name of local person.

Seventh, it is extortion. Woman is always on the wrong side. She is always the victims of any action. There at least two oppressions like what is explained by Sarah, one of the agents. On the one hand, she must sacrifice her virginity for some amount of money to someone she does not love. On the other hand, she lost her virginity through brokers meaning she has to share income with them. In some ways, she should share her income anytime she gets a job as 'a bride'. They call it 'belah semangka' or split watermelon meaning 50:50. She will enjoy the 50% of her income and the other 50% is for the broker. How

ISBN: 978-602-74139-0-0

terrible it is. She has to work fully but she can only enjoy her money 50%. The man who is doing nothing will receive 50%.

## Conclusion

Prostitution phenomena have taken place since the beginning of the world. It is not easy job to eliminate it since there are needs. The concept of supply and demand still works on it. It is unavoidable that in every relationship will involve a transaction of mutualism symbiosis. It takes and gives and interbeneficial. Temporary marriage is just a small portrait that happens in real life though it is considered breaking the rules and laws but it has been happening since then. It is no need to be hypocrite because there are some even a lot of people involve in it. It is no need to blame the women since they are just victims who greediness. Temporary marriage is really present because many parties want it to be present. They take the advantage from this moment. It depends on each person; to be firm or to flow or to fight against it. One thing to remember is that this phenomenon will always give negative effect to women. They are the animals to blame, to be the target of any oppression because everyone will say that they are the origin of any matter since they are seen as weak creatures.

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Undang-Undang Republik Indonesia No 1 tahun 1974 tentang Perkawinan

ISBN: 978-602-74139-0-0

## Author's Biography

Agustinus Rustanta or commonly called Agus is a lecturer School of Communications and Secretary ( STIKS ) Tarakanita Jakarta who began his career as a lecturer since 2001. Agus is alumni of Undergraduate Program Sanata Dharma University in Yogyakarta English Language Study Program graduated in 1993-1998 and continued studies in Communication Management Studies Program Graduate University of Indonesia in 2008-2010 . Agus has a ladder Lectureship well as certificate holders as lecturers by Kepmendikbud RI 2013. Currently Agus currently studying Communication Studies Doctoral Program Padjadjaran University in Bandung . Agus also actively participates in various scientific meetings as well as national and international speakers .

ISBN: 978-602-74139-0-0

# CULTURE JAMMING PHENOMENONS IN POLITICS (THE JOKOWI'S MEMES IN TIME PUBLICATION'S COVER AND TOKOBAGUS.COM ADVERTISEMENT)

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*Abstract*

*Culture jamming is the result of post-modernity movements characterized by social criticism and resistance to things related to modernity. The intent is to subvert symbols and meanings or to counter hegemony. Culture jamming critiques the media manipulation of reality, consumerism or questioning corporate power. This activism is similar to the concept of noise in communication model by Shannon and Weaver. The intent, in most cases, is to alter political contents by defacing symbols to reconstruct meanings that undermine advertisers' intention. As a result, the target will receive new meanings of reconstructive messages in cultural, political and social perpectives. Culture jamming phenomenon in politics can be found in the form of meme, media hoaxing, hacking, and Adbusters. This study shows meme forms as the basic unit of culture jamming which have emerged in one year regime of Jokowi. First meme that reconstructed Jokowi in TIME publication's cover was issued in October, 2014. And the second meme reconstructs Jokowi as the object of Tokobagus.com advertisement. Memes are a good example to depict the reality of culture jamming phenomenon as they contain humorous, irony and sarcasm condensed images. These two memes are used to be a new medium of critics spreading via internet and are also an effective tool for binary opposition in defacing political issues. Behind these two memes, there lies disguised meanings which can be identified using the semiotics analysis of Roland Barthes. The use memes are easy to be understood because of its humorous contents and can be accessed by circles of society for free through this new media.*

***Keywords:*** *Culture Jamming, Interference (Noise), Political Critics, Meme, Postmodernity*

## Introduction

2014 could be namely mentioned as the biggest Indonesian democracy summit. Within a year, Indonesia has held two elections: the elections for the members of House of Representatives (DPR RI) in April and the seventh election of President and Vice President in July. This phenomenon has brought Indonesia into subtle and brand new political challenges eversince Joko Widodo (Jokowi) and Jusuf Kalla (JK) have taken the lead. Therefore, bunches of critics and blasphemies from binary opposition have bursted out in public within one year after their vow as Indonesia's seventh President.

ISBN: 978-602-74139-0-0

Those criticisms are derived from disappointments currently shown in cyber media with culture jamming technique. According to Ibid (2005: 42) culture jamming is a symbolic form of protest that targets central symbols of dominant discourses, deconstructs the discourses, and reintroduces the symbols in alternative contexts.[1]

According to Mohan J Dutta (2011), the basic unit in culture jamming is meme. Memes are condensed images that stimulate visual, verbal, musical, or behavioral associations that people can easily imitate and transmit to others.[2] this core unit of cultural transmission contains sarcastic words, irony, cynical or jokes. Culture jamming through meme has brought a new transformation in political perspective to give critics and aspirations or other activism with the sense of humor. The criticism arising in publics are the reconstructive results of meanings and signals conveyed by political actors are such interesting new studies to be discussed. This is because visual medium such as pictures and photos with the sense of humor of popular political icons are likely to attract public's attention in case to stimulate the consciousness visually and verbally.

The nature of viral meme by spreading ideas and culture phenomenons in person via online to criticize political issues is easier and more understandable in public sphere. Compared to media hoaxing and hacking, the viral nature of meme is superior to represent and reconstruct meanings because it can create a space in social media to express criticisms. In addition, meme has an implicit notion to capture the irony or blasphemy from social phenomenon in public through Internet. Therefore, it can be effectively used as a tool for binary opposition to counter political contexts from apparatus.

This paper discusses the reality of culture jamming phenomenon in politics using the meme forms. In this case studies presented in this paper, they involve two phenomenal Jokowi's memes which have emerged within a year under his regime such as in TIME publication's cover and Tokobagus.com advertisement. Culture jamming is a reality of protest happened from diverse opinions of binary opposition by bombarding manipulated pictures and refigured logos or symbols to mislead public views. The purpose of this paper is to apprehend the reality of culture jamming phenomenon in politics by using two memes which had emerged within a year of Jokowi's regime.

## Literature Review

### Communication Technology

Communication technology has drastically changed yet helped the way human live. Latest devices for information communication have revolutionized the inseparatable connection between human and technology. Rogers (1986) defines communication technology as a hardware, organizational structure and social values in which one collects, processes and shares information to others. Technology couldn't be defined merely as hardware yet as a system of social institutions and values to support its technology inventions (Rogers dalam Ida, 1999: 23).[3]

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Mass media existence along with the advanced of communication technology has brought the power to change the way humans interact. McLuhan argued that technology inevitably causes specific changes in how people think, in how society is structured, and the forms of culture that are created. He also give assumptions when new media technologies were introduced into society, the balanced of senses were reworked, highlighting some at the expense of others (Baran dan Davis, 2010: 271).[4]

**Meme in the Advanced of Communication Technology**

The platform of internet has helped to change the ways of accessing and locating information in the modern information society. McLuhan assumpts that changes in communication technology inevitably produce profound changes in both culture and social order (Baran, 2012: 407).[5] Way of human thinkings is determined from which media they have consumed (Straubhaar dan LaRose, 2008: 51).[6] Marshall McLuhan give an assumptions "The Medium Is The Message." It means that the form of a medium embeds itself in the message and influences us on how the message is perceived. He believed that we should observe not only the media itself but also the ways in which each new medium disrupts tradition and reshapes social life. Through Internet, aspirations are now can be spreaded in types of forms, including internet meme.

Internet has provided new frontier to challenge political ideologies. The term internet meme refers to the phenomenon of content or concepts that spread rapidly among internet users. It typically evolves through commentary, imitations or parodies or even through related news in other news. As of late, the phenomenon of internet memes has itself attracted growing public interest (Christian Bauckhage, 2011: 42).[7] With the emergence of the Internet, meme was also applied to content that spread from user to user online. The internet meme is a form of visual entertainment, which can manifest in many different formats, such as a still image, an animated GIF, or even a video (Börzsei, 2013: 5).[8]

*Meme* is currently applied as new political tool for criticising and expressing ideas and aspirations with the sense of humor. The reality of meme politics is depicted in a parody way in which consists of jokes and rumors via media internet. Political campaigning increasingly attempts to create internet memes to shape opinion. They are supposed to create an image of trendiness but often interest in the content is for purposes of trivia or frivolity rather than for information (Christian Bauckhage, 2011: 42).[9]

**Political Communication**

Cangara (2011: 30) explains that political communication is the process of transferring codes or symbols of communication containing a political message from a person or group to another with the purpose of enlightening a new way of thinking and influencing the attitude and behavior of the political target.[10] The political communication needs a necessary amount of medias in order to process its contents, such as printed Media, small media format, outdoor media, and electronic devices.

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In a printed media, political messages can be found in newspapers, tabloids, magazines, and books. Meanwhile a small formatted media can be seen as leaflets, brochures, flyers, stickers, and newsletters. The political message printed in outdoor media can be seen in the form of billboards, banners, electronic boards, flags, tassels, pin/bross, logo, hats, T-shirts, advertisement on a car or anything that could be used to create "image building". Whilst the electronic media can be accessed through film, radio, television, video, computers and Internet.

**Post-modern Era**

Post-modernist Charles Jencks proposed the main concept of post-modern is the birth of information era. The post-modernism has paralleled and confided in transition of information age. The post-modern era directs the focus the information which computer is the symbol of transition from industrial to the information society. The modern era which had produced industrial society has now stepped into a post-modern style adopting the pluralism mindset. Therefore, the production of homogenous goods has deformed into heterogenous goods. This can be characterized by how to dress well in which equality against the color, style and fashion is no longer needed to obey.[11] The main unit in post-modern era is human as identity. The specified identity is how humans live and look at their own in post-modern life. In the nature of human freedom, modernists live up as what human being says and do. However, post-modernists live freely as long as when no one ables to tell how to live (Jones, 2009: 226).[12]

The other post-modernist, Jean Baudrillard (1998) questioned the reality concept called as “hyper-reality”. This concept explains that everything will be a reference (the result of the construction of media) meanwhile not everything necessarily referred will be the description in reality. Jean Francois Lyotard simplified post-modern concept as an incredubility towards meta-narration. This incredibility conclusively is a product of progress scientific knowledge: but the progress on the turn base (presupposes) on thereit (Lyotard, 2003: xxvi).[13] On the other hand, Jasques Derrida proposed the concept of "Deconstruction". This concept defines the process of tracing meaning that is escaped from dichotomy presences and stories about binary opposition. He saw there are crack or spatial space to see how something the others are taken become an eligible account (in journal of Hamzah Fansuri, 2012: 34).[14]

Littlejohn dan Foss exposed that post-modernism is based on the idea of social reality which is still produced, reproduced, and modified with the usefulness of language and other forms or symbols (Littlejohn dan Foss, 2009: 477).[15] The post-modern reality especially in political aspects shows new communication form in condensed images. One of the examples is the fiction humor Mice Cartoon which can be read every Sunday edition of Kompas newspaper.

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**Picture 1: Mice Cartoon as Political Critics in Post-modern (sumber *online* dari *micecartoon.co.id)***


The cartoonist Mice describes the reality of political conditions Indonesia with the sense of humor and irony. This cartoon is a simple way to observe all cases of politicians by inserting his point of view or public's perspective. He makes this cartoon as the platform for new political activities in giving public comments against authorities or political issues.

**Culture Jamming**

Eversince living in information era, global societies communicate accessibly both in sending and receiving messages. This also has transformed them in every aspect of life, including political aspects. Due to easy, broad and quick access of information, it provides a wide range of opts in choosing capitalism goods or services in market competition. Diverse attractive products make societies move to be private consumers in sorting out types of contents over consumerism arising involuntarily in many kinds of commercial advertising in media channels. According to Handelman dan Kozinets in Carducii (2006: 116), culture jamming is defined as an organized, social activist effort that aims to counter the bombardment of consumption-orieted messages in the mass media.[16]

Mohan J Dutta (2011) defines culture jamming as an intriguing form of political communication that has emerged in response to the commercial isolation of public life. Practitioners of culture jamming argue that culture, politics, and social values have been bent by saturated commercial environments solely to deliver targeted audiences to producers and sponsors.[17] Like Moths to Flame in Wettergren (2005: 42) stated that culture jamming as a symbolic form of protest targets central symbols of dominant discourses, deconstructs the discourses, and reintroduces the symbols in alternative context. Culture jams refigure logos, fashion statements, and product images to challenge the idea of "what's cool", along with assumptions about the personal freedoms of consumption.[18] Humour and jokes are structured as powerful weapons for

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criticizing. To culture jammers, such knowledge and skill are central ingredients and preconditions for protest.

**Culture Jamming Reality in Politics**

In culture jamming reality, humor plays an important role in which fun and pleasure is the emotion in a new form of protest. Humor is an attempt of expressing innuendo, blasphemy and irony towards the political issues and events. Culture jamming is seen as an investigation into the apparatus of representation in late modernity, as it relates to both images and discourses of the media and the commodity system, and the expression of political will (Carducci, 2006: 116).[19] Political humor (in Cangara, 2011: 296) has emerged as public needs to give critics.[20] Culture jamming is a new effective way to share aspirations, express ideas or criticize politicial issues or other forms of political associations. One example of the political critique in culture jamming is a political meme of Barrack Obama which had emerged during America's election. This meme presents the parody in the form of pictures or photos containing criticism or blasphemy and can be accessed via internet.

**Picture 2: *Culture Jamming* of Obama Portray Picture**
**(from online sources 24.media.tumblr.com)**

Another example of reconstructing political issues is the show in TV programs such as Indonesia Lawak Club (ILK) that aired in Trans7 five times a week, Monday-Friday at 6 pm onwards. It is a political parody program from the show Indonesia Lawyers Club which aired TVOne criticizing national issues. Another model is the program named Democrazy aired in MetroTV every Sunday, at 9 pm as platform discussion by impersonating Indonesia's irony in political aspects.

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## Culture Jamming Phenomenon

In the nature of human's communication process, there will always be interferences or noise to distract the contents of messages. This can be explained with a noise model of communication. This model was conceived by Claude Elwood Shannon and Warren Weaver. According to Severin and Tankard (2009: 60), noise is an additional signal unneeded for information sources. Other practitioners further expand this concept into four different types: psychological noise, physical noise, semantic noise and interference in media and environment for receiver.[21]

Culture jamming is similar to the concept of noise model of communication derived by Shannon and Weaver. It emerged as an interference with effective transmission and reception of a message to reconstruct signals and to inject new ideas into public sphere. During transmission process, jammers interfere with the signals through the same media by criticizing and reconstructing the message with a sense of humor, resulting in the destination (receiver) obtaining the reconstructed model of the message. Culture jamming can also be analyzed as an instance of political activism departing from the thematic of structure, place, and identity. Culture and identity become increasingly important in all spheres of the information society, partly as a consequence of an expanding consumer culture. The political reality in culture jamming phenomenon can be observed in *meme, media hoaxing, hacking, dan adbusters*.

***Meme*:** the basic unit of communication in culture jamming. The English evolutionary biologist and author Richard Dawkins (1976) first proposed the term "meme" (based on The Ancient Greek word mimema meaning "something imitated"). Dawkins defined memes as small active cultural units of transmission which are spread from person to person, spanning from language to conventions of football, by copying or imitiating (Börzsei, 2013: 3).[22] Dutta (2011) mentions that memes are condensed images that stimulate visual, verbal, musical, or behavioral associations that people can easily imitate and transmit to others. Meme may spread in its original form, but it often also spawns user-created derivatives.[23]

***Media Hoaxing***: something intended to deceive or defraud. Media hoaxing is defined as a prank made by jammers to deceive journalists by publishing false issues or perturbing corporate media (in Nomai, 2008: 27).[24] Hoax usually emerges in order to spread falsities and social ironies by representating objects and logos alongwith current issues. One of the methods used to spread hoax is through making fake website. The fake website of personal or other institutions tend to be created to publish critics. *GWBush.com* is one of fake website emerged in 1999 due to US presidential election. This site is an example of fake websites of *georgewbush.com* which consists of harsh contents and falsehoods.

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***Hacking*:** Hacking is used to disrupt services and is a tool in raising awareness of a new kind of internet threat. Hacking is increasingly being used as a weapon by individuals to promote their political ideologies by engaging in distributed citizen-based warfare and online assaults. Hacktivists use malicious software to subvert messages.[25] Each progression of hactivism is always considered to be illegal and unethical. It can also be referred to as digital activism, electronic civil disobedience, or cyber terrorism where politically motive is to create loss of life and economic havoc. Its actions depend on who is doing the backing and to whom.

***Adbusters*:** The biggest not-for-profit and anti-consumerist organization for active jammers both in print and online media. Adbusters was founded in 1989 by Kalle Lasn and Bill Schmalz, a duo of award-winning documentary film makers in Vancouver, British Columbia, in 1989. It was born out of their belief that there is no fair democration in mass communication where citizens are supposed to have the same access to the information flows as corporations.[26] Adbusters believe large corporatons control mainstream media and its flow of information and culture jamming aims to challenge them as a form of protest. Adbusters reconstructs fashion, celebrities and other for-sell-America-logos becoming uncool through nonconsumption strategies by demolishing its brand images. Thus, this foundation is called as one of culture jamming form. The foundation’s activism is particularly well known for its culture jamming campaigns through magazine and advertisement vandalism spreaded in American regions.[27]

**Methods**

This research analyzes the phenomenon using qualitative approach. Qualitative method used for this paper is exploratory to seek for clearer background of the subject or phenomenon because there is no any hypothesis yet or any latest research made (Soentoro, 2015: 11).[28] Data collected in this research are derived from online media. Data research results are analyzed using the analysis semotics Roland Barthes. According to Barthes (in Sobur, 2009:123), semiotics is not only researching about signifier and signified a form but also finding relationships of related signals as a whole sign. He concerns at two order of signification i.e. the concept denoted as cultural products in the first stage and connotation is a second stage which uses the denotative sign as its signifier and attaches to it an additional of connotation. The first stage is seen as primarly representational and relatively self-contained. The second stage reflects expressive values which are attached to a sign. Whereas, signs and codes are generated by myths in turn serve to maintain them.[29]

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## Findings and Discussion

### Observation Unit Overview

Culture jamming phenomenon uses two memes to depict political reality. Meme has the viral nature spreading ideas or cultural phenomenon through internet communication technology. Meme has brought a new transformation in political sphere to send messages because its content consists of humor and has become the new entertainment for the message recipients. The meme contains words of sarcastic, ironic, cynical or dark jokes that implied to drop the credibility of political actors.

### Analysis and Discussion

The first meme is the reconstruction result of the Jokowi’s portrait in TIME publication’s cover. On the second meme is the reconstruction display of Tokobagus.com which contains Jokowi as the advertisement.

**Media disemmination:** Conventional media forms (as denotation) are combining with new ones in ways that change our media consumption patterns, our lives, and the societies in which we live. Conventional media as to spread political messages uses visual media, audio and audiovisual. However, the new technology communicaton has brought new spread transformation into a new media (connocation). Internet has become an integrated transmission for political actors whereas all messages can be accessed for free across nation. New media is more effective to attract attention and disseminate political criticisms. New media has two-ways communication characteristic providing feedback for public to comment and voice their responses. People can upload videos, pictures, photos in no charge through internet.

**Meme as new political critics medium:** This emerges as an interference (noise) similar to a model of communication Shannon and Weaver. Interference contains reconstruction results of images or video of political actors, issues and other political associations created by jammers which can bring joy, laughter and jokes for readers. This is the basic unit of culture jamming phenomenon. Meme came up due to the encouragement of social criticism and rejection of strong resistance from different views of binary opposition: communicator and communicant. This explains on how communicator is able to convey meanings and the ability of communicant to interpret and find meanings of its metaphoric therein. In addition, the nature of viral meme creates a new space to express ideas through media technology.

**The political reality through meme in culture jamming phenomenon:** This study case is to apprehend memes as new media critics in one year regime of Jokowi:

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| Denotation | First Meme Connotation | Second Meme Connotation |
|---|---|---|
|  |  |  |

**Table 1. Denotation dan Connotation *Meme* of Jokowi in TIME Publication**

**Analysis:** The first meme reconstructed with negation –less added on the word hope and thus creating new meaning as despair and no hope. In addition, the headline also got reconstructed with yellow color on the term– less. Yellow is chosen because it is considered as prominent sign to catch public's attention and can increase the concentration in order to understand the meaning of the word in which has been reconstructed.[30] Meanwhile, the second meme also got reconstructed into red color and had the connotation meaning as a warning or an alert that we had to be aware of Jokowi's new democracy for Indonesia.

Besides logo color, there lies within a double-rhyming headline reconstruction: A NEW JOKE and A NEW JOKER. We divide them in two contexts, such as social and predicate. In social context, Jokowi is connotated as the object of Indonesia's jokes. The meme maker criticized his winning as the seventh president although he has no military background and is the gangly son of the slums from Solo. Meanwhile, in predicate context, Jokowi is interpreted into three figures, such as a comedian, Joker in a playing deck card and Joker in The Dark Knight film.

The metaphor of Jokowi as a comedian is meant as the ironic figure who is not seriously ruling Indonesia. The connotation of Joker in the playing deck card is meant as Megawati's backup man to order him fight for the seventh presidential election 2014-2019 because of his high popularity gained from public. The last reconstruction is similar to Joker character in The Dark Knight. Joker films as a psychopath with high intelligence and as the strongest enemy of Batman. Jokowi is similar to this figure because of his winning against Prabowo Subianto from military background, genius and unpredictable acts like attending the groundbreaking of a subsidized-housing development.

[30]http://nasional.kompas.com/read/2008/10/09/15551015/psikologi.dan.arti.warna

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| Denotation | Connotation |
|---|---|
|  |  |

**Table 2. Denotation dan Connotation *Meme* Jokowi as Tokobagus.com Advertisement**

**Analysis:** This meme is created by Mansyorie Lamp and was spreaded through Facebook. It reconstructs the display of Tokobagus.com (now OLX.co.id) by cropping Jokowi's smile expression and adding him a plastic bag below his head. Jokowi's expression is documentated by Tempo media photo journalist when he once came to its newsroom in January 14, 2013.

**Picture 3: Jokowi's photo expression**

ISBN: 978-602-74139-0-0

This criticism has become a phenomenal issue when the meme maker Mansyorie is almost got imprisoned. He was considered breaking the law of humiliating president. In connotation, Jokowi is figured as futile item and is sale for public through a thrift online marketplace, Tokobagus.com (now OLX.co.id). It (denotation) is one of the largest classified ads sites in Indonesia selling preloved items to enhance their company profit using the jingle "**Cara Tepat Jual Cepat**." It's more commonly used by Indonesians to conduct C2C e-commerce and trading activities online.

**Conclusion**

Along with a highly developing communication technology, criticism in political aspect can be delivered through a new medium. This is based on a shifting culture of modernism which exposed the concepts of universality, harmony, and consistence into a post-modern era. Post-modernists live in a new way of thinking and seeking for diversities. This phenomenon is the result of post-modernist movements characterized by the existence of social criticism and opposition to all forms of modern styles. Criticsm and blasphemy are caused by different understanding of meanings and strong political resistance from binary opposition between promise and reality on the ground. Culture jamming movement tries to change the mindset of a person by reconstructing meanings of signals and defiguring symbols or logos which are produced by dominant groups in order to create a new meaning of social, cultural, and political values. In political reality, this phenomenon can be observed in the form of meme, media hoaxing, hacking and Adbusters.

In political action, culture jamming appears as an interference which is similar to noise model of communication by Shannon and Weaver. It reconstructs signals, disrupts meanings, and injects new values during transmission process. Its movements use the same existing forms and channels but deflect the true meaning. This new medium critiques expresses irony of current political issues, and contains humor therein.

Meme is the basic unit of communication culture jamming which uses condensed images as its medium consisting of humor, blasphemy or sarcasm. Political meme can be effectively used as a tool for binary opposition because of its understandable and easier visual look. Besides, the nature of viral meme by spreading ideas and culture phenomenons through internet connection serves two-way communication access (feedback). Therefore, it creates a new space for public sphere to express ideas or aspirations freely and quickly in no time. This paper discusses the political reality of culture jamming phenomenon by apprehending **two memes which had emerged within a year of Jokowi's regime.**

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ISBN: 978-602-74139-0-0

# GENDER ANALYSIS OF THE INDONESIAN PUBLIC RELATIONS

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***Abstract***

*This study aims to analyze is public relations prodominant feminime or masculine, to analyze the indication of feminime in indonesian public relations, and to analyze the indications of mascuine in indonesian public relationss. Researchers uses social rules theory and issues of gender in public relations to develop a conceptual of gender  in public relations in Indonesia. This research is conducted by phenemonology research design in order to answer the research questions Data have been collected by participant observation, in-depth interview, and literature review. Findings showed that all respondents in this study described that public relations is prodominate masculine because respondent perceived it to male charachertistics. They indicated feminime in indonesian public relations as as women's physical apperance, "feeler", "women are not thinking long term", "calm person when they become spoken person in front of public", "sociable", and "heedful". They also indicated masculine refers to male behavior. This reseach has offerend a new gender conseptual in the indonesian public relations.*
***Keywords:*** *Gender, Indonesian Public Relations, Feminime, Masculine*

## Introduction

Public relations industry in indonesia have been developed since 1966. The number of public relations proffesion increase follow by the creation of proffesional and industry bodies. Several of PR organizations has been built such as Cordinating Body of Government PR (1971) to cordinate the pr activities of all government agencies (Bakohumas,2012),  in 1972, the PR Association of Indonesia (Perhumas), and in 1987 the association of PR companies to increase PR profesionalism within agencies in Indonesia. In 1983 there was economic deglaration policy also led to  privation in the economic sector and gave more opportunity for the public to particpate in (Soesastro, 1989). As result, theere was an increasing number of private companies which need more PR practitioners to support their bussiness strategy. In 2015, there are more than 15.000 government pr practitioners, on other head, 10.000 pr practitioners have been worked in private company, and in facing of globalization era dan ASEAN community era indonesian public relations magazine offically launched (http://www.prindonesiamagz.com/about-us). Because of an increasing number of indonesian public relations practitioners, more women are working as public relations in various industry. Public relations seems as gendered proffesion. In US, 70% of PR practitioners are female (Voerhoven, See Aldoory & Toth, 2002).

ISBN: 978-602-74139-0-0

There are many viewed in other parts of the world have been researched about women in PR: For example in Netherlands (Voerhoven, Van Ruler, & Elving, 2007), Germany (Bantele & Junghanel, 2004), Sweden (Flodin, 2004), Russia (Katerina Tsesura, 2014), and Indoneia (Simorangkir, 2010 & 2011). In the previous research apsect of feminization have been discussed including the consequences feminization for the credibility of the pr profession, the power it holds in organization, the positon of female and male in PR professionals in organisations and the views women and man have on the communication profession. In Indonesia, public relations is often regarded as female field (Simorangkir, 2010). Research from Grunig, Toth, and Hon (2001) claimed that women are attracted to public relations field because the obstacles are not to diffcult and they can achieve profesional status. However, public relation industry in Indonesia still viewed as male domains. This study aims to answer the following research question: 1) Is public relation prodominant feminime or masculine, 2) what is indications of feminime in Indonesian PR?, and 3) what is indications of masculine in indonesian pr?

## Literature Review

### Public Relations Studies in Indonesia

Bromm (2009 p. 7) defined public relations as follows: " Public Relations is the management function that establishes and maintain mutually beneficial relationships between an organization and the publics on whom its success or failure depends. Another definition with a new dimention is offered by The Chartered Institute of Public Relations (CIPR):

"Public relations is about reputation, the result of what you do, what you say and what others say about you. Public relations practice is the discipline, which looks after reputation with the aim of earning understanding and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics (www.cipr.co.uk)"

Broom and Smith (1979) defined four major public relations roles. These roles are: Expert prescriber, communication facilitator, problem-solving process facilitator, and communication technician. Each role represents a different behavior pattern, but practitioners often perform more than one role or develop a certain pattern as the dominant role behavior (Broom & Smith, 1979, pp. 47-59). The technician role focuses on producing and distributing information while practitioners who play the management role primarily participate in management decision-making more frequently than technicians (Broom & Dozier, 1995; Broom & Dozier, 1986).

Experts in public relations throughout Europe refer to communications in the context of an organization as a "specialized management field" (van Ruler et al., 2000). Anglo-American authors argue that public relations is a field that should not merely be seen as a tactical and artistic-creative function, but should rather be considered managerial and strategic (Grunig, 1992). These authors

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emphasize the importance of a mutual communication system, which requires a specialized management function at a high level. "Inclusion

of communication management in the dominant coalition seems vital," wrote Larissa Grunig (1990). Communication management is a strategic management activity that helps secure the longterm functions of an organization in the society, and this requires hiring specialists at a managerial level, e.g., communication managers, rather than communication technicians (Dozier, 1988). Therefore, the dominant role of PR practitioners should be managerial, not technical. Nevertheless, in Indonesia, as in many countries, practice lags behind theory

The development of the public relations industry in Indonesia has somewhat lagged due to the Indonesian people's lack of understanding about PR and how it helps support acompany's communications objectives and corporate brand in a competitive business environment (The Jakarta Post, 2000). Prayitno (2001, para. 3) agrees that the biggest challenge facing the development of PR in Indonesia is the organizational decision makers' misconceptions regarding PR activities. Many decision makers still think that PR merely involves hiring an attractive woman to represent the organization by saying pleasant things about that organization. Prayitno (2001, para. 3) added, "Public relations is far more than'image selling.'" Despite the slow growth, Indonesian public relations as an educational and as a professiona field has evolved significantly (Ardianto, 2002). This growth is indicated by the number of institutions that offer PR studies. Currently, at least 60 public and private institutions offer PR studies at the undergraduate level in Indonesia (Ardianto, 2002). Numerous organizations have also come to realize the need for PR and have structured separate departments or PR units within their organizations (Ardianto, 2002). Senior managers of Indonesian companies today are demanding increasingly more specific requirements from their PR agencies, which indicates a change of thinking: PR today in Indonesia is more than mere publicity (The Jakarta Post, 2000). As a result, communications skills and strategic public affairs are now considered key value drivers for PR practitioners.

**Gendered Issues of Public Relations**

The previous research shows that men and women working in the domain of public relations have different perceptions and experiences with regard to several aspects of their profession (e.g. Grunig et al., 2001; Choy & Hon, 2002). To understand this difference, researchers use the theory of Deborah Tannen, an American sociolinguist, who tape-recorded and analyzed numerous conversations for a better understanding of miscommunication between men and women (Tannen, 1990). Tannen claims that there are gender differences in ways of speaking. The starting point is acknowledging that people in interaction try to realize two universal needs: (1) the need to be connected to other people and (2) the need to be independent. These needs are not easy to fulfill, and they often create dilemma situations. We are individuals as well as social beings; we want to be unique and make a difference, but we also want to belong to others. When communicating and expressing our need for intimacy, our need for independence may become at risk. According to Tannen, men and women express themselves differently and thus construct different frames in interaction for different reasons. Men use communication to express and maintain independence, while women try to maintain intimacy when communicating. These differences result in different perceptions and experiences, which may cause misunderstanding. Such perceptions and experiences are expressed in conversations within interpretive communities. Taking into account that reality is constructed in interaction, it is suggested that while communicating in different interpretive communities, perceptions and experiences will be reaffirmed, reproduced and strengthened in every interaction in which they are not actively contested.

Men in public relations are more likely to be promoted into managerial roles; most women in public relations are employed in technician roles. Women in public relations earn less than men overall (Aldoory & Toth, 2002). Although factors such as years of experience, skills and training (O'Neil, 2003), and balance of work and family contribute to the likelihood that women will work in public relations technician jobs, socialization—that is gender role orientation—is also a factor (Aldoory & Toth, 2002; Aldoory, Reber, Berger, & Toth, 2008). O'Neil (2003) found that female public relations practitioners have less formal structural power than male public relations practitioners.

**Social Rules Theory**

Social roles theory developed by Alice Eagly in 1987. We uses this theory to understand and to analyze why gender is important phenomenon in public relations. This theory explained from a structural perspective why individual behave the way they do in social system. The social role theory (SRT) is a social psychology theory that suggests that most behavioural differences between males and females are the result of stereotypes about gender and the resulting social roles that are taught to young people (Eagly, 1987). Gender refers to the role assigned to males and females by society. Gender roles are "socially and culturally defined prescriptions and beliefs about the behaviour and emotions of men and women" (Anselmi and Law, 1998:3). Eagly (1987), offers an explanation for gender development that is based on socialization. The social role theory posits that men and women behave differently in social situations and take different roles, because of the expectations society puts upon them (Eagly, 1987). According to Eagly (1997), society has shared expectations about women and men. These expectations form female and male gender roles. Eagly (1997), suggests that beliefs about the differences between men and women can be divided into two dimensions: communal and agentic. Bakan (1966) suggests that agentic qualities are manifested by self-assertion, self-expansion and the urge to master and be independent. Agentic qualities are often attributed to males. Communal qualities are manifested by selflessness, concern for others and emotional expressiveness, commonly associated with domestic activities, and for the most part associated with women. Eagly (1997) uses these dimensions to differentiate between males and females in work and family life.

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Archer (1996) criticises the social role theory. He examined and compared social role theory and evolutionary theory as explanations for sex differences. Evolutionary theory attributes most sex differences to the consequences of sexual selection and the conflict that arises with the different reproductive strategies of the sexes. Archer (1996) concluded that, since evolutionary theory could explain other mammals‟ sex differences, that it was a better explanation (Dulin, 2007). Eagly (1997) explains that social role theory is one of the many interrelated theories that worked with other theories to explain certain aspects of psychological and social processes by which gender behaviour was produced but not an ultimate answer to the puzzle of sex differences. This theory is used by us to understand and to analyze the connection between the Indonesian PR practitioners's gender and their roles in the organization

## Methods

This study is conducted by phenomenology research design. Creswell defined phenomenology as follows; *"Whereas a biography reports the life of a single individual, a phenomenological study describes the meaning of the live experiences for several individual about a concept or phenomenon"* (Creswell, 1998 p. 51). We used phenemenology research design to describes the meaning of the live experince for several indonesian PR in order to interpret of PR as gendered proffesion. Data have been collected by participant observation, in-depth interview with indonesian PR in jakarta because as the nation's capital and it is the center of the PR industry in Indonesia, and literature review.

We used purposive sampling in order to choose a key informants, so we would only focus on respodents who were employed as senior public relations practitioner, his or her educational background was communication or public relations studies, and he or she had experience in pubic relations industry more than 5 years. We also applied IPA, interpretative phenomenology analysis as technique analysis in order to answer the research question. According to Smith (2009 P.79-109) there are several steps of IPA such as 1) Reading and re-reading; 2) Initial noting; 3) Developing Emergent themes; 4) Searching for connections across emergent themes; 5) Moving the next cases; and 6) Looking for patterns across cases.

## Findings and Discussions

Frist research question asked: is public relations prodominate masculine or feminime?. Three respondents in this study described that public relations is prodominate masculine. Because public relations proffesion is depicted as masculine traits such as "strict or firm", "strategic thinker", "logical", "realistic", "decision maker", "men like the challenges" , and, "kharismatic".

One male senior associate public relations consultant argued that public proffesion is "prodominate masculine" because it refers to men's characteristic as "strategic and logical thinker", "realistic", and "descision maker". Where as

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female public relations only accentuate her physical apperance when a crisis occurs. Women are more emotional than men. Their roles are more in techincal rather than managerial.

On other head, one female owner of pulic relations agency felt doubtful that public relations is prodominate masculine, and she said,

> "Men still feels prestige that public relations proffesion is more feminime oriented than masculine oriented. The most important criteria to be public relations practitioner should have skills in communication and it's not consider a gender orientation. Now days in many corporations recruit public relations staff is not based on their gender orientation but their communication skills".

All respondents also perceived female public relations practitioners figure as "motherly", "emotional", "sympatic", "empathic", "calm person", "sensitive", "communicative", and "open and personable".

One of female respondent, a government public relations agreed,

> "In my point of view, public relations proffession is predominate masculine. Because it is masculine profession, which portrays male behavior like strict or firm. Where as female public relations practitioners have sense of motherhood, empathic, and sympathic to the public problems. It's not easy for male public relations practitioner to act like that".

Second research question asked: What is the indications of feminime of public relations in Indonesia? EB, female respondent a government public relations answered,

> Female public relations practitioners are more like to talk motherly, they are empathic and sympathic to the public problems. They are more proactive, initiative, and inovatif in order to tell their ide for make a concept and a public relation strategies in oral and written. Meanwhile Male public relations practitioners are more like to talk strict, and dare to take a risks, and also they can face challenging. Neverless they are not more proactive than female public relations practitioners

On other head, DU, an educator and senior public relations consultant have different persepective about the indications of the feminime of indonesian public relations, said

> "Female public relations as a company image. Female tends to slow at making decisions, female is not good in negotiating, female is more emotional than male, female's speed work is slower than male, and female is more responsive than female. In some case, female needs to make decisions, likes challenging at work, and dares to take a risks"

One male respodents, AD, senior associated added,

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"Female public relations is feeler, female public relations is not thingking long term, she looks calmer than men when she faces public. Generally, Women are more sensitive and heedful than men. As example when air asia plane crushed, because air asia hired a female public relations practitioner viewed as calm person image. She looked senstive and heedful to humanity issues. She could make public feel calm. She provied hotel facilities, transportation, and compensation fees for victim familiy",

Most respondents in this study have been streotyped that females public relations practitioners as "fashionable person", "feeler", "women are not thinking long term", "calm person when they become spoken person in front of public", "sociable", and "heedful". Mostly respondents interpreted that feminime traits associated with women's physical appperance and women's traits. Although there was respondent who mentioned that women should behave like men when they face heavy public relations case. She was disagree that female public relations is not only as sweet figure for the corporations but she must also have ability in managerial and tehnical skills because there are many challenges in public relations field now. She said that CEO in big corporations has much expectation from public relations because public relations as a management function.

Third, reseach question asked: what is the indications of masculine of indonesian public relations?

Male respondent, a senior public relations consultant answered,

"Male public relations is recognized as strategic thinker, firm, quickly decision maker, unambigous, kharismatic, independent, and hardiness"

All respondents have been perceived the indications of masculine of indonesian public relations accordanced with male characteristics such as "dare to take a risks person", a man who likes challenging", "a man who can do men's job", "kharismatic", "independent", "decision maker", "hardiness", "strategic thinker", and "logical".

Furthermore, these analysis demontrastion that all respondents agreed that public relations proffesion is suited for men and women. Because public relations proffession is not become gendered proffesion. As long both of men and women have good communication skills and it depens on what kind of industry that she or he employed as public relations .

VMS, a female owner PR agency explained,

"Public relations is not determinated by gender as long they have communication skills".

One of respondent, AD a senior associated added,

"Public relations proffesion is suited for both of men and women but it depents what kinds of industry that she or he works and also the challenges they face"

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**The Gender Preperence of The Indonesian Public Relations**

All respondents in this study agreed that the gender preperence of the indonesian public relations is based on what kinds of industry. The hospitality industry has been dominated dominated by females. Because they play a role as hotel brand representative. Otherwise in public sector industries such as mining, oil, airlines still regarded as male domains. It's not just about gender ratio both of men and women but also there was another factors such as public relations's roles, functions, capacity, and competency in order to develop a conceptual of public relations strategy.

EB, female respondent, a government public relations said,
"Sex and gender are two different things. Sex is male or female/ refers to biological differences, meanwhile, gender is the role of male and female. In my opinion, it's depends on what kind of industry that he or she works as public relations. Males are more than females; mostly men are employed as public relations in private sector such as oil, mining, airlines. Where as in hospitality industry is more dominated by women rather than men. In gender lens, it is not only about ratio males and females but what kind of industry and organization including also the role, the function, the capacity, and the competency females and male public relations practitioners in developing of concept and public relations strategy. I have ever handled rallying workers case, which is not easy job for me as female. I more concern on gender equality in the context of salary, male public relations practitioners are paid more than female public relations practitioners. Public relations is not easy job, its harder for women to bargain salary than men".

Another answer with a new critical perspective is revealed by AD, male respondents, said
"As my experience, public relations has not become gendered proffesion. It depends on the what kind industry that he or she works. I have made a friend within many male public relations practitioners. Let me give you an example; brand public relations and corporate public relations are two different things. Brand public relations which is correlated within lifestyle such as hotel, restaurant, and spa has been dominated by females public relations practitioners. Because females are sociable, female have physical characteristic that make men more attactive (because mostly journalist are male), and females are calmer than male when they perfomed in front of public. Sometimes corporate needs women's soft side to explain the issue to the public. For example, mandala airlines rebranded as tiger air campaign was created by male public relations practitioner not female public relations practitioner. Female public relations practitioners have been dealing within humanity problems and human rights. Otherwise, corporate public relations practitioners represent corporations are mostly male. Because males are more logical than females (mathematical minded) and males are having better decion making abilities than females. Corporate public relations relations

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requires a deep analysis in order to calculate a sentiment analysis and to formulate a public relations strategy. It seems that females are not capable of doing it. Usually Investor relations still viewed as male domains and also mostly the real pr job is done by males."

According to him answer, more women are working as brand public relations because of women charecteristic. Women in brand public relations have been streotyped as pretty (physical apperance), calm person, women are more humanity than men, and he claimed that sometimes corporations need women's soft side to explain the issue to the public, and he was assuming that women are incompetence to make decisions and to do some male public relations job desks such as media centiment anaylsis and investor relation's job descriptions. He has perceived that women in public relations as sweeter figures.

Du, an educator and senior public relations argued,

"I am disagree that women in public relations industry only act as swetter figure for the corporation. Because public relations proffesion is not only needing physical apperance but their skills to face challenges at work. In my point of view, when you asked me about the gender preferance in public relation in Indonesia, it's depends on what kind of industry and corporation's need in order to do the corporation's activities. In oil industry they would not recruit women because it belongs to men. More female public relations are working in hospitality because of the job descriptions as public relation in hotel such as guest relation and hospitaly industry needs feminine touch. Why public relations is often regarded as female field? It might cause by mass media always presents women as public relations practitioners.

**The Indonesian Public Relations Practitioner's Gender and Their roles in Organization.**

Eagly (1997), suggests that beliefs about the differences between men and women can be divided into two dimensions: communal and agentic. Bakan (1966) suggests that agentic qualities are manifested by self-assertion, self-expansion and the urge to master and be independent. Agentic qualities are often attributed to males. Communal qualities are manifested by selflessness, concern for others and emotional expressiveness, commonly associated with domestic activities, and for the most part associated with women.

Two respondents in this study agreed that communal characteristic to female public relations practitioners and agentic characteristic to male public relations practitioners. When we asked about whatever they perceived women and men have different communication styles, they interpreted agentic as firm, logical, rational, mathematical minded, unambiguous, kharismatic, independent, and hardines, and stric.

On other hand, they also stereotyped communal traits attributed to female public relations practitioners were as follow: feeler, calm, sensitive, heedful, responsive, optimistic, sociable, and communicative. As DU, female respondent said,

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"I agreed that communal attributed to female public relations because women are more sociable and communicative than men, and agentic attributed to male public relations because men like challenges, logical, rational, and quick decision maker".

She also said that she uses agentic communication styles in order to gain compliance in some case. According to Tannen (1990) men and women express themselves differently and thus construct different frames in interaction for different reasons. Men use communication to express and maintain independence, while women try to maintain intimacy when communicating. She agreed with Tannen that female public relation is communication with other people to maintain intimacy and otherwise, male public relations tend to be strict, not communicative like women, and they communicate to other to express and maintain indepence.

Thus, two another respondent argued that communal traist attributed to female PR and agentic tratis attributed to male pr. They said that it's depend on both of men and women's personality. and family backgroud.

Is there a connection between the indonesian public relations practitioner's gender and their roles in organization? Results from the in-depth interview with 4 indonesian senior public relations practitioners showed that they play different roles in their organization.

Frist respondent, VMS, a female owner pr agency said that in general, both of men and women are able to communicate and as we can see now, big corporates are not considering the public relations as gender orientation. As her experience the most important things in pr that is communication skills.

Second (DU) and third respondent (EB) also agreed with VMS, they said,

"Gender is not affecting the roles of public relations in organization".

Although DU is women, as her experience, she has done men's job. She is capable in making decision for her company, she likes a challenges, and she thought that she is logical in order to solve the case. She also did managerial and tehnical. As well as EB, she has been handled rallying case which is not easy job for women like her. She is more concern on gender equality in the context of salary, why female public relations practitioners are paid less than male public relations practitioner. She argued that public relation is not easy job so it's not fair if male public relations practitioners are paid more than female public relations practitioners. As female public relations it's hard to bargain salary rather than male. Otherwise, AD, male respondent revealed that gender is not influencing the role of public relations in the organization but their job desks. According to him as we can see now that women's viewed as calmer person in the mass media. Thus, male pr is responsible for formulating startegic pr because men have thinking long term well organized (women roles only as spoken person when press conference occours), investor relations viewed as male domains because they are firmer than women. Another questions, is there gender bias in pr proffesion? No, it depens on male and female public relations job desks. It seems like his answers are contradicting with public relations practitioners's gender and

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their role in organization. He has perceived that women are not capable than man in order to formulate public relations strategic, because men is long term thinking, logical, and firm. The role of women in public relations as only sweeter figures and spoken person when a crisis occurs, because of their feminime traits. Overall, we have been found gender bias in public relations proffesion in Indonesia.

## Conclusion

All respondents in this study described public relations profesion is prodominate masculine. Because all resondents perceived it as masculine traits such as dare to take a risks person", a man who likes challenging", "a man who can do men's job", "kharismatic", "independent", "decision maker", "hardiness", "strategic thinker", and "logical". They indicated feminime in the indonesian public relations as women's physical apperance, "feeler", "women are not thinking long term", "calm person when they become spoken person in front of public", "sociable", and "heedful". They also indicated masculine refers to male behavior. This reseach has offerend a new gender conseptual in the indonesian public relations. These findings is contradicting with previus studies of gender in public relations, in other country, including Netherlands (Van Ruler & Elving, 2007), Germany (Bentele & Junghanel, 2004), Sweden (Flodin), Indonesia (Simorangkir, 2011), & USA (Tsetura, 2014). Further analysis demonstrated that public relations is not regarded as female field. In heavy industry such as mining, oil, airlines still viewed as male domains. More female public relations are empolyed in soft industry such as hospitality. Public relations proffession is suited for men and women but it depends on what kind of industry and corporations needs. Future research should investiage the gender bias in indonesian public relations. As we mentioned before, we found gendered pay gap in public relations. We also recommend that this research needs to examinate because we only interviewed four key informants so that in future research, reseacher needs to enlarge sample in order to clarify our research findings.

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ISBN: 978-602-74139-0-0

# THE EFFECTIVENESS OF COMMUNICATION, MEDIA AND CLIMATE OF INTERNAL COMMUNICATION (THE ORGANIZATIONAL COMMUNICATION AUDIT AT PT. TELKOM INDONESIA)

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***Abstract***

*Supporting the formation of a strong internal solidarity is an effective internal communication network. Therefore, corporate need to know the portrait on the condition of the internal communication through a valid and a reliable measurement. This description is needed to determine the effect of imply of the internal communication strategy undertaken over the years. This study used survey research methods in PT Telkom Indonesia. The objectives were: (1) Knowing the level of acceptance and understanding of staff for communication materials that have been delivered, (2)Knowing the effectiveness of the communication media used, (3) Knowing the communication climate in each work unit is expected to be the representation of the climate of communication within the company. The Data were Analyzed using descriptive and inferential analysis. The results Showed that; The level of acceptance and understanding of communications material are very high. Then, the internal media, social media, and email help the company in making of decisions, where there is a correlation between the relevance and accuracy of media content with the level of media use as a reference in the decision making. Lastly, the climate communication companies perceived very well by the staff.*

***Keyword:*** *communication audit, organizational communication, network, and internal media, Telkom Indonesia.*

## Introduction

The role of communication is an integral part of the organization process. The flow of information flowing from one section to the other, has been connecting part in the organization. Most experts organizational communication, believed that the success of communication, is the success of work of the organization itself. It is based on the principle that a policy, program, decision-making by top management, will not give meaning to the organization, if nonexistent ability to disseminate to the entire line of the organization. Communication organization has a strategic role as a mobilizer organization.

Communication is the process of manage and deliver of information. Meanwhile, it is known that the organization is a group of people working together based on the interests and common goals. Nevertheless, it can not be achieved if, not based on the decision-making process that involves the management of information. Furthermore, all parties get information about

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decisions taken through the delivery of information as well. That is, there may be an organization will work well in the absence of the interaction effectively.

Thus the importance of good communication within the company's performance, each institution should evaluate step by step and part by part of the company's line for the effectiveness of existing communications. Such research Spaho Kenan (2011), that:

> Effective communication is very important for the creation of a successful company. If there is no communication in the company, the company can be Considered as a bad and un successful company. Bad communication between managers and employees will result in conflicts inside the company the which will farther leads to moral decline and in the end it will not be possible to reach the company's strategic goals

Ideally the company to evaluate the effectiveness of communication as part of the audit of corporate communications. According to Goldhaber (2002), in evaluating the effectiveness of communication were directed to:

- Analysis of all obstacles and communication disorders that cause the breakdown of the flow of information and missed opportunities that can be known in order to obtain ways to improve the impact desired
- Examination of diagnosis, provide early information to prevent the destruction of the health of the larger organization "

Essentially communication evaluation is an analysis of the effectiveness of communication. The complexity of an evaluation as a process audit, depending on the dimensions of known or measured. Aspects covered from the majority of the audit process step, is an attempt to collect empirical data of each line or division of the company in this case Telkom. Furthermore, seeks to map out simply and communicative to interested parties to understand and be a thought and consideration of the company or Telkom.

As the process of evaluating the communication program, the scope of the dimensions of the measurement include the understanding of the staff or management of the substance of the communication. In it includes indicators understanding of the vision and mission, programs and policies or collectively known as the communication materials. Furthermore, is how far the media has a role in disseminating the interests of the company and a reference reader or user. Next is, the response of the individual within the company feel the atmosphere of communication that takes place.

Telkom as a company is a large organization communication system, a complex, tiered, and oriented to benefit. Thus, if internal communication is managed that importance of a system should work, then all the planning, management and implementation and achievement of the goals will go well. This research seeks to map the level of success of internal communication within Telkom. The research problems can be formulated as follows:

"What is the effectiveness of communication networks and internal media in developing communication climate in PT. Telkom? "

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**Objective**

This research was conducted in an effort to achieve the following objectives:

a. Knowing the level of acceptance and understanding of respondents' communication materials have been delivered.
b. Knowing the effectiveness of the communication media used
c. Knowing the communication climate in each work unit is expected to be the representation of the climate of communication within the company (organization)

**Literature Review**

**Climate Communication Strategy and Organizational Communication**

Communication is the "blood" of the organizational system for processing and working. Delivering the process of coordination, instructions and reports between the lines is all done through the flow of information through a variety of contexts and the level or levels of communication. Therefore, communication becomes very strategic role or be the subject so that all the members and leadership of the organization can work and achieve organizational objectives.

Communications will work to help the organization well, if planned well. Everyone in the organization must hold line on planning and communication strategies agreed. Develop managerial communication strategy is an effort to develop successful communication. Kaye (2009: 6) says that the essence of managerial effort is on the management of communication resources to establish the similarity of thought and meaning of something a program or job.

In the context of the organization, the communication process information system if it is not managed properly then it will have a negative impact on the company. If employees get confusing information, it will cause internal turmoil within the company. Management should plan, organize, control and evaluate in an effort to eliminate the distortion of information. The assumptions relating to the Theory of organization of information of Karl Weick (1976), that:

> Organizations are in an environment of information, meaning that the organization function effectively in achieving organizational goals depends heavily on information. The organization must be able to choose meaningful information from outside (external systems) that are important for the organization.

In an effort to understand the role of communication and usefulness of information for the organization, evaluation or measurement of each period is very important. The organization will better understand the performance of communications in supporting the organization to succeed or achieve a goal. According to Styletta Carter (2007), the success of communication to the organization can be seen from various dimensions. The following table presents a summary Carter from a variety of opinions, as follows:

| Dimension and Literature | Definition |
|---|---|
| Employee Assessment, Gayeski | Whether employees understand the organizational culture and goals, know what is expected of them, have the right tools to do the job, have the right environment in which to perform, receive regular and clear feedback on their performance, perceive and receive rewards for good performance, have the information and incentive to be excellent ambassadors for the company to the external environment |
| Coworker Communication, Downs/Hazen | Whether or not horizontal and informal communication is accurate and free flowing |
| Corporate Information, Downs/Hazen | How the broadest kind of information about the organization as a whole is communicated; includes items on notification about changes, information about the organization's financial standing, and information about the overall policies and goals of the organization |
| Supervisory Communication, Downs/Hazen | Whether or not the superior is open to ideas, the extent to which the supervisor listens and pays attention, and the extent to which guidance is offered in solving job-related problems |
| Subordinate Communication, Downs/Hazen | How upward and downward communication is sent to subordinates (only workers in a supervisory capacity respond to these items, which include subordinate responsiveness to downward communication and the extent to which subordinates initiate upward communication) |

**Table 1. Communication Satisfaction Dimensions**

Source: Gayeski, Gayeski's Information Systems Analysis Downs, Hazen, and Downs & Hazen's Communication Satisfaction Questionnaire, dalam, Styletta Carter, "An Internal Communications Analysis of a U.S. Credit Reporting Agency, http://scholarworks.gsu.edu/communication_ theses, 2007.

Attempts to get information about the success or effectiveness of communication within an organization, in modern organizations today sought an audit process to the communication activities that took place. In the concept of Gayeski are known by the employee assessment, evaluation coworkers and others. A standard term used in organizational communication is a communication audit. A measurement process accurately by the employee or management to get and find the success rate of communication that takes place within the company.

**Communications Audit**

Audit communication has become a new concept in organizational communication. At least anyone who organizes activities institutionally, if you want to get information about communications support, must conduct an audit of communication. However as said Antonis (2005), "communication plays an active role in establishing what the nature of an organization is in terms of for example the internal environment, (the organizational culture and climate) and operational processes of for example collaboration between units and the level of integration, and the alignment of operational activities, objectives and processes."

By using Systems Theory as a perspective, Natachia Antonis (2005) by using the concept of Checkland (1995) and Zalabak (1991) explains that:

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> The systems theory, the which is used as the theoretical basis for measuring integrated communication and is Discussed in detail, argues that the complete system functions and yields better results than the individual parts of the system. Within the confines of this reality it is becoming 11 Necessary to measure communication from an integrated perspective and to this extent it is Necessary to explore Whether current measurement instruments, with specific reference being made to a communication audit for the purposes of this particular study, are effective integrated communication measurement instruments.

Furthermore, Booth (1986), Baker (1979), Checkland (1981) and Rensburg and Bredenkamp (1991) which is rewritten by Natachia Antonius (2005), "saw the communication audit as an important instrument for assessing communication within the organization. According to them, the results of an audit of communication in today's modern enterprise is:

> As a result the audit communication has evolved to include a variety of communication audits for specific circumstances. The evolution of communication audits in the 20th century focused on auditing technology, people and the effectiveness of communication.

On the other hand Katlin Smith mentioned that, a communications audit is essentially the systematic research, which should explain the advantages and disadvantages of the activity of communications company. Can not be denied, according to Katlin Smith that, "audit communication is a systematic research method, which will identify the strengths and weaknesses of your current internal and external communications.

As a basic research, communication audit should clarify the following aspects:

- how past communications were handled
- key audiences, what they currently know about your business, service, product or organization, what they need and want to know and how they prefer to be Reached
- strengths and weakness in current communications programs
- untapped opportunities for future communications.

The benefit of communications audit for the company is trying to gain a better understanding of the capability and capacity of a communication strategy that is executed whether successful or unsuccessful to build an organization. As noted by Julia Capman (2004) that, "Organization need ways to better understand their current strategic communications performance and capacity, and to gain a realistic sense of what is possible in terms of developing their communications functions. Strategic communications audits are one tool that can help to meet this need." For Julia Capman (2004), "strategic communications audits is a systematic assessment, either formal or informal, of an organization's capacity for, or performance of, essential communications practices. It determines what is

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working well, what is not, and what MIGHT work better if adjustments are made.

Furthermore Julia Capman (2004) as a strategy, communications audit has both evaluative and formative value. It is evaluative in that it provides a "snapshot" of where an organization currently stands in terms of its communication capacity or performance. Therefore in it contains the following aspects:

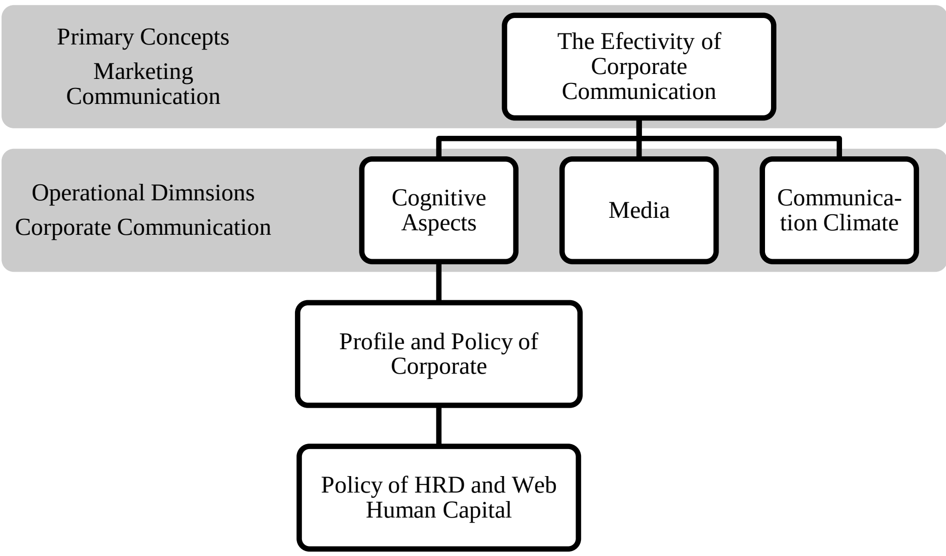
- Strategy - Includes the core tasks of communications planning and strategy development.
- Implementation - Includes most common practices to an organization with an active communications function.
- Support and Alignment - Includes non-communications-specific practices within the organization that help to Ensure the communications function is successful.

**Methods**

The population in this study are employees of Telkom, which is connected to the intranet site communication. Members of a population are 5150 peoples and the samples used by 10% ie as many as 515 respondents. This study uses survey data collection through spread on-line questionnaire to the respondents. Distributing questionnaires through internal portals as a tool to obtain the perception. Furthermore, the data processing using the technique of Multiple Regression analysis (method LS / Least Squares) and descriptive analysis.

The structure of the development of measurement on the effectiveness of corporate communications in this research, if illustrated schematically as follows:

**Picture 1: The structure of The Research Instrument**



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## Findings and Discussion

This study is essentially parse the results of audits of organizational communication in an enterprise environment. Audit can be translated as; First, it is a process that is systemic, meaning that the inspection and testing of the data by the auditors carried out in a planned, orderly and methodological. Second, the audit is the acquisition and objective assessment of the evidence, meaning that audit is an examination of empirical research or independent. Third, the audit is to determine the degree of similarities between its statements with established criteria, meaning that audit is a manifestation of the determination or assessment of professional criteria is standard. Fourth, the audit equipped with the communication of the results to all parties interested users, which means that the results of these evaluations are open to those who should know.

### Understanding of Corporate Policy

Analysis of the proportion of respondents understanding of company policies showed that the majority of high and very high. If the data in the index is converted to understanding the company's policies and programs, with a measuring range of 0-100, then the level of understanding of their majority are at 61-100 understanding.

B. Comparison of Average Score Indicator Understanding of Corporate Public Policy and Human Resources Policy

If each value in each dimension compared, in Figure 1 shows that; highest score the indicator value contained in the respondents' understanding of the content aspect of the vision and mission of the company with a score of 4.4. The lowest scores on the indicators understanding of the corporate governance run Telkom, with a score of 4.1.

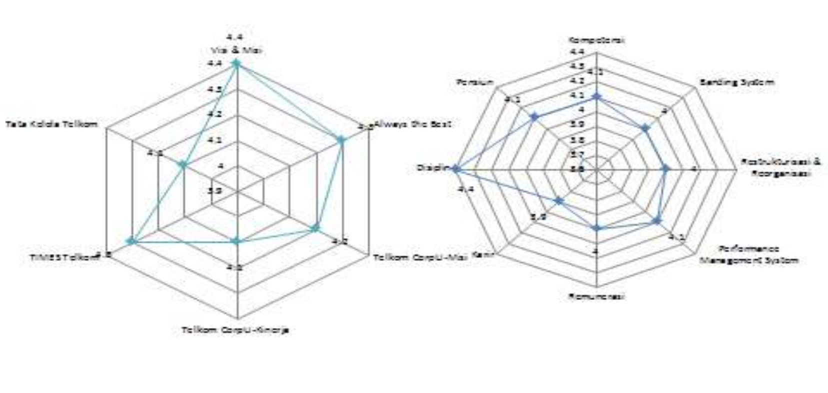

**Figure 1. Average Score Indicator Understanding of Corporate Public Policy and Human Resources**

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As for human resources policies, the average score starting from the number from 3.9 to 4.4. May mean that, for the two policies, the respondents have an understanding of high to very high. Aspects of discipline has the highest value of understanding than others. While an understanding of the career is an aspect with the lowest level of understanding of the respondent. If the averaged scores understanding of the HR policy of the company is 4.1 or 82% of the highest score (5.0).

**Communication Media**

Measurement of communication media based on three-dimensional structures. The third dimension is; accuracy, relevancy and preference. First, the accuracy of the content associated with the significance of the information presented by the internal media. Both the relevance attributed to the extent of the information presented relating to the employment needs of companies. The third is the preference, with regard to how far the media company it used for decision-making or preparation of activities. As for the planning area or division respectively.

Theoretically, the accuracy and relevance of media content will be correlated with the user's media preferences. In this case the staff or manager or decision maker (decision maker) in PT. Telkom. Therefore, at the end of the analysis presented processing of regression and correlation between variables with variable accuracy and relevance of media preferences.

**Description Score and Communication Media Index**

Measurement of the content and benefits of the media as a reference in making decisions, measured by the 12 types of media used by the company. The twelve media is ;; face-to-face media, news center, telkom.co.id website, magazine Shine, SP 135, formal communication, e-mail / mailing lists, YM, G-talk, facebook, twitter and BBM. As has already been delivered, all the media responded in terms of content that includes the accuracy and relevance, as well as the use as a reference.

Overall observations show that the index in response to internal media the majority of scores in the top 40. The highest percentages are in the range of 40 index <60, followed by 60 <80 on the 0-100 range. Thus, the index is seen from the media response accuracy, relevancy and preference in PT. Telkom is quite good.

Figure 2 presents a line graph of the third variable of the media that the comparison value accuracy, relevancy and preference. Overall it appears that the media face to face, news center, web telecoms, SP 135, formal communications and e-mail has a high value compared with other media. This can be seen from a value above 4.0 from the range 1-5. Thus, it can be concluded that conventional media still play an important role in the delivery of messages in the internal environment.

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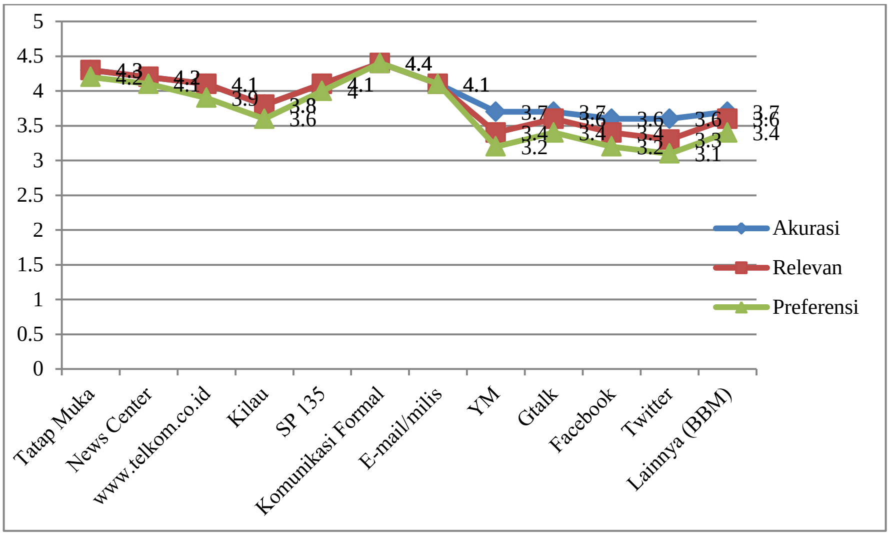
**Picture 2: Comparison of Average Accuracy, Relevance and Media Preference**




## Level of Accuracy and Relevance Media Internal Information

The first dimension is discussed in internal media is the accuracy of the information content in response to the staff. The expected response is that they answer the level of accuracy of the media is very inaccurate until very accurate. Research results are processed into the index, indicating that the range accuracy is most say that the accuracy of the entire media was moderate with a range of 40 <60 (38.1%). Even if the trend seen next, the range of the index moved lower is between 20 <60 with a percentage of 32.1% of respondents in the survey.

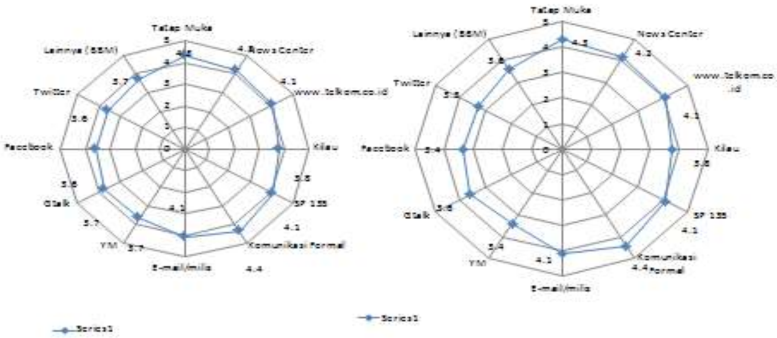


**Figure 3. Average Score Accuracy and Relevance Media**

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The next aspect that is measured by the response of staff is the level of relevance to the needs of media content or value of the benefits. The measurement results through relevance index is known that the majority of respondents mentioned the value relevance in the range 60 <80 and 80 <100. That is, the message or media content perceived to have a high value of benefits is very high even for the staff.

If seen any media used in a corporate environment, formal communication occupies the highest position of 4.4, followed by face-to-face communication 4.3, 4.2 news center, and www.telkom.co.id and SP 135 respectively 4, 1. Meanwhile for the value of social media moving from 3.4 to 3.6.

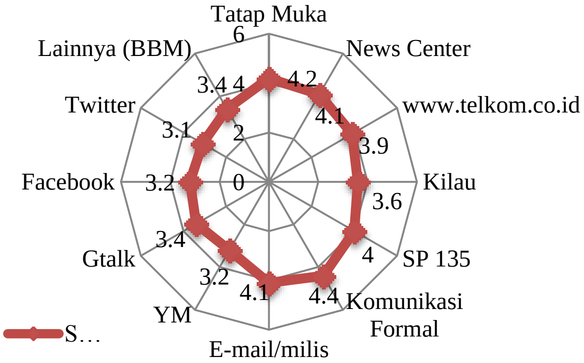
In the data presented in Figure 3, it seems that social media has an important role in providing information to the staff. Especially e-mail and mailing group, gives a figure which is equivalent to the communication media that are already in use. In addition, social networking media such as Facebook, IM, G-talk, twitter and fuel, also gives a role in providing relevant information to the staff.

**Preferential Media in Decision-Making and or Preparation Programs Activities**

The next aspect that is measured from the internal media are the media preferences by the staff level. If the data was classified by using an index, 54.4%, or almost half of the respondents have an index of 60 <80. That is the use of internal media as a referral decision is high. In this case, the content of the information presented in the media, have largely been used as a reference by the staff to make decisions or planning in the field.

Media or forum that has a high score of over 80% in the range of 1-5, is the face to face communication, news center, the SP 135 and the communication formal or regular meetings held by the company. In this case, the communication forum preexisting still plays an important role. On the other hand, online media and social networking, also play a good role as reference material information in decision making and planning. As shown in the figure below, e-mail, IM, G-talk, Facebook, twitter, and BBM has a number above 50% (more than three in the range 1-5) to an average score of reference.

**Picture 4: Average Score of Media Preference in Decision-Making**




## Effect of Accuracy and Relevance to Media Preference

Multiple Linear Regression analysis was used to measure the influence of more than one predictor variables (independent variables) on the dependent variable. Based on the existing data will be measured "Effectiveness and Internal Communication Media Uses Used During this time in PT Telkom Indonesia Tbk." The design of the test used is multiple linear regression analysis. It is assumed that the accuracy and relevance of media simultaneously and significant influence on media content preferences in decision making respondents.

| | | Preference (Y) | Accuracy ($X_1$) | Relevance ($X_2$) |
|---|---|---|---|---|
| Pearson Correlation | Preference (Y) | 1.000 | 0.600 | 0.740 |
| | Accuracy ($X_1$) | 0.600 | 1.000 | 0.748 |
| | Relevance ($X_2$) | 0.740 | 0.748 | 1.000 |
| Sig. (1-tailed) | Preference (Y) | . | 0.000 | 0.000 |
| | Accuracy ($X_1$) | 0.000 | . | 0.000 |
| | Relevance ($X_2$) | 0.000 | 0.000 | . |
| N | Preference (Y) | 5,017 | 5,017 | 5,017 |
| | Accuracy ($X_1$) | 5,017 | 5,017 | 5,017 |
| | Relevance($X_2$) | 5,017 | 5,017 | 5,017 |

**Table 2. Statistics Description Correlations**

Based on the above table it can be concluded that:

- There is a strong correlation between the variables of media accuracy and the use of media as a preference in decision making. (rX1Y = 0.60)
- There is a strong correlation between the variable media relevance and use of media as a preference in decision making (rX2Y = 0.74)
- There is a strong correlation between the variable media relevance and accuracy of the contents of the media used in decision making (rX2Y = 0.748)

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**Table 3. Model Summary(b)**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.743 | 0.553 | 0.552 | 0.43366 |

a. Predictors: (Constant), Relevance, Accuracy

b. Dependent Variable: Preference

Based on the analysis above information has been obtained, that the correlation coefficient in this study with the magnitude of R = 0.743. Furthermore, the coefficient of determination indicated by the symbol R Square of 0.553 or 55.3%. It can be concluded that the influence of variable X1 (Accuracy) and variable X2 (relevance) to variable Y (Preferences) of 55.3% and 44.7% caused by other variables or external variables.

**Table 4. ANOVA(b)**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1,164.366 | 2 | 582.183 | 3,095.654 | 0.000 |
| | Residual | 942.956 | 5,014 | 0.188 | | |
| | Total | 2,107.322 | 5,016 | | | |

a. Predictors: (Constant), Relevance, Acuracy

b. Dependent Variable: Preference

$F_{hitung}$ = 3,095

**Table 5. Coefficients(a)**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 0.397 | 0.040 | | 9.929 | 0.000 |
| | Accuracy | 0.117 | 0.016 | 0.104 | 7.341 | 0.000 |
| | Relevance | 0.678 | 0.015 | 0.662 | 46.509 | 0.000 |

a. Dependent Variable: Preference

Based on the above two tables obtained the following results:

- The regression equation of this study is Y = 0.397 + 0.117 X1 + X2 0678
- The constant of 0.397 shows that if there is no increase in the value of the variable X1 and X2, then the value of variable Y is 0,397
- The regression coefficient of variable X1 (Accuracy) of 0.117 indicates that each additional one value in the variable X1 will give rise to a score of 0.117. X1 variable Coefficient (Accuracy) significantly affect the variable Y (Preferences). It can be inferred as shown in the above statement because it shows that the variable X1 significance level of 0.000 which is smaller than 0.05 (0.000 <0.05).
- The regression coefficient of variable X2 (Relevance) of 0.678 indicates that each additional one value in the variable X2 will give rise to a score of 0.678. X2 variable coefficient (Relevance) significantly affect the variable Y (Preferences). It can be inferred as shown in the above statement because it

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seems that the significance level of 0.000 variable X2 smaller than 0.05 (0.000 <0.05).

## Climate Organizational Communication

Organizational communication relating to climate conditions or atmosphere awakened in the company. Size communication climate conducive be seen how far the activity of communication between staff in the section / division or with staff outside section or division. Communication climate is a parameter of productivity of the company, assuming that good internal communication, ease the flow of information, and smooth flow of information to encourage the understanding of staff and leadership of the program's success and performance indicators. By measuring the response to the indicators communication climate, it can be seen high and low quality of communication is formed.

Response measurement results through the perception of respondents, after being converted into a communication climate index results are very encouraging. Group communication climate index lies in the range 60 <80 (56%) and 80 <100 (40.1%). It can be concluded that a growing climate of communication and excellent perceived by the respondents. They assume that communication has been ongoing based on the belief in keeping the secret of the company, honesty, assertiveness (willing to listen), the appreciation of a good, friendly, open, satisfying relationships, and freely express their views / expressive. Average results of measurements of the communication climate indicator is 4.2 or 84% or been very good. If analyzed every indicator, then there is still the indicator below the overall average of these indicators is the willingness to give appreciation and communication links with the boss or top management. Even for relations with top management, is an indicator to smallest average. That is, this aspect should be a priority in the planning or the development of an internal communications program to the next.

## Conclusion

Based on the research that has been done, then be concluded as: The level of acceptance and understanding of the respondents to the communication submitted material, such as vision, mission, policies and programs developed are very high. Thus, the communication is developed very effective in helping socialization companies about various things. The effectiveness of the communications media in the form of internal media (website portal company), social media, and email help the company and become one of the aspects of the preferences of staff and leadership in taking the decision. Furthermore, there is a strong correlation between the relevance and accuracy of the contents of the media with the use of media as a preference in decision making. Climate communications companies perceived very well by the staff. They assume that communication has been ongoing based on the belief in keeping the secret of the company, honesty, assertiveness (willing to listen), the appreciation of a good, friendly, open, satisfying relationships, and freely express their views.

ISBN: 978-602-74139-0-0

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## Author's Biography

**Atwar Bajari** was born in Sumedang, March 27, 1965. Doctorate on Communication science at Unpad and Magister on Development Communication Science, IPB, Bogor Indonesia. Wrote three books with the topics on communication research, communication planning, and children with deviant communication behavior. Done many research that related with communication planning, community development, communication and convergent technology, gender, and inter-culture communication at West Java and other regions. Three last researches have published on international journal. Worked as a volunteer researcher at Unicef-UN Indonesia for children and protective environment in West Java, Ambon and Papua, and then wrote the manual book about the law of trafficking in women and children, West Java Indonesia. Furthermore, associate professor and lecturer (undergraduate, magister, and doctoral program), the Vice Dean for of Academic and Student Affairs in Communication Faculty, Universitas Padjadjaran, and board of Aspikom Indonesia.

ISBN: 978-602-74139-0-0

# CONSUMER RESPONSES TO CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES (EVALUATING THE CSR STRATEGY OF CONTROVERSIAL INDUSTRY ON CONSUMER ATTITUDE AND BEHAVIOURAL INTENTIONS IN INDONESIA)

Ertika Nanda

***Abstract***

*This study is aimed at evaluating the effect of CSR strategy of controversial organization on consumer attitudes and behavioural intentions and to and to observe the effect of smoking behaviour toward controversial organization. By mean of online experiments on fictitious companies, this study conducted using snowball sampling involving 274 Indonesian respondents whose is between 18 to 35 years of age. This study used attribution theory. Result from this study are that CSR strategies of controversial organizations do not have significant impact on positive consumers' attitudes and behavioural intentions, particularly on corporate reputations, attitudes toward company and CSR judgment because CSR conditions are not significantly different with no CSR conditions. In addition, there is no significant different impact between high and low-it CSR initiatives on consumers' attitudes and behavioural intentions and no CSR conditions. However, consumers' perception on CSR initiatives conducted by tobacco companies is relatively favourable. This implies that tobacco industry as controversial organization is not perceived negatively by Indonesians. Furthermore, there is significant difference between smokers and non-smokers in perceiving tobacco industry, in which non-smokers perceived tobacco industry as less favourable. Nevertheless, this attitudes and behavioural intentions do not differ across conditions.*

***Keyword****: CSR, CSR controversial industry, CSR tobacco Industry, consumers attitudes*

## Introduction

Nowadays, Corporate Social Responsibility (CSR) is increasingly becoming a corporate priority (Franklin, 2008; Vlachos & Tsamakos, 2009). As an example, the majority of fortune 500 companies are implementing social responsibility initiatives and dedicating serious efforts to report their CSR initiatives to stakeholders (Bhattacharya, Korschun & Sen, 2008). By seeing this phenomenon, scholars and managers dedicate considerable attention to the strategic effects of CSR (McWilliams, Siegel & Wright, 2006).

Research indicated that CSR has positive effects on company and consumer evaluation. Studies demonstrated that the more a company contributes to social programs, the better its reputation (Bronn & Vrioni, 2001). In addition, another study indicated that CSR initiatives are positively related to stock market returns (Luo & Bhattacharya, 2006) and the firm's intangible value. Meanwhile, on the consumer side, it is demonstrated that CSR initiatives have a favourable impact on consumers' evaluations towards the company and intention to purchase the products (Sen and Bhattacharya, 2001) and it is perceived that the company behaves responsibly (Ross, Patterson & Stutts, 1992; Bhattacharya, Korsun & Sen, 2006). In sum, Yoon, Gurhan-Canly and Schwarz (2006) claim that CSR initiatives are able to address consumers' social matter, create a positive corporate image and build positive relationships with consumers and other stakeholders. As a consequence, many social responsible initiatives have emerged (Menon & Kahn, 2003).

Subsequently, realizing the positive effects of CSR initiatives, controversial industries also require CSR particularly to improve their negative image (Yoon, Gurhan-Canly and Schwarz, 2006). In addition, they also require the best formulation to create a favourable image and inhibit suspicion. Recent research demonstrated that a high CSR fit improves the consumer attitudes toward companies and brands since they perceive the initiative as suitable (Aaker, 1990; Keller & Aaker, 1993; John et al., 1998; Mandler, 1982; Simonin & Ruth, 1998; Speed and Thompson, 200; Till & Busler, 2000; Becker-Olsen, Cudmore & Hill, 2006). Alternatively, a low-fit initiative tends to be viewed as inconsistent with previous expectations and actions which makes it difficult to incorporate the existing information (Becker-Olsen, Cudmore & Hill, 2006). This is based on the theory which assumes that consumers will always attribute positive characteristics to the company which leads to a more positive evaluation (Yoon, Gurhan-Canly, Schwarz, 2006). Nevertheless, when suspicion is involved, those character attributions may not be appropriate, hence controversial industries such as tobacco companies face such a dilemma. Although high-fit CSR initiatives are considered as more favourable, they also might remind consumers of the negative effect of the product, cause the public to be suspicious, and trigger criticisms toward the program (Fairclough, 2002; Landman, Ling & Glantz, 2002). This is contradictory to what the company had expected to accomplish (Yoon, Gurhan-Canly, Schwarz, 2006). In addition, it is also crucial to examine smokers and non-smokers and whether their perception toward CSR initiatives in tobacco industry differs significantly. Therefore, this study aims at finding the effect of CSR strategy of controversial organization on consumer attitude and behavioural intentions and whether smoking behaviour affects consumers' perception of a controversial industry particularly tobacco industry. Using a sample of Indonesians, 18 to 35 years of age, this study will use attribution theory.

## Literature Review

The issue tested in this study is the best CSR formulation for a controversial industry. Therefore, this theoretical framework focuses on three topics: (1) attribution and suspicion (2) effects of CSR initiatives. (3) The effect of smoking behaviour towards CSR innitiatives. The following is an explanation of each instrument.

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## Attribution and Suspicion

Attribution theory discusses the process by which individuals evaluate the motives of others and explains how perceived motives affect further attitudes and behaviour (Forehand & Grier, 2003). Attributions are crucial as they establish the foundation of improvement of enduring and central consumer consideration (Folkes, 1988). According to Gilbert and Malone (1995), consumers may care more about why a company is doing something than what a company is doing. In fact, in evaluating a company, consumers might use CSR to make conclusions about the company's motives by implementing the conceptual framework for categorizing behavioural attributions (Kruglanski, 1975) whether the company is extrinsically or intrinsically motivated in pro social initiatives (Bendapudi, Singh, and Bendapudi, 1996; Piliavin and Charng, 1990; Sherry, 1983; Ellen, Webb, Mohr, 2000).

Extrinsic motives can be perceived as egoistic or self-interested which aim to obtain an external reward. On the contrary, intrinsic motives can be viewed as altruistic or other-interested which aim to improve the welfare of others and the behaviour as it is intrinsically beneficial (Bendapudi, Singh, and Bendapudi, 1996; Piliavin and Chamg, 1990; Sherry, 1983; Ellen, Webb, Mohr, 2000). Companies are perceived as self-interested for obtaining extrinsic rewards for its profit association. Whereas, companies can be perceived with altruistic motives when the offers are perceived as sacrificing its best benefit (Ellen, Webb, Mohr, 2000).

Attribution processes sometimes raise suspicion (Fein 1996; Vlachos Tshamacos, 2009). Suspicion is defined as "a dynamic state in which the individual actively entertains multiple, plausible rival hypotheses about the motives or genuineness of a person's behaviour" (Fein, 1996; Bae & Cameron, 2006). It is suggested that in a controversial industry, high-fit between companies and the CSR initiatives leads to the increasing of perceived extrinsic motives (Forehand & Grier, 2003). Stakeholders may create negative inferences about corporate identity when suspecting ulterior, self-serving motives (Fein & Hilton, 1994; Du, Sen & Bhattacharya, 2010). Furthermore, the perceived extrinsic motives and suspicion may cause CSR initiatives to backfire (Ellen, Webb, Mohr, 2000). Therefore, when considering prior research that certain attributions can influence consumers' behavioural intentions, attitude, and purchase intentions (Ellen et al., 2006; Walker et al., 2010; Goza, Pronschinke and Walker, 2011), it is crucial to examine which type of CSR initiatives are best suited with the controversial industries.

## Effects of CSR initiatives

CSR initiatives are expected to influence consumers' attitudes and behavioural intentions. In the following parts, possible effects of CSR regarding attitude towards the brand, purchase intentions, CSR judgment, attitude towards company and corporate reputation will be described.

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***Attitude Towards The Brand***

Attitude towards the brand is defined as an individual's internal evaluation of the brand (Mitchell and Olson, 1981; Spears and Singh, 2004). The individual is likely to use information beyond product association when existing information is inadequate to make the product judgment (Feldman & Lynch, 1988; Klein & Dawar, 2004). Thus, consumers may use CSR information. It is suggested that CSR association has been indicated to benefit product, brand evaluation (Klein & Dawar, 2004) and differentiate a brand from its competitors (Brown and Dacin 1997). Several prior studies demonstrated the relationship between CSR and attitude towards the brand. Research by Smith and Alcorny (1991) indicated that consumers would switch brands to companies that made donations to non-profit organizations and purchase products because they support social causes (Yoon, Canly, Schwarz, 2006). In addition, it is also indicated that more than 50% of Americans stated that they are willing to switch to a brand which has a good CSR initiative when the price and quality are similar (Nararatwong et al., 2013). Other research also mentioned the effect of CSR on attitude towards brands such as, brand evaluations, brand choice, and brand recommendations (Brown & Dacin, 1997; Drumwright, 1994; Handelman & Arnold, 1999; Osterhus, 1997; Sen & Bhattacharya, 2001; Kein & Dawar, 2004; Creyer and Ross 1997; Ellen, Mohr, and Webb 2000).

***Purchase intentions***

Purchase intention is defined as an individual's conscious plan to make an effort to purchase a brand (Spears & Singh, 2004). It is used as common and effective measure and often used to predict a behavioural response (Li, Daugherty, Biocca, 2012). There has been a considerable amount of research which demonstrated the relationship between CSR and purchase intentions. David, Kline & Dai (2005) summarize previous research which indicated that CSR can have a positive influence on corporate image, which influenced purchase intentions, and eventually led to purchase behaviour. Research by Sen, Bhattacharya and Korschun (2006) suggested that consumers' intention to purchase a company's product is correlated with the awareness of the company's CSR initiatives. In addition, research by Murray & Vogel (1997) indicated that customers are more willing to consume products from a company after being exposed to information of its CSR effort. In fact, consumers are willing to give incentives to socially responsible companies (Brown & Dacin, 1997; Creyer & Ross, 1997; Ellen, Mohr & Webb, 2000; Murray & Vogel, 1997; Nelson, 2004; Sen & Bhattacharya, 2001; Yoon, Canly, Schwarz, 2006). This means that consumers consider the ethicality of a firm's behaviour (such as conducting CSR) when purchasing certain products (Creyer & Ross, 1997). From those studies, it is concluded that there is a positive relationship between CSR and purchase intentions.

### *CSR Judgment*

Prior studies demonstrated that tobacco CSR initiatives could improve the company's image. Research from Barraclough and Morrow (2008) demonstrated that CSR in tobacco companies contributes to a favourable company image, distracts from criticism and establishes a good relationship with policy makers. However, whether CSR initiatives successfully create positive CSR associations is also crucial. Negative CSR associations might harm overall product evaluations (Brown and Dacin, 1997). Meanwhile, positive CSR associations may strengthen product evaluations (Brown and Dacin, 1997), and lead to high purchase intentions and financial performance (Pava & Krausz, 1996; Marin et al, 2009; smith & Alcrorn, 1991; Nan & Heo, 2007). It is still not clear which CSR initiatives affect consumers' evaluation. Several research studies demonstrated that high level of fit of CSR initiatives are perceived as more favourable (Nan & Heo, 2007). However, in the case of controversial industries, prior research indicated that tobacco-related prevention initiatives did not have a positive effect on smoking cessation (Farrel et al., 2002; Landman et al., 2002). In fact, it makes adolescents more interested in smoking (Farelly et al., 2002). On the contrary, the low-fit CSR initiatives may cause consumers to be less suspicious (Yoon, Gurhan-Canly & Schwarz, 2006) causing the program to be evaluated more positively.

*Attitude towards the company*

Prior research has demonstrated the positive influence of corporate social initiatives on attitude toward the company (Bae & Cameron, 2006; Brown & Dacin, 1997; Sen & Bhattacharya, 2001). This positive attitude towards the company eventually leads to consumer loyalty. Companies engaged in social initiatives will create a positive corporate association (Brown & Dacin, 1997). This corporate association can be a strategic asset for the company, (Dowling, 1993; Weigelt & Camerer, 1988; Brown & Dacin, 1997) such as a positive company evaluation. Subsequently, the positive company evaluation through its relationship with attitude towards company and product evaluation will result in consumer loyalty (Marin et al 2009). This implies the urgency of having CSR initiatives in companies.

### *Corporate reputation*

Corporate reputation is defined as a stakeholder's overall evaluation of a company over time (Gotsi and Wilson, 2001). This evaluation is based on the stakeholder's direct experience with the company, any type of communication and symbolism that provides information about the firm's actions and/or a comparison with the actions of other leading rivals. Corporate reputation and CSR have a close relationship. CSR is frequently used as a standard in measuring corporate reputation (Ellen, Webb & Mohr, 2006). It is also suggested by Fombrun and Shanely (1990) that CSR initiatives are tools for a corporation to obtain a positive reputation. Similarly, Polonsky and Speed (2001) also found that CSR creates many outcomes such as firm's image or reputation (Nan & Heo, 2007). This is probably the reason why 90 % of fortune companies already

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possess CSR initiatives (Luo & Bhattacharya, 2006). Hence, it is concluded that CSR initiatives tend to create a better reputation (Lii & Lee, 2012). Therefore, it leads to following hypothesis:

Ha1: There is a positive effect of CSR strategy of controversial organization on consumer attitude and behavioural intentions

**Effect of smoking behaviour towards tobacco companies**

Tobacco Industry Denormalization (TID) is a public health strategy designed to inform the public about the tobacco industry's role in the tobacco epidemic to increase public awareness about the marketing tactics and business decisions of the tobacco industry (Non Smoker's Right Association, 2004). Such counter tobacco industry messages are successful as they use the tendencies of youth to rebel by directing their rebellious tendencies towards tobacco industry (Farelly, Helton, Davis, messeri, Hersey, Haviland, 2002a; Leatherdale, Sparks & Victoria, 2005). Prior research conducted in Canada indicated that smoking behaviour affect youth perception pertaining whether tobacco companies doing good things in community (Leatherdale, Sparks & Victoria, 2005). In present study, researcher will examine whether the same situation with is also applied in Indonesia. Knowing whether smoking behaviour affect people's perception towards tobacco industry can be fruitful information for government so that they may design the best TID message for each smoking behaviour type. Further, following is the hypothesis:

Ha2: There is an effect of smoking behaviour on consumers' attitudes and behavioural intentions toward controversial organization.

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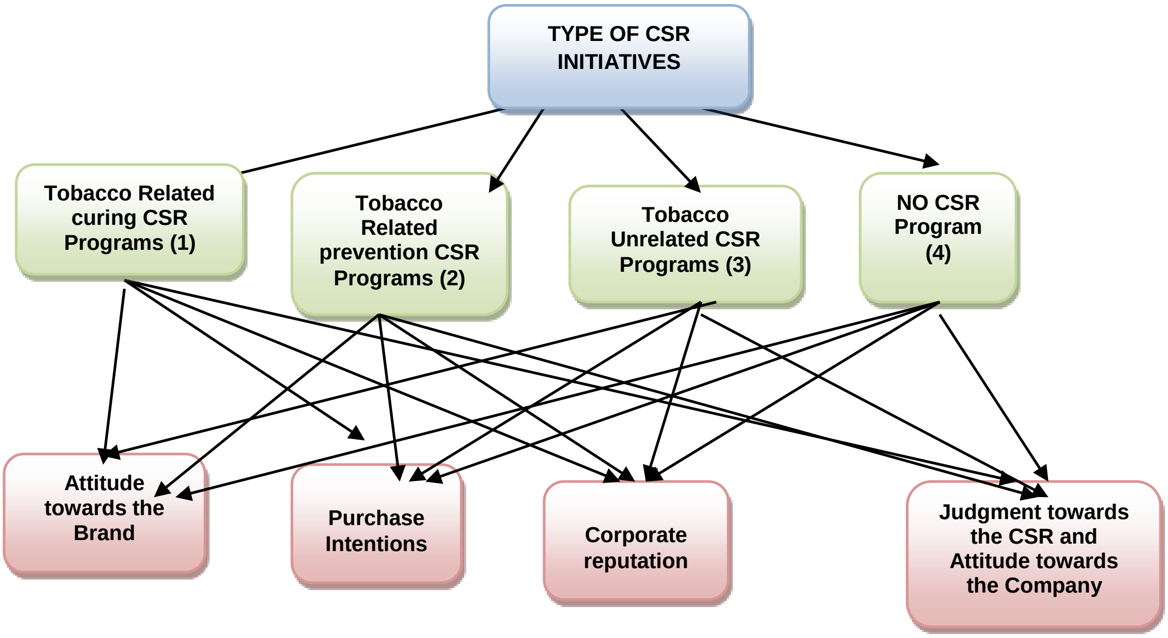
## Research Model




## Research Questions

To pursue the goal of this research, research questions have been formulated:

1. What does the effect of CSR strategy of controversial organization on consumer attitude and behavioural intentions?
2. What does the effect of smoking behaviour on consumers' attitudes and behavioural intentions toward controversial organization?

## Methods

The method and measures that were used in this study are presented in this section to explain how the research was conducted. The research question was investigated by means of an online experiment in which respondents were asked to rate their opinion regarding the experimental scenario. The following is the explanation of the research design, procedure, measures, and the data analysis.

## Research Design

An online experiment was distributed to sample of Indonesians through social media, such as: Facebook, whatsapp and twitter. The use of a fictitious tobacco company in the experiment was to eliminate the possibility of contamination of the manipulation by pre-existing associations. To provide contexts, two conditions for each CSR and two fictitious companies were used:

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(1) Surya company 2 (related prevention CSR) X 2 (related curing CSR) X 2 (unrelated CSR) X 1 (which received no CSR initiative/ control group); (2) Wijaya company 2 (related prevention CSR) X 2 (related curing CSR) X 2 (unrelated CSR) X 1 (which received no CSR initiative/ control group). A description of the CSR initiatives and the different company profile manipulations are provided in the Appendix. In this study, each company contributed to a high-fit (youth smoking prevention, pregnant women smoking prevention, lung disease curing and cancer disease curing) or low-fit (scholarship award and disaster relief) case or no CSR initiatives/ control group; therefore, a total of 14 conditions/8 conditions for the two companies were created. Each participant received one randomly assigned experimental company and CSR scenario, followed by a series of questions. They were asked to (1) Rate their attitude towards the brand and their willingness to purchase the product, (2) Rate their attitude about the experimental firm and the social initiatives (corporate reputation, attitude towards the company and judgment towards CSR initiatives), (3) Fill the demographics. When filling in the questionnaire, they were not allowed to look back to the previous page. The data collection was administered via Qualtrics from November 10 to November 20, 2014. Below is the percentage of participants in each condition.

| | | Experimental Conditions | | | |
|---|---|---|---|---|---|
| | | Condition 1 (Related curing) | Condition 2 (Related prevention) | Condition 3 (Unrelated) | Condition 4 (No CSR/ control) |
| Gender | Males | 60% | 47% | 56% | 40% |
| | Females | 40% | 53% | 44% | 60% |
| Education | High School & Bachelor degree | 12.1% | 25.6% | 34.6% | 38.9% |
| | Master/ doctor | 88% | 74.4% | 65.4% | 61.1% |
| Smoking behaviour | Smokers | 31.6% | 21.4% | 23.4% | 15% |
| | Non smokers | 68.4% | 78.6% | 76.6% | 85% |

**Table 1. Cross Tabulation of Respondents Characters of Experimental Conditions for Company A (Surya Company)**

| | | Experimental Conditions | | | |
|---|---|---|---|---|---|
| | | Condition 5 (Related curing) | Condition 6 (Related prevention) | Condition 7 (Unrelated) | Condition 8 (No CSR/ control) |
| Gender | Males | 55% | 65% | 69% | 50% |
| | Females | 45% | 35% | 31% | 50% |
| Education | High School & Bachelor degree | 46.7% | 25.6% | 27.8% | 37.5% |
| | Master/ doctor | 53.4% | 74.4% | 72.2% | 62.5% |

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| | | | | | |
|---|---|---|---|---|---|
| Smoking behaviour | Smokers | 25% | 29.3% | 24.5% | 11.1% |
| | Non smokers | 75% | 70.7% | 75.5% | 88.9% |

**Table 2. Cross Tabulation of Respondents Characters of Experimental Conditions for Company B (Wijaya Company)**

## Participants

An online experiment was shared with a sample of 489 Indonesians from the age of 18 to 35 using the snowball method. Of those respondents, only 389 completed the questions. Subsequently, those who spent too long and too short (longer than 30 minutes and shorter than two minutes) of a time were excluded, leaving 274 participants to be taken into account. The participants were between 18 – 38 years old, with the average age being 25 years old (SD=4.70). Of those respondents, 157 (57.3 %) were male and 117 (42.7%) were female. When asked about the level of education, 4 (1.5%) respondents reported that their level of education were junior high school, 66 (24%) were senior high school, 167 (60.9%) were undergraduate degree, and master/doctor were 37 (13.5%). Subsequently on smoking behaviour, it is reported that 43 people (15.7%) were currently everyday smokers, 23 people (8.4%) were currently occasional smokers, 35 people (12.8%) were former smokers and 173 people (63.1%) stated that they never smoked.

## Measures

Prior to the actual research, a pilot test was conducted to improve the reliability of the questionnaire. The questionnaire was translated into Bahasa Indonesia. There were 6 participants who read the questionnaire and answered each question. After filling out the questionnaire, participants gave feedback. The result of the first pilot test suggested that the questionnaire was understandable, but there were several technical issues that should be addressed. In addition, one question was replaced for the more understandable meaning in Bahasa Indonesia. In the end, all items were sufficient in terms of the reliability test.

## Dependent Variables

**Attitude towards the brand**. The variable of attitude towards the brand was measured using a seven point scale (1=strongly disagree to 7= strongly agree), on the items (appealing, good, distinctive, strong) adopted from the study by Maheswaran and Sternthal (1990) and Rossi (2007) (M=3.37, *SD* = 1.67, α = .934). Initially, the variables were five. Subsequently, as a result of factor analysis, one item question was removed, leaving four items to be taken into account.

**Purchase intentions.** To measure purchase intentions, six question items were adapted from Putrevu and Lord (1994) using a seven point scale (1=strongly disagree to 7= strongly agree). This is the scale used by Coyle and Thorson (2001) in their previous study. The items were originally used to measure the degree to which a consumer will try a specified brand in the future.

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In this study, questions were modified to see respondents response towards the products soon after they read the information about the company and its CSR initiative (*M* = 2.51, *SD* = 1.63, α = .948). A sample item is, "I would like to try this brand". Initially, there were seven question items but then three questions were removed leaving four question items in this dependent variable.

**Corporate reputations.** To measure this variable, three question items measuring a company's reputation were adapted and modified from Becker, Olsen, Cudmore & Hill (2005) using a seven point scale (1=strongly disagree to 7= strongly agree). The scales of a company's reputation were originally used to measure the corporate credibility. In this study, several other questions were also added to measure respondents' perception (*M* = 4.39, *SD* = 1.40, α = .872). As result of factor analysis, several question items were also removed, thus, there were three question items left on this variable. Some example statements in this study are, "This company is positive, and this company is responsive".

**Judgments toward CSR initiative and attitude towards the company.** To measure this construct**,** a seven point scale (1=strongly disagree to 7= strongly agree) was used. Subsequently, as a result of factor analysis, judgements toward CSR initiatives and attitude towards the company became one component/variable. Judgments toward CSR initiative items were adopted from Becker, Olsen, Cudmor and Hill (2005) and modified for this research. As a result of factor analysis, three items of judgment of social initiatives were excluded leaving seven question items. Furthermore, five items of attitude towards the company were adapted from Maheswaran & Sternthal (1990). Two question items were excluded as result of factor analysis. Therefore the reliability for this construct/variable is (*M* =4.25, *SD* = 1.37, α = .952). A sample statement is: "The company conducts business with good ethics, and the company cares more about public, social life and environment than profit".

**Data Analysis**

The collected data from Qualtrics were imported to SPSS. Afterwards, several negative questions were recoded. Secondly, an exploratory factor analysis (EFA) was conducted on the 33 items with varimax rotation. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = .94 ('superb' according to Field, 2009) and all KMO values for individual items were > .62 which is well above the acceptable limit of .5 (Field, 2009). The Bartlett test of sphericity $\chi^2$ (210) = 5527. 856, p < .001, indicated that correlations between items were sufficiently large for principal component analysis. An initial analysis was run to obtain eigenvalues for each component in the data. Three components had eigenvalues over Jolliffe's criterion of 0.7 and in combination explained 78.08% of the variance resulting four components that were retained in the final analysis. Items that cluster on the same components suggest that component 1 represents CSR judgment and attitude toward the company, component 2 purchase intentions, component 3 attitude towards brand, and component 4 corporate reputations.

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Thirdly, as result of factor analysis, question items were grouped into each component/dependent variable: CSR judgment and attitude towards the company, purchase intention, attitude towards the brand and corporate reputations. Additionally, CSR conditions from were grouped into four conditions (related curing, related prevention, unrelated and no CSR). CSR conditions were also grouped into two conditions (CSR in Company 1 and CSR in Company 2). Variable of educational background was recoded into dummy variable, junior high school, senior high school and bachelor degree were grouped into group one, while master or doctor was grouped into group two. In addition, variable of smoking behaviour were also recoded into dummy variable in which active smokers and occasional smokers were grouped into group one, representing the smokers group. Meanwhile, former smokers and never smoking group were recoded into group 2 representing non-smokers. Subsequently, age was also recoded.

Fourthly, to test the hypothesis, the multivariate (MANOVA) test was performed. MANOVA is designed to look at several dependent variables (outcomes) continuously. By using MANOVA, all dependent variables can be included in the same analysis (Field, 2009) because MANOVA takes into account the relationship between outcome variables by including all dependent variables in the same analysis. In addition, MANOVA also has the power to detect if groups differ along a combination of dimensions. To get more valid data, several answers were removed because the times used to finish the questionnaire were either too long or too short (longer than 30 minutes and shorter than two minutes).

## Findings and Discussion

For this study, the multivariate test was used to test between subject effects. Result of the multivariate test indicated whether independent variables (CSR conditions: related curing, related prevention, unrelated and no CSR) have a significant effect on the dependent variables (brand attitude, purchase intentions, CSR judgment, company attitude and company reputation).

### Multivariate Test

Table 2 presents the results of interaction effects between CSR conditions, company conditions, smoking behaviour and educational background towards the dependent variables (purchase intentions, attitude towards brand, corporate reputation, CSR judgment and attitude towards company).

| variables | Wilks' $\lambda$ | *F* | *df* | *p* | $\eta^2$ |
|---|---|---|---|---|---|
| CSR conditions | .941 | 1.31 | 3 | $p = .203$ | |
| Company conditions | .982 | 1.174 | 1 | $p = .323$ | |
| Smoking behaviour | .649 | 34.496 | 1 | $p < .05$** | .35 |
| CSR conditions * Company conditions | .957 | .950 | 3 | $p = .496$ | |

| | | | | |
|---|---|---|---|---|
| CSR conditions * smoking behaviour | .969 | .677 | 3 | *p* = .774 |
| CSR conditions * Company conditions * Smoking behaviour | .956 | .961 | 3 | *p* = .485 |

*p < .05, **p < .01

**Table 3. Multivariate test results for CSR conditions on dependent variables**

As can be seen in table 2, there was no a significant effect on CSR conditions on consumers' attitudes and behavioural intentions $F$ (3.258) = 1.31, $p$ = .203. However, there was a significant effect of smoking behaviour on consumers' attitudes and behavioural intentions $F$ (1.258) = .649, $p < .05$. The $\eta^2$ was considerably high and referred to meaningful effect. In addition, although the difference between CSR conditions was not significant, still CSR initiatives were shown to affect the consumers. The effect can be seen from the table below.

| Dependent variable | CSR conditions | Means |
|---|---|---|
| Purchase Intentions | Related curing CSR initiatives(1) | 2.6 |
| | Related prevention CSR initiatives(2) | 2.8 |
| | Unrelated CSR initiatives (3) | 2.8 |
| | No CSR initiatives (4) | 2.7 |
| Attitudes toward the brand | Related curing CSR initiatives(1) | 3.5 |
| | Related prevention CSR initiatives(2) | 3.7 |
| | Unrelated CSR initiatives (3) | 3.6 |
| | No CSR initiatives (4) | 3.5 |
| Corporate reputations | Related curing CSR initiatives(1) | 4.5 |
| | Related prevention CSR initiatives(2) | 4.5 |
| | Unrelated CSR initiatives (3) | 4.7 |
| | No CSR initiatives (4) | 4.4 |
| Attitudes toward company | Related curing CSR initiatives(1) | 4.4 |
| and CSR judgments | Related prevention CSR initiatives(2) | 4.5 |
| | Unrelated CSR initiatives (3) | 4.6 |
| | No CSR initiatives (4) | 3.9 |

**Table 4. Mean of the effect CSR initiatives on Consumers' attitude and behavioural intentions**

Table 4 presents the mean score of each CSR condition and no CSR on consumers' attitudes and behavioural intentions. As seen in the mean score, despite the finding which shows that people are less inclined to purchase the tobacco products and perceive the brand as less favourable, CSR initiatives are shown to positively affect consumers' attitudes and behavioural intentions particularly creating more favourable perception on corporate reputations, attitudes toward company and judgments toward CSR initiatives. However, the difference between the presence of CSR conditions and no CSR conditions was not significant. Therefore, these findings underlined that, although consumers did not intend to purchase the tobacco products and perceived the brand as less favourable, their perception towards corporate reputations and attitudes toward company as well as CSR judgments are relatively favourable whether the tobacco companies conduct CSR initiatives or not.

**Univariate Test on Smoking Behaviour**

Table 5 presented the univariate test of smoking behaviour toward consumers' attitudes and behavioural intentions. Although there was no significant interaction effect between smoking behaviour and CSR conditions, the results show that smoking behaviour were significant on consumers' attitudes and behavioural intentions toward the tobacco industry. This result implied that whether someone smokes or does not smoke significantly effects their attitudes and behavioural intentions. From the high eta squared ($\eta^2$) of the purchasing intentions ($\eta^2$= .34) and attitudes toward the brand ($\eta^2$= .11) it can be inferred that smokers and non-smokers are differ significantly on their intentions to purchase tobacco products and their attitudes toward the brand. Subsequently, those who smoked and did not smoke also showed significant difference on corporate reputations ($\eta^2$ = .03) and attitudes toward the company and CSR judgments ($\eta^2$ = .07) although the effect was low. These results underline that smokers and non-smokers were different in their perception of tobacco companies. Those who smoke perceived tobacco companies as more favourable and those who do not smoke perceived tobacco companies as less favourable.

| | *F* | *df* | *p* | $\eta^2$ |
|---|---|---|---|---|
| Purchase intentions | 137.822 | 1 | $p < .05$ | .34 |
| Attitudes toward the brand | 34.444 | 1 | $p < .05$ | .11 |
| Corporate reputations | 8.789 | 1 | $p < .05$ | .03 |
| Attitudes toward the company & CSR judgments | 20.679 | 1 | $p < .05$ | .07 |

**Table 5. Univariate test results for the smoking behaviour**

**Discussion**

The study reported in this article is an evaluation of the effect of CSR strategy of controversial organizations on consumer attitudes and behavioural intentions and to know the effect of smoking behaviour on consumer attitudes and behavioural intentions toward controversial companies. Below is the summary of the main findings and how they relate to literature. Subsequently, it will be followed by discussion on the theoretical and practical implications of this study. Next, limitations of this study will be discussed, followed by several directions for future research. This section will finish with a conclusion.

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## Main Findings

The findings indicate that CSR strategy of controversial organizations, particularly in the tobacco industry in Indonesia did not have a significant impact on favourable attitudes toward company, corporate reputations and CSR judgment because CSR conditions do not differ significantly with no CSR initiatives condition. However, Indonesian consumers perceive its reputation as relatively favourable and show positive attitudes toward the company. Generally this result can explain that the tobacco industry is not perceived negatively by Indonesians. Perhaps Indonesians considered that tobacco industry has become part of daily life, and there are many people who smoke and therefore people are used to it and this industry is accepted in society.

Subsequently, there is a difference between those who smoke and who do not smoke in their attitudes and behavioural intentions toward the tobacco industry. Those who smoke perceive the tobacco industry as more favourable while the non-smokers perceive the tobacco industry as less favourable. Non-smokers are more suspicious (Fein, 199; Vlacohos Tshamachos, 2009), attributed the extrinsic motives of any actions performed by the tobacco industry and perceived tobacco industry negatively. Nevertheless, this negative perception does not differ across conditions. These findings imply that in some parts of the world, particularly in developing countries, tobacco companies are recognized as acceptable, even positively, no matter what the industry does. This results also explain the high proportion of smokers in developing countries particularly Indonesia. People in developing countries are more vulnerable from the tobacco industry and tobacco industry may undertake any types of CSR initiatives and in fact, without CSR initiatives, tobacco industry is already considered as favourable.

## Theoretical Implication

This study contributes several inputs to the existing literature of CSR in a controversial industry (particularly tobacco companies): firstly, not all controversial companies are perceived suspiciously by consumers. This study shows that corporate reputations, the attitudes toward company and CSR judgment are relatively favourable. Secondly, although do not differ significantly from no CSR initiatives, any type of CSR initiatives (including high-fit and low-fit CSR initiatives) conducted by tobacco industry have created favourable corporate reputations and attitudes toward the company as well as CSR judgment. Thirdly, there is a significant difference between smokers and non-smokers on their perception toward tobacco industry. Non-smokers perceived tobacco industry as less favourable however perception does not differ across conditions.

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## Implication for Managerial Level

This study contributes several inputs to government of Indonesia, particularly the health department. Firstly, as Indonesians do not perceive tobacco companies negatively, government should undertake attempts towards it. For instance: conducting Tobacco Industry Denormalization more massively to inform Indonesian people about the truth of tobacco industry so that people will not support this organization anymore. Secondly, by acknowledging that there is different perception between smokers and non-smokers on their perception towards tobacco industry, government may design specific TID message to each party for achieving the better result.

## Limitations of the Study

There are several limitations of this study. The first limitation is that this study relies on the scenario-based experiments in which respondents were asked to imagine a certain company which had CSR initiative. It seems that the real company would make a more real impact to the respondents particularly on purchase intentions and attitudes toward the brand. The second limitation is that the respondents read the descriptions immediately before starting to evaluate the company and CSR initiatives. Therefore, those reasons might increase the probability of making mistakes in understanding the message.

## Directions for future research

Several ideas for further research are described as follows: Firstly, company perceived motive or suspicions can be considered as moderating factor, as it is possible that this variable will make the result different. Secondly, using real companies in the study can also be considered. It is possible that using existing companies and measure prior company reputation before the study can make respondents more involved in the research. Thirdly, using another type of CSR, for instance, harm reduction and support for local governments can also be used for the future research. Fourthly, brand attitudes might be considered as a dependent variable that is mediated by other variables. Fifthly, further research is required to determine if cassation intentions among smoking people can be influenced by changing their beliefs pertaining tobacco companies doing good things in the community. Finally, it is also possible to use other participants in evaluating the program, such as employees, or people who receive the assistance or are the target of the CSR initiatives by tobacco companies.

## Conclusion

The objectives of the study are to discover the effect of CSR strategy of controversial organization on consumer attitudes and behavioural intentions and to observe the effect of smoking behaviour toward controversial organization. The results showed that CSR strategies of controversial organizations do not have significant impact on positive consumers' attitudes and behavioural intentions, particularly on corporate reputations, attitudes toward company and

CSR judgment because CSR strategies did not differ significantly with no CSR conditions. It implies that although controversial, Indonesians perceive tobacco industry positively. In addition, there is no significant different impact between high and low-it CSR initiatives on consumers' attitudes and behavioural intentions. Subsequently, there is significant difference between smokers and non-smokers in perceiving tobacco industry, in which non-smokers perceived tobacco industry as less favourable. Nevertheless, it does not differ across conditions.

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ISBN: 978-602-74139-0-0

# THE ROLE OF *SOCIAL RESPONSIBILITY PROGRAMME* IN LAUNCHING BRAND EXTENSION PRODUCT ON COSTUMER PURCHASING DECISION AND THE IMPACT TO BRAND LOYALTI

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***Abstract***

*This study aimed to analyze the influence of brand extension on consumer purchasing decisions Soap products; analyze the effect of social responsibility programme on consumer purchasing decisions; analyze the influence of brand extension and marketing communications together on consumer purchasing decisions Soap products; analyze the influence consumer purchasing decisions on brand loyalty formation Soap product. This research is quantitative descriptive with cross section. Primary data obtained from questionnaires distributed to users Certain soap located in Jakarta, Surabaya and other areas in East Java. Data were analyzed using SPSS version 20. Based on the results of this research note that the brand extension influence consumer purchasing decisions Lifebuoy products; CSR, influence consumer purchase decisions towards soap products; brand extension and marketing communications jointly influence consumer purchase decisions towards soap products; consumer purchasing decisions encourage the formation of brand loyalty of these products.*
***Keywords:*** *brand extension, marketing communication, corporate social responsibility,brand loyalty*

## Introduction

The number of the Indonesian population , yearly increase of the population and the growth of middle income people make Indonesia become a potensial market for businessmen According to World Bank data , the growth of the middle income people exceed 7 million people per year (Ahniar dan Triyanti, 2011). The growth of the middle income people push the growth of the industry , especially *Fast Moving Consumer Good* (FMCG). The Growth of FMCG in Indonesia exceed 15% per year (Gunawan, 2014). One of the FMCG is *convenience product.*

According Kotler dan Armstrong (2010: 250-251), *convenience product is one of the consumer product included service that the costumer have a quick decision to purchase* . According to MARS research ( MARS *news letter* 2009), Lifebuoy has 31.57% of the soap marketshare in Indonesia. Top Brand Award 2012-2015 declare that Lifebuoy always get Top Brand Award in soap category and antiseptic soap As antiseptic soap Lifebuoy make brand extension to lauch Lifebouy hand washing soap According to Hermawan Kertajaya (2012), several companies have lauch brand extension product sucessfully such as pharma , otomotive and fast moving costumer.

ISBN: 978-602-74139-0-0

Beside launching *brand extension, product* , Lifebuoy as antiseptic soap is promoted through Costumer Social Responsibility (CSR ) as a part of public health awareness Since 2004, Lifebuoy producer actively arranged the programme called Lifebuoy Berbagi Sehat and since 2008 Lifebuoy producer consistenly commumerate the The World hand washing every 15 October This activity is to support the Indonesian government to reach *Millenium Development Goals* (MDGs) 2015 target in reducing infant mortality to 32 per 1.000 birth (Unilever Indonesia, 2014).

According to the research run by Rodrigues *et al.* in Portugal (2011), CSR positively influence the *brand image, brand identity, brand loyalty* and costumer purchasing intention to buy with premium price

**Problem identification**

1. Is the *brand extension* Lifebuoy as antiseptic soap influence the costumer decision to purchase ?
2. Is the Social Responsibility Programme influence the costumer decision to purchase ?
3. Are the *brand extension* and the Social Responsibility programme influence the costumer decision to purchase ?
4. Is the costumer decision to purchase influence the lifebouy brand loyalti ?

**The aim of the research**

1. To analys the influence of the brand extension to the costumer purchasing decision
2. To analys the influence of the Social Responsibility Programme to the costumer purchasing decision
3. To analys the influence of both the brand extension and the Social Responsbility Programm to the costumer purchasing decision
4. To Analys the influence of the costumer purchasing decision to the brand loyalti

**Methods**

**Supporting theory**

*Brand extension is given new name* of the old *brand with different product c*(Rundle dan Waller, 2010: 235). Kotler and Armstrong (2010: 267) describe that *brand extension is extendsion of the brand to become new product or new product category* Crevans dan Piercy (2006: 284), describe that the new product derived from brand extension can be related or not to the old product

The American Marketing Association defined that costumer behaviour is the dynamic interaction between cognitive and affective behaviour with the environment which the the people make a transaction process (Setiadi, 2003: 3). One of the form of the costumer behaviour is costumer purchasing decision.

The Costumer Purchasing Decison refer to the costumer image in evaluating the atribut of the product, brand and rationally select one of the

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product or service which fulfill his/ her need with affordable price (Hawkins *et al.,* 2004: 500).

According to *The American Association of Advertising Agency, Integrated Marketing Communication* (IMC) Social marketing Communication is the concept of the planned marketing communication which comprehensively recognise the value added of the various form of communication model to give clear message and consistently has a maximum impact to the community through massage integration (Hermawan, 2012: 52). One of the form of *soft selling* IMC is *Corporate Social Responsibility* (CSR).Activity

*The World Business Council for Sustainable Development* (WBCSD) declare that CSR is the business commitment which have a contribution to the sustainable economic development , that company employee and their families working together with the poeple of the local community and the society as awhole to enhace the quality of life (Rudito dan Famiola, 2013: 106).

Brand loyalty can be developed if the costumer choose the product of certain brand other than the other brand of the sama category Ferrel et al. (2002: 122) describe that brand loyalty is positive attitide of the costumer to the certain brand that give purchasing consistently beehaviour to that brand

**Research framework and Hipotesis**

Research framework describe variables that will be analysed such as brand extension , social marketing communication , costumer purchasing decision and the brand loyalti

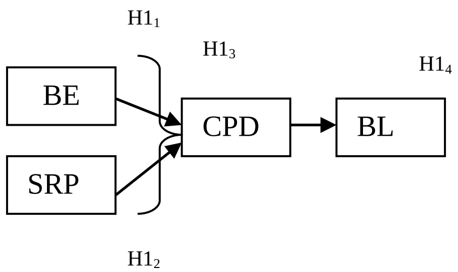


Exhibit 2.1 Research framework and Hipotesis diagram

**Keterangan:**
BE : *Brand Extension*
SRP: Social Responsibility Programme
CPD : Costumer Purchasing Decision
BL : *Brand Loyalty*

The hipotesis of the research are
H1$_1$: *Brand extension influence the costumer purchasing decision*
H1$_2$: Social Responsibility Programme influence the costumer purchasing decision
H1$_3$: *Brand extension* and Social Responsibility Programme influence the costumer purchasing decision
H1$_4$: Costumer Purchasing decision influence the brand loyalti to the product

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**Methods**

The research method is descriptive explanatory quantitative survey methode with cross sectional design The collecting data is processed by *software* SPSS Version 20 ( Ghozali 2013).

**Location and research time**

The location of the research are DKI Jakarta , Surabaya and other East Java Province and conducted from May to August 2015 The consideration to chose the location because this three region will represent the midlle income people of Indonesia

**Population and Sample**

According to Malhotra (2009: 364) population is the whole element wich have same characteristic that can be used in this research Population in this research are the costumers of the antiseptic soap that live in DKI Jakarta , Surabaya and other region of the East Java. who joined the certain social media community

The sampling technique used in this research is non probability sampling The selection of the respondent used purposive sampling with certain criteria age between 25 – 40 years , minimal education diplom degree , still work as goverment official , State/ Regional Owned Company and entrepreuneur The questionair was sent by e mail and the respondent sent back the filled questionair The total number of the samples are 88 respondents.

**Research Design**

There are four variables in this research : brand extension , Social Marketing Communication, Costumer Purchasing Decision and Brand Loyalti to the product

Variabel brand extension is elaborate to eight indicator based on the research run by Efendi et al ( 2012 ) Variable Costumer Purchasing Decison is elaborate to four indicators based on the research run by Efendi at al ( 2012 ) Variable Social marketing Communication in this research focus on Corporate Social Responsibility Activity is elaborate to six indicators based on research run by Budiastuti ( 2012)

Variable Brand Loyalti is elaborate to four indicators based on the research run by Sutanza ( 2013 )

Exhibit 2.2 explain the research design**Collecting data technique**

Sekaran and Bougie (2010: 180) explain that primair data is collected by researcher based on questioner filled by respondents and secondair data is collected by researcher based on relevant data or information from the library or the company

**Research Variabel**

This research consist of three variable : independent variabel , modearting variable and dependent variable

According to Ghozali ( 2013, 223 ) moderating variable is variable that can strengthen the relation between independent variabel to dependent variable

In this research , brand extension and Social marketing Communication are independent variable , brand loyalti is dependent variable and Costumer Purchasing Decision is moderating variable Exhibit 2.1-2.5 show the relevant indicator from each variable.

| BE | Indikator statement |
|---|---|
| $X_1$ | Lifebuoy hand wash soap has similarity with Lifebouy soap |
| $X_2$ | Lifebuoy is a brand that attach to costumer brain |
| $X_3$ | The quality of Lifebouy soap reflect the quality of Lifebouy hand wash soap |
| $X_4$ | Lifebuoy hand wash soap is high quality product for family health |
| $X_5$ | Costumer is not convinced to the quality of Lifebouy hand wash soap , differ from Lifebouy soap |
| $X_6$ | Costumer has no benefit to choose Lifebouy handwash soap because the quality of the soap is not differ with other Lifebouy soap |
| $X_7$ | Costumer like the Lifebouy handwash soap as the Lifebouy soap |
| $X_8$ | Lifebouy hand wash soap is uinque compared to other competitor soap |

Tabel 2.1: Indikator Variabel *Brand Extension* (BE)

Exhibit 2.2 Indicator Variabel Social marketing Communication ( SM )

| KP | Indicator statement |
|---|---|
| $X_9$ | CSR activity make a harmony relation between the company and the community |
| $X_{10}$ | CSR programme of the Lifebouy wash hand soap can educate the public how to enhance costumer health |
| $X_{11}$ | Activity Cuci Tangan Pakai Sabun (CTPS) is a programme run by the company refer to public need to enhance public health |
| $X_{12}$ | Costumer is convinced that the usage of the Lifebouy handwash soap indicate that Lifebouy care to the public health |
| $X_{13}$ | The CTPS programme reflect Lifebouy soap is the soap for family health s |
| $X_{14}$ | The campaign duration of the CTPS reflect the commitment of Lifebouy to appeal the society for better health life |

Exhibit 2.3 Indicator Variabel Costumer Purchasing Decision ( CPD )

| CPD | Indicator statement |
|---|---|
| $Y_1$ | The costumer need to wash hand soap accomplished by Lifebouy |
| $Y_2$ | Costumer seek the information about Lifebouy hand wash soap like when costumer use Lifebouy soap |
| $Y_3$ | Costumer consider the information to use |

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| | |
|---|---|
| | Lifebouy handwash soap like when costumer use Lifebouy soap |
| $Y_4$ | The Decision to buy Lifebouy handwash soap is right decision compare to the decision to buy Lifebouy soap |

Exhibit 2.4 Indicator Variabel *Brand Loyalty* (BL)

| BL | Indicator statement |
|---|---|
| $Z_1$ | Costumer always use the Lifebouy hand wash soap |
| $Z_2$ | Costumer always recommend the usage of the Lifebouy hand wash soap to other family |
| $Z_3$ | Costumer always recommend the usage of the Lifebouy handwash soap to freinds |
| $Z_4$ | Costumer decide not to change Lifebouy soap to other soap |

In this research , every indicator consist five interval item scale from 1 very disagree to 5 strongly agree

All the statement refer to positive answer except indicator x5 and x 6

**Data Analysis Methods**

The data come from the answer of the respondents are selected according to certain classification then be processed by *Statictical Package for Social Sciences* (SPSS) version 20

Reliability and Validity Test

According to Ghozali (2013: 47) reliability test is a tool to measure wether the indicator of the variabel , if the answer of the respondent are reliable

Validity test is a tool to measure wether the question asked to the respondents reflect is valid (Ghozali, 2013: 52).

**Regression Analysis**

According to Gujarati *refer by* Ghozali (2013: 95) describe that regression analysis is a study about interdependcy between variables with the aim to predict the magnitude of the influence between independent variabel to dependent variable

*Goodness of Fit*

The accuracy of the regression can be measured by t test or F test and Determination Coefficient(Ghozali, 2013: 97).

Classical Assumption Test Uji

Classical Assumption Test can be run with Normality test .

. Normalitas test aim to see wether residual variable in regression model is distributed normally

**Pra Survey Result**

For the convinction that respondents know to choose exact answer of the question, researcher make pretest session with 30 respondents

Based on reliability and validity test all indicators of the variabels are valid and reliable

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**Desciptive Analysis of the Respondent**

All respondents are confirmed to use Lifebouy sopa and Lifebouy wash hand soap . Toal respondents are 88
Exhibit 4.1 duration on usage the soap

| Duration (year ) | SML* (%) | SCT** (%) |
|---|---|---|
| <3 | 25 | 68.18 |
| 3-5 | 23.86 | 21.59 |
| 6-10 | 12.50 | 5.68 |
| >10 | 38.64 | 4.55 |

*Sabun Mandi Lifebuoy

** Sabun Cuci Tangan Lifebuoy

**Responden Profile**

Exhibit 4.2-4.10 gender of the respondent

| Sex | Persentase |
|---|---|
| Men | 44.32 |
| Woman | 55.68 |

Exhibit 4.3 Domicili

| Domisili | Persentase |
|---|---|
| DKI Jakarta | 28.41 |
| Surabaya | 28.41 |
| Other East Java | 43.18 |

Exhibit 4.4 Education level

| Education | Persentase |
|---|---|
| D3 | 7.95 |
| D4/S1 | 70.45 |
| S2/S3 | 21.59 |

Exhibit 4.5 Age

| Age (Year) | Persentase |
|---|---|
| < 25 | 11.36 |
| 25-30 | 60.23 |
| 31-35 | 15.91 |
| 36-40 | 10.23 |
| > 40 | 2.27 |

Exhibit 4.6 Occupation

| Occupation | Persentase |
|---|---|
| Civil Servant | 22.7 |
| Entrepreuneur | 5.68 |
| State Company employee | 17.05 |
| other | 54.55 |

Exhibit 4.7 Managerial level

| Managerial level | Persentase |
|---|---|
| Company owner | 17.05 |
| Manager | 7.95 |
| Assisten Manager | 12.5 |
| Supervisor | 13.64 |
| Staf | 48.86 |

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Exhibit 4.8 Income

| Income (mill Rp) | Persentase |
|---|---|
| < 5 | 18.18 |
| 5-10 | 36.36 |
| 11-15 | 2.27 |
| 16-20 | 4.55 |
| >20 | 4.55 |

Exhibit 4.9 Expenses

| Expenses (mill Rp) | Persentase |
|---|---|
| < 5 | 69.32 |
| 5-10 | 23.86 |
| 11-15 | 6.82 |

Exhibit 4.10 Children

| Number of Children | Persentase |
|---|---|
| 0 | 32.95 |
| 1 | 14.77 |
| 2 | 22.73 |
| 3 | 17.05 |
| 4 | 6.82 |
| 5 | 5.68 |

## A. Data Analysis

Reliabilitas dan Validitas

Exhibit 4.11 Reliability test for each variabel

Tabel 4.11 Hasil Uji Reliabilitas

| Variabel | α | $r_{tabel}$ |
|---|---|---|
| BE | 0.562 | 0.210 |
| SMC | 0.856 | 0.210 |
| CP | 0.764 | 0.210 |
| BL | 0.876 | 0.210 |

Exhibit 4.12 validity test for each indicator

| Variabel | Konstruk | $r_{hitung}$ |
|---|---|---|
| BE | $X_1$ | 0.301 |
| | $X_2$ | 0.557 |
| | $X_3$ | 0.520 |
| | $X_4$ | 0.469 |
| | $X_5$ | 0.563 |
| | $X_6$ | 0.506 |
| | $X_7$ | 0.595 |
| | $X_8$ | 0.531 |
| SMC | $X_9$ | 0.809 |
| | $X_{10}$ | 0.819 |
| | $X_{11}$ | 0.711 |
| | $X_{12}$ | 0.693 |
| | $X_{13}$ | 0.848 |
| | $X_{14}$ | 0.701 |
| CP | $Y_1$ | 0.752 |
| | $Y_2$ | 0.859 |
| | $Y_3$ | 0.740 |
| | $Y_4$ | 0.694 |
| BL | $Z_1$ | 0.773 |
| | $Z_2$ | 0.863 |
| | $Z_3$ | 0.882 |
| | $Z_4$ | 0.865 |

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Regression Analysis

Exhibit 4.13 *Adjusted R Square* ($R^2$) for each variable

| Var. Independen | Var. Dependen | *Adjusted* $R^2$ |
|---|---|---|
| BE | CP | 0.377 |
| SCM | CP | 0.400 |
| BE and SMC | CP | 0.486 |
| CP | BL | 0.486 |

*Goodness of Fit*

F test show that all independent variabel simultanly influence dependent variable (Ghozali, 2013:98).

Exhibit 4.14 F.test

| Var. Independen | Var. Dependen | F |
|---|---|---|
| BE and SMC | CP | 42.048 |

Exhibit 4.15-4.18 T Test

Exhibit 4.15 T test BE to CP

| Model | B | t | Sig |
|---|---|---|---|
| (Constant) | 1.996 | 1.139 | .258 |
| BE | 0.436 | 7.329 | .000 |

The simple regression . : CP = 1.196 + 0.436 BE

| Model | B | t | Sig |
|---|---|---|---|
| (Constant) | 1.193 | .672 | .503 |
| SCM | .557 | 7.687 | .000 |

Tabel 4.16: T test SCM to CP

Simple regreesion

CP = 1.193 + 0.557 SCM … (2)

Exhibit 4.17 Multiple regression

| Model | B | t | Sig |
|---|---|---|---|
| (Constant) | -1.781 | -.982 | .329 |
| BE | .262 | 3.902 | .000 |
| KP | .364 | 4.368 | .000 |

Multiple regression

CP = -1.781 + 0.262 BE + 0.364 SMC… (3)

Exhibit 4.18 T Test PC to BL

| Model | B | t | Sig |
|---|---|---|---|
| (Constant) | -.510 | -.322 | .748 |
| PC | .967 | 9.123 | .000 |

Simple regression

BL = -0.510 + 0.967 KPK … (4)

Classic Assumption Test

Exhibit 4.1-4.4 Normality test .

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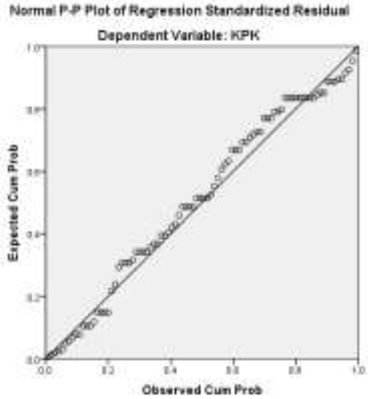


Exhibit r 4.1 Uji Normalitas BE To CP

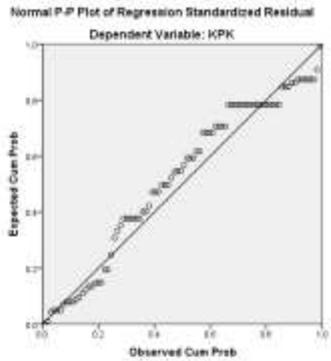


Exhibit 4.2 Uji Normalitas SMC to CP

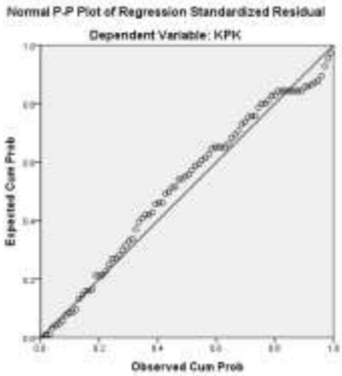


Exhibit 4.3 Uji Normalitas BE and SCM to PC
Picture 4.4. Uji Normalitas PC to BL

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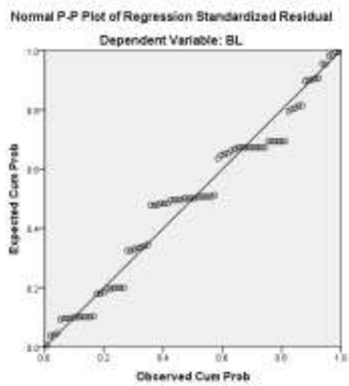


## Findings and Discussion

Based on regression test , t test and F test

*$H1_1$ (brand extension influence the costumer Purchasing Decision*

*According to Kotler dan Armstrong (2010: 267) bahwa brand extension give positif impact to the process of product awareness and accepatance*

$H1_3$ (*brand extension* and Social Responsibility Programme simultanly influence the Costumer Purchasing Decision

$H1_4$ (Costumer Purchasing Decision influence significantly influence the brand loyalti )

*This finding similar to Ferrel et al. (2002:122) that brand loyalty happened if the costumer always prefer to choose certain brand than other brand with the same category (repeat buying).*

The Variable Brand Loyalty can be explained by Costumer Purchasing Decision on 48,6 %

## Conclusion

1. Brand extension significantly influence the Costumer Purchasing Decision
2. Social Responsibility Programme signicantly influence the Costumer Purchasing Decision
3. Brand extension and Social Responsibility simultanly influence the Costumer Purchasing Decision
4. The Costumer Purchasing Decision significantly influence the brand loyalt1 to hand wash soap

## Suggestion

1. This research can be the referral to other researcher for the same product on oteher area or other convience good
2. Suggestion for company , CSR as Social Marketing Communication proved can be parts of promotion mix other to enhance the company brands. The

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effectivity of this communication can by enhance to encourage the benefit washing hand with antiseptic soap

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ISBN: 978-602-74139-0-0

# STUDENT INVOLVEMENT IN IMC TO INCREASE STUDENT ENROLLMENT IN HIGHER EDUCATIONS IN CENTRAL JAVA-INDONESIA

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***Abstract***

*Nowadays the competition among higher educations is getting tougher and tougher. They need to do their best in order to maintain their existence and getting more students coming to their institutions. Each higher education tried to find a very good strategy to attract the high school students. One of the strategies is by involving both active students and alumni of the higher educations to get involved in their promotion programs. This study tries to investigates whether implementing Integrated Marketing Communication (IMC) by involving students will increase the number of student enrollment in higher educations or not. This study involves ten Higher Educations and nineteen High schools in Central Java - Indonesia. In collecting the data, it uses a depth-interview method with all the related parties in this study. The result shows that most of the Higher Education institutions have used their students and alumni as part of their integrated marketing communication program to attract prospective high school student 's interest. Their target audience also includes the high schools teachers, society, and parents. The result of this study shows that having student and alumni to have presentation in the school of origin and also showing student and alumni's achievement in the school of origin will increase confidence of the high school students and also the parents to let their children to study in this higher education.*

***Keywords** : IMC, Student Involvement, Higher Educations*

## Introduction

In the past, promotion for getting new students to study in certain higher education is not an important thing to do for the higher educations. The new students were not the center of the higher education's attention. The employees of the institution were not helpful to support the promotion program. But the situation is changing now. In response to the increasing competition and to face this competitive world, higher educations are forced to behave more and more like business enterprises. The number of higher educations continuous to grow, even though they offer similar programs. It means that high school students can choose amongst higher educations. This condition makes higher educations have to compete for getting more and more high school students to study in their institutions. Market situation change, market actors are also change. Higher educations should bear this in mind, that they are forced to provide a wide range of programs to serve their students and also to gain more new students.

ISBN: 978-602-74139-0-0

Every private university tries to achieve their target number of students for each academic year. Due to this condition, the question arose among the higher educations is whether each higher education should apply certain marketing techniques to grab this prospective students. So far marketing is only applied for selling manufactured goods, while private universities are considered as educational institutions which will create professional scholars. Most higher educational institutions only do promotion for increasing students intake by doing road show, presentation in schools, joining some educational exhibitions etc ( Wijaya L and Krismiyati: 2013 : 126).

Facing this globalization era, each university should do something to make it always exists. Some of the higher educations had to close the institutions because they can not survive due to lack of students registered in their institutions. ( Widiyoko, 2012 ) Besides that in this era where information technology is highly potentially used, most of the higher educational institutions try to maximize their marketing communication strategy in order to increase the intake of the higher educational institutions that is gaining more students to study in their universities. Integrated marketing communication ( IMC ) is really needed to achieve this goal. In doing their marketing communication Program , alumni and active students are involved. Because of the involvement of active students and alumni in IMC program, this study aims to see how students involvement in IMC programs can attract the prospective students and give good impact for the student enrollment in higher educational institutions in Central Java- Indonesia.

## Literature Review

### The Concept of IMC ( Integrated Marketing Communication )

In Marketing, the term Integrated Marketing Communication ( IMC ) means as a process in managing brand relationships which gives benefit for the institution and maintaining the good relationship with the stakeholders in order to regain good image towards the institution ( Alifahmi H, 2005 ) . According to Kenneth and Donald ( 2007:8 ), Integrated marketing communication is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. This integration affects all of a firm’s business to business, marketing channel, customer-focused, and internally directed communications.

Public Relations officer of a certain institution needs to know kinds of strategies before deciding what kinds of communication tools used for delivering the information to the stakeholders. There are five kinds of integrated marketing communication strategies ( Kotler : 1997 ), they are as follows :

1. **Direct marketing**
   In direct marketing, the company wants to have a direct relationship with the consumers, through close-loop, interactive, database- driven messaging system. Direct Marketing is one of the Integrated Marketing

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Communication which includes front-end and back-end operations. Front-end operations is forming what are needed by the consumers including giving offer to what are really needed by the consumers so that the offer will fit to what the consumers need.

2. **Sales Promotion**
   Sales promotion is used to motivate consumers to buy the products offered. Here the sales promotion people should have the ability to persuade the consumers to buy the products.
3. **Public Relations.**
   In Integrated Marketing Communication, the role of a public relations is really needed especially by gaining information from the public to know what is the public opinion appear in the society.
4. **Personal Selling**
   Personal selling is a two way communication process, where the buyer and the seller has the chance to have a face to face communication process and the focus of the discussion between these two persons will be more effective and efficient.
5. **Advertising**
   In Integrated marketing communication, Advertising is used when a company wants to change customer perceptions from being unaware to being aware to certain brand, so the customers will have brand awareness toward the product or the company.

**The Implementation of IMC in Higher Educations**

The increasing competition among higher educations forces these higher educations to provide a wide range of marketing communication programs. This is a way to give better service to the students. Higher educations should bear in mind a more flexible education system requires more flexible communication. Alfred G Hawkins and Katherine MF (2010) said that one of the challenges in promoting higher educations is the assumption that students are not consumers or neither are their parents. Many academic and university personnel are likely to view marketing as compromising academic freedom. Besides that, universities also attempt to market what is essentially a service in the same way as they market products. Higher educations have third party accountability, client uncertainty, limited differences and making doers into sellers. Higher educations functions become more focused on standard practice such as how to develop and implement the appropriate marketing communication program which can be integrated to achieve the higher educations' goal that is increasing students enrolment to the educational institutions. Duncan (2008) also mentions that some elements in Integrated Marketing Communications, such as Advertising, Sales Promotion, Personal Selling, Public Relations and also Direct Marketing, are the things to do to face this competitive world

In Marketing Communication mix, there are three more elements are included in Integrated marketing communications, those are Customer service, Events and Sponsorship and Packaging ( Duncan : 2008 ). In implementing IMC

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in Higher education, the universities / higher educations usually involve university active students and alumni to attract high school students' interest. These higher education also carried out some corporate social responsibility program such as giving community service by involving the active students or alumni to give good perception to the society or the parents ( Wijaya L and Krismiyati, 2013 :127).

**The Concept of Student Involvement**

As Hornby ( 1995) said in The Oxford Advances Learner's Dictionary, to involve somebody in doing something means to make somebody experience or take part in an activity or a situation. From this definition it can be concluded that the meaning of student involvement in this study is To make higher education students or alumni take part in promotion program done by the higher educations especially in marketing the universities to attract high school students' interest to enroll in the universities.

**Methods**

The study involved 10 ( ten ) higher educations and 19 ( nineteen) high schools in Salatiga, Semarang, Magelang, Solo, and Kudus - Central Java – Indonesia. The data used in this study was qualitative data obtained from the in depth- interview. The interview involved the public relations personnel in each university, teachers of the high schools and also from the Focus Group Discussion between both correspondents. The interview was carried out in each university and also the high school involved in the study using open-ended questions. The interview developed as it happened due to the situation and condition of the interview. After the interview was done, the data was transcribed and analyzed qualitatively to answer the posed research questions. The research questions used in this study covered the following ideas :

- Kinds of IMC programs done by the higher educations
- Whether involving higher education students in IMC give positive impact for the higher institutions in relations to the increase of student enrollment or not.
- The influence of student involvement towards the amount of student enrollment in the higher educations / universities.

After the data were collected, transcribed and analyzed, the data was interpreted to address the objectives of this study. The objective of this research/ study was to see how student involvement in IMC program done by higher educations give great impact to the increase of students enrollment to the universities/ higher educations. Finally the impact on the increase of the student enrollment to the higher educations can be identified.

For ethical consideration, the name of the interviewees and the higher educational institutions involved in this study will not be mentioned at all

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through out the article. It will be coded as Higher Educations (HE), 1,2,3, etc and High schools (HS) 1,2,3, etc.

## Findings and Discussion

The result and discussion of the study conducted in this context is presented in this section. It will present the result of this study which is followed by discussion and interpretation of the data.

### Student Involvement in Integrated Marketing Communication (IMC) done by Higher Educations

From the 10 higher educational institutions involved in this study, all of them have applied IMC strategies which cover Direct marketing, personal selling, Public Relations, sales promotion and advertising as their communication techniques. In this IMC programs, they involved their students, whether they are the active students or they are the alumni of the universities. Their involvement in all aspect of IMC are shown in the following discussion :

a. **Direct marketing**
   Most of the higher educations use this technique by joining the Educational Exhibition held by the high schools. According to Lina Wijaya and Krismiyati (2013:48), by participating in this exhibition, the higher educations want to show their existence among other higher education institutions. It is also accordance with what David W Wragg said that exhibition are just one of the ways in which the interests of your organization in this case is the university itself, that joined the exhibition can be promoted (Wragg, David W, 1992). In participating this exhibition, usually the higher education ( HE 1, HE2, HE3, HE5, HE6 and HE8 ) involve their active students especially the alumni of the high schools to join the promotion in the school exhibition. In the exhibition, these students can explain well to the prospective high school students and also students'parents who visit the stand in the exhibition. Being explained by the alumni of the high school will give big impact for the prospective students and also the parents. This is because this alumni can describe well about the good points of their universities. As alumni, this students have known well about the college/ higher educations, the learning process, the academic work, the extracurricular activities and interaction with other faculties in the universities ( Astin A: 199: 529). Besides that, being explained by the alumni of the school, makes the prospective students become confident to choose the university as a place for them to continue their study. By doing direct marketing through the exhibition, the student in this case is the alumni of the school can give opportunity to promote the university, including the product or service directly to the prospective students who most need them (Stone. B, 2004).

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**b. Personal Selling**

Certain Higher education (HE6) also involved the active students in doing their personal selling such as visiting the school of origins to promote the university. This action is really effective because the school will welcome his or her alumni's visit and prospective students will be more open in asking questions about the university. This is because of the function of the student alumni of the high school who visit his / her school of origin, will be as a mentor for the prospective students. He or she can be as a guardian, advisor and also as a "teacher" for this high school students who want to get new information about the university. Acting as a mentor, he can provide good information and help or supervise the prospective students if they want to study in the university (NMC, 2008:14).

**c. Sales Promotion**

All higher educations (HE1,HS2,HS3,HS4,HS5,HS6,HS7, HS8,HS9,HS10) in this research do the sales promotion by having road show and doing presentation in every targeted schools. Some of them also do the road show up to other islands (HE5 and HE6 ) to get more prospective students. They try to expose their quality in terms of facilities, human resources, programs, achievements etc. By showing the quality of the higher educations, the image of these higher educations will increase. The good image of the higher education will influence the loyalty of the stakeholder, in this case is the high school teachers and the parents toward the institution ( Weiwei T,2007 :59). These target audiences ( high schools teachers and parents ) will not hesitate to encourage the prospective students to study in this institutions, because reliable information will give positive impression about the university ( Ruslan, 2006).

**d. Advertising**

Kinds of Advertising used by all higher educations in central java are electronic media especially radio for promotion advertising and also talk show. This is because of the cost which is not so expensive but the impact can cover most layers in Indonesian society. TV promotion is only used by certain higher educations ( HE2, HE5 and HE6) due to the cost which tends to be very expensive. Social media is used by all higher educations because it is a communication tool that makes the companies in this case is the higher educations accessible to the prospective students and make the higher educations visible to the target markets who have not known about the higher educations, besides that social media also gives a way for the higher educations to communicate with the potential students and also other target markets ( Neti S, 2011 :8 ). In doing the printed advertising, most of the higher education used advertorial in expressing the achievement of the university. Only one higher education ( HE 9 ) does not do the advertorial advertising due to the cost. Not only these electronic, social and printed media they used, the higher

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educations also make some promotion tools such as poster, banner, brochure, leaflet and also billboard to regain public awareness. Because these promotion tools can regain the awareness of the people towards the higher educations ( Belch G and Belch M, 2003) In making the advertising, the active students are asked to get involved by becoming the points of attention for the society. The active students become the models of the brochure, leaflets and also billboard . Some higher educations (HE5 and HE6) place the billboard in the hometown of the students who are the models of the billboard to attract new students in that area. This method really effective because by knowing that the models are the citizens of the area, these prospective students will be interested to study in this higher educations and try to get information about the higher educations from the website which is written on the billboard. As what John Philip Jones ( 1999: 194) said that successful advertising must start by being able to break through today's highly cluttered media environment and catch the reader's or viewer's attention. The models on the billboard will catch the attention of the prospective students in that area and encourage them to know more about the higher educations.

**e. Public Relations**

Public Relations practice is also used in promoting the most of higher educations (HE1,HE2,HE3,HE4,HE5,HE6,HE7,HE8,HE9,HE10 ) as the respondents in this research. Active students are also involved in this activity, such as giving good services as the customer service staff , involving active students as the mediator in social events such as blood donor event, making good relationship with high school students through workshops handled by university ( all the respondents do this activities ) , parents gathering, coaching clinic for basketball ( HE6) etc. By doing those activities, public or in this case is the prospective students or parents will be aware of the brand awareness of the higher educations and as what Rosady Ruslan (2006) said that in order to improve the brand awareness of the higher educations, they have to give good service to the target markets and build close relationship with them through those kinds of events so that the target markets, that is prospective students will be more confident to study in these higher educations, and also parents will also be confident in letting their children to study in this high educations.

The detailed of the IMC program done by higher educations which involved active students or alumni and influence the increase of student enrollment, can be seen from the table below:

| No | Higher Educations (He) | Kinds Of Imc Programs Done By Higher Institutions | High Schools (Hs) | Percentage Of Student Enrollment | Involvement Active Students / Alumni |
|---|---|---|---|---|---|
| 1 | HE 1 | • Roadshow and also presentation to schools<br>• Advertising – electronic (radio), social and also printed media<br>• Educational exhibition<br>• Highschool competitions<br>• Giving workshops to high schools<br>• Distribute brochures, leaflets, poster, and banner | HS1, HS5, HS6,HS11 HS17,HS19 | 10-15% | Active students and alumni |
| 2 | HE 2 | • Inviting high school students to university<br>• Advertising – electronic( radio and TV ), social media and printed media<br>• Open house<br>• Educational Exhibition<br>• Distribute brochures , leaflets, poster, banner and Billboard<br>• Giving workshops to high schools | HS1,HS5, HS6,HS9, HS13,HS14,HS15 | 10-15% | Active students and alumni |
| 3 | HE 3 | • Roadshow and presentation to schools<br>• Advertising → electronic ( radio ) media, social media and also printed media,<br>• Educational Exhibition – small scale<br>• Brochures, banner, poster , leaflets and billboard<br>• Giving workshops to high schools | HS4, HS3, HS9,HS10, HS11,HS13 | 10% | Active students and alumni |
| 4 | HE 4 | • Presentasi ke sekolah sekolah di pedesaan<br>• Advertising → radio dan printed media<br>• Distribute brochures , leaflets, poster, and banner<br>• Parents gathering<br>• Giving workshops to high schools<br>• Parents gathering | HS7,HS8, HS9,HS10, HS13,HS14 HS15,HS16 HS 18 | 10% | Active students and alumni |

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| | | | | | |
|---|---|---|---|---|---|
| 5 | HE 5 | • Road show and presentation to schools<br>• Advertising → electronic media ( radio and TV ) and printed media<br>• Distribute brochures , leaflets, poster, banner and also billboard.<br>• Educational exhibition<br>• High school competitions<br>• Giving workshops to high schools | HS1,HS3 , HS3, HS5, HS6, HS11, HS13,HS 14,HS15, HS17,HS 19 | 15-20% | Active students and alumni |
| 6 | HE 6 | • Road show and presentation to schools<br>• Educational exhibitions<br>• Advertising – electronic ( radio and TV ) , social media, and printed media<br>• High school competition<br>• Brochures, leaflets, posters, banner and also billboards<br>• Giving workshops to high schools<br>• Parents gathering<br>• Sending active students during the holiday to do a presentation in their school of origin | HS1,HS2 , HS3, HS4, HS5, HS6, HS7, HS8, HS9, HS10 HS11,HS 12 HS13,HS 14 HS15,HS 16 HS17,HS 18 HS19 | 5-10% | Active students and alumni |
| 7 | HE 7 | • Presentation to pilgrimage institutions<br>• Advertising – social media, electronic media ( radio ) and also printed media<br>• Brochures, leaflets, posters, banner and also billboard<br>• Giving workshops to high schools | HS1,HS5 , HS7, HS8, HS8, HS9, HS18 | 20% | Active students and alumni |
| 8 | HE 8 | • Roadshow and presentations in schools<br>• Advertising – Printed media<br>• Educational Exhibition ( small scale )<br>• Giving workshops to high schools<br>• Distribute brochures , leaflets, poster, banner | HS2,HS3 , HS6,HS7 , HS8, HS18 | 5-10% | Active students and alumni |
| 9 | HE 9 | • Presentation in schools<br>• Advertising – printed media and social media<br>• Brochures , leaflets and posters<br>• Giving workshops to high schools | HS12,HS 1 HS19, | 5-10% | Active students and alumni |
| 10 | HE | • Presentation to pilgrimage institutions<br>• Advertising – social media, | HS7,HS8 , HS13,HS | 10% | Active students and alumni |

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| | | | | | |
|---|---|---|---|---|---|
| | | electronic media ( radio ) and also printed media<br>• Brochures, leaflets, posters, and banner<br>• Giving workshops to high schools | 14<br>HS15,HS 16 HS18 | | |

Tabel 1. Student involvement and the percentage of enrollment in IMC program

**The Impact of Student Involvement Towards Student Enrollments in Higher Educations**

Based on the data and analysis done in this study, it is shown that the involvement of the students especially the active students / alumni in this IMC process could be developed and hopefully could be adopted by universities in the future. Looking at the IMC strategies that have been successfully done to increase the enrollment , was proved by the support from most of the high schools (HS1,HS2,HS3,HS4,HS5,HS6,HS7,HS8,HS9 and HS10) which gave positive comment and positive respond to the higher educations that automatically increase the intake of the enrollment. This study stated that involving the active students and alumni to do the promotion in their school of origin, are very effective because these active students can motivate and give positive influence to the high school students to be more confident in choosing their place of study.

Active students or alumni are also considered as the stakeholder of the higher educations. Each higher education should maintain a good relationship with its stakeholders either internal ( active students and alumni ) or external ( high school students / prospective student ) ones. These stakeholders are very important for the future of the higher educations, because stakeholder are considered as a group of people whose behavior can directly affect the organization 's future, but which is not under the organization's control ( Grunig, J and Hunt, 1984 ). By involving these stakeholders, especially active students and alumni the percentage of the enrollment got increase by 5% -15% ( HS1,HS2,HS3,HS4,HS6,HS8,HS9 and HS10) and some got increase up to 20% ( HS5 and HS7 ). It shows that the involvement of active student /alumni in this IMC program is really effective and should be done continuously. It should be a sustainable program as it said in Lina W and Krismiyati (2013) that sustainable program will create good communication with target audience, and indirectly it will encourage the new prospective students to choose certain higher education to continue for their study.

**Conclusions**

To conclude with, this study has successfully answered the posed research questions. Firstly, all the higher educations have involved their active students and also their alumni in doing the promotion especially in the school of origin or in their hometown. The involvement of the students has proved that it is one of the ways to motivate the prospective students to study in the university,

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especially for the active students who do the presentation in the school of origins. All of this because the prospective students become more confidence and also parents will let the students to study in this higher education because they know well about the active students. The percentage of student's enrollment increased in the university / higher education is around 5%-20%. Lastly, involving active students or alumni in doing the IMC program in their school of origin should be done continuously so it will be a sustainable action in the future. Hopefully by involving the active students / alumni will also increase and maintain the image of the higher education in the future.

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ISBN: 978-602-74139-0-0

# SURABAYA LATE NIGHT STREET FOOD MOBILE APPLICATION FOR LOCAL CITIZENS AND TOURISTS

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***Abstract***

*Surabaya as the second largest city in Indonesia has a lot of tourist destinations for both domestic and international tourists. One of the most interesting tourist attractions in this City of Heroes is Surabaya culinary, especially the late night street food. The main characteristic of late night street food in Surabaya is the opening time that starts from around 8 p.m until midnight or even dawn. Moreover, the places used for these night street food spots are simple and far from luxurious. Some of them even use sidewalks and tents for place to eat. These days more and more late night street food spots have emerged to enliven Surabaya tourism atmosphere in the night. Therefore, the objective of this research and development is to create a mobile application to inform both local citizens and tourists about Surabaya late night street food. Three steps in multimedia development were used as the method to develop the mobile application, which are definition, design and production. The result of this research and development is Surabaya Late Night Street Food mobile application for Android operating system that could be installed in smart phones and tablets, with the main target users are Surabaya local citizens and Indonesian tourists, especially the ones between 18-35 years of age. Application has been published on Google Play Sore under the name Kuliner Bengi Suroboyo. The features provided in the mobile application are late night street food categorization based on location, and short profile page that contain information and pictures about each late night street food spot. Conclusion that could be drawn from the development of this mobile application is that to provide application that could meet the main target users, which mostly are young local citizens and tourist, the interface design should be simple and the feature should be easy to navigate. Local Surabaya language called Suroboyoan was used in several phrases in the application to provide friendly Surabaya culture look and feel, including the title of this application that is Kuliner Bengi Suroboyo, which means Surabaya late night culinary.*

***Keywords****: Mobile Application, Tourism, Surabaya, Street Food*

## Introduction

Indonesia is one of the countries in Asia that has great potential to attract both domestic and international tourists especially in gastro-tourism, which is a tourism activity that mainly focuses on visiting culinary spots to try various kinds of foods and beverages in those places (Rasyidah, 2015). As the second largest city in Indonesia, Surabaya also has mission to become the biggest gastro-

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tourism place in East Java. In 2010, Surabaya Tourism Promotion Board together with Ciputra University and Surabaya Heritage has conducted an event called Night Heritage and Culinary Tour to promote gastro-tourism, especially the late night culinary spots in Surabaya. The late night culinary in Surabaya has become a trending lifestyle, especially for young citizens and tourists that would like to try new experiences in gastro-tourism (Halim, Susanto, Siaputra, & Nugroho, 2014: 303).

Nowadays, there are many information about gastro-tourism or culinary tourism that available on various kind of media, including website and mobile application. Singapore Tourism Board has promote Singapore's culinary tourism through website and mobile application as free resources that could be assessed by tourists to gain information about culinary tourism in Singapore (Brien, 2014). Other example of culinary information system application is an Android application called Toresto, which already published on Google Play Store since 2011 (Hidayat & Ferdiana, 2012: 74). Toresto provides culinary information in Indonesia and have been installed more than 50,000 times. Previous research on mobile culinary application was conducted by Hidayat & Ferdiana (2012: 74) who developed a Windows Phone application called JogjananPhone that provides information about Jogjakarta culinary tourism. Furthermore, Pattiasina, Tanazale & Tjahyana (2014: 30) who developed an Android application called Baronda Ambon, state that Indonesia has to promote their tourism to the world through popular media communication such as mobile application.

Based on the fact that Surabaya late night street food has been a trending lifestyle and many culinary tourism mobile applications have emerged on the market, this research was conducted to develop a mobile application about late night street food in Surabaya for local citizens and tourists. The scope of the project was to gather information about late night street food in Surabaya and create mobile application based on Android platform.

## Literature Review

### Multimedia Development

According to Savage and Vogel (2013: 232), multimedia development plans and process is divided into three main stages, which are Definition, Design and Production. These three stages are iterative process, which beginning stages could be remodeled during the development time.

### Definition

In this stage, the goals and purposes of the multimedia product have to be determined before continuing to the next stages. The important questions that have to be answered are:

- What are the main purposes of the product development?
- Why the product has to be developed as a multimedia product or application?

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- How the product would be delivered? Would it be delivered as a website, or mobile application or other multimedia products?
- Who are the target audiences of the multimedia product?

After finished with the early brainstorming, three main documents will be resulted during this development stage, which are preliminary proposal, storyboard, and functional specifications. Preliminary proposal will state several important points, which are product goals, target audiences characteristics and needs, project outlines and advantages, product content, types of interactivities required, and development cost estimation. A flowchart is often included in the preliminary proposal to explain the outline product and navigation part. Next, storyboard is used to describe the project visually in the form of sketches, rough drawing, photos, and videos. The purpose of storyboarding is to produce visual description of the product to communicate the product outline to the client and the development team before continuing to the next development stage. The functional specifications are required to explain the main features, elements, and orders of the final product. Therefore, misunderstanding between developer and clients about product specification could be avoided.

**Design**

Savage and Vogel (2013: 234) states that product prototyping is a process that important and required in the design stage. Prototype is the construction of early or unfinished model of the product to give basic understanding of the product interface and functionalities. Therefore, weaknesses and limitations of the product could be identified and evaluated before starting the production process. Media creation and interface design are the two parts included in the product prototyping.

Several tasks are included in media creation including preproduction, production, and postproduction phases. In the preproduction phase, all media are collected and prepared for production, such as photos or other graphics, audio and video resources, and other data or information. Next, all those media are edited and processed using graphic or video software to suit the layout or functionalities of the product. Finally in the postproduction phase, those edited media are finalized with effect or animation to enhance the product performances. Interface design is necessary to accommodate and deliver content on the screen. The design should consider user experiences in the form of interactivity through media elements such as buttons, navigations, text, and other media assets. Thus, user could easily engage in non-linear interaction with the product. The interface should be designed in suitable tone that is defined by the theme and style of the product. For example, the tone could be casual, formal, serious, or businesslike. Another example is to define the color theme for the product to suit the overall design tone.

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**Production**

After definition and design stages, all the media, interface design, and prototype that have been created are combined in the production stage to produce the final product. During this stage, all developer team are working together to integrate those elements into one application. Programmers are responsible to combine the media and interface into one application that function in accordance to the product definition and design. Several versions of the product could be produced in result of the trial and error process in production stage. For example, the product could be launched for the first time in alpha version, where product is tested by the predetermined audiences to get feedback and evaluation. After revision and improvement, the product will be launched in beta version to get more feedback from the audiences and also to identify bugs that have never been found before. Those early versions could be launched as free to use products, and further improved versions could be launched as commercial product (Savage & Vogel, 2013: 237).

## Methods

Surabaya Late Night Street Food mobile application was developed using the Multimedia Development stages, which suggested by Savage and Vogel (2013: 232). This mobile application is part of the student final project of Multimedia Application class at Faculty of Communication Science, Petra Christian University. The students that joined the development team are divided into several divisions according to the task, which are surveyors, copywriters, designers, and programmers. The development team was lead by the lecturer of the class as the project manager who were also the writer of this paper.

**Definition Stage**

In the definition stage, the development team were discussing about the recent condition of Surabaya as the second largest city in Indonesia, especially concerning the local tourism destination in the city. Late night street food spots in Surabaya were observed by the surveyors, specifically the ones that could attract more tourists, both domestic and international tourists. Furthermore, a preliminary survey was conducted to examine recent tourism app that has been published and used in Indonesia especially in Surabaya. The team also tried to find the right multimedia application and platform as a medium to introduce Surabaya tourism to the world. Other survey was conducted to determine the target audiences for the application.

**Design Stage**

The surveyors of the team conducted survey to collect data from late night street food vendors in Surabaya for preproduction phase. The data collected were including photos of the food, the place and several customers. Also, data about the menu, favorite food, address, and opening hours were collected to complete the information that will be delivered in the application. Next, all the

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data that has been gathered were edited to suit the application requirements. The photos were edited and resized for mobile application by the designers and information about each of the late night street food vendor was arranged and written by the copywriters. For postproduction phase, all the images were saved as web images to get optimized image size and quality for mobile application. Some of the information was translated into local Surabaya language called "Suroboyoan" thus the users could taste a little bit of Surabaya culture through the application. Prototype was made and evaluated before proceeding further to final production process.

**Production Stage**

After collecting, editing, and creating prototype, the team started to develop the actual mobile application. The designers, copywriters, and programmers were working together to integrate all the media and interface design that have been created in the previous stage.

**Findings and Discussions**

In the early stage of development, which was the definition stage, the surveyors were conducting survey and interview to the late night street food vendors in Surabaya. As the result, there were 20 vendors that were qualified to be use as data resources. The main qualification was the opening hours, which was every night from 8pm until dawn. Another distinct characteristic was the place to sell the food that only use simple impermanent hood on the roadside. Next compulsory requirement was the vendors should have fix price range to be included as recommendation for users. In order to determine the right multimedia application form to deliver information about late night street food in Surabaya, a survey was conducted to retrieve data about the most internationally used mobile platform. According to International Data Corporation (2015), Android operating system dominated the smartphone market worldwide with a share of 82.8%. Therefore, the team decided to develop an Android mobile application for the final product. Moreover, since the team has decided to create Android mobile application, another observation has been made to see the recent related mobile applications that have been published at Google Play Store. There were several applications that related to Surabaya tourism, such as Surabaya Guide, Surabaya Map, Surabaya Zoo, and Tempat Kuliner Surabaya. Fortunately, there were no applications that specifically inform users about late night street food in Surabaya. Another important findings at this stage are the characteristics of target audiences, which were young tourists and local citizens between 18 to 35 years of age that love to eat and explore the city at night with friends and relatives.

Furthermore, data collection was carried to gather all information needed for the application. Surveyors took photos of the late night street food vendors that consist of the photos of the places, the foods, and the customers. Interviews to the vendors and customers were also conducted to find out more about the unique characteristic of each vendor such as the signature dishes and favorite

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menus. The surveyors found out that most of the vendors sell Indonesian food with affordable price range for young people. Other unique characteristics revealed were despite the simple place to eat, customers were more than happy to eat and hang out with their friends and relatives at those late night street food places. Because of the simple places, the surveyors had to creatively took photos of the places, the foods and the customers with the best angles to get the best shots that attract tourists to visit them. For the interface design, the designers have to determine the right design theme for the application. Several standards of mobile application design need to be considered while designing the interface such as usability and compatibility for small screen interface design. According to Lee, Moon, Kim, & Yi (2015: 295), simplicity and interactivity are the two interface design keys to achieve mobile usability, thus the team decided to create a simple design theme with adequate interactivity for this application. Based on the survey, the team decided that the design should focus on the main target audiences who are young tourists and are expected to check the application while on the go and use it at night to look for the street food places. Therefore, the interface design should be simple and should be clearly seen in low light conditions. Moreover, simple and easy navigation are very important, as young adults tend to complete task faster than older adult but forget about accuracy and concentration while completing task with mobile device (Sonderegger, Schmutz & Sauer, 2016: 291). In addition, a lot of Indonesian mobile application providers use easy and simple navigation as a strategy to promote mobile technology adoption in Indonesia (Tjahyana, 2015: 21).

For this application, the interface use white background to give enough contrast with the text and photos so it would be clearly seen in low light conditions. Straightforward menu navigation was created to make the application usable to explore. The navigation menu was hidden to save space in the mobile small screen resolution and when the users press the small round button at the bottom of the page, the menu will be displayed on the screen. The features and menu provided in the mobile application are late night street food categorization based on location, and short profile page that contain information and pictures about each late night street food places. The interface design, features and navigation could be seen at Picture 1, 2, and 3.

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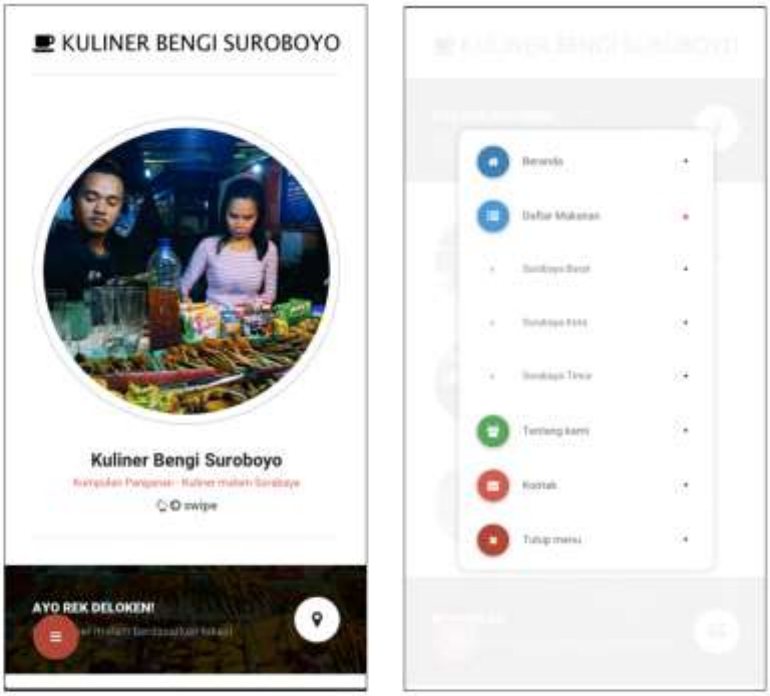
**Picture 1: Homepage and Navigation on Smartphones**




**Picture 2: Location Based Category and Testimonials Section on Smartphones**

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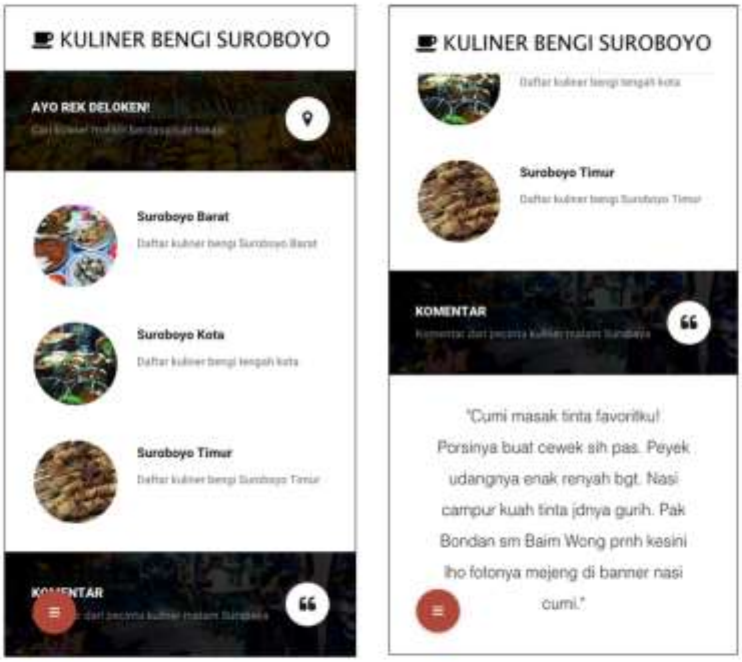
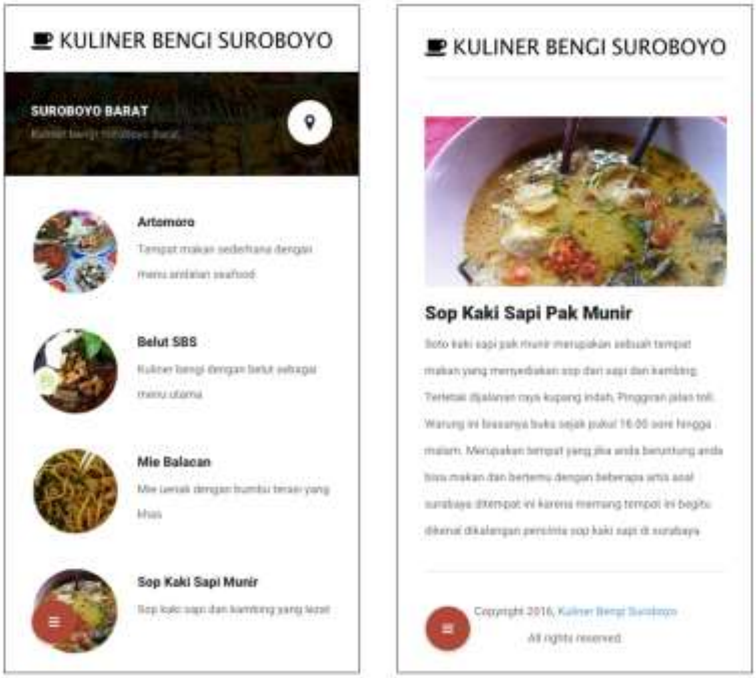



**Picture 3: List of Late Night Street Food For Each Location and The Short Profile Page For Each Vendor on Smartphones**



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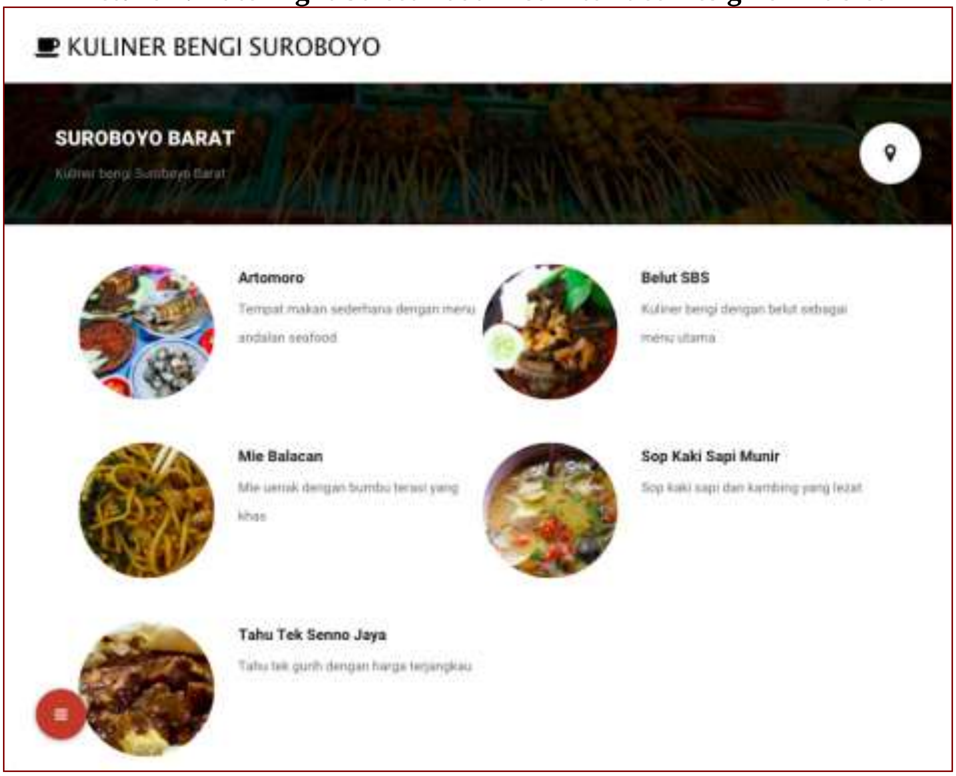
Recently, there are many types of Android devices, with various screen resolutions on the market. Consequently, the application has to adapt to each of those Android devices to reach broader audiences. To save time and development cost, the interface design was made as responsive interface that will be able to adapt to many screen resolutions, especially for Android smartphones and tablets. The example of responsive design on tablets could be seen on picture 4. After interface design has been completed, a prototype was made to integrate several data into the design. The prototype then was tested to check whether the interface design was usable enough for the application and to find weaknesses and limitations of the design.

**Picture 4: Late Night Street Food List Interface Design on Tablet**




The team decided to create an alpha version of this application as an Android based mobile application. The programmers, designers and copywriters worked together to integrate all data and interface design to produce a fully functional final mobile application that ready to publish on Google Play Store. In this alpha version, the team decided to target more specifically on Indonesian tourists and local citizens in Surabaya, hence the language that used in the application is Bahasa Indonesia with some “Suroboyoan” or local Surabaya language. For the next versions, English language could be added to target international tourists that travel in Surabaya. The title of this application is

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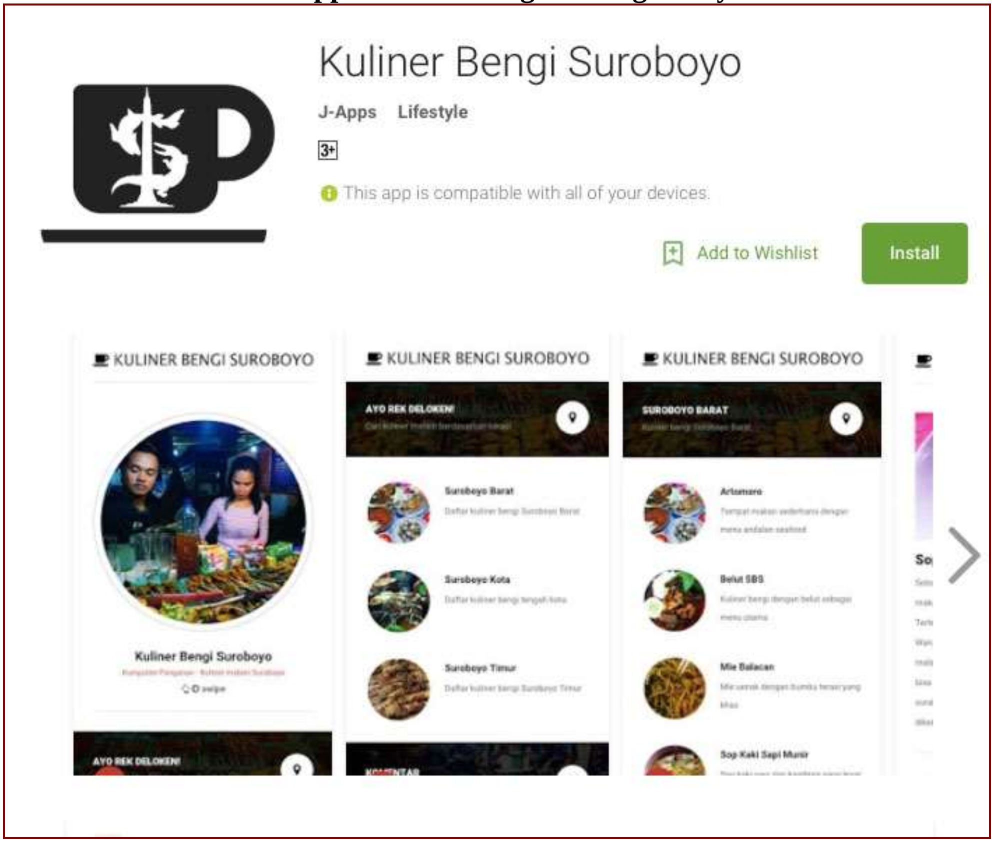
"Kuliner Bengi Suroboyo" or Surabaya Culinary at Night, which uses "Suroboyoan" language to directly reflect the culture of Surabaya.

This application has been published at Google Play Store, under the name "Kuliner Bengi Suroboyo". It is available for various devices from smartphone and tablets. The application listing could be seen at picture 5.

**Picture 5: Application Listing on Google Play Store**




## Conclusions

Surabaya Late Night Street Food Application development has been completed through 3 main stages, which are Definition, Design and Production stage. Each of those stages has its own important part in the development. Based on preliminary surveys, the main target users for the application are Indonesian young tourists and Surabaya local citizens between 18 to 35 years of age and they are expected to use the application while on the go in low light conditions at night. Therefore, the application interface and functionalities should accommodate the need and match the characteristics of the target users. The application was created with simple interface design theme and easy to navigate menu and features. The languages used in this application are Bahasa Indonesia and local language called Suroboyoan to create friendly local Surabaya look and feel. Furthermore, the title of this application also use Suroboyoan that is "Kuliner Bengi Suroboyo" , which means Surabaya late night culinary. The alpha version of the application was developed as Android mobile platform because Android operating system has dominated world mobile market share. For the next version development, in depth surveys and interviews to late night street food vendors, local citizens and tourists are needed to provide more relevant information and recommendations about late night street food. Also, English could be added as language option, so international tourists could also use the application.

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ISBN: 978-602-74139-0-0

# THE FACTORS INFLUENCING BRAND LOYALTY OF CONSUMER IN BANGKOK, THAILAND

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***Abstract***

*The purpose of this research was to examine the influencing factors on brand loyalty toward the mobile phone. The quantitative research by questionnaire was conducted from the sample consisted of 400 consumers in Bangkok, Thailand by cluster random sampling. Descriptive statistics were analyzed: amount, percentage, mean, and standard deviation while confirmatory factor analysis by Lisrel was analyzed for predicted influencing factors. The results shown that the confirmatory factor analysis were moderately fitted the empirical data by* $\chi^2 = 164.74$; *df = 64; p-value = 0.00; RMSEA = 0.06; CFI = 0.99; GFI = 0.95, SRMR = 0.02. The factors influencing brand loyalty model in dimension level, the loyalty dimension best describes brand loyalty at 89 percent. Satisfaction dimension describe brand loyalty at 85 percent that was equal with perceive value dimension. Promise dimension described brand loyalty at 90 percent. And trustworthy dimension described brand loyalty at 87 percent.*
***Keywords:*** *Brand Loyalty, Consumer Behavior*

## Introduction

Today, market competition is different from the past. In the past, the competition was not severe because the market had few competitors; the current development of communication technology causes the channel to apply to communicate with consumers. As a result, many producers had to find a way to present their brand to a variety of consumer groups. Meanwhile, manufacturers also needed to focus on corporate customers, and existing customers who have already used their products to continue to use them. Including the new customers to use their products instead of product of their competitors.

Brand is what represents the identity of the product that the organization manufactures, which is different from any other manufacturer, since the brand name that can appear in the minds of consumers all the time, in the form of brand equity, which by itself is counted as an asset that cannot be seen but was created based on the relevance to consumers and other producers, it's a factor to consider if they want to represent a valuable brand. Brand is associated with the level of awareness with the brand name, the perception of brand quality product is a feeling of soul and emotion. As well as other assets, such as, patents and trademarks, the importance of brand equity is significantly positive attitude in the viewpoint of consumers. However, the brand is associated with the name or the brand of merchandise; they believed that brand equity is composed with five

ISBN: 978-602-74139-0-0

things. Therefore, to build brand royalty one should have: Brand loyalty, Perceived quality, Brand awareness, Brand associate, which includes patented, brand, trademark, and the way of distribution, etc. (Aaker, 1996).

Duncan (2009) talks about brand loyalty that a lot of brand that they had, and how many kinds of products that have a lot of user, and do they still continue to use the same brand, like the other products that were produced from same organization. The consumers, who use one kind of product in large quantities or moderate it, may purchase approximately 2-3 brands in the same category that can create the best value for them. It makes producers realize about the share wallet by consumers, or percentage customers can pay in the same category. Many of organization or company who produced goods tried to keep one hundred percent of its customers. In addition, Duncan also mentioned another kind of brand loyalty of consumers, that people will tell each other, like “Word - of - mouth Advocacy”, which customers are loyal to the brand will often mention a good thing about the brand with communication in a positive manner which encourages new customers to consider purchasing products from that company.

Nowadays, marketers often use a plan to build brand loyalty for consumers to recognize and to familiarity with a product. This is due to the difference with physical characteristics of the product or service in the market. As a result, marketers aim to make a difference to the brand building in the same products. This is beneficial to manufacturers because consumers will create a positive attitude towards the brand, and could become a return customer showing loyalty to the brand, which is the most important component of brand equity, brand loyalty will focus on building the important things for customers who have more purchases than general customers. Under the communication between the clients with word - of - mouth advocacy, this is the heart of the organization's products that come up from corporate clients. Therefore, keeping a consumer who is loyal to the brand will be beneficial to management brand equity: reduced marketing costs, and trade leverage. To the attention of new consumers in terms of awareness and trust in the brand, including the ability to delay the loss of the market shares to the marketing of competitor brands (Aaker, 1996).

However, while brand loyalty can happen because of the above mentioned behavior and attitudes, brand loyalty cannot focus on the attitude and behavior towards the brand only. It is also associated with the business environment of the brand. One of the environments of the brand is product manufacturer’s organization; the organization may produce only a single brand, while other organizations may produce more than one brand in each product category, and many organizations may produce the same goods, same category, and be rivals with each other. Therefore, brand loyalty could not happen without environmental factors from the organization who owns the brand and corporate reputation. These are the key factors to having brand loyalty, (Bennett, McColl-Kennedy & Coote, 2007). Thus, under the business goal and marketing goals, one important thing that will help them to succeed is the support from customers who buys goods that the organization produce, then, the brand loyalty is very important to the sales or income, and the corporate profits. In this research, we

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pay attention to the influence of the brand loyalty of a high involvement, and products that have low involvement in the overview.

## Literature Review

### Brand Loyalty Concept

Circulation of the brand with a high consumer brand loyalty will help to enhance the competitiveness of the enterprises above their competitors. Brand royalty will reduce marketing costs of the product, as well as, the marketing costs to access new consumer groups is always higher than keeping the base of existing client by six times (Rozenberg & Czepiel, 1983), and consumers who are brand loyalty will have a willingness to purchase at a higher price (Reichheld & Sasser, 1990). Aaker's (1991) believes that brand loyalty has helped organizations to build competitiveness in trade. Overall, the brand loyalty is important strategically. This can be found from the brand, brand loyalty is an important component of brand equity, when the brand can meet the needs of consumers and consumer satisfaction. When the repeat purchase behavior happens, it means an ushering of brand loyalty, which is something that shows the marketing potential of the brand, such as, the strength of the brand will protect the brand from harassment by their competitors.

The concept of brand loyalty. Brand loyalty is based on the behavioral responses expressed over time of some decision making unit. Selection a response to a single brand or more brands, from the same groups of the brand that have many brands happens from two psychological factors: the decision and the evaluation in a process. (Jacoby & Chestnut, 1978)

In addition, the Marketing Association of the United States mentions the brand loyalty that it is a situation where consumer's behavior are purchasing a service of the same manufacturers continuously more than purchases the others manufacturers in the same group. There is a stability level in the purchase of the same brands in the same product class, and Aaker found that brand loyalty reflects consumer groups switching products to other brands, especially when that brand has changed the prices, product description, communication, or distribution of goods, and etc. So, brand loyalty is also a key feature of brand equity, and Travis (2000) has said that brand loyalty is brand equity that the analysis of brand loyalty cannot be separated from dimensional measurements of brand equity, such as, brand awareness, perceived quality, and associations. First, the dimension of brands equity is an important reason to buy and affects satisfaction, and the brand loyalty can happens from the perceived quality of the brand and involvement. On the other side, the brand loyalty is the key features of brand equity Travis (2000) found. Loyalty can increase awareness about product quality, and a strengthened relationship, or increase awareness about the brand. It can be said that brand loyalty is both the input factors and the output factors of the brand equity and it's a dimension of brand equity. (Moisescu, 2006).

The level of brand loyalty among customers can support the organization with competitiveness as well, and it also can increase product circulation and

ISBN: 978-602-74139-0-0

frequency of purchases even more. It can help contribute to the reduction of marketing communications to the brands as well. The consumer's loyalty is fundamental to minimize the risks arising from competition. Consumers who are loyal to the perceived motivation from other brands will have quite a few amounts, because they will have a gap to receive the information, and decisions about choices of other brands. So, producers need to focus on building brand competitiveness by using consumer's loyalty as a support, because the loyalty is built on powerful for sales from customers who are loyal to the brand, they are expect to buy the brands that will be an incentive for brand communication and brand references. However, investments in marketing communication can help reduce brand loyalty, because that process can affect buying decisions, and processing information about the brand quickly, even a marketing tool for promotion or advertising can affect comparisons between brands that can build loyalty at a lower level. (Moisescu, 2006).

Building brand loyalty among consumers group can also create consumer typology, which depicts a group or level of the consumer, is determined by the level of loyalty. The first approach, George H. Brown (Cited in Moisescu, 2006), are classified into four groups: (1) Hard core loyal, this groups always buys the same brand (2) Split loyal, this group switch to buy the brands in 2-3 brands (3) Shifting loyal, this group are brand loyalty for a while but can changed to a new brand loyalty who has good potential (4) Switchers, this groups are not brand loyalty in any brands, they can change almost every brand when they buy it.

**Measures of Brand Loyalty**

Measuring loyalty to the brand can be identifying in four assessments as follow: Attitude versus behavior with behavior, and measuring the brand-oriented versus individual-oriented, this has been discussed in the academic study of the marketing previously. (Bloemer, 1993; Jacoby & Chestnut, 1978) can be divided in four points, as follows:

1) Brand-oriented attitudinal measures, which are a measure of the proportion of intention to purchase at the next time, such as, a willingness to buy this brand again if they have the opportunity to buy in the future, this is a popular measure of the average number of customers who buy the brands.

2) Individual-oriented attitude measures are the measure of the level of disagreement points or agreement points to the brand in different issues, such as, the opinion of well-known the brands, etc.

3) Brand-oriented behavioral is a measure of the number of repeat purchases, such as, a measure from overall data, a measure from the market share, the measure from a private, etc.

4) Individual-oriented behavioral measures are a measure the frequency, or proportion of purchasing behavior, such as, buying satisfactory goods more than 50 percent.

Luarn and Lin (2003) proposed the measure of brand loyalty in seven dimensions: behavior dimensional, attitude dimension, perceived dimension, reasons dimension, emotional dimension, trust dimension, and relationship

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dimension, in this study researcher used the measure of brand loyalty of Luarn and Lin to measure loyalty in seven dimensions for 24 questions. But Aaker (1991) has concluded the loyalty to the brand that customer's loyalty might be able to separate in the main 4 groups as follow:

1) Non-customer, this is a group that uses the competing brands, or do not use the product in the form, or type that the company offered to the market.

2) Price-switcher is the group who are brand loyalty in the low level but the price is an incentive to purchase, and the customer in this group can be switch to used other brands when they compare the competitors' prices, and have a good reason, that's why the price is the important key to attracting repeat purchases.

3) Fence sitter, if goods in the market do not stand out, or are different from competitors, some customers may have a couple of brand loyalty. At the same time, they are ready to change the brand or they can use any brand of compatible replacement and they do not attach to any specific brand, such as, the case of the Coca-cola soft drinks. Several customers are ready to grab a Coca-cola, or Pepsi, but depending on the store or circumstances that are facing with any product sold. (In this case may be found the customers who are brand loyalty, committed loyalty of Coca–cola, or Pepsi, in the alternative, not included).

4) Committed loyalty, these customers is the best wishes of the owner, because the customer attaches a particular brand with a sense that the brand is a close friends, or confidants (My brand). In this case the customer has a committed loyalty to the brands that often buy only one brand. They are not hesitant to buy a product that was purchased repeatedly and continuously.

Considering the involvement level, and the perceived differences between brands that Asseal (Cited in Moisescu, 2006) classified brand royalty into four groups according to the consumer characteristics, as follow:

1) Complex loyalty group, research to develop the trust and attitudes about the brand, and can create alternatives to the brand.

2) Dissonance loyalty group is a group that loves to buy things and purchase products easily, which are considered the brand from a group that had a similar price, even if the product is expensive and can show the identity of the user the experience that is inconsistent about features, and from hearing about the brand will make this customers try to find more information to support the brand that they choose.

3) Habitual loyal group, this group decides on the basis of intimacy, and purchase the same brand that is not caused by their own habit, but happens from the information that they received from advertising.

4) Variety-seeker group, this group always changes the brand depending on a variety of brands more than dissatisfaction in any brand. They selected the brand with only a little bit evaluation. The evaluation will take place between the brands but they do not seek any information for a decision in advance.

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## Methods

The products used to test the organization's reputation and brand loyalty using the criteria in the selection from the involvement of consumer goods on a high level of involvement; meaning the product of the mobile phone has a high price, and consumers find it difficult to change it, and it's necessary to use more information to make a decisions, by collecting sample data from age 20 years old and more, in Bangkok. The cluster random sampling was used to collect information in six areas, for 66-67 samples according to 400 people. The researcher used the analyzed with descriptive analysis, such as, Demographic characteristics, the behavior to use the phone or SIM card, brand loyalty, then, using the analysis of Structural Equation Modeling with the Lisrel software to analyze factors that influencing the brand loyalty.

## Findings and Discussion

### Demographic

From the research found that the most of sample was female for 226 people, representing 58.50 percent, after that is male for 174 people, representing 43.50 percent. The age of the sample group was between 20-25 years old for 164 people, representing 41.00 percent, after that, between the ages of 26-30 years old for 109 people, representing 27.30 percent. For the education of the sample group, most people have education in bachelor degree for 252 people, representing 63.00 percent, after that higher than bachelor degree for 109 people, representing 27.30 percent. The sample group, most of them have an occupation, they are students in the university for 132 people, representing 33.00 percent, after that, they are employees in private companies for 119 people, representing 29.80 percent. In addition, most of the sample group had the average monthly income is between 15,001-30,000 baht for 200 people, representing 50.00 percent, after that, they has the average monthly income is between 9,001-15,000 baht for 80 people, representing 20.00 percent.

### Behavior of Consumer of Mobile Service

1) Mobile phone brands that the sample group selected the most is 167 people used I-phone, represent 41.80 percent, after that, it's 89 people used Samsung, representing 22.30 percent, and the third was 54 people used OPPO, representing 13.5 percent.

2) The sample group had consumer behavior mobile payment systems, the most was post-paid for 251 people, representing 62.80 percent, after that, Pre-paid for 118 people, representing 29.80 percent.

3) Mobile phone prices from the sample group selection, the most cost is 15,001-20,000 Baht for 152 people, representing 38.00 percent, after that, the price is 10,001-15,000 Baht for 120 people, representing 30.00 percent.

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4) The sample group had the mobile services paid per month is from 101-500 baht for 121 people, representing 30.30 percent, after that, the group paid from 501-1000 baht for 90 people, representing 22.50 percent.

**Brand Loyalty of Mobile Phone**

The results showed that the sample groups are brand loyalty (Brand) of manufacturers of mobile machines, the first thing was about they're satisfaction to use the mobile brand currently being used. (mean = 4.11. , standard deviation = 0.88) in the highest level, after that, they found that the mobile brand that they use from now can served their purpose well (mean = 4.01, standard deviation = 0.88. ) in the high level. The third level is a manufacturer of mobile phones have a loyalty to the customers (mean = 3.99, standard deviation = 0.91) in the high levels.

**The Model of Factors Influencing Brand Loyalty**

The experiment showed that after adjusting the model factors that influencing brand loyalty, it was found that the model is consistent with empirical data. The Influenced line had the significant level of 0.05 (Table 1) the statistical test used the most acceptable, and models are consistent with empirical data in the great level. The loyalty dimension can explain brand loyalty for 89 percent, ($R^2$ = 0.89), after that, its satisfaction can explain brand loyalty for 85 percent, ($R^2$ = 0.85) equal with the perceived value can explain brand loyalty for 85 percent. ($R^2$ = 0.85).

When considering each point, it was found that 1) the trust found that the experience to use mobile phones in the past, the mobile handset manufacturers had loyalty to customers, can explain the exceptional reliability for 83 percent, ($R^2$ = 0.85) 2) the satisfaction found that satisfaction to use the currently mobile phones, can explain the exceptional reliability for 81 percent, ($R^2$ = 0.81) 3) the perceived value found that the benefits of the current mobile phones are now much more than the price or money that spent for, this can explain the perceived value to a maximum percentage for 71 percent, ($R^2$ = 0.71) 4) the commitment found that the interests to use the currently mobile handset brand, still want to use it and do not want to switch to another brand, can explain the commitment in a maximum for 94 percent, ($R^2$ = 0.94) 5) the loyalty found that they will buy the same mobile phones brand now used in the future. If it is damaged or demand increases, can explain the loyalty in a maximum for 88 percent. ($R^2$ = 0.88).

| Fit Index | Acceptable Threshold Levels | Fit Indices from Model | Decision Making |
|---|---|---|---|
| Chi Square ($\chi^2$) | Non - Significant (≥0.05) | 0.00 | Non Acceptable |
| $\chi^2$ / Degree of freedom | Values less than 3 | 164.74/ 64 = 2.57 | Acceptable |
| RMSEA | Values less than 0.07 | 0.06 | Acceptable |
| GFI | Values greater than 0.95 | 0.95 | Acceptable |
| RMR | Good models have small | 0.03 | Acceptable |

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| | | | |
|---|---|---|---|
| | RMR | | |
| SRMR | Values less than 0.08 | 0.02 | Acceptable |
| CFI | Values greater than 0.95 | 0.99 | Acceptable |

Hooper, D., Coughlan, J. and Mullen, M. R. (2008)

**Table 1. Fit index and their acceptable thresholds**

| | Dimension | Standardized Solution | T-value | Squared Multiple Correlation ($R^2$) |
|---|---|---|---|---|
| **Brand Loyalty** | 1. Trust | 0.79 | 15.61 | 0.63 |
| | 2. Satisfaction | 0.92 | 20.20 | 0.85 |
| | 3. Perceived value | 1.03 | 21.02 | 0.85 |
| | 4. Commitment | 0.92 | 22.66 | 0.84 |
| | 5. Loyalty | 0.94 | 22.57 | 0.89 |

**Table 2. Shows the influence of loyalty variable in the brand that classification from the dimension score**

| **Dimension** | **Indicators** | **Standardized Solution** | **T-value** | **Squared Multiple Correlation ($R^2$)** |
|---|---|---|---|---|
| 1. Trust | 1.1 From your experience, while you used this manufacturer's mobile in the past, Is a manufacturer of commercial opportunism? | 0.84 | - | 0.70 |
| | 1.2 From your experience using this mobile phone in the past, does this mobile handset manufacturer focus on customers? | 0.76 | .18.91 | 0.57 |
| | 1.3 From the experience using the mobile in the past, does this mobile handset manufacturer have loyalty to | 0.91 | 22.47 | 0.83 |

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| | | | | |
|---|---|---|---|---|
| | customers? | | | |
| | 1.4 From the experience using the mobile phone in the past, Can you trust the vendors in the future? | 0.77 | 17.82 | 0.59 |
| 2.Satisfaction | 2.1 Do you have a preference to use these mobile phones? | 0.90 | - | 0.81 |
| | 2.2 Do you have a preference to use these mobile phones? | 0.84 | 24.14 | 0.71 |
| | 2.3 Do you agree that mobile phones are now being used to respond well to your work? | 0.86 | 24.52 | 0.73 |
| 3 . Perceived Value | 3.1 Do you think the mobile handset brands that you use have a good price and a good quality? | 0.83 | - | 0.69 |
| | 3.2 Do you think that the benefits of mobile handset brand that you are using now are much more than the price or money that you spent with? | 0.84 | 22.05 | 0.71 |
| | 5.2 You intend to use this mobile handset brand ongoing. | 0.88 | 28.44 | 0.77 |

| **Dimension** | **Indicators** | **Standardized Solution** | **T-value** | **Squared Multiple Correlation ($R^2$)** |
|---|---|---|---|---|
| | 3.3 If considering from what are you | 0.81 | 20.06 | 0.65 |

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| | | | | |
|---|---|---|---|---|
| | received and not get from the mobile network service that you are using right now, do you think it's still have a good value and have a good price? | | | |
| 4. Commitment | 4.1 Your Interest in this mobile handset brand that you are using. Do you want to continue to use it, and not switch to another brand? | 0.97 | - | 0.94 |
| | 4.2 Do you think that it is difficult for you to change your trust and change your mind on the mobile handset brand that you are using now? | 0.88 | 25.56 | 0.77 |
| | 4.3 If your best friends encourage you to use another mobile handset brand, you would not change from the original mobile handset brand. | 0.85 | 26.59 | 0.73 |
| | 4.4 Changing your style on the mobile handset brand that you are using now, it's the biggest change in your mind. | 0.86 | 20.36 | 0.74 |
| | 5.1 You will buy mobile phones brand that you are using now in the future, if it is damaged or demand increases. | 0.94 | - | 0.88 |

| | | | | |
|---|---|---|---|---|
| **5.** Royalty | 5.2 You intend to use this mobile handset brand ongoing. | 0.88 | 28.44 | 0.77 |

**Table 3. Shows the influence of loyalty variable in the brand that classification according to each features**

## Conclusions

The model is consistent with the empirical data in the good level; the loyalty dimension can explain brand loyalty for 89 percent. (R2 = 0.89), next is the satisfaction can explain brand loyalty for 85 percent. (R2 = 0.85) equal with the perceived value can explain brand loyalty for 85 percent 85, (R2 = 0.85) by Lovelock (2001) has given the meaning that the level of service or quality of product that can satisfy the consumer. The products and services will be able to meet the needs, wants, and expectations of consumers. Morgan and Hunt (1994) agree together that the trust that occurs after the satisfaction of goods and services can help to connect the gap between the consumer judgment, and behavioral intention, which is a positive relationship of trust and value. Trust can lead into long-term loyalty, and has a direct relationship with the brand and the consumer (Singh & Sirdeshmukh, 2000). Loyalty and the trust is a psychological attributes that occur within that relationship, when the consumers trusts in their products and service, it is because of the confidence in the quality of goods and services that they have received, because the consumers who have trust in the product and service will affect brand loyalty. (Garbarino & Johnson, 1999).

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ISBN: 978-602-74139-0-0

# MARKETING COMMUNICATIONS NETWORK ANALYSIS BASED ON SPIRITUAL INTELLIGENCE IN MARKETING PRODUCT UKMs WEAVING SARUNG IN CENTRAL JAVA PROVINCE

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***Abstract***

*Marketing of UKMs products is important to be attentive because it is directly related to economic growth and efforts to create a welfare society. Continuing research predecessor by researchers, who claim that spiritual intelligence-based performance contributed to the success of product marketing weaving sarung in Central Java. Sarung has promising opportunities in national and international markets. On the other side of the craftsmen and sarung sellers are in social and economic conditions that are heavily dependent on the owners of capital. Craftsmen and sellers still hanging with work orders and supplies of capital owners. They do not have the power to determine the price of the product. One possible cause is the use of the communication network and the communication network path is not optimal. This study aims to reveal the flow of product marketing communication network sarung. This problem is very unique and distinctive to be revealed because it involves a social and cultural village-based workers and the use of traditional tools versus manufacturer. The theory used is the analysis of communication networks which are then applied in the implementation of the marketing network of UKMs sarung. Marketing theory-based and spiritual and intellectual. Population and sample used as informants are craftsmen and traders environment of UKMs in the region of Central Java Province. Data obtained by questionnaires and interviews. Primary data were then given the coding process and analyzed using the basic concept of a communications network that includes the types of relationships Mode One vs. Two modes, Directe vs undirected, symmetric versus asymmetric, and Weighted (valued) vs. Unvalued. The conclusion of this study is needed communication network is known, capital assistance system software, and utilization of information and communication technology. Researchers suggest the support of the government, business and professional associations that work together with the community to make progress together. This research is far from perfect, the coverage area is quite narrow, the other variables that it dominates the problems of UKMs products helped create obstacles for UKMs sarung product marketers.*
***Keywords:*** *Network communications, product marketing, product UKMs.*

## Introduction

Network marketing communications is one of the important factors of success of a marketing program . Based on the results of previous research on the relationship spiritual emotional factors on the performance of the seller ( Asyari ,

ISBN: 978-602-74139-0-0

Dian et al , 2014 ) , the spiritual aspect is an important factor in supporting the maturity of the personality of a salesman . But the research suggests that the results are not significant factors in the sales performance . Research conducted at the craftsmen and weaving and batik sarong sellers in Central Java province is generating leads fore the importance of marketing communication network and the ability of merchants and artisans in marketing the product their weaving.

Networks can be simply defined as a set of correlation / relationship between social actors . ( Kadushin in Eriyanto : 2014: 37 ) There are two important parts in the network analysis is the relationship between the actor and the actor . Actors in this study are individuals . While the link (edge ) is the relation between the link . Link is represented in a line that connects between the actor with other actors . The existence of an actor anatara lines indicate a relationship , otherwise no line indicates no relation.

Weaving craft is part of the creative industries that are of concern to the government. Given this industry based on the performance of the housing industry to absorb a lot of manual labor, but has not been able to prosper the craftsmen. On the other hand the results of the creative industry is gaining attention among the present. Product demand traditional nuances, art, natural products are becoming trens hobby and lifestyle of today.

Creative industries sector has a major role in contributing to state revenues, proven contribution to the gross domestic product on average 7.8 percent per year, equivalent to 140 trillion rupiah and should not be taken for granted because it is able to absorb a workforce of about 7.4 million people. From 2004 to 2010 exports of creative industries increased by an average annual growth of 12 percent and recorded the highest export value of 131 trillion rupiah in 2010, and is expected in 2025 creative industries accounted for 11 percent of GDP and 12-13 percent for export ( http://citraindonesia.com/kemendag-genjot-industri-kreatif).

Salesperson is one of the company's human resources who have a role in achieving the company's goals. Salesperson role in improving sales performance is very important , Sujan (1994 ) says that in order to achieve effective sales performance required salespeople who have high performance . Furthermore, in the pressure of global competition , companies including SMEs have to transform itself in order to create competitive advantage . A sustainable competitive advantage can be enhanced through the role of people in relationhsip marketing ( Schultz and Good , 2000) . Yavas (1997 ) in Fuad Masud (2004 ) shows the results of research on improving the performance of the sales force a deciding factor in the company's competitive advantage . Slater and Narver (1994) in his study found that the performance of our sales force to win the competition.

Emotional intelligence as a factor affecting the performance of HR has invited the pros and cons, where Gordon in Focus On Line (2004) and Carusso (1999) argues that intelligence (analytical skills and cognitive) is more important than emotional intelligence are more related to personality and mood (mood). Therefore the spiritual intelligence that was popularly believed to be able to integrate two other capabilities previously namely IQ and EQ (K., 2002) which

ISBN: 978-602-74139-0-0

can enhance the creativity and insight to the future. Zohar and Marshall (2001) says that the spiritual intelligence that is able to make a complete human beings as creatures who are intellectually, emotionally and spiritually.

This study aims to determine the marketing communications network based on spiritual intelligence on weaving artisans in the region of Central Java province. This study is a continuation of research the author and his colleagues previously found the model of the sales performance and batik sarong in Central Java that the results did not show a significant relationship between emotional factors mspiritual on sales performance. By entering the factor of marketing communications network in this study hopes to uncover other factors as supporting sales performance.

## Literature Review

### Influence on Personality Spiritual Intelligence

Intelligence is a general ability to distinguish the quality of a person with another person (Joseph, 1978). Intellectual commonly called intelligence is a cognitive ability that is owned by the organism to adapt effectively in complex environments (Galton, in Joseph, 1978). Raven in Suryabrata (1998) defines intelligence as general capacity of individuals who appear in the individual's ability to cope with the demands of life in a rational way.

Intellectual Intelligence must be followed emotional intelligence called EQ (emotional quotient) as a subset of social intelligence that involves the ability to monitor the social feeling that involves the ability to others to sort out everything and use this information to guide our thoughts and actions (Shapiro, 1998) , In today's perkembanan, spiritual intelligence or Spiritual Quotient (SQ) and the behavior that puts our lives in the context of a broader meaning and rich, intelligence to judge that the action or the way a person's life is more valuable and meaningful (Zohar and Marshall, 2000).

Nugroho (2008) found that there are significant between intellectual ability and emotional capabilities of the performance, Devas (2008) found that intellectual capital positively affects job performance or the performance of a person. Hudani (2012) found that emotional intelligence has an influence on personality characterized by (awareness, openness to experience, extraversion and hospitality).

Based on the description above, the hypothesis proposed in this study are:The higher the intelligence, the higher Spiritual personality Salesperson

### Spiritual influence to the performance Salespeople

In the study Barker (1999) states that the salesperson's performance can be evaluated using factors that are controlled by the salesperson itself based on the behavior of the salesperson and the final results obtained salesperson. Based on the study Barker (1999) the performance of the sales force can be measured by the ability to achieve a high market share for the company, the increase in the

ISBN: 978-602-74139-0-0

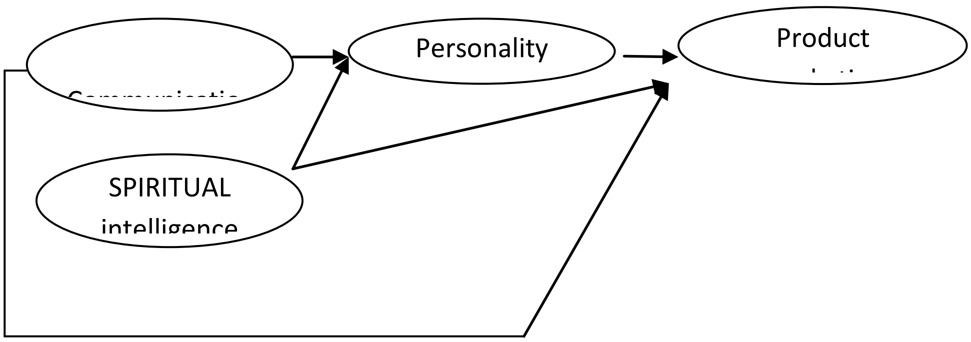
number of sales of products and the ability to sell products with high profit margins.

Witz, sujan H and M Sujan (1998) stated that a key factor in improving the performance of salespeople is to make intelligent sales personnel behaved in the works when conducting transactions with consumers. Pertanyataan is reinforced by Kumar (1994) in which the behavior of intelligent work has an influence on the performance of the sales force, because it will be easier to understand consumer behavior, it is easier to make decisions quickly.

The behavior of smart work will make a major contribution to the achievement of their performance primarily on the achievement of sales volume (Challagalla and Shervani, 1996). Boyatzia (2006) found the influence of emotional intelligence on the performance seseorang.Berdasar above description, the hypothesis proposed in this study is: The higher the spiritual intelligence, the higher the performance of salespeople

**Theoretical Framework**

Based on the description above, can be described theoretical framework in this study are as follows:




**Methods**

**Research Framework**

UKMs industrial products batik sarong is a typical excellent products and Central Java province make a significant contribution to economic development , but the development of the SME industry is still a lot of obstacles, in particular the development of human resources is still weak matrix corresponding SME issues central Java province in 2013. Plans this research will be conducted two years and targets to be achieved as follows :Detailed research framework presented in the following table :

| **Description** | **Year I** | **Year II** |
|---|---|---|
| Destination | Getting a detailed overview of the field of | Obtain a detailed picture of network marketing |

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| | | |
|---|---|---|
| | SMEs sarong in the province of Central Java | communications |
| Target | Getting the data based on the aspects of spiritual intelligence , personality salespeople on product marketing and development of UKMs | Empowerment model SDI UKMs |
| Data Needs | • Data UKM Provincial / the municipal and district<br>• Spiritual Intelligence | Network marketing |
| Data collecting method | Interview Questionnaire | To cross-check of data between stakeholders with the results of research and surveys |
| Analysis | Respondents analysis UKM | Using UKM analysis to examine the relationship between the study variables . |
| Outcome | Overview of human resource development management of human resource development of UKMs | Development of UKMs with stakeholders |
| Output | • The research report<br>• journal Proceedings of the National and International • | Training spiritual intelligence and marketing communications network . |

**Tabel 1. Research Framework**

## Population and Sample

Population is the whole subject of the research, while the sample is partially or representative of the population studied (Suharsisni Arikunto, 1998). The population in this study were 100 SMEs glove, weaving and batik in Central Java province which consists of the municipal Solo, Jepara district, the municipal Semarang, Kudus, Pekalongan district based on data from the Department Keperasi and SMEs in Central Java, 2013. The study population was all actors SMEs in Central Java which is focused on subsectors glove, weaving and batik. The respondents in this study is SMEs elected by 100 people who are willing to

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participate in this study. The sampling technique using sampling metodepurposive, through two stages.

The first stage of selecting SMEs of 5 kabupatan / the municipal elected that has many creative industry sub-sectors, namely batik sarong and Solo, Jepara, Kudus, Semarang and Pekalongan. In the second phase is sampling at selected SMEs to obtain 100 respondents in the sample, so that respondents are SMEs batik sarong elected in five selected districts. As for the consideration of the selection of samples is 1) SMEs glove, weaving and batik into superior products and typical Central Java province, 2) SMEs that operate more than one tahun.Adapun details of the number of samples from five selected districts. The third stage, to understand the communications network have been sampled two districts namely Boyolali and Sukoharjo only with consideration adequately represent the population.

**Variables Research and Measurement**

This study will use a questionnaire of each variable with using a Likert scale with a score of 1 to 5 from strongly disagree to score very Agree . The operational definition table as follows:

| Variable | Operational definition | Indicator | Measurement |
|---|---|---|---|
| Spiritual intelligence | The salesperson's ability to deal with the issue based on the orientation of life is more valuable and meaningful | 1. Honest<br>2. Openness<br>3. Knowledge of self | Scale interval data ( with a scale score of 1 to 5 ) |
| Network marketing communications | Groove marketing communications network | Network model | Quantitative descriptive |

**Tabel 2. Operational Variable Definition**

**Analysis Method**

The analysis technique used to answer the hypothesis is by using a structural equation modeling approach Partial Least Square ( PLS ) .Partial Least Square ( PLS ) PLS approach is a free distribution or a powerful research method because it does not assume certain distribution data but can be nominal , ordinal , interval and ratio as well as the number of samples should not be large ( Imam Ghozali , 2006: 17-18 ).

**Pengujian Model Partial Least Square ( PLS )**

The test measures the empirical model based study Partial Least Square ( PLS ) with Smart PLS software is as follows :

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**Analysis of the relationship between variables teridiri lines of :**

1. Outer models, the specification of the relationship between the latent variables
2. Inner Model , ie specifications relationships between the latent variables (structural model) , also called the inner relation.
3. WeightRelation , the estimated value of cases of latent variables , inner and oute rmodel provide specifications that are followed in the estimation algorithm PLS . After the required definition of weight relations . The value of cases for each variabe llaten estimated in plss sa following :

$$\xi_b = \Sigma_{kb} w_{kb} x_{kb}$$

$$\eta_1 = \Sigma_{ki} w_{ki} y_{ki}$$

Where Wkbv and WKI is kweight used to form estimates of endogenous latent variables ( η ) and exogenous ( ξ ) . Estimates of latent variables is linear aggregate of indicators that the value weightnyadidapat the estimation procedure PLS as specified by the inner and outer model where the latent variables endogenous ( dependent ) is η and the latent variables eksogenadalah ξ (independent ) , while ζ is a residual and β and ì is a matrix path coefficient ( pathcoefficient ).

**Analysis of Network Marketing**

Marketing network analysis to understand the flow and analyzed by quantitative descriptive method .

**Findings and Discussion**

**Identity of Respondents**

| No | Age | Frequency | Precentage |
|---|---|---|---|
| 1 | 20 – 29 year | 9 | 9 |
| 2 | 30 - 39 year | 24 | 24 |
| 3 | 40 - 49 year | 36 | 36 |
| 4 | 50 – 59year | 26 | 26 |
| 5 | >60 year | 5 | 5 |
| Total | | 100 | 100 |

**Tabel 3. Age Respondents**

Age of respondents UKM,s batik sarong weaving industry has at least the age of 60 years or by 5 % , while the highest in the age of 40-49 years is sesesar 36 %. This condition indicates that the industry players batik sarong run by the age group 40-49 years were not productive age but has a strong entrepreneurial spirit.

**Education Respondents**

The composition of respondents by category of education are presented in Table 4 below

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| No | Education | Frequency | Percentage |
|---|---|---|---|
| 1 | Graduate SD | 11 | 11 |
| 2 | Graduate SLTP | 15 | 15 |
| 3 | Graduate SLTA | 50 | 50 |
| 4 | Graduate PT | 24 | 24 |
| Total | | 100 | 100 |

Table 4. **Education respondents**

Education industry respondents batik sarong at least graduated SD sebesar 11% and at most completed high school that is equal to 50% This condition indicates that the industry players batik sarong is run by a group of people who have a good education is high school.

**Gender Respondents**

The composition of respondents by category gender are presented in Table 5 below:

| No | Education | Frequency | Precentage |
|---|---|---|---|
| 1 | Male | 58 | 58 |
| 2 | Female | 42 | 42 |
| Total | | 100 | 100 |

**Table 5. Gender Respondents**

**Business Long Respondents**

The composition of respondents by category of business ever presented in Table 6 below:

| No | Bussines Long | Frequency | Precentage |
|---|---|---|---|
| 1 | 1–5year | 22 | 22 |
| 2 | 6 – 10year | 35 | 35 |
| 3 | 11 -15year | 13 | 23 |
| 4 | 16 – 20year | 10 | 10 |
| 5 | >20 year | 20 | 20 |
| Total | | 120 | 100 |

**Table 6. Business long Respondents**

**Variable Description**

Respondents' perceptions of the variables studied , this study uses kriteriarentang of 0.80 . Therefore, the interpretation of the value is as follows :

1,00 – 1,80 = Very low
1,80 – 2,60 = Low
2,60 – 3,40 = Medium
3,40 – 4,20 = High

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4,20 – 5,00 = Very high

**Spiritual Intelligence**

Indicator variables spiritual intelligence includes honesty, openness and self-knowledge . Based on research in the field of spiritual intelligence variable index shown in Table 7.

| No | Indikator | Average | Respondens answer |
|---|---|---|---|
| 1. | Honest | 4.1 | |
| 2. | Openness | 4.05 | |
| 3. | Knowledge of self | 4.07 | |
| Overall average | | **4.07** | |

**Table 7. Descriptive statistics Spiritual Intelligence**

Table 7 shows that the overall average of respondents' answers by 4:07 . In detail, the average respondents honest indicator of 4.1, openness 4,05 andknowledge dirisebesar 4:07 .

It shows that the respondents' perceptions of spiritual intelligence is high. It is based on findings in the field can be presented as in Table 4.6 below:

| No | Criteria | Indicator | Invention |
|---|---|---|---|
| 1. | High | Honest | • Describe the product with what<br>• Sell at a reasonable price<br>• As promised and on time |
| 2. | High | Openness | • Explain what the<br>• Open to the community and family<br>• Consumers are invited to get involved<br>• Inviting customers to participate in the community |
| 3. | High | Knowledge of self | • Describe the style and quality of products<br>• To advise on the suitability of the product to the buyer<br>• Choice of products according to customer needs |

**Table 8. Descriptive Spiritual Intelligence**

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**Data Analysis**

Data processing techniques to the study through 2 testing phase, ie outer and inner models models. Use of PLS Smart program as a means of Data Analysis to Determine the outer results of the models can be done through : Convergent Validity , Discriminant Validity , and Composite Reliability.

Validity melaluiConvergent analysis of the measurement models with reflection indicator assessed based on the correlation between item scores / component scoreyang estimated by PLS software . The size of individual reflection tingggi said when correlated over 0.70 with the construct being measured . However , According to Chin , 1999 ( in Ghozali , 2006) to study the early stages of development of measurement scale loading value of 0:50 to 0.6 is Considered adequate.

| Variable | Indicator | Loading factor | Conclusion |
|---|---|---|---|
| Spiritual intelligence | Honest | 0.858 | Valid |
| | Openness | 0.883 | Valid |
| | Knowledge of self | 0.838 | Valid |

**Table 9. Outer Loadings ( Measurement Model )**

From Table 9 above shows the outer value model or the correlation between the constructs with variable indicates that the loading factor has a value above 0.50 for all the variables that constructs prove that the indicators are valid.

To ensure that every concept of latent variables each different from the other variable is done by looking discrimainant validity. Descriminant model has good validity if any value loadings of any indicators of a latent variable loadings have the greatest value to the value of the other loadings on other latent variables (attachment).

Testing the validity and reliability of the data can also be seen from the average variance extracted (AVE). Construct is said to have a high reliability if the composite reliability values> 0.60 and AVE are above 0.50. On the table will be served 4:20 composite reliability and AVE values for all variables.

| Variable | Composite Reliability | AVE |
|---|---|---|
| Spiritual intelligence | 0.895 | 0.739 |

**Table 10. Composite Reliability and AVE**

**Testing Interpersonal Variables**

The amount of influence between the variables of research can be seen on the output result of the inner weight , the 4.22di table below.

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| | original sample estimate | mean of subsamples | Standard deviation | T-Statistic |
|---|---|---|---|---|
| Spiritual -> Marketing | 0.147 | 0.133 | 0.080 | 1.843 |

**Table 11. Result For Inner Weight**

**Hypothesis Testing and Discussion**

Based on Table 4:22, the third hypothesis testing results indicate spiritual intelligence significantly affect personality, with a path value of 0.396 and 4.823 t value greater than t table (1.96). Thus it can be concluded that spiritual intelligence has a positive and significant influence on the personality. These results indicate that the higher intelligence where the higher sprititual honesty, openness, self-knowledge it will increase the seller's personality, especially the increase in extraversion, openness and self-knowledge. With the acceptance of the hypothesis is meant to support the study of Zohar and Marshall (2001) and K. (2002) that the role of the SQ can increase the seller can improve the ability to adapt effectively to the complex environment (Galton in Joseph, 1978).

Therefore, by increasing the spiritual intelligence with more honest, openness and knowledge of the seller, the seller's ability to build communities, networks, precision and better cooperation.

**Influence of Spiritual Intelligence to marketing**

Based on Table 4:22, the sixth hypothesis testing results indicate spiritual intelligence does not significantly affect the performance of the sales force, with a path value of 0.147 and 1.843 t value is smaller than t table (1.96). Thus it can be concluded that the spiritual quotient has not had a significant effect on the performance of the sales force. These results indicate that spiritual intelligence can not improve the performance of the sales force is increasing its market share, speed and the ability to sell new products to reach the target and a bigger profit.

**Analisis Network Marketing Communications**

This study used a sample of craftsmen weaving centers Gatak area Sukoharjo and Ngemplak Boyolali. There are a number of 71 craftsmen and some of them are a craftsman and collectors. Meanwhile in Sukoharjo Gatak Blimbing there are 35 of them are artisans and craftsmen and collectors. Crafters are energy weavers weave their own at home or at the employer's premises. Collectors are the people who buy the weaving of artisans. As for the marketing communications network overview is as follows:

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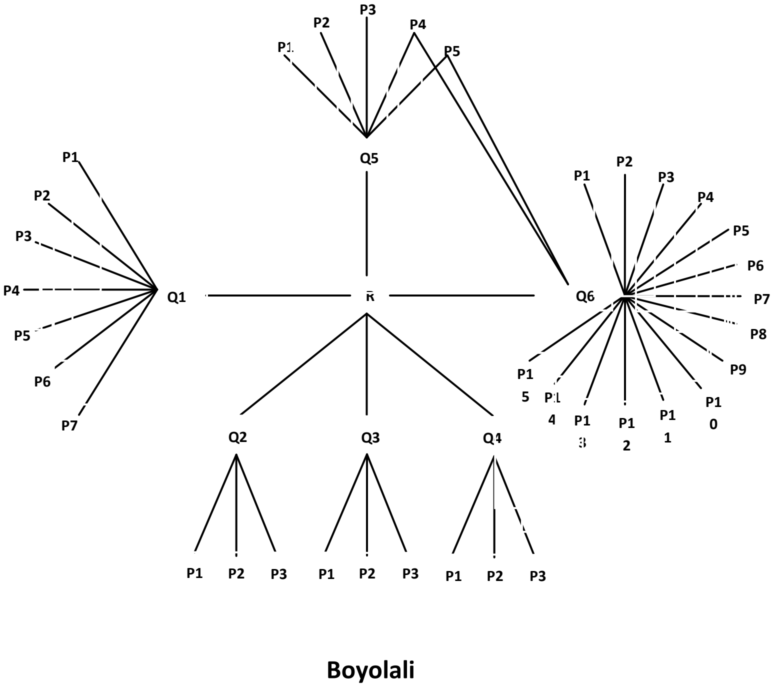
**Picture 1: Network Marketing Communications 1**




From the description of the marketing network can be described diarea first artisan center that is centralized marketing communications. Woven marketing communication has not been done independently. The same condition also occurs in the second weaving centers. These artisans work order. They got yarn, design and direct buyers of the employer in Solo. Crafters are not entitled to ultimately determine the price of weaving. The employer who determines the price. Crafters is dependent upon the employer.

During the marketing of weaving has never marketed itself, because if you get caught employer will not be given another job. The craftsmen will receive a reward of 80 thousand, 70 thousand, 60 thousand, 50ribu, 35ribu per meter depending on the quality of the weaving. Results Blimbing Gatak weaving artisans will be exported to Arab and Surabaya. Penyetornya is the employer. Each employer can buy at different prices. While the marketing communications network in the second weaving centers are as follows:

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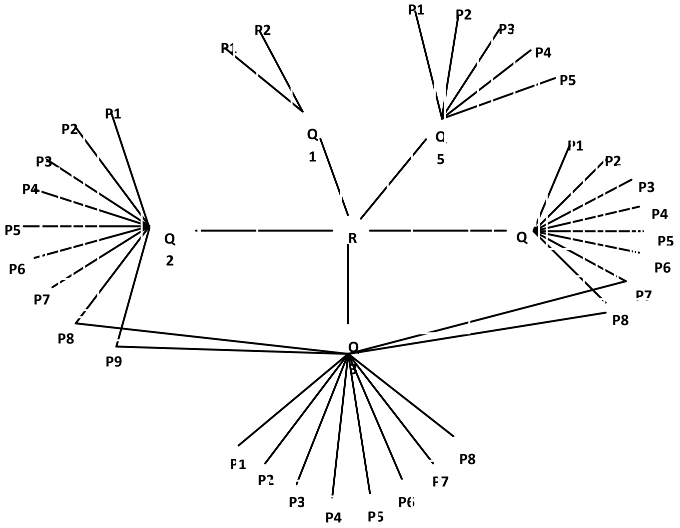
**Picture 2: Network Marketing Communications 2**




Sukoharjo

Marketing conditions weaving experience different phenomena with centra artisans weaving looms 2. The production will run in accordance with the order. If demand decreases or stops then the product will be congested. But if the order is plentiful or lot or large it looms orders will be awaited by collectors. Chairman Mr. Wiyono, Secretary Darmi mother.

Number of collectors in this center there are four collectors. This is the price setter for collectors, crafters can not specify the price because the position is very dependent on collectors. Production craftsmen also can not every day having to wait for the stock pile of collectors. Collectors from outside will sell woven by order in East Java. There are collectors who sell directly or to deposit again.
Messages weaving Arab traders came and gave the capital first. Collectors bought the yarn and look for craftsmen. The Arab swords also known easy to negotiate with for example if it is determined the order turns out not so, then they will wait. They advised that the manufacture of woven on hand crafters can not be forced like machines.

During this time artisans memamg never marketed itself. No installation of the internet or look for its own network. The reason is because the craftsmen are the parents and do not understand the media. Likewise, there is no coach who can menjari them with this medium.

With these conditions the weaving craftsmen share their time with other work that could bring value. Such as in the fields, has Klangenan or pets that can

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be sold. Production looms 40m / day or in 5 pieces of over 8 meters. The artisans will earn wages 2,500 rupiah per meter.

Expectations of the future, the first order can be varied looms for the manufacture of other products that could be worth selling. Search of raw materials originally provided by sub or head of the group but because constrained deposit jammed the artisans buy sendiiri own. Reason stalled as a result of the sale of weaving used to cover the daily needs are not sufficient, so that when benag exhausted incapable mebeli again. While the selling price and the thread remains limited. Another obstacle because the stock is still a lot of reasons, so collectors do not want menerina.

Other expectations, it took the creation of new products, there are mengakari, capital assistance, support tools and marketing assistance. During this time the product is sold 11 thousand but to be 35-40 thousand in Arabic. Depositing system in Arabic. There are Arab traders who came to demand a minimum of 50 one-week score. So marketing is not at the initiative of artisans. So far there has been no attempt ntuk crafters looking to overseas marketing network. Because demand a lot and had large capital. Collectors do not dare to approve because no ditas black and white or a clear written agreement. So that the customer does not come worry later.

By knowing the woven product marketing communications network in Central Java is expected to have the discovery of specific factors that become important variable success in the field marketing.However Network is centralistic dependent on the economic aspects, namely capital.

## Conclusion

Spiritual intelligence is not significant to the performance of the sales force, just emotional intelligence significantly to the performance of the sales force. Network Marketing communications is a major actor in improving marketing performance woven products in Central Java. Capital and the power of communication networks supported pemsaran information technology needed to support the success of marketing communications.

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## Author’s Biography

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ISBN: 978-602-74139-0-0

# CRITICAL STUDIES OF TOURISM COMMUNICATION IN MANADO

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***Abstract***

*Manado is capital region of North Sulawesi, a city with an area about 15.726 Ha, which is well known for their friendliness and harmony between religions and ethnicity. This city also become a tourist magnet in Indonesia's mid and eastern region, with tourism icon such as Bukit Kasih, Tondano Lake, and history tourism like cemetery of Indonesian National heroes, such as Kyai Modjo, Tuanku Imam Bonjol, etc. Unfortunately, this potential in tourism was not maximized. There is many tourism object was not well maintained by government. Based on this fact, author conduct a research concerning in critical studies of tourism communication in Manado, describe how a city should be design to become a tourism city with tourism communication as the core, and government role to make that successful. This research used critical paradigm with qualitative phenomenology methods. The results of this research shows that government of Manado was not doing tourism communication in developing the city's potential, and also did not give attention to tourism object.*

***Keywords****: critical studies, tourism communication, Manado*

## Introduction

Manado is a city with an area about 15.726ha located in the northern of Sulawesi Island. Manado is also the largest city and the capital region of North Sulawesi. Geographically located between 10 25 '88 "- 10 39' 50" N and 1240 47 '00 "- 1240 56' 00" E, and administratively bordered by: (1) in the north by North Minahasa Regency; (2) in the south by Minahasa Regency; (3) in the East by North Minahasa Regency and Minahasa; (4) in the west by Sulawesi Sea. (Pemerintah Kota Manado, 2012)

Manado city is also known for the hospitality of its inhabitants. Manado city inhabited by some of the ethnic from North Sulawesi include Minahasa ethnic, Bolaang Mongondow ethnic, and Sangihe-Talaud ethnic and various religion groups with the majority of the population are Christians. Although Manado is inhabited by various ethnic groups and various religious groups, but people of Manado has always lived in harmony and peace. Motto "Torang Samua Basudara", which adopted by people of Manado has become further strength for the harmony of life in the city of Manado. This is the reason why some of the nation's figure said that Manado is a miniature of Indonesia. (Seputar Sulut, n.d.)

Manado is also one of the tourist destinations in central and eastern Indonesia, especially in marine tourism. Bunaken Marine Park has always been a main attraction, which is always been sold and displayed to become the main tourist destinations in Manado. This can be seen in some of the travel website

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about Manado which always displays the Bunaken Marine Park in the first place and as first choice to visit. Beside of marine object tourism such as Bunaken Marine Park, Manado also has many tourist attractions with a huge potential for tourism. Others tourism icons such as Bukit Kasih, Lake Tondano, as well as historical attractions such as the tomb of Kyai Modjo, Tuanku Imam Bondjol tombs, etc. Unfortunately, this potential in tourism was not maximized, authors will discuss this matter more deep in next chapter, but however many tourism objects and attractions does not well maintained and does not get the attention from the government. Manado government's role and donation in promoting tourism is not yet visible, there are many attractions that are now actually getting help from the private sector as well as from abroad.

**Picture 1: Travel Website Display Bunaken In First Place**

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Based on this fact, author conduct a research concerning in critical studies of tourism communication in Manado, describe how a city should be design to become a tourism city with tourism communication as the core, and government role to make that successful. Purposes of this research are to knowing the conditions of tourism in Manado and government's role to increase the tourism using tourism communication, and to provide all the readers with comprehensive research paper of how a city should be design to become tourism city. Because as we know, Indonesia has big potential in tourism but still need to be develop.

## Literature Review

Tourism has and will be generally recognized as the world's largest industry. Its growth is creating rapid social, economic and environmental changes which expect detailed understanding and measures to be managed. Nowadays, communication has become a major driver of tourism. Communication in tourism is another form of promoting tourism by involving not only linguistic means. Some people traveled specifically in order to gain a deeper understanding of the culture or heritage of a destination by what they have heard and read. In order to satisfy tourists' needs and expectations, tourism products typically attract consumers by the communication attributes. People hold a variety of misconceptions about communication of tourism product. The most common one is its confusion with marketing and promotion. (Suli et al, 2013)

To understand the concept of the tourism communication with comprehensively, firstly we must start from understanding the definition of tourism its self. Merriam-Webster Dictionary simply defines tourism as the activity of traveling to a place for pleasure, or the business of providing hotels, restaurants, entertainment, etc., for people who is traveling. Meanwhile, according to Ismayanti (2008: 1) tourism is a dynamic activity that involves many people and turn on various fields of business. Based on these definitions can be concluded that tourism is a trip activity with the purpose to recreation that involves a lot of people in the process and also turn on various fields of business.

Another concept that related to tourism is the concept of tourist. Simply saying a tourist is a person who doing traveling to a place for pleasure. Reisinger (2009) define tourist as a temporary visitor staying at least 24 hours in a region for the purpose of leisure (holiday, sport, study, or recreation), business, family matters, or meeting and conferences. The term tourist can have a range of meanings, depending upon categories of tourists that vary by the degree of institutionalization, type of encounter exchange, form of travel, traveler's status, and so forth.

Meanwhile communication defines as a relational process of creating and interpreting messages that elicit a response (Griffin, 2012:6). Communication process have several elements to make this happened, i.e. sender, message, channel, receiver, response, feedback and noise. Basically communication is a process of delivering a message either in statements or symbols that has meaning

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to inform, change attitudes or behavior of a person to another person either directly or indirectly.

Based on the two definition above, can be concluded that the tourism communication is a human activity in order to communicate information about traveling to an area or attraction that will be visited by tourists while enjoying the journey from an attraction to other tourist attractions, in order to make tourists become interested and come to an action which is visiting. In the part below, author will be explaining some types of tourism based on the purposive motives, i.e. (Spillane, 1987: 29 - 31):

1. Pleasure Tourism
   This kind of tourism is done by people who leave their homes for a vacation, looking for fresh air, fulfill his will to know something, relaxation, see something new, enjoy the beauty of nature, etc.
2. Recreation Tourism
   This kind of tourism is done to take advantage of the holidays to rest, recover physical and spiritual needs, and refresh your self from fatigue and exhaustion. Recreation tourism can be done in a place such as seaside, mountains, retreat centers and health centers.
3. Cultural Tourism
   This type of tourism is characterized by a series of motivations such as the desire to study and learn about the local customs, institutions, and ways of life from certain group, visiting historical monuments, cultural heritage, centers of art and religion, the arts festival, music, theater, folk dance and others.
4. Sports Tourism
   This type of tourism can be divided into two categories: a. Big sports events, namely the major sport events like the Olympic Games, the ski world championship, world championship boxing, and others that draw attention to the audience or the fans; b. Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and the such as hiking, horseback riding, hunting, fishing and others.
5. Business Tourism
   According to the experts, this type of tourism is a form of professional travel because this type of tourism related to somebody’s jobs or positions, which do not give the travelers a chance to choose the destination and time of travel.
6. Convention Tourism
   Usually, this type of tourism occurs when there is a big event or big convention that draws many people from different country to come and spend some time in the country’s organizer. Frequently the country’s organizer would build up building and structures that support the convention tourism.

The final conclusion from communication tourism concept is a form of transmission process of meaning from sender to receiver, which occurred during a trip for recreation purpose. When someone doing tourism activities, its mean

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the person travel and visit a variety of places and met a variety of people. When the meeting took place, at the same time communication process is also happened between newcomers (tourists) with locals. Through the communication process that occurs, each of the parties is learning about each other culture and learn to respect and understand each other. Interaction between tourists with local people can occur in a variety of forms, ranging from simple conversation to the commercial transactions involving both parties.

Tourism communication is a wide concept which include many aspect, not limited to the communication process between tourist and local people but also include the government who run and the develop tourism object to attract tourist to come and stay. In the others words, tourism communication are also speak about tourism product, marketing communication, and the role of government in order to develop tourism.

## Methods

This research used qualitative methods with critical paradigm and case study approach. The qualitative method was chosen because this research is aimed not only to describe how a city should be design to become tourism city and to describe tourism communication inside Manado. Main focus and purpose of this research is to analysis tourism communication and role of the government who supposed to be have responsibility to expand and develop tourism in order to attract more people to come and make local people become more prosperous.

The definition of qualitative research according to Cresswell (2008), as quoted by Raco (2010), is an approach or an inquiry to explore and understand a phenomenon. Based on this definition, qualitative research aims to understand a phenomenon experienced by the research subject by way of description in the form of words and languages. Basically, research with qualitative methods has the advantage of investigating a phenomenon that cannot be tested in a lab.

The case study approach was chosen by the writer because this approach is considered the best way to describe the whole phenomenon within this research. Robert E. Stake, as quoted by Denzin and Lincoln (1994), stated that the case study is not a methodological choice but, rather, a choice of object to be studied. As a form of research, the case study is defined by interest in individual cases, not by the methods of the inquiries used.

Furthermore, Denzin and Lincoln (1994) identify three types of case study. First is intrinsic case study which helps one form a better understanding in a particular case. Second is instrumental case study, where a particular case is examined to provide insight into an issue or refinement of theory. Lastly, the collective case study which is an instrumental study that extends to several cases.

## Findings and Discussion

Author will start this chapter with explaining the findings and facts discovered during research in Manado. Discussion about tourism communication

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in Manado and the analysis based on the theory above will start afterward. During the research author found some interesting finding about tourism in Manado. First, author find that many tourism object are not in the good shape, many of it look neglected and lacking from visitors. As example are Bukit Kasih and cemetery of National Heroes Tuanku Imam Bondjol. These two tourism objects are icon of tourism in Manado, Bukit Kasih for example build in 2002 as a religion center where everyone from different religion and ethnic can gather together and worship their own believe in one place. Now, after more than 10 years, Bukit Kasih is far from the origin's purpose.

**Picture 2: Bukit Kasih**

Pictured 2 above is the image of Bukit Kasih which taken in early November 2015 by author. Bukit Kasih is known as a symbol of brotherhood and inter-religious harmony, a symbol of diversity in Indonesia. As can be seen from the image, Bukit Kasih is in unmanageable condition. The monument was dirty, the paint begins to peel off and tiles that stick on the wall need to be repaired. Overall, Bukit Kasih conditions as a tourism object need to be repair as soon as possible. Its need concern from the government. In the other side, tourism object

Bukit Kasih has no authorized officer with uniforms which cause there are those who take illegal levies in the area. There are also no particular place for merchants to sell their goods and services, and as a result all the merchant all gathering everywhere near the monument and it is very uncomfortable for the tourist who visiting the area.

Similar conditions also happened in tourism object cemetery of National Hero Tuanku Imam Bondjol. The tourism object looked neglected, these conditions can be viewed from the front gate, where the plants looks wither and there is no security officers guarding the gate. The figure below is the front part of tourism object cemetery of National Hero Tuanku Imam Bondjol.

**Picture 3: Front Side of Tuanku Imam Bondjol Cemetary**


The only officer in the cemetery is Mrs. Lulu, the cemetery caretaker. Based on the interviewed with Mrs. Lulu is known that she didn’t get a salary from the local government, she just rely on donations given by visitors. Mrs. Lulu also explained that lack of funds is a main difficulty in managing the cemetery as tourism object, as the results in the shortage conditions the cemetery as tourism object cant obtained the maximal income. Then, the main building of this tourism objects also from donation of the private sector, namely the Big Family of Bundo Kanduang originating from West Sumatra. The Government did not provide assistance or donations in any form to maintain and develop one of the places that have a very big potential to become tourism object in history and cultural tourism.

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**Picture 4: Memorial of Bundo Kanduang at Tuanku Imam Bondjol Cemetary**

Bunaken Marine Park which become the pride of North Sulawesi tourism is also in the bad condition, Bunaken Island as the center of marina park is not sufficient to be considered as a international tourism object, although every year many foreign tourists come to visit and stay at there. The only port on the island is the contribution from the United States. Local people in the island are still having difficulties in so many ways of living, even just to obtain clean water and power supplies. Infrastructure, such as roads and streetlights are also lacking.

The facts above are the proof that the government of North Sulawesi, particularly government of Manado did not make an effort to increase tourism. Funding or promotional activities are very limited so it makes the impression that the government did not give their best. It can be further seen in the official website of Manado government. First Manado government has no official website or homepage that support tourism in their region. The only one website available is so standard and not having the function of translation into another language.

Based on these findings, it can be concluded that the growth of tourism did not create social change, economic and environmental changes as noted by Suli et al (2013). Further Suli et al (2013) argued that the communication is a major driver in tourism. This is the main point why tourism in Manado has not succeeded in creating social change, economic and environmental changes. It is all due to the lacking of communication elements to boost tourism.

Some tourism object which has described above indicated that tourism in Manado can be categorization into three categories of five categories addressed by Spillane (1987), namely pleasure tourism, recreation tourism, and culture tourism. Bunaken Marine Park, Bukit Kasih and other tourism objects such as Lake Tondano categorize into the product of pleasure and recreation tourism.

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While the historical objects such as the Cemetery of National Hero Tuanku Imam Bondjol is the part of cultural tourism. This findings makes Manado has a huge potential in tourism.

Manado has great potential to become a tourism city. The only one problem is tourism product owned is less manages. In addition the problem which also facing to make Manado in tourism city is the lack of funds and human resources to boost tourism. Manado government which should be the main parties who is obliged to manage and develop tourism, in fact do not perform their duties properly. As the results tourism in the Manado is very disorganized and ultimately not be able to provide income for prosperity for its society.

This shows that the Manado government do not perform tourism communication, so the tourism potential held by the city is cannot be optimize and cannot create changes in standard of living for the society. The Government as a leader should carry out the functions and duties to promote their region, this can be achieved by maximizing all potential owned, includes nature resource and human resource, including in this case is tourism. Progress in terms of tourism should start from the government's efforts, such as in managing tourism objects that already exist, build the infrastructure that supports tourism activities, and promotion in order to increase the number of tourists.

## Conclusions

There are some findings that can be gained from this research. First Manado has a huge potential in tourism, ranging from natural to cultural sphere. Secondly, in fact the tourism object in Manado is in the bad condition, many tourism object is not well maintained so its failed to attract tourist to come and visit. The third, local government did not carry out their duties and obligations to improve the tourism sector. There is no government involvement in efforts to increase tourism in Manado.

Based on these findings, it can be concluded that tourism communication did not apply in Manado. Manado government which should be the main parties to perform tourism communication, in facts did not pay attention at all. The absence of government’s role, and the lack of funds and human resource makes the tourism potential in Manado become wasted in vain. Changes in improving the standard of living for local people that supposed to achieved through tourism is still no visible to exist.

Advice can be given by the author on this research is to conduct advanced research focusing on the perspective of the municipality of Manado, looking for the reason behind the impression of ignorance that arises from the lack of the government's role in promoting tourism and tourism communication. Then the results of the first study and follow-up can be used to become a reference in Manado improve people's lives, especially through tourism.

ISBN: 978-602-74139-0-0

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## Author's Biography

Author was born at Jakarta on April 6th, 1990. Authors get her bachelor degree in 2011 from faculty of communication at Tarumanagara University, finished master degree from faculty of social and politic science majoring communication science at Indonesia University on 2015. Since 2014 become assistant lecturer at faculty of communication, and on 2015 become full time lecturer at Tarumanagara University.

ISBN: 978-602-74139-0-0

# MODEL OF GOVERNMENT PUBLIC RELATIONS COMMUNICATION AND THE INFLUENCE OF ATTITUDES AND BEHAVIOR AROUND KEK (SPECIAL ECONOMIC ZONE) TOURISM TANJUNG LESUNG, PANDEGLANG-BANTEN

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***Abstract***

*The policy of Indonesian government said Tanjung Lesung as the special economic zone tourism aim as the magnitude of the accelartion development MP3i in Banten, by the enactment of Government Regulation (PP) No. 26 of 2012. All the postivism and optimistic programms of KEK Tanjung Lesung should be delivered in good and clear to the people, especially for Pandeglang's citizen, who directly affected by this planning. According of this situation, the role of public relation wthere local or province should be able to present and transformed the important informations for the people. The study's result of local government public communication model to changes in behavior and attitudes related to the program KEK PandeglangTanjungLesung by using mix methods combined quantitative and qualitative approach an overview, showed contributes Public Relations KEK (37.5%), Communicators (32.5%), Message (39.8%) and Channel (27.5%) as an indicator of the independent variables. Seen in multiple regression analysis results obtained from 400 samples, divided into four districts, namely Padeglang, Panimbang, Menes and Labuan showed the positive tren with the equation Y = 5.74 + 0,41X1 + 0,45X2 + 0,66X3 + 0 , 38X4. That four indicators have positive influence on changes in attitudes and behavior Pandeglang in looking at KEK's problems. The channel information is the weakness variable that should be improved in order to provide information accessibility easy and appropriate for the community. 53% from the sample believe that KEK will be succeed and 43% said that the responsibilty of this programms success takes by Pandeglang's regency, which is the half of sample 51% doesn't know the role of local government Public Relations either. But that KEK is an important part and be a sense of belonging, actually this's as the starting point for local government to more play the role of Public Affairs. These results clarify, that coordination of public relations at the level of district councils till of administrator,not well coordinated at the community level. Therefore, there must be continuity and coordination roles and in the formulated message is informative and appropriate for each region, because each region has different needs and characteristics to the needs of the desired information.*

***Keywords:*** *Model of Communication Public Relations, Public Relations, KEK TanjungLesung, Tourism*

ISBN: 978-602-74139-0-0

## Introduction

In the president regulation (PP). No. 26 of 2012, state that special economic zone (SEZ) Tanjung Lesung with an area of 1,500 Ha entry as the Special Economic Tourism Zone . It means that the government concern and gives more attention to used the potential of Tanjung Lesung area especially in tourism or of nature source for society benefit. Regardings with this planning, the form of communication either from the central or local government level should be able good coordinated and synergy. The impact of this planning either positively or negatively will be directly felt by people, who live arround in Tanjung Lesung. The conditon of culture changed automaticly is one of issue that the people of Tanjung Lesung should be face. The president regulation (PP). No. 26 of 2012 is indeed to be immediately disseminated to the public, because that the local local government either Banten Province and Pandelang regency are in charge for the socialization of this president regulation.

The Socialization by government officials often has the problem by limited funding and doing in high context and formal situation. It makes for the people, who live arroudn Tanjung Lesung, actually not enough get the informations, because they still have a lot of questions in they mind especially with their live later after this regulation running. Less and unclear informations are the seriously problems in this situation. This can be happend, because the delivery of the message sometimes get the noise either from the communicator, communicant even channel. Other side cultural factors and the characteristics of the community becomes a matter that should be of common concern in order to then be given the message that can be accepted by society. Most of the people right now have negative perception of the government, because most of them still believe that the goverment has the hidden agenda of their planning. Like we know, the situatuons in Indonesian right know in all aspects will be related with politics. This scepticism of the people actually is the challenge for the goverment to be better deliverd the informations.

In our previous research showed that the teenagers or young people in Tanjung Lesung are familiar with the new media. The used the new media (internet) as the tools to get the informations that they need. It means, the people there are modern. So, it’s wrong, if we had the assumption if the people there unmodern. This situation actually as the oppurtinty for the goverment to used the new media for the informations socialization as the solution of the less budget. The opinion in the media either print media or electronic media in view of the agenda setting theory still can be happend.

Most the people are still worry, if they’re just only as the viewer and don’t get any benefits when Tanjung Lesung become as tourism areas. This perception is not absolutely wrong, because they see how Carita Tourism attractive beaches in Pandeglang does not give much benefit in the development of local communities. The society does not have the access directlly to the beach, because has been closed by hotel. So the increase in per capita income people are

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not increased . The idea that the object later in Anyer tourism can contribute to society like in Bali is very absolutely felt.

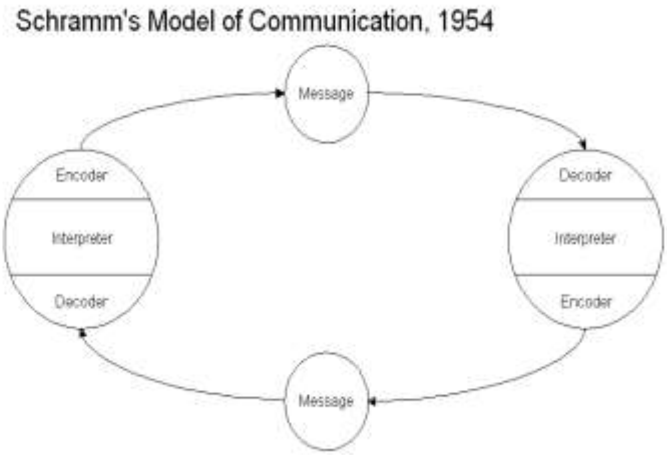
Related with above issues which have to be discussed is, the opinion or concern of any society can be formulated problem . That the good intentions of the government in developing the area through the president regulation (PP) No.26 / 2012 should be realized. As the academicians through this research try to offer the solution to solve this problems and also give the contribute in disseminating information and understanding of the content and purpose of the determination of president regulation (PP). No. 26/2012 in Pandeglang regency especially in Tanjung Lesung.

**Literature Review**

**Communication Model**

The Society is a dynamic individual . It means that when we speak to people we are then faced with the fact that they have some differences and characteristics different from each other. Effective communication is communication in which what the sender said is received in full and clearly by receiver. This process can be describe as two way communication model from Schramm :

**Picture 1: Communication Model from Schramm**




In this diagram clearly shows how communication is an exchange of messages where has interpreter activities through the decoder and encoder. The fact of communication is not simple like that model. In Communication between people sometimes can be fund a lot noise that can be miss the informtions between sender and reciever.

Although Public Relations is a form of organization but what they handle is not only dissemantion through the mass media, but more to interpersonal. It

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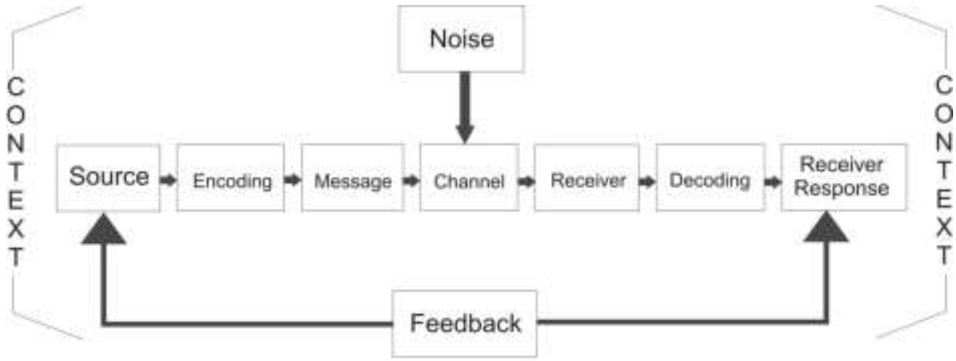
because the characteristics of the communities in the area Special Economic Zone (SEZ) Tanjung Lesung are still hold the traditional values. So the approach is not always in the formal form only. Further Devito showed by his model of communication that should be considered is the noise. How then sender explained these barriers through a channel that has been chosen.

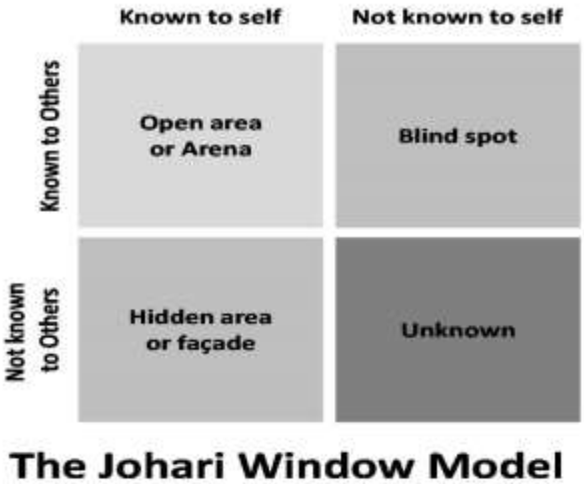
**Picture 2: Communication Model from Devito**




Sumber : A. Devito, dalam Fred E. Jandt (1998:26)

It depends also how the individual know and understand about it self. Noteworthy is that when we do a persuasion or influence in others, it is expected then how do we understand self-awareness and observe some of it self, as self-disclosure, a form of communication which we appreciate about ourselves appropriate with the theory from Luft and Harrington Ingham 1955 in the Johari Window.

**Picture 3: Johari Window Model**



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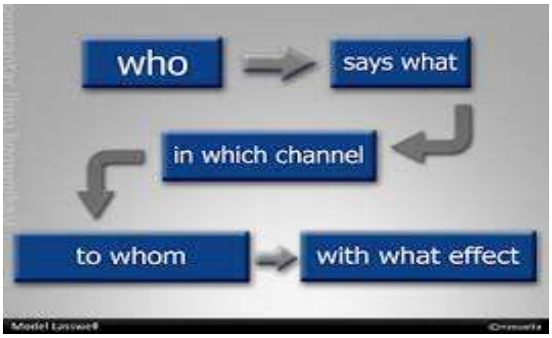
Communication between the government, nor the developer related to Special Economic Zones (SEZ) should have to be implemented in the same framework, so the barriers in communication channels can be reduced. Garry Crokhite in Panuju, showed four (4) key assumptions communication itself to understand the communication, namely:

1. Communication is a process;
2. Communication is a transactive;
3. Communication is a multi-dimensional;
4. Communication is multipurposeful.

Basically the model departs from a concept which will then be made and then tried to apply that certainly departs from the observation Based on the existing realities. Thus understanding between models and theories actually still have the same slice. One model of communication that is often used as a reference in analyzing.

**Picture 4: Communication Model from Laswell**




Laswell models are often used and there is a debate whether this later in quantitative and qualitative research. This is based on paradigm oF qualitative perspective was actually after quantitative. We must realize that Laswell's model we can see how exactly the communication which has the effect depends on several elements that must be considered include: Who ( Communicator ), Says What ( Message ), In Which Channel ( Channel ), To Whom ( communicant ) and With What Effect ( Effect ). Elements or parts of the model are then used as the basis and derivative thoughts in this study to examine how the effectiveness of the concept of this model in this research.

**Public relations Effectiveness KEK**

The role of public relations that currently have incarnated in a new paradigm, not only just on sheer imagery but has turned into a key to success on a policy was taken. According to Jefkins (2003:80) that audiences (public) are groups or people who communicate with an organization, both internal and external. Widjaja (2010:73-74) gave the opinion that community relations out

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(external) undertook to determine the success of the public relations activities of an agency or agencies. this is the effectiveness of public relations on this research will be seen from the external parties, how external parties to respond and give value to what has already been done by the public itself. Because in fact the goal of public relations or public relations itself based on external relations activities intended to obtain public support (Danandjaja, 2011:25).

**Attitude and Behavior Society**

Attitude is the tendency to act, perception, think, and feel in a facing the object, idea, situation or value. The attitude is not a behavior, but is inclination to behave certain ways against the attitude object (Jalaludin, 2009:40). The attitude was strongly influenced by the components of the cognitive, affective and behavioral. It is based, that these components have influence or have a relationship to the person on the person's later attitude. While according to Skinner in Soekidjo Notoatmojo (2010:21) States that the behavior is a response or reaction someone against the stimulus from the outside. Aside from that Edward Sampson in Jalaludin (2009:44) States that human behavior occurs due to factors of situation, consisting of: 1) objective aspects of the environment; 2) psychosocial Environment as perceived by us; 3) Stimuli that promote and strength the behavior. What delivered by Skinner and Sampson agree is, if the behavior happens to process stimulus against organisms that then give a response. Thus it can be seen that the real behavior in order fulfillment of desires, wills and the like which includes activities on:

(1) Cognitive activities; observation, attention, thinking with knowledge
(2) Activities of emotions; the feel, the judge called the affection
(3) konasi activities; the desire, the will is called with actions (practice)

**Methods**

This research uses two approaches, namely the approach of quantitative and qualitative approaches or commonly referred to with a mix of research methods. The second approach used in this research is to obtain a holistic description of the existing problems. Thus lack or weakness of both these approaches will be covered each other each other. The power of these methods for instance is a mix with a way to combine the methods of observation and interviews (qualitative data) using traditional survey methods (quantitative data) (Siber, 1973) cited in (Creswell, 2009:21).

Research methods that will be used in general are intended to test the model of previous research results about communication of public relations Government of Banten Province with communities on special economic areas through a qualitative approach be quantitatively testing. It is intended to look at the influence of models who've found within the framework of research related to the alleged effectiveness of such communication in post establishment of Tanjung Lesung, Pandeglang, Banten, as KEK region. The statement that public

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relations communication models who've found in previous research would be seen on the level of its influence so that the model need to be tested again.

Data collection techniques used in this research is the Data collected in this study consists of 2 (two) categories, namely primary data and secondary data. Primary data is data that is retrieved directly from the observed object, namely through:

(1) The Questionnaire, by way of spreading the question form to the respondent to then serve as data analysis in this research. The measurement scale used in this research is the Likert scale. Likert scale was used to measure attitudes, opinions, and perceptions of a person or group of people about the phenomenon of social (Sugiono,2008:32). Each statement is completed by the respondent will then be rated as follows (Singarimbun,1989:102)

a. strongly agree (SS), which has a score of 4.
b. Agree (S), which has a score of 3.
c. do not agree (TS), which has a score of 2.
d. strongly disagree (STS), which has a score of 1.

(2) Observation, namely data collection by observation directly against the activities conducted by the research in the field. direct observation, interview.

(3) In-depth Interviews (deep interviewed), is a process for obtaining information to achieve the purpose of the research is done through verbal communication activities in the form of a conversation. On the research of this interview is carried out using the guidelines of the interview, either by using the structured interview techniques or unstructured.

Then the results of the interviews and observations discussed in FGD-Focused Group Discussion), by inviting the informant and related parties. While secondary data is data obtained from other sources such as books, journals, and the official State documents.

This research population is the whole community Pandeglang Community criteria based on the number of inhabitants in the region. Based on data issued by the BPS Pandeglang County as many as 1,183,000 people (BPS, 2014). The subject of this research sample is determined using the formula a significant extent on Slovin α = 0.05 so obtained as many as 400 people sampled. Sampling is done using stratified random sampling technique.

$$n = \frac{\text{N}}{1 + \text{N}e^2} \rightarrow n \quad = \quad \frac{1.183.000}{1 + 1.183.000(0{,}05)^2} \rightarrow n$$
$$= \ 400$$

Description:
$n$ = The sample size
N = The size of population
e = Precision sampling error

Retrieval using stratified sampling is based on the criteria of the region. The basic assumption is to know the description of the response from the public who were in the city, namely those living central town and away from the area of Tanjung Lesung, then society who are in the midst of those who do not live in the Town and Tanjung Lesung however have swept up in the presence of KEK, and the people who live in the region of Tanjung Lesung itself. Thus get the four sub districts in this research, that districts Pandeglang as representative of the community, the city of Menes and Labuan representative society was written and heterogeneous and traveled as a line to Tanjung Lesung Panimbang Sub district and itself as the genuine community of pandeglang affected directly from the existence of this Special Economic Region of its own.

With respect to the composition of the population in the area of Pandeglang scattered on the four sub districts, then the data has a population imbalance between regions, which resulted in the difference in the number of samples that will be a drag on every composition in each region. On the basis of this, in this study, our research as the divide on each region by the number of the same sample.With consideration, with the number of samples in each region who became the object of this research, will provide an overview and answers on the identification of the research problem in the research.Therefore, in this study, then divided each subdistrict with the distribution of samples each of 100 people.

The data obtained by use of the questionnaire shaped instrument with a likert scale has been tested for its validity. Further data analysis using correlation analysis. Aside from that this research also use qualitative methods, with the route the observation and interview on informants to provide data and depth on this research. Informants in this study is selected by purposive. Informants in this study consists of the base of the informant and the informant staple (key informant). The informant is a person who studies utilized to provide information about the situation and condition of background research (Moleong 2000:97). The informant is a person who really knows the problems will be examined. From the results of the observation is made, then it is certain that became informants, namely: (1) the head of Banten provincial government public relations Agency/represent, (2) the head of Department of tourism and culture of Banten Province/Represent (3). Chief Of BAPPEDA Government. Pandeglang/ represent (4). A representative from Banten West Java Tourism Development (5) Representatives of the local community leaders. The informants was invited in a ***Focuses Group Discussion (FGD).***

The effectiveness of public relations communication model conceptually defined as provincial government testing of existing variables, independent variable and the dependent variable, in which the independent variable (X) is a communication model, the dependent variable (Y) the attitude and behavior of the public.

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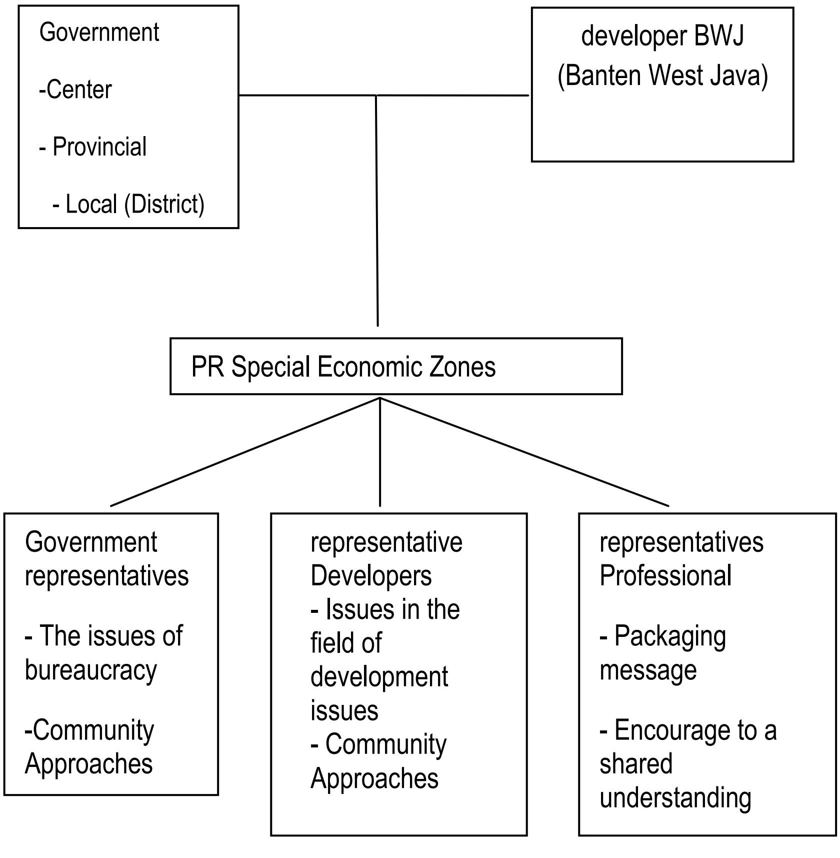
## Findings and Discussion

### The analysis of qualitative Data communication Model of public relations of Government and the community in the development of Special Economic Area (KEK) tourism Tanjung Lesung

The model was developed from the existing problems, namely that in the implementation of the KEK itself looks how then appreciation and community response Pandeglang, Banten society or generally about the KEK is not grounded or not populist. KEK, though centered or oriented in the Pandeglang area, but indeed it is KEK community pride. It must be realized that with the implementation of KEK and KEK will be famous or boost economic in Banten. This is then forgotten by government and developers.




Special economic area that is highly touted as part of a tourist destination that is very beautiful and Nice, will be very fragile if not supported by the people in it. Banten consists of Community schemes and multicultural society such Pandeglang, Serang, Lebak, Cilegon and Tangerang. This has forgotten by the Government and developers. The province in this case must take a policy by way of providing information and promotion in the community. The goal is very clear,

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with the community's overall in Banten engage, then there will be a condition of mutual help and become a common interest. Thus, at least in the struggle to make this KEK was faster and right can be met in accordance with the wishes and needs of the community.

Humas or better known as Public Relations special economic area of perceived need in a container of either a formal or an informal attempt to persuade and create public opinion of society in particular and the national society of Banten in General. The existence of these KEK could be made public as a representation and funnel against anything that could serve as an information center. Clear up against the barriers of communication there, making the strength of the community as a potent force in the formation of opinion and public confidence.

Public Relations fill by people who understand by function and usability of the information is intended. The information is carried out by a team that probably consists of a representative, an area both the province and the district followed by a Public leader from the developer itself. Apart from that, the existence of Public Relations can be used as KEK container development struggle togetherness in KEK. Formation and opinion in perspective is very important in achieving the desired goals. In this case the Publicist KEK can act very strategic especially in imaging.

Perception would have to refer to the interest of both vertical and communications such as inter-agency, institutions, apart from the communication must also be done horizontally as to the public. This means that in this perspective, communication is built to be distinguished how the communication goes in the corridors of formal and non-formal. Therefore, in the model we have developed on this issue is a model that includes the Public Relations on a broad perspective. The approaches can be done on the PR model analysis Special Economic Zone are:

First, the PR KEK, approach to the issue both in the community and society in particular Pandeglang Banten or existing at the level of bureaucracy in general through the analysis of the Johari Window. From observations and interviews conducted that visible what is in their own mind, especially in the context of the direction and purpose of the development of Special Economic Zones Tanjung Lesung is not the same. The desire of the Government and desire of developers as well as the expectations of the global community is basically almost the same, but the global equation is if stated in the technical implementation of the field turned out to be not the same. Existing concepts and applications are then executed is not appropriate. This is then in communication perspective we refer to as noise. Communication barriers or small, if then we let the course will be fatal. In this case the PR task that tries to straighten it. In the delivery of the message then we do the analysis Johari Window approach, we will know how exactly the characteristics or personal identity that we face. This analysis is very helpful in the implementation of the delivery of the message. An effective message is the message intact received from a communicator to receiver, so there is no distortion of the received message.

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Secondly, how then PR Special Economic Zone is muffled or refract or even eliminate noise or obstacles that exist in the communication of course very difficult. But in the formation of public opinion, or disruption of existing obstacle can be use of appropriate media and massive. That is, the use of media today is able to used especially in the things that try to equate the perception among wide. If then the people built the perception that Tanjung Lesung is a shared asset and KEK is a great program to be supported by the local community in Banten national, it must be socialized with information massive. Even, utilization of old media or new media is appropriate at this time. The existence of the promontory tanjung Lesung integrated and conscious would be great. Management of new media such as social networking, or a special website about this KEK, then managed by PR KEK would make a major contribution to the direction and the goals and ideals of this KEK development. Utilization of old media is not less important, any progress or growth in the region accelerated development of a general nature can be channeled to the community. Deployment issues or management of strategic issues that might become public consumption and discourse would certainly be a very positive contribution. In interviews conducted observation and actually found the complaints both technically and non-technically obtained. If then this complaint will only be stored or personal consumption only and does not set forth will certainly hinder the procedures of thinking and looking at the issue. So there will be no continuity in it. When then these complaints are trying to convey in a very forma coordination forum, involving the senior level then it is very hard to do. Therefore, this complaint can actually be accommodated and used as a discourse discussion dab properly managed, then no differences of perception and outlook. In the sphere of society, the view that the government's performance is slow, or not professional developers is an issue that is often thrown. -Noise barriers and noise can be erased with the effective use of media as part of an existing communication strategy. Approach to people is certainly not the same as the approach taken in the corridors or bureaucratic coordination. Approach and perspective in this corridor can refer to the communication model proposed by Schramm and DeVito.

Third, in observation and interviews conducted, it appears in each institution sometimes have issues that sometimes can not be solved and the need of communication across. These issues can then actually explained through the theory of action. Public relations in this case may take action against what should be done either in a communication to the community. Thus the PR KEK would concentrate on the convoy and throwing strategic issues to achievement of common goals.

**Descriptive Analysis of Quantitative Data**

1. Descriptive analysis of variables PR Communication Model (X1), is:

$$\% = \frac{n}{N} \times 100\%$$

*%* = (6550/12000) *x 100%*
***% =*** 54,6*%*

The above calculation shows that PR Communication Model (X1) generates a percentage of 54.6%, it is included in the criteria Good Enough criteria for the percentage descriptive analysis. Referring to the descriptive results of the above, it is noticeable response from the public about how PR KEK Tanjung Lesung do the model of communication has to be accepted by society Pandeglang represented by the community that the sample in this study were divided into four districts. Value 54.6% although this actually qualifies as pretty, but has a large distance on the value of the good enough. Therefore, improvement and innovation in public relations models implemented in the future should continue to be improved.

2. Descriptive analysis of variables Communicators (X2), is:

$\% = \frac{n}{N}$ X 100%
*%* = (3937/8000) *X 100%*
***% =*** 49,2*%*

The above calculation shows that Communicators (X2) produces a percentage of 49.2%, it is included in the criteria **Not Good** criteria for the percentage descriptive analysis. The role of communicators in message delivery is an important element that should be a concern in this study. Results of the respondents showed communicator are considered representative of KEK Tanjung Lesung program is generally not good. It is based on the weak role of the communicator. Communicator appointed in this case, less able to provide messages and information that much coverage to the community. Communicator is based solely on the position and extent of the duties alone. Therefore, the role of communicator would have to be increased, perhaps by way of cooperating with the figures who have credibility and extensive network in the community who are considered as people are public opinion leaders.

3. Descriptive analysis of variable message (X3), is:

$\% = \frac{n}{N}$ X 100%
*%* = (5789/10000) *X 100%*
***% =*** 57,9*%*

The above calculation indicates that the message (X3) produces a percentage of 57.9%, it is included in the criteria Good Enough of the criteria for the percentage descriptive analysis. Good communication is arriving message intact between sender to the receiver, causing the feedback. Care should be taken that messages created, it must be approached at the level of demographic and psychological Pandeglang society itself. Messages should be simple but can be accepted by society. News about Tanjung Lesung KEK is felt not much touch

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and provide full information to the public, so that felt by the public that the KEK Tanjung Lesung character only as a plan that feels less than no attention. This then led to later people feel well informed. So the purpose of KEK Tanjung Lesung which would make society a better and prosperous Pandeglang then do not become a public issue.

4. Descriptive analysis of variables Channels (X4), is:

$$\% = \frac{n}{N} \text{ X } 100\%$$

$$\% = (4415/8000) \ X\ 100\%$$

$$\% = 55{,}2\%$$

The above calculation shows that Channel (X4) produces a percentage of 55.2%, it is included in the criteria Good Enough criteria for the percentage descriptive analysis. Channel information about Tanjung Lesung KEK is considered sufficient. Should we then consider, that respondents in this research is dominated by age-teens. Meaning that they generally have a lot of knowledge and understanding about the use of the Internet. This is what a lot of channels provides a description of KEK Tanjung Lesung. Improved communication channel must remain in the notice, so that then the news continues to be effective.

5. Descriptive analysis of variables Message (Y), is:

$$\% = \frac{n}{N} \text{ X } 100\%$$

$$\% = (12329/24000) \ X\ 100\%$$

$$\% = 51{,}2\%$$

The above calculation shows that Attitude and Behavior (Y) produces a percentage of 51.2%, it is included in the criteria Not Good based on criteria for the percentage descriptive analysis. Level cognitive and psychomotor affective of the respondents in this study is the overall average is considered not good. That is the Tanjung Lesung KEK has not been able to arouse awareness of Pandeglang in particular to continue to maximize and support this plan. Pandeglang communities feel that is just as a plan of the government, so the impression of apathy from the community was happened. Hope that will be change later, then regional government improve the indicators of variable X above.

**Multivariate Normality Test Data**

Analysis one-sample kolmogorov smirnov compare function distribution cumulative observation of a variable with a particular distribution theoretically.

A. if sign in columns asymp sig ( 2-tailed ) < 0.05 its mean data not in normal distribution.
B. B. if sign in columns asymp sig ( 2-tailed ) > 0.05 its mean data in normal distribution.

The results of test the normal distribution of data in the variable public relation KEK Model (X1), Communicators (X2), Messaging (X3), Channels

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(X4), with variable Attitudes and Behavior (Y) can be seen in Table Kolmogorov-Smirnov :

Based on the results of the normality data multivariate above, it can be seen that the charts on diagram showed data normal and value sig on table one-sampel kolmogorov-smirnov in the column asymp.Sig ( 2-tailed ) is 0,991.The results of such tests exceed 0.05 it means data independent variable and variable depended in normal distribution and can be calculate in statistics parametric.

**Test a correlation coefficient**

(1). The correlation between x1 to y ( strong = 0,612 )
(2). The correlation between x2 to y when = 0,570 )
(3). The correlation between x3 to y ( strong = 0,631 )
(4). The correlation between x4 to y when = 0,521 )
(5). The correlation between x1, x2, x3, x4 to y ( strong = 0,744 )

Based on the above relationship, found on the whole relationship between the variable X to variable Y is strong. so a conclusion is taken that models of communication public relations KEK, Communicator, a message and channel had strong correlation to the attitudes and behavior or it could be said to four independent variable had the impact towards the attitudes and behavior of the community related to the issue of the special economic zone Tanjung Lesung.

**Regression test**

( 1 ) test regression between x1 to y ( a = 13,671 and b = 1,047 )
( 2 ) test regression between x2 to y ( a = 19,118 and b = 1,189 )
( 3 ) test regression between x3 to y ( a = 11,79 and b = 1,31 )
( 4 ) test regression between x4 to y ( a = 16,54 and b = 1,29 )
( 5 ) linear regression multiple ( x1, x2, x3, x4, x5 and x6 and y )
( a = 5.74, b1 = 0,41, b2 = 0.45, b3 = 0,66, b4 = 0.38 )

$$Y = 5.74,+ 0,41X1 + 0,45X2 + 0,66X3 + 0,38X4$$

**Multiple Linear Regression**

Based on the above data, it is clearly visible how the regression test conducted by the independent variables from X1, X2 and X3 have a positive value. Meaning that the higher value of the independent variable, the more positive effect on the variable Y. But they have to monitor that for variables x4 is the channel, regression test shown that influence between the variable is the smallest. It means thus the function of the communication itself is to be fixed, So as to have a positive influence for a change in attitude and behavior the community of the special economic zone Tanjung Lesung besides third other variables.

In multiple regression analysis, it appears that the four independent variables as described above, variable X3 (Message) which has contributed most to influence public attitudes and behavior. But it must be recognized that the contribution of other independent variables such as X1 and X2 almost variable

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has a value that is not much different from the X3. thing to be note is the variable X4 (channel) has low value compared to other variables, so it should be more attention so then these variables can be corrected later.

**Hypothesis Test**

1. Hypothesis X1 to Y
   a. T test (t count = 15.45 and t table = 1,96)
   b. Test F (F count = 238.79 and F table = 2.39)
   c. Significance test (sig = 0.00)

From the above data, the Ho1 is rejected and Ha1 accepted because of t count value is higher than t table and F count larger than F table, as well as the significance value less than 0.05. Thus found that, there is any influence of public relations communication model of KEK on the attitudes and behavior of society.

2. hypothesis Test X2 to Y
   a. T test (t count = 13.84 and t table = 1,96)
   b. Test F (F count = 191.75 and F table = 2.39)
   c. Significance test (sig = 0.00)

From the data above, it is rejected and Ha2 Ho2 accepted because of t count value is higher than t table and F count larger than F table, as well as the significance value less than 0.05. Thus found there is influence of Communicators of the attitudes and behavior of society.

3. hypothesis Test X3 to Y
   a. T test (t count = 16.219 and t table = 1,96)
   b. Test F (F count = 263.049 and F table = 2.39)
   c. Significance test (sig = 0.00)

From the data above, it is rejected and HA3 Ho3 accepted because t count value is higher than t table and F count larger than F table, as well as the significance value less than 0.05. Thus that there is the influence of the message of the attitudes and behavior of society.

4. hypothesis Test X4 to Y
   a. T test (t count = 12.188 and t table = 1,96)
   b. Test F (F count = 148.555 and F table = 2.39)
   c. Significance test (sig = 0.429)

From the above data, the Ho4 received and accepted due Ho3 t count value smaller than t table and F count is smaller than F table, as well as significance value higher than 0.05. Thus there is no influence of the channel to change attitudes and behavior.

5. hypothesis Test X1, X2, X3 and X4 to Y
   a. Test T (t count X1 = 5.216; X2 = 5.127; X3 = 7.318; X4 = 3.74 and t table = 1,96)

b. Test F (F count = 122.554 and F table = 2.39)
c. Significance test (sig = 0.00)

From the above data, the Ho4 received and accepted due Ho3 t count value is smaller than t table and F count is smaller than F table, as well as the significance value less than 0.05. Thus, there is no influence of the channel to change attitudes and behavior.

**Test Coefficient of Determination**

(1) The coefficient of determination variables X1 to Y (KD = 37.5%)
(2) The coefficient of determination variable X2 to Y (KD = 32.5%)
(3) The coefficient of determination variable X3 to Y (KD = 39.8%)
(4) Coefficient of Determination variable X4 to the Y (KD = 27.2%)
(5) The coefficient of determination variables X1, X2, X3 and X4 to Y (KD = 54.9%).

Source on the results of the data, can be seen that each independent variable which consist of public relations communication model KEK (37.5%), Communicators (32.5%), Messages (39.8%) and channels (27.2% ) on the attitudes and behavior of people belong to moderate category, due to its influence over of 34%. Factors, besides out of four variable above that has an effect to the attitudes and the behavior of the people pandeglang related special economic zones (KEK) tanjung lesung. But when four independent variable is combine, so determination of the four up to 54,9 %.This showed that variable who categorized as this research is important to communicated information for the public.

**Conclusions**

**Conclusions**

(1) In a qualitative model of government public relations and public communications that provide a public space for all stakeholders is essential for immediate implementation in the development of Tourism KEK Tanjung Lesung. Overview of the concept of communication model is offered in a quantitative perspective is not enough to change attitudes, especially to change the paradigm of people who have a tendency to think of tradition and highly dependent on local social and cultural situations.

(2) In research conducted using the approach and quantitative methods, it appears that the influence of the independent variables as independent variables did not influenced to change attitudes and behavior in Pandeglang community. The effect of each variable average of 34%, it indicates how inequality or ineffectiveness of public relations activities conducted by the Government to the development of special economic zones, which also automatically does not affect the change in attitudes and behavior, as if the public become apathetic.

(3) Referring to the quantitative results, the model PR KEK did not affect the behavior of society changes. But the deepening and observation in qualitative research is still in the process, meaning that they reduce the data

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and not yet completed. So the answer to this problem could not be implemented.

**Recommendations**

(1) Improvements in the institutional context in PR KEK Tanjung Lesung to be done. The responsibility of the Special Economic Zone of this program should be shared responsibility, from both the apparatus, including of academic. The presence and common vision of the developer and the government to be conducted, the channels of communication should continue to be effected.

(2) The communication problems because of the rules or constraints on the organizational hierarchy to be often become problem in the reduction. then the research of approach both quantitatively and qualitatively should be basis for policy making in the success of development programs.

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ISBN: 978-602-74139-0-0

# DOCUMENTARY FILM, TOURISM, & PUBLIC RELATIONS: A CASE STUDY OF DENPASAR FILM FESTIVAL

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***Abstract***

*The use of film for promoting tourism destination has been growing nowadays. Yet, it can be found in a vast variety of film genres, including documentary film. This article offers a closer examination of the critical interconnections between Denpasar Film Festival-which used to be called Bali Documentary Film Festival (FFDB)-tourism, and public relations. In that regard, by using public relations models of Grunig, the research investigates how documentary film plays roles in promoting tourism. Qualitatively, the study conducted by using an in-depth interview as the data gathered analyzed with the social construction of reality. As a result, the strong interrelationship can be found among those concepts.*
***Keywords:*** *Documentary Film, Tourism, Public Relations.*

## Introduction

The use of film for promoting tourism destination has been growing nowadays. Film and tourism have been two concepts that extensively affected each other. Images of destinations play a significant role in influencing tourist decision-making process as the basis for tourist to make choice about where to visit (Gartner 1989; Echtner & Ritchie 1991, cited by Rewtrakunphaiboon, 2010). Films, however, can induce viewers to travel by the physical properties (scenery and landscape) and their associated theme, story lines, events and actors shaping the audience' feelings, emotion and attitudes towards places. Location and film experiences are enhanced in memories by associating them with the actors, events, and setting (Iwashita, 2006; Riley & Van Doren, 1992). The world of associations and sentiments are enclosed in the viewers' minds as memories and obsessions which give meaning to the locations.

Meanwhile, locations, events, and characters become iconic attractions as a result of being given powerful meanings in film narration. People tend to visit particular places by specific images, memories, associations, and emotional attachments to places and meanings (Schama, 1996).

The film, particularly documentary film seems to have strong impact in changing people's perception as well. Yet, it has been a powerful intervention tools to transform negative stigma into positive one. (Anderson & Austin, 2011). In that regard, many film makers have been making sort of film which is called film tourism to generate tourists to come to the destination screened on the film.

In broader circumstances, the similar category of films is used by film festival through its program to attract people's attention. Some of thematic films are used to promote tourism in particular the city of tourist site. Copenhagen city, for instance, is one of the world's city that is promoted through a film festival namely Copenhagen International Film Festival. (Ooi & Pedersen, 2009).

Public relations, in this regard, has been an effective function that is promoting tourism through documentary film and its festival. Besides, it is evident in many previous researches that the implementation of public relations model of Grunig may play significant role in building people's awareness.

This article is focused on to what extent this is true. This, however, is based on qualitative research by using in-depth interview with the steering committee of Denpasar Film Festival which holds a documentary film festival in Denpasar city, Bali, Indonesia. Moreover, a documentary film maker namely Andi Hutagalung whose film was elected as best documentary film in the 2012 Denpasar Film Festival has also been interviewed to see a closer look of interconnection between documentary film and tourism. Do documentary film and its festival affect tourism? Are documentary film and its film festival, tourism, and public relations interrelated? This article has tried to explore the answers to these questions by using public relations model of Grunig.

## Literature Review

### Documentary film

A film is not a mere representation, but a willed presentation of something made by someone in a specific way and for someone. The phrase "representation of reality" is utterly mistaken as a definition of documentary, because the idea of film as mirroring is a false one and a very misleading ideal. Also, the term "reality" is confusing: it may have the straightforward positive connotations of facing reality and seeing things as they really are, but often enough it is interpreted by students in theoretical discussions as just filming "normally" in an "objective and neutral reproduction" the core characteristics of documentary is naive in the sense that it has the same weakness as philosophical positivism. In his paper entitled Defining Documentary Film, Henrik Juel (2006) said that to believe that reality is made up first by objective facts and secondly by subjective or personal sentiment is to make you yourself blind and deaf to the prevailing power structures and ideologies of this world.
John Grierson (1946) mentioned that documentary could not only be understood in its relation to the materials of reality which it brings into focus. Today, the materials for its observation are extended enormously and in direct proportion to the increase in man's will to bring society to a state of order. We are facing a period of great changes in society, and a first prerequisite of these changes must be a deeper study of society's nature and society's problems, and a closer relationship and understanding between governments and peoples, peoples and governments. In both, these developments the documentary film has the power to play an enormous part. In short, John Grierson (1946; cited by Eitzen, 1995) said that documentary is the creative treatment of actuality.

The best way to define documentary, therefore, may be to say simply that it is whatever people commonly mean by the term. That is what Andrew Tudor wrote of genres twenty years ago. “Genre”, he wrote, “is what we collectively believe it to be. In addition, what saves this argument from circularity, as Tudor pointed out, is that how people use genre terms and what they mean by them is pretty strictly delimited by culture. Daughter Rite might or might not be called a documentary, depending upon how one makes sense of it. On the other hand, it would appear practically absurd in ordinary circumstances to call Rocky (1976) a documentary. Convention change, of course. In its time, On the Waterfront (1954) was called a documentary. Today, it takes a real stretch to think of it as one. This definition begs the real question, of course, saying that documentaries are whatever people commonly take them to be tells us nothing at all about what, specifically, people commonly do take them to be. That is the crucial question that was emerged by Dirk Eitzen in his paper entitled When is a documentary? : Documentary as a mode of reception (1995).

Furthermore, Daniel Koehler in his paper entitled Documentary and Ethnography: Exploring Ethical Fieldwork Model explains documentary takes many forms: a celebration of humanity, a tool for social activism, a method for preserving the past or even projecting the future. But above all else, documentary is about truthful and compelling storytelling. Romanticism aside, documentary films often carry a journalistic predisposition, operating as check on power run amuck in line with what Alan Rosenthal calls documentary’s strong reform or social purpose. (Koehler, 2012).

Meanwhile, film festival, can be understood as temporary organisations in which values, both economic and aesthetic, are constructed and attached to films, to forms and processes of film making, and to industry actors. They contribute to the social construction of value and status and provide arenas for contesting prevailing field structures. Festival events constitute ‘sites of passage’ (De Valck, 2007 cited by Ruling and Pedersen, 2010), unique moments in the dynamics of film as a creative field by providing spaces in which innovation both from the core and from the periphery of the field becomes visible, while they contribute, at the same time, to enacting and reproducing existing routines and relationships (Rulling & Pedersen, 2010).

Conceptually, film festival lend themselves to be framed from the vantage point of ‘field configuring events’ (Lampel & Meyer, 2008), “temporal organisations [..] that encapsulate and shape the development of professions, technologies, markets and industries” and in which “people from diverse organisations and with diverse purposes assemble periodically or on a one-time basis, to announce new products, develop industry standards, construct social networks, recognise accomplishments, share and interpret information, and transact business” (Lampel & Mayer, 2008 cited by Ruling & Pedersen, 2010).

Most film festival are set up as a nexus of multiple events including competitions (main competition and various sidebars), ‘master classes’ with celebrated filmmakers, exhibition of thematic programs, showcase presentations and workshops, markets for co-production, distribution, and recruitment, and sets of social events (e.g., receptions and parties), which contribute to providing participants with sense of an emerging agenda within a particular field. Next to

ISBN: 978-602-74139-0-0

(re)defining values, festivals thus play an important role in field participants' learning processes, allowing to frame them as temporary 'ecologies of learning' (Levitt & March, 1998; Ruling, 2009).

Moreover, film festivals as organisations depend on and need to manage multiple stakeholders relations including those with filmmakers and producers, journalists, film financiers, lawyers, distributors, and studios, tourism and ancillary industries, policymakers, funders, and festival managers (Harbord, 2002; Rhyne 2009).

Programming is another central process in the creation and the management of film festival identity. Programming defines the orientation and hence the identity of a festival. As several recent studies have argued, programming poses particular challenges for identity-related festivals, for example gay and lesbian, or jewish film festivals. In these particular contexts, programming involves both community and artistic identities, which constitute and additional element that needs to be balanced by festival organisers. An interesting example is provided in a recent study of the Vienna Jewish Film Festival and the difficulty in establishing the boundaries of the category of "Jewish film", while at the same time managing relationships with local religious and cultural communities (Segal, 2009).

**Tourism**

A concise definition of tourism was proposed for example by Liszewski (1995, cited by Cudny 2013) who defined it as a spatial, socio-cultural and economic phenomenon, in which people voluntarily and temporarily change their place of residence for recreational and cognitive purposes, as well as in order to gain intellectual and emotional experience.

Tourism has many positive consequences, such as generating income, or improving the standard of the tourists' and local inhabitants' lives. The increasing tourist function leads to the development of tourist infrastructure including hotels. This development often co-occurs with an inflow of foreign investments and generation of new jobs in the service sector (Bučeková 2007; cited by Cudny, 2013).

Meanwhile, Aranda, Guerreiro, and Mendes (2015) mentioned a tourism destination, currently, is being prepared as a stage to attract tourists and, at the same time, to impact the consumption experience of visiting a place, be it a city, a country or a region. Moreover, the tourist destination is built on a supply structure of tourism products and services, consistent and based on a geographically defined area, which is associated with given image set, usually marketed in an integrated manner and under a hallmark (Silva, Mendes, and Guerreiro, 2001).

Ardahaey (2011) explained in his paper entitled Economic Impacts of Tourism Industry that typically tourism can be thought of as a bundle of goods and services combined together with a fixed proportion. This is because tourists, for instance, cannot substitute transportation for food, hotels or other services. This is the same assumption used by Blake and Gillham (2001). Meanwhile,

ISBN: 978-602-74139-0-0

outbound tourism demanded by households is a function of disposable incomes. Inbound tourism demanded by foreigners is a function of tourism prices and exchanges rate (Wattanakuljarus, 2006).

Tourism, according to Ardahaey (2011), is not an industry per se but a collection of interrelated industries, which sell products to tourists as well as to a range of other customers: hotels, tour operators, and travel agents, airlines, etc. Tourism is now, more than ever, recognised as a major contributor in may destinations worldwide, adding value for foreign exchange but also support for export industries and environmental, social, cultural, and historic resources support and protection.

Tourism activity also involves economic costs, including the direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in community. One positive aspect of tourism is its ability to bring new money into community. Multipliers in industries that serve tourists are relatively high because wages and salaries are such a large part of the industries' total expenses. The impact of tourism can be increased by selling local products and by helping local people retain ownership of business that serve tourists.

**Public Relations**

Public relations (PR) is defined as the management function that identifies, establishes, and maintains mutually beneficial relationships between an organisation and the various publics on whom its success or failure depends (Cutlip et al., 1985). Moreover, Kazoleas and Teven (2007) in their paper entitled Public Relations and Organizational Credibility: Redefining the Definition, Measurement, Assessment Organizational Trust said at the core of public relations, organisational communication, and management literatures is the belief that organisations must carefully monitor and manage their relationships with key stakeholders.

Meanwhile Grunig (1992) defined public relations as the management of communication between an organisation and its publics. He underscored that its major purpose is to facilitate understanding among people and other entities such as organisations' public or societies, providing them with a way to stay close to their customers, employees, and other strategic constituencies.

Public relations researchers (Grunig and Hunt, 1984; Murphy, 1991; Grunig and Grunig, 1992; Creedon, 1993 cited by Nawaf, 2014) have been exploring different approaches to PR, to explain the value of public relations in organisations and describe how the communication function is organised and practised most effectively in a corporate setting.

One of the most important stages in the development of the theory of public relations is when Grunig and Hunt (1984 cited by Nawaf, 2014) first identified the four models of communication between organisations and their stakeholders/publics. These models are the press agentry and public information models, both based on the one-way dissemination of information, the-way asymmetrical model, which focuses on organisational efforts to change publics,

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and the two-way symmetrical model of public relations, which focuses on a balanced relationship between an organisation and its public.

**Press agentry/publicity model**

Press agentry or publicity was the earliest PR model to appear. It is the “systematic effort to attract or divert public attention”, and was used in the nineteenth century to promote such American national heroes as Daniel Boone, Buffalo Bill, Davy Crockett, and Calamity Jane. The figure who best expressed the press agents of the time was Phineas T. Barnum, whom Grunig and Hunt classify as “the great showman who formed the Barnum and Bailey Circus”.

The press agentry model emerged in the late 19th century and was characterised as one-way, source-to-receiver communication where practitioners’ work is focused on publicity and propaganda. Grunig, J. (2002 cited by Nawaf, 2014) proposed that those practitioners “seek attention for their organisation in almost any way possible. Practitioners of this model communicate the organisation’s goals to the target audience through the use of incomplete, distorted and /or half true information.

In general, Grunig, J. noticed that the press agentry model applies when a communication program strives for favourable publicity, especially in the mass media, in almost any way possible. The practitioners of this model see the mass media as a means for achieving their own ends and to control or dominate the environment, do not research aside from monitoring the media in which they sought to place favourable articles about their clients, and pay little attention to the truth or credibility of the news.

**Public Information Model**

By early 1920s the press agentry model lost credibility with journalists, largely because they had been deceived by press agents too many times. Ivy Lee, a former journalist turned public relations practitioner, recognised this problem and sought to address it by sending his Declaration of Principles to journalists. The Declaration of Principles was looked at as the birth certificate of the public information model. This model was created to disseminate objective information to the public (Grunig and Hunt, 1984 cited by Nawaf, 2014).

Grunig, J. suggested that another form of public relations developed at the beginning of the twentieth century, when government officers and big-industry institutions decided to hire “their own journalists as a public relations practitioners to write press ‘handouts’ explaining their actions.” For Grunig, J. the public information model uses journalists in-house to disseminate relatively objective information through the mass media and controlled media such as newsletters, brochures, and direct mails, but not to volunteer negative information. Public Relations’ practitioners operating in this model conduct some research, but it is generally limited to readability analyses and readership studies. This model of public relations resulted in a one-way, top-down approach to communication where an agency creates a message and sends it out to the public, wanting or seeking no feedback. This model is similar to the press agentry model

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in its lack of concern for audience responses and research on its communication activities. The main role of communication in this model is to disseminate information.

**Two-way Asymmetric Model**

As the public information model failed to take into account feedback and the response of the public, the new two-way asymmetric model began to emerge in the late 1920s and early 1930s. The two-way asymmetric model relies on two-way communication: from source to receiver and back to source. Grunig and Hunt (1984 cited by Nawaf 2014) used the term ‘asymmetric’ to describe the effects of the communication. By this, they mean that the client is seeking to change the beliefs or behaviour of the target public, but is not willing to change its own beliefs or behaviours.

The two-way asymmetric model of public relations relies heavily on research about the target publics; such as research is frequently conducted through attitude surveys and focus groups. Although the asymmetric model is effective in serving the public interest, the model is primarily used to retain the group’s position in society. Also, the model is used to advocate the public’s view inside the organisation, informing the management of what the public will accept.

Unlike one-way models, the two-way asymmetric model uses developed scientific concepts to elaborate “messages that are most likely to persuade strategic publics to behave as the organisation wants, without having to change the behaviour of the organisation”. However, the model does not allow the practitioners to tell the organisation how to change to please the public.

**Two-way symmetric model**

The two-way symmetric model was introduced in the 1960s to make up for the asymmetric model’s inability to create change within the organisation. Grunig and Hunt (1984, cited by Nawaf, 2014) proposed that the two-way symmetrical model is used by organisations that practice excellent public relations arguing that this form of public relations does the most to make organisations effective and excellent. The communication in this model is two-way, and the effects are balanced; both the organisation and its public need to find ways of changing to accommodate one another.

This model places greater emphasis on the use of dialogue and negotiation between organisations and their publics. With this model, while the organisation may be able to change the public’s attitudes or behaviour, the public may also be able to persuade the organisation to change its attitudes, behaviour or massage. The goal of this model is to seek a balanced purpose, promoting mutual understanding and managing conflict between the organisation and its publics by changing both entities. Moreover, this model requires far more research to understand the issues that are creating contention and the publics that are affected by these issues. Organisations use research tools such as focus groups, surveys, and public opinion polling to provide the vital feedback loop from publics.

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**Interrelationship between Documentary Film, Tourism, and Public Relations**

Actually, the clear interrelationship can be seen among documentary film, tourism, and public relations. Movies systematically function as a mean of escape from the everyday routine and this characteristic is in common with tourism. Films develop characters, while an advertising tourist spot tries to pass a massage. A spot can be shown many times during a period, however after the campaign it rarely remains in the spectator's memory. In contrast, the cinematographic film has long-lasting effect because it approaches the spectator satisfying his/her sentimental or ideological concerns (Vagionis and Loumioti, 2011 cited by Beric, Kovacevic, Simat, Bozic, 2013).

The effect of film has been significantly playing important role especially in persuading people's mind whenever it comes in a documentary way as documentary, as explained by Kahana (2008 cited by Sapino, 2011), is an essentially transitional medium: it carries fragments of social reality from one place or one group or one time to another, and in transporting them, translates them from a local dialect to a lingua franca. Moreover, the audience of documentary film is engaged as members of a collective who have some right to feel responsible for or involved with the individuals whose story is being told. It is the presumption of the public relevance of individual circumstance that gives documentary its distinctiveness as a genre (Beric, Kovacevic, Simat, Bozic, 2013).

Meanwhile, in a broader aspect, documentary films which have been organised by a group or even an institution to be shown in a festival would bring together multiple constituents and reflect divergent set of values. They are sites of dwelling and travel at once rooted in specific cultural and institutional contexts, and acting as places of global travel and exchange (Mazdon, 2006 cited by Ruling and Pedersen, 2010).

To be able to bring documentary films-especially in a festival held by an organisation-it is important to have an effective strategy that must be perfectly taken. Promotion has always been an integrated part of strategy in delivering that sort of message to public, in this regard, potential tourist and all stakeholder of tourism. According to Brassington and Pettitt (2000 cited by Arionesei and Ivan, 2013), promotion is the direct method through which an organisation communicates the product or service to targeted audiences. In this context, promotion is part of public relations function in which at the core of public relations, organisational communication, and management literatures is the belief that organisations must carefully monitor and manage their relationships with key stakeholders (Kazoleas and Teven, 2007). In tourism, public relations aim at maintaining a favourable image of a destination and at establishing connection with different types of audience able to develop and improve the touristic offer (Nedelea, 2010).

Thus, a clear interrelationship can be seen among documentary film, tourism, and public relations.

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## Findings and Discussion

### Documentary Film and Tourism in Public Relation Perspective

It was documentary movie competition better known as Lomba Film Dokumenter (PKB) that had been the initial documentary film festival in Bali back in 2010. Agung Bawantara and Maria Ekaristi were the dedicated die-hard duo behind the event (taken from rudolfdethu.com, 2013).

The festival which was afterwards named Bali Documentary Film Festival (*Festival Film Dokumenter Bali*) was arguably the first coordinated effort to educate the island’s youth on the importance of documentary filmmaking in 2010. It was also an effort to encourage them to create documentary films about their homes based on their own perspectives.

“We want these young people to realize that they have a pivotal role in creating and recreating the visual images and visual histories of their island, cultures and people,” founder of the film festival Maria Ekaristi said on the phone interview (made in 6 January 2016). “For decades, even centuries, our collective consciousness and visual history have been shaped by outsiders. It doesn’t mean that the images they presented were wrong or filled with fallacies. It only means that those images were created based on outsider perspectives and not ours,” she continued.

Apparently, Maria Ekaristi and Agung Bawantara highlighted that the objective of filming documentary is for cultural purpose instead of tourism. As Maria admitted that documenting tourism especially tourist sites is just like personal documentary not a real documentary film. In this context, Maria seems to be agree with Koehler (2012) that documentary takes many forms: a celebration of humanity, a tool for social activism, a method for preserving the past or even projecting the future. It is dealing with culture instead of tourist site only.

Moreover, Ekaristi showed her objection to the common views that say documentary film festival in tourist site like Bali has had something with tourism. Indeed, the festival which in 2013 changed the name to be Denpasar Film Festival had been supported by Denpasar Mayor especially Tourism and Cultural Division of Bali Administration. However, it has nothing to do with generating tourists to come to the destination screened on the film, in this regard Bali.

It was also evident from the interview that Maria Ekaristi has been playing the role of public relations. Although, she mentioned public relations work in this festival was only dealing with information dissemination and the press.

### Press agentry/publicity model

The press agentry model uses persuasion and manipulation to influence audiences to behave as the organisation desires. The result of in-depth interview with Maria Ekaristi as the founder of Denpasar Film Festival under Gumanti Foundation shows that persuasion has been the main tool used by the steering committee of the festival in every disseminate information to all stakeholders especially media.

"We hold a press conference as well as send press release to vast variety of both local and national media," explained Maria Ekaristi answering the question about the way the steering committee reach the audiences.

Thus, the main purpose of public relations practitioner here is to get publicity about the festival only. This model, however, shows the practice of organisations of spreading favourable information about themselves with only moderate concern for its accuracy.

**Public information model**

The public information model shows that practitioners rely on truthful but one-way communication to inform the public about a situation or event. It was obvious from the interview that public relations activity, that Maria Ekaristi was in-charge person, had only dealt in one-way communication.

Ekaristi admitted that she disseminated information about the festival in one-way direction especially to the media. However, what she did to many documentary communities as well as high school students seemed to show a bit different in pattern as she send the information via social media which encourage an interaction among the participants.

As a result, there has been a positive trend in figure of participants of Denpasar Film Festival. There were only 18 participants of the festival in 2010. It jumped to 49, 67, 76, and 89 participants in 2011, 2012, 2013, and 2014 respectively. However, an anomaly seemed to happen in 2015 as it slumped to only 66 participants of the festival.

**Two-way asymmetrical model**

The two-way symmetrical model shows that practitioners are involved in research but use information from such research to benefit the organisation and not the publics. Unfortunately, there were less evidences found in the public relations role that Ekaristi was involved that she did a research in determining public attitudes toward the organisation and how they might change.

"We are confused about the reason why major media as big as Kompas daily newspaper has yet given its publication over our festival until this day," Maria Ekaristi complained about the result of information dissemination that had been made. It, therefore, concludes the way she has taken over the media was still lacking in research.

**Two-way symmetrical model**

The two-way symmetrical model seeks to create a win-win situation for the organisation and its public. Apparently, Maria Ekaristi has been actively communicate in personal with documentary makers who are involved in social media like Facebook. As a result, many feedbacks were taken from the interaction made.

"I personally contacted all the members of communities to update the

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information of the festival or even more just for a simple hallo, asking the how's life to them," said Maria Ekaristi.

**Documentary film and Tourism**

Permata Di tengah Danau has been named as the best documentary film in the 2012 Bali Documentary Film Festival. It was a documentary inducing Toba Lake as part of tourism in North Sumatera.

"I decided to make this story using Toba Lake as an integrated part of the documentary in order to generate more people to know about the real condition of Toba Lake," the director of the Permata Di tengah Danau Andi Hutagalung explained.

Yet, he induced the motive to generate tourist through a dialog of the subjects in the documentary. "If those trashes cover the lake so what would it be? How come people want to visit this Toba Lake?" quoted from the kids on the documentary.

Andi, however, seems to show something real to the audience through the selection of location like Toba Lake and the choice of subjects including the dialog as well. This has been in line with what John Grierson (1946) mentioned as the creative treatment of actuality. Besides, it is evident that the Permata Di Tangah Danau has been a powerful intervention tools to transform negative stigma into positive one (Anderson & Austin, 2011).

In this regard, the documentary has been set to generate tourists to come as the location and film experiences are enhanced in memories by associating them with the actors, events, and setting (Iwashita, 2006; Riley & Van Doren, 1992). The world of associations and sentiments are enclosed in the viewers' minds as memories and obsessions which give meaning to the locations.

**Conclusion**

Documentary film and its festival has been shaping tourism in general. It can be seen clearly from the Denpasar Film Festival and one of the winner in 2012. Public relations as a function that supports the effectivity of the festival has also found from the interview with Maria Ekaristi as the founder of Denpasar Film Festival. It, therefore, makes all three subjects-documentary film, tourism, and public relations-are embedded one to another. Yet, the strong interrelationship can be found among those concepts.

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ISBN: 978-602-74139-0-0

# COMMUNICATION STRATEGY IN THE COMMUNITY DEVELOPMENT PROGRAM BASED ON PHILOSOPHY OF *TRI HITA KARANA*: CASE STUDY IN TABANAN BALI

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***Abstract***

*Community development program is a program development oriented of the people that emphasizes the process of empowerment, participation and direct role of citizens in the development process at the community level. Community development programs require the development of communication strategies achieve community participation. The communication strategy is a comprehensive plan of management communication to achieve the desired communication effects. This study aims to exploring the communication strategy in community development programs based on a philosophy of Tri Hita Karana indigenous communities affected by the construction of tourism accommodation in Yeh Gangga Beach Tabanan Bali. In this study, uses the development of communication theory. The purpose of this study to identify barriers in the communication process based on communication, as well as designing the communication strategy in community development programs based on local wisdom. Data collected through individual interviews, focus group discussions and depth interviews with indigenous community leaders, village authorities and the government. The result showed that, the communication strategy of development in community development programs in the indigenous communities in the region Yeh Gangga Tabanan Bali and beyond is to increase awareness of participatory development by making a persuasive approach involving the participation of traditional leaders, invitation or appointment that formal and than can stimulate the participants dare to issue an opinion of development by utilizing traditional channels of communication that serves as channel messages that are familiar with local communities that show customary traditional meeting as well as develop participatory communication.*

***Keywords:*** *communication strategies, community development, tourism accommodation, the philosophy of Tri Hita Karana.*

## Introduction

Development is essentially a process of change that has been planned systematically leads to better conditions. See development as something planned systematically, showed that implement the development is not easy but requires a variety of paradigms, models appropriate development. One of the mistakes of the past development is the use of development-oriented model of pursuing economic growth alone, where the process of planning and decision making in

ISBN: 978-602-74139-0-0

development programs often done top-down. Program conducted by the top-down approach is often not successful and less benefit to the community. People are less involved so that they are less responsible for the program and its success, the assistance provided creates dependence which in turn would be more trouble than help people, and sometimes do not fit the needs and priorities of the community.

Based on such experiences, the development approach is now more pressure on the development model of bottom-up approach to development that is community oriented. This approach requires community participation in development and emphasizes empowerment to the society toward independence. Community development is one of the programs of development oriented society. Community development of the outline can be viewed in two senses. First, in the broad sense as a meaningful social change planned targets for improvement and enhancement of economic and social fields. Secondly, in the narrow sense is a social change planned in certain locations hamlet, village, villages, small towns and big cities, is associated with projects related to addressing the needs of local, self-managed and capable along with temporary help from outside parties. So the essence of community development which later inspired the development model centered on society are empowerment society based on the integration of the ideas of independence. Activities designed based on community development initiatives and public participation in the orientation of the needs, the potential and the ability of local communities, but pay attention to the variety and differences that exist within the community.

Communication development is a process of interaction of all citizens, to the growing awareness and mobilize their participation in the process of planned change, in order to achieve continuous improvement of quality of life, using technology or implement the ideas that have been chosen (Mardikant, 1987). Thus the development of communication has an important role in the development of community-oriented. Participation is created through communication and the communication, the messages can be delivered development in an effort to empower the community or in community development. The point of departure is for the community's independence in order to improve their quality of life by optimizing the human and natural resources as possible. Communication is the systematic planning of the necessary communication strategy. The communication strategy is a comprehensive plan of management communication to achieve the desired communication effects. Effects of communication in development is defined as a situation of communication that allows the emergence of community participation conscious, critical, voluntary, pure and responsible (Hamijoyo, 2001).

Development communication is a tool for generating community participation, or the way that must be taken to raise public participation in the development process. Thus, community development programs require the development of communication strategies achieve community participation. One of the mistakes of the past development is the use of development-oriented model of pursuing economic growth alone, where the process of planning and decision making in development programs often done top-down. Program conducted by the top-down approach is often not successful and less benefit to the community. People are less involved so that they are less responsible for the program and its success, the assistance provided creates dependence which in turn would be more trouble than help people, and sometimes do not fit the needs and priorities of the community. Community development, strategy development communication is a tool or a way of achieving community participation and also designing the message of development required in the process of changing people's behavior, in the sense of having the knowledge, skills and attitude to behave apply the message of development were elected to achieve improved quality of life is expected.

The communication strategy is a comprehensive plan of management communication to achieve the desired communication effects. Effects of communication in development is defined as a situation of communication that allows the emergence of community participation conscious, critical, voluntary, pure and responsible. Formulation of a communication strategy is inseparable from the understanding of the elements involved in the communication process. Bottlenecks in the communication process shows the communication strategy used inappropriately. In accordance with the explanation of the actual conditions of communication events that occurred in the study area, then to create the effect of community participation in planning meetings community development programs, communicators should be able to raise awareness about the importance of participating in the construction, with a persuasive approach involving the participation of leaders Indigenous communities in the study area because this is a community based indigenous and customary norms in force, giving an invitation or to schedule a meeting in person so that people feel valued or to feel needed in the communication process. The use of communication media that vary according to the circumstances of social culture, communicators should be able to create a climate of communication that can stimulate the participants dare to issue an opinion or an idea of development that is not dominated by people who are good in speaking, this can be done with the approach of interpersonal communication with by visiting residents and asking problems, and or communicators can utilize the traditional communications channels that serve as channel messages that are familiar with the local community that is customary traditional meeting.

Based on the potential and community conditions Tabanan, assuming as a basis Macroeconomic policies in the preparation of the Budget is the rate of economic growth in Tabanan. The objectives to be realized is the more growth of agriculture-based rural industries as a media strategy to spur the economy of rural communities to increase the added value of industrial farmers through post-harvest handling and processing diaharapkan will be able to improve the welfare of the community. Tabanan is one of the districts located on the island of Bali. The district has a sizeable natural resources are managed by the local government. As a form of corporate social responsibility to the indigenous communities directly affected by the project, the company cooperated with the

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government community development programs using participatory communication approach. This means development programs or activities in community development is the aspiration of the people who can answer the problems or needs of the local community but the reality of the matter, there are still conflicts between indigenous peoples with corporations and governments. In this study, will focus on exploring the communication strategy in community development programs based on a philosophy of *Tri Hita Karana* indigenous communities affected by the construction of tourism accommodation in Pantai Yeh Gangga Tabanan Bali.

## Methods

The data presented here are based on the problem above, the purpose of this study is to identify the bottlenecks in the communication process based on the elements of communication (communicators, media, message, objectives and effects) as well as designing the communication strategy in community development programs. In this study, using the theory of development communication. Whether explicitly acknowledged or not, the majority of empirical research work in development communication is theory based. Theory underpinings define and limit the types of communication channels to employ, the scales of communication initiatives, the intended goals, and a number of other aspects of communication interventions in development settings. The model prioritizes top-down, one-way dissemination of modern ideas through mass media channels and is premised on a nation that mass media messages have direct impacts on the attitudes and behaviors of the receivers (Servaes, 1991). The modernization paradigm's emphasis on the information transmission model of communication was systematically adopted in Everret Rogers highly influential diffusion of inovations theory (1962, 1983), which has served for many decades as a popular theoritical basis for development communication initiatives. In Roger's words, the diffusion of innovations is "the process by which (1) an innovation (2) is communicated through certain channels (3) over time (4) among the members of social system" (1983). The theory has been critized on many fronts but chiefly for overlooking the importance of interpersonal communications in the diffusion process. However, later versions of the theory incorporated this critizem and elaborated the roles played by different types of communication channels: mass media channels are more effective in creating knowledge of innovations, whereas interpersonal channels are more effective in forming and changing attitudes toward a new idea, and thus in influencing the decision to adopt or reject a new idea (Rogers, 1983). The purpose of this study was to identify barriers in the communication process based on communication, as well as designing the communication strategy in community development programs. This study analyzed descriptively. Primary data were collected through individual interviews the respondents and in groups (focus group discussion). In addition, the data obtained from in-depth interviews with the indigenous community leaders, village authorities and the government,

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while the secondary data obtained through a review of documents and literature from various sources related.

## Findings and Discussion

Development of communication strategies applied in each region or community can be very diverse, depending on the background of each member of society, and the state of local natural and social environment. That is a good communication strategy development, can be rejected by the target communities in certain areas because they do not like or do not conform with the state. In other words, each development must be planned communications strategy specifically depends on the personal background of community members and local social and natural circumstances. In addition, the development of communication must always be aligned with the state of the characteristics of public communications involving communication elements The communication strategy is a comprehensive plan of management communication to achieve the desired communication effects. Formulation of a communication strategy is inseparable from the understanding of the elements involved in the communication process. Bottlenecks in the communication process shows the communication strategy used inappropriately.

In accordance with the explanation of the actual conditions of communication events that occurred in the study area, then to create the effect of community participation in planning meetings community development programs, communicators should be able to raise awareness about the importance of participating in the construction, with a persuasive approach involving the participation of leaders Indigenous communities in the study area because this is a community-based indigenous and customary norms in force, giving an invitation or to schedule a meeting in person so that people feel valued or to feel needed in the communication process. The use of communication media that vary according to the circumstances of social culture, communicators should be able to create a climate of communication that can stimulate the participants dare to issue an opinion or an idea of development that is not dominated by people who are good in speaking, this can be done with the approach of interpersonal communication with by visiting residents and asking problems, and or communicators can utilize the traditional communications channels that serve as channel messages that are familiar with the local community that is customary traditional meeting.

In this case, the authors will describe the findings during the exploration strategy of communication in the community development program based on the philosophy of *Tri Hita Karana* in indigenous communities affected by the construction of tourism accommodation in Yeh Gangga beach Tabanan Bali and beyond;

1. Conditions Affected Communities Directly Tourism Accommodation Development in Yeh Gangga Beach Tabanan Bali.

ISBN: 978-602-74139-0-0

Tabanan is one of the districts which accounts for the highest number of tourists in Bali. This is because Tabanan Attraction has a very exotic beach. One of the most unique attractions in the Tabanan regency Yeh Gangga Beach. If coming from Kuta or International Ngurah Rai Airport, the journey time approximately 85 minutes. Whereas if it comes from the area of Denpasar, the distance to this location is approximately 31 km. Will close the distance if it comes from Attractions Tanah Lot, only a distance of approximately 9 km like beaches in South Bali such as Kuta, Nusa Dua Beach, and Muaya white sandy beach. Precisely Yeh Ganga black sandy beach with a beautiful panorama charming. The coastal state is still quiet and comfortable so that when matched to relax and relieve boredom. As the afternoon on this beach tourists who come to watch the sunset view over the horizon. Waves on the beach is not too big, but tourists who come here forbidden to swim because of underwater currents can be dragged into this beach and is perfect for surfing activities, so many foreign tourists who do surf this beach activities. Approximately 30 meters from the beach there is a rock hollow in the middle. At low tide, if you want to feel the sensation of its own in Yeh Gangga beach, then went up to the top of the reef. From the top of this rock, you will see the coastline stretching to the south. This reef, if you want to be viewed from a certain angle, the shape that resembles a heart, its truly unique. Population around the coast Yeh Ganga village subsistence farmers, it can be seen on the south side of the beach is a green rice fields actually a blend of attractive colors and will spoil your eyes. In addition, as farmers, communities around the coast there are fishermen, this can be seen from the fishing boats that are on the west coast with the famous catch that lobster and "*layur*" fish. To support the tourism activities on the Yeh Gangga beach, the local government provides several facilities such as parking lots, rest rooms, food centre, restaurants, villas, resorts and bungalows. So you will be protected if traveled on this beach. Development of tourism accommodation on the island of Bali, especially in the area of Yeh Gangga beach, Tabanan are growing. A project or development will certainly bring a good and bad impact. So is the development of tourism accommodation which is a means of supporting tourism Bali raises various issues and impacts to the surrounding community. Although standing on the sea and there is minimal land acquisition there was also a negative impact.

1) Positive Impact

The essence of which is the community development meets current needs without compromising the needs of future fulfillment. Endeavor as the beginning of community development in the tourism sector, the development of tourism accommodation should have a positive impact can be felt at this time so as to bring an atmosphere conducive to development. The development of tourism has been traditionally related to development of culture, in this case espesially Balinese culture. The unique cultural resources of a territory serve as a basis for the cultural supply required bt the local community as well as

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contributing to increased tourism atractiveness. Based on research finding, in this case the author suggested, as tourism products, cultural resources have several characteristics that ensure a unique role for this type of product in the development of tourism, because they can; (1) Be develop with relatively small investment; (2) Diversity and spread demand for tourism in time and especially in space; (3) Contribute to the utilisation in tourism of unxeploited resourses; (4) Develop new segments of demand the certain type of tourism e.g. cultural tourism, heritage tourism, etc.

2) Negative Impact;
In addition to the positive impact that can be felt, there are some negative effects also bermuncul as a side effect of development of a region. Here are some of the impact of tourism accommodation development that leads to negative things such as: (1) The potential of high capitalism, contrary to the traditional culture of the local community culture that threatened its survival is a person honors system based on caste. The existence of capitalism that emerged, if not controlled lead to respect for a person assessed from its property. In fact, as is known that the highest strata that exist in the social system of caste (color) in Bali is the leader of the ceremony (caste of *Brahmana*). If respect for the fading leader, did not rule out local community mores slowly memundar and lost; (2) Triggering the high urbanization.

3) Negative Impact Solutions;
Idealism perfect development is difficult to achieve, but which allows is to reduce the negative impacts that arise or take preventive measures against possible negative impacts arising in the future. Here are some efforts to be made of local governments to balance the negative impact that is: (1) Establishment of e-regulation which is strictly against the investment in tourism. In addition to protecting the local small and medium enterprises, the establishment of investment regulations in the field of tourism is also considered important to maintain an atmosphere conducive to the existing culture. Foreign investment is not solely economic impact alone, the social aspects must also be taken into consideration in the government agreed; (2) Restrictions on the amount of tourism accommodation with local regulations; (3) The development of public transport. The provincial government should learn from some of the other areas in the archipelago, such as Jakarta and surrounding areas are starting to develop adequate public transport other than road construction development which again is less effective because of the lack of land; (4) A local government revenue allocation area focuses provide only for physical infrastructure is often forgotten in welfare beyond direct impact on the development. There should be a few percent of the return value of the investment to deliver programs that benefit poor

ISBN: 978-602-74139-0-0

people, such as free school to college level for those who excel but economically insufficient or free treatment for those who are elderly.

2. Conditions of Development Communication Activity in the Community Development Program

Communication activities through community development programs in the research area consisted of (a) communication activities in the deliberation process planning development programs, such as public infrastructure development programs; and (b) a communication event in extension activities to the public in the form of counseling activities in the fields of health, agriculture and fisheries that aims to improve the knowledge and skills of the community. The level of communication activity through community development programs is determined based on the intensity of communication, communication techniques and models of communication used in every field of community development activities. Overall communication activities through community development programs in the research area categorized as "low" or "ineffective". This is caused by the intensity of communication, communication techniques and communication models are relatively low.

The results showed that the intensity of communication through community development programs in the research area categorized as low as communication frequency developer of tourism accommodation development projects with indigenous peoples is very little that is 1-3 times a year, and in the communication process of deliberation planning program, most villagers do not engaged by the company but only represented by Customary Traditional Leader "*Bendesa Adat*", as well as the Village Development Committee in Yeh Gangga Tabanan Bali. The interview with the chairman of local Community Development, Wayan Winda say "public communication activities in each village does not limit citizens or represented by the head of the village and its officials alone but in the form open communication with the involvement of all citizens of the village", it's just the process of delivery is not delivered directly to all citizens, but through the heads of the village in the hope of village head can disseminate the information to all citizens. This of course leads to the communication gap between the company and indigenous peoples. The Company considers all citizens have been invited while people assume they were not invited, and only attended by the heads of the village and its officials only.

However, the medium used is not effective, so the message labor brokers is not up to the public. This provides an opportunity headmen simply choose close relatives only (attitude nepotism) to participate in community development activities. This condition would cause social jealousy that can lead to conflict between the company and the village authorities. Thus, companies must be able to change and

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choose the channel or medium of communication that is more effective to increase the participation of all citizens in the community development program. Hamad (2005) stated that the communication should not be considered as a process of delivering a message that is relatively smoothly without a hitch, but the messages are evenly distributed in society, communicators need to approach communications in accordance with the effect diingikan by the communicator. If the desired effect is participation then pendekatakan communication used should be non-media communication or face-to-face persuasive. Particularly in the process punyuluhan, use a variety of media is needed. Selection of appropriate media to deliver the message will accelerate the achievement of the objectives of education. The selected communication media should be adapted to the purpose of communication and social state of the local culture, so that the message is more readily accepted. Media delivery of messages used by the communicator in the process of counseling just a copy and extension materials. Extension materials distributed also limited, so only the citizens can read, whereas for residents who are illiterate need another way. Communication models used by the company are categorized as "ineffective". This is due to the majority of respondents do not engage or participate in the communication process directly communicate face to face with the communicator. Although the use of the model used in the preparation of plans to conduct discussions village development program has been very precise, which uses two-way communication model or participatory. Said to be the model of participatory communication because all communities are invited to participate more in the process of communication to decision making, carried out democratically. In this case, everyone involved in the communication process have a common position in communication means that there is no difference between the communicator and the communicant. Communicant can also be a source of information or communicator. Communicators can also serve as a communicant or recipient information, therefore the participation of communication activities communication activities instead of giving and receiving but sharing or dialogue. The contents of the communication is no longer a message that was designed by a source from above, but rather facts, events, issues and needs are modified to the theme. This is a theme that is highlighted, discussed and analyzed. All voices are heard and considered to be taken into consideration in the decision. So who is involved in this communication model is no longer "the source and the receiver," but the participants with each other.

According Mulyana (2007) this participatory communication in popular terms as a model of convergent communications, which means striving toward understanding reciprocal communication among participants in the attention, understanding and needs. Participatory

ISBN: 978-602-74139-0-0

communication approach is highly effective in community based development planning, in addition this approach will be growth of creativity and competence of the people in communicating ideas. The participatory communication model is quite well used by companies, but only a small percentage of people involved in this communication process. Based on the observations of researchers in the process of counseling and consultation activity programming, communicators less create a favorable climate so that participants are not shy and are able to ask questions or issuing opinions. The fact is found, only those who are already accustomed to issuing his opinion that often speak or ask questions. This has an impact on the planning of the community development program that does not represent the aspirations of the majority of the people, causing the message of development is not designed according to the needs or problems of Indigenous Village community.

Many people who are not involved in community development programs in the research area creates a difference of communication between the participating communities with people who do not participate. Participating communities over changing the knowledge, skills, attitudes as a result of the delivery of messages or innovation offered compared to people who do not participate are likely to show indifference or lazy to know about the message conveyed development. Therefore we need a communication strategy to foster community participation.

3. Development of Communication Strategies in Community Development Program;

Being strategic is about setting goals and identifying means of achieving them. This implies adopting an approach that is based on good evidence, has an underlying vision, sets priorities, goals and direction and sets out the main tactics for achieving these. For community development, being strategic requires a comprehensive understanding of the concept and its implications, but not neccessarily a comprehensive set of actions at least at any one time. Strategic communication is more than disseminating of information but the active solitication of stakeholders perspective. It ensures a two-way flow of communication, addresses human factors such as sociology, psychology, culture, behavior, and politic, and helps building consensus and partnerships regarding the development agenda. Both, internal and external factors influencing human communication have to be taken into consideration. Internal factors comprise human features such as norms and values, attitudes and behavior, emotions and beliefs, culture and social relations. External factors include materialsuch as posters or films, the carrier of the message, as well as media such as print or broadcast media, information and communication technology.

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The communication strategy development is not just about increasing the participation of the community, but how to create an idea or message through the dissemination of information that is useful in accordance with the needs and priorities of the community so as to bring changes in knowledge, skills and attitudes so that they can see the problem and solve their own problems without relying on others. The communication strategy in community development programs based on a philosophy of *Tri Hita Karana* indigenous communities affected by the construction of tourism accommodation in Pantai Yeh Gangga Tabanan Bali. In the community development program, the message must be memandirikan public communication in order to improve their living standards, optimizing Human Resources and Natural Resources as possible. Planning a message of development is done by identifying problems that become targets needs to recognize the social conditions of local communities and local natural state to be able to solve the problem.

The potential that can be exploited for the development of indigenous peoples affected by the development of tourism accommodation in Pantai Yeh Gangga Tabanan Bali. Problems are found and message development to solve the existing problems based on the potential that exists, translated The Five Branches of Strategic Communication for Community Development:

1) Development and environmental communication;

Strategic communication interventions are multi-faceted, systematically planned and carefully designed communication processes and media products that aims at interestng knowledge or change attitudes and pactices in target audiences. Planning is defined as a process of identifying or deining problems, formulating goals, thingking of ways to accomplish goals and measuring progress towards goals aachievements. Planning has to include strategy planning and management planning, i.e., the process of developing a strategic communication plan can be divided into two major parts. The first part is the process of strategy development planning (what to do). The second part is the process of management planning (how to make it happen). When a plan for strategy is completed it must be translated into action. At that stage, the task of a communication planner shifts from strategy development to management planning. It should also be noted while a communication strategy may incorporate a campaign it is much more than that. In general, a campaign is limited to a relatively short period of time and it presents a readily available solution to a previously defined problem (do things right). A communication strategy starts before that, e.g. with a social discovery process of questioning and researching a certain situation or policy in cooperation with the excepted beneficiaries (do the right things). Also, it is not finished when the messages are disseminated through various media

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channels but it also takes responsibility for mobilizing and facilitating action that, ultimately, would lead to changes in the targeted environmentally harmful pracices.

2) Social marketing;

Social marketing has been one of the approaches carried forward to premises of diffusion of innovation and behavior change models. Agricultural extention first discovered in the 1960s that social change always went enough distinct phases: awareness-interest-evaluation-trial-adoption or rejection. “Innovators’-often used as “change agents” in later interventions-may adopt new practices early on but constitute just 2,5% of the population in transition, followed by 13,5% called adopters. Over time, an “early majority” of 34% and a “late majority” of 34% trail the example set, while the rest of the population (16%), the ‘laggards’, are left behind. Also, the significance of sources of information differs in the different phases of the diffusion process. While mass media play a major role in the awareness and interest phase, interpersonal communication with neighbors and friends takes over when it comes to evaluation, trial and adoption or rejection (Rogers, 1963).

3) Non-formal and environmental education;

Strategy communication also draws on the vast body of expereience with non-formal and envirinmental education. Non-formal education refers to the out-o-school type of learning common to NGOs as different from formal education at scholls of universities. As with development communication, non-formal education in the context of community development can be applied to any field relevant to community developmnet, be it social, economic or ecological in nature. Environmental education, similar to environmental communication. Education is critical for promoting community development and improving the capacity of people to address environment and development issues. It is also critical for archieving environmental and ethical awareness, values and attitudes, skills and behavior consistent with community development and for effective participation in decision-making. To be effective, environmen and development education should deal with the dynamics of both physical/biological and socio-economic environment and human development and shoul be integrated in all disiplines and should employ formal and non-formal methodes and effective means of communication. The communicatin for social change initiative of Rockefeller Foundation defines effective communication as a process of public and private dialogue through which people define who they are, what they want and how they can get it.

4) Civil society mobilization;

Community development interventions are very often intiated by organizations and policy-makers from outside a community. Many

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well-intentioned communication projects of this sort turn out to be efforts at manipulation that result in little or no participation by the people concerned. Instead, such initiatives should focus more on how to listen than on how to talk. Communication begins by learning to learn about existing knowledge and hopes. Listening requires skill and respect, deriving meaning from different media:e.g. elder's anecdotes and oral history, artist symbols, song and poetry, traditional theater and puppetry. Communication is about bridging understanding towards shared meaning. Vertical models of communication (sender-media-receiver) and realted centrally planned development strategies alone proved incapable of solving today's burning problems. Their basic problem is that nothing goes without changes in practice and that this change cannot do without social action facilitated on a horizontal level, mostly by means of interpersonal and group communication. Horizontal models of communication (communicator-dialogue-communicator) alone proved limited as well. From such considerations, an intergrated approach of community communication for community development may be useful which could pragmatically overcome deficiencies of both, purely vertical and purely horizontal models while building on their strengths.

5) Conflict management and negotiation;

Conflict management is designed as an alternative policy instrument, offering ways to build consensus and convergence in situations to open conflict and conflictive decision making process. The use of conflict management is frequently for specific aspects of strategy communication, especially processes of social communication-promoting dialogues, reflections, participatory situation analysis, consencus-building, decision-making and action planning for change and development among people and institutions on different levels. Conflict management appropriate approaches particularly when communication is deadlocked because the actors involved do not communicate in a constructive way. The use of conflict management procedures and dispute resolution systems within a communication process can be expedient in the following situations: (1) The actors seem to have incompatible positions and interests; (2) Communication is heavily burdened by prejudices, different values or political attitudes of the actors or by relationship problems between them; (3) The previous communication procees was unable to clarity the actors need and interests, or may have even complicated the situation; (4) Power imbalances obstruct open communication and consensus building; (5) The leading institution or the communicator in charge is not fully trusted by all relevant actors or does not have the capacity to deal with situations of conflict; (6) Not all relevant actors can be involved in the communication process without a clear understanding of the dynamics of conflict and appropriate ways of dealing with them.

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## Conclusion

Strategic communication differs from integrated communication because its focus is how an community communicates across communities endeaveors. The emphasis is on the strategic application of communication and how an community functions as a social actor to advance its mission. The purposeful nature of strategic communication is critical. Whereas academic research on community communications broadly examines the various processes involved in how people interact in complex communities (including interpersonal communication, group communication and network communications), strategic communication focuses on how the community itself presents and promotes itself through the intentional activities of its leaders, society, and communication practitioners.

This means that the purpose of development communication to convey information or ideas that brought changes to society development can be achieved. With these changes, people will change their behavior, the more empowered and independent to solve problems and meet their needs by exploiting the potential that exists without dependence on other interests. The communication strategy development in community development programs in the indigenous communities in the region Yeh Gangga Tabanan Bali and beyond is to increase awareness of participatory development by making a persuasive approach involving the participation of traditional leaders, invitation or appointment that formal and customary directly so that people feel valued or to feel needed in the communication process, to create a climate conducive communication, can stimulate the participants dare to issue an opinion or an idea of development by utilizing traditional communication channels which serve as a channel message that is familiar with the local community that is indigenous *Paruman* events as well as developing a participatory communication in group communication.

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ISBN: 978-602-74139-0-0

# CREATIVE TOURISM IN GOA KREO SEMARANG

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***Abstract***

*This study presents and analyses Goa Kreo, a cave inhabitted by hundreds of monkeys, a relatively new tourist destination in Semarang, Central Java, of which existence is historically related to the development of Demak Great Mosque, an old mosques built in the 15th century by Sunan Kallijaga, one of the Wali Songo or the Nine Muslim Saints who spread Islam in Java island. The cave has great potentials, if creatively developed and marketed, to be a great tourism destination as it can offer a unique blend of religious, cultural, social, and natural attractions. The analysis uses Social Exchange theory with an observation and a case study approaches to see the potentials of creative tourism to be developed in this destination. The findings show that the tame, lovely, intelligent, sociable, and funny looking long-tailed monkeys are a unique tourist attraction. What is offered by Goa Kreo is what is needed by tourists. It is very interesting to observe and witness how they interact to and care for one another in addition to their evidently excellent acrobatic skills in jumping from a tree to another.*

***Keywords:*** *creative tourism, tourist attraction, social exchange*

## Introduction

### Background

Tourism has increasingly become a global leisure activity. The UNWTO (United Nations World Tourism Organization) reported that in 2014 about 600 million International tourists, or 53% of the total worldwide travelers, had traveled for leisure activities. The rest did their travel for other purposes such as doing business, visiting friends and relatives, performing religious practices, getting health treatment, etc. This figure is believed to continually increase by 3.3% on average in the coming five to fifteen years. The Agency predicted that the number of International tourists could reach 1.8 billions by 2030, and the strongest growth would be seen in Asia and Pacific with a total arrival reaching about 535 million. As for Indonesia, the role of tourism industry in the national economy is still significant. The Indonesia’s Ministry of Tourism office reported that there were almost 10 milllion international tourists visiting Indonesia in 2014. The number of local tourists however was reported to reach about 250 millions. These tourist visits had financially contributed about 7% to the GDP with a total foreign exchange revenue reaching US$11.17 million. The WEF (World Economic Forum) report added that the growth of Indonesian tourism, which reached 4.01% on average in 2014, is realtively bigger than the average growth of global tourism which stood at 3.3%. In the Asia and Pacific regions,

ISBN: 978-602-74139-0-0

the contribution of Indonesia is still below 10%, while globally it did not even reach 1%.

The outlook and achievement of regional and global tourism have undoubtedly also affected the growth of Indonesia's national tourism. Over the past five years, the number of International tourists visiting Indonesia has also continually increased, from 7.649.731 in 2011 to 9.9435.411 in 2014. This success was strongly driven by the government's measures in bolstering the tourism sector such as the Wonderful Indonesia campaign and the Visa-Free policy. In addition, starting last year, other strong marketing measures have also been prepared for 2016 and beyond. This year the government is determined to be able to lure in 12 million International tourists, and this figure is expected to rise to 19 million in 2019. Another concrete measure that has already been taken in order to generate a more significant amount of foreign reserves from International tourists is the initiative to upgrade ten tourism destinations across Indonesia. They are *Lake Toba* (North Sumatra), *Tanjung Kelayang* (Belitung), *Tanjung Lesung* (Banten), *the Thousand Islands* (Jakarta), *Borobudur Temple* (Magelang), *Mount Bromo* (East Java), *Mandalika* (South Lombok), *Labuan Bajo* (East Nusa Tenggara), *Wakatobi* (Southeast Sulawesi), and *Morotai* (North Maluku). Infrastructure, electricity and communication networks, seaports and airports in these ten tourism areas will therefore be upgraded to facilitate the incoming flow of tourists.

*Goa Kreo*, Semarang, about one hour's drive from the *Borobudur Temple* (Magelang), is evidently not on the above list. However, it has a blend of attractions that are as uniquely beautiful and wonderful as those destinations on the list. This monkey cave, located on the southwestern part of Semarang, is more easily accessible by sea and land as it is close to the airport and seaport of Semarang. The beauty of the environment, especially with the completion of the development of the multipurpose Jatibarang Dam, and the existence of hundreds of tame and sociable long-tailed monkeys are two unique characteristics of this cave that can hardly be found elsewhere. The local government of Semarang is therefore keen on developing this relatively new tourism destination or tourist attraction so that the number of tourists, both International and domestic, can be significantly increased.

The joys of visiting this cave may come from activities such as feeding the monkeys, visiting their historical cave or habitat, observing their social behavior, or even watching them fight for food. Interestingly, they tend not to fight when there is enough food for them. In other tourism destinations, for example in Sangeh, Bali, we are also likely to see and interact with the monkeys. However, Sangeh monkeys are famous for their aggressive behavior such as stealing or grabbing visitors' belongings. Goa Kreo monkeys are just different and unique. They seem to have been taught how to relate or socialize with humans. They seem to understand that grabbing or stealing visitors' belongings is not a noble behavior. With respect to meal time, they seem to agree among themselves that they would only cross the bridge and hang around in the parking lots and nearby

ISBN: 978-602-74139-0-0

areas in the morning, between 7 and 9, and in the late afternoon, between 3 and 6. They seem to avoid going around when the sun is highest in the sky.

**The Scope and Objectives of the Study**

Goa Kreo with its unique blend of attractions is a great tourism asset for Semarang. Its historical value is undoubtedly great but its potentials have not been fully developed and tapped. The religious element of this cave is very strong as the cave was used as a meditation place by Sunan Kalijogo, one of the Wali Songo or the Nine Saints who spread Islam for the first time in Java Island during the 15th century. The beauty of the cave environment is wonderful. This study only discusses the social and economic aspects of the creative tourism that the cave naturally possesses. Then this study aims to see the kind of creative industry that can be developed as a primary attraction in the cave.

**Literature Review**

Goa Kreo is a unique tourist attraction and it can definitely provide more benefits if it is classified into creative tourism, rather than merely a religious or natural tourist attraction.

**Definition**

According to Lee and Lee (2015), the concept of creative tourism was first introduced by Pearce ad Butler in 1993. This kind of tourism is defined as '*creative participation of activity and networking with locals'*. So there are two main activities in creative tourism, i.e. participation and networking. The participation is made in the attraction while the networking is built with the local people in the tourism destination. Richard (2011) and Raymond (2007 in Lee and Lee, 2015) elaborated that creative tourism *' ... offers tourists the opportunity to develop their creative potential through active participation in courses and learning experiences which are the characteristics of the destination where they are undertaken.'* This longer definition offers more comprehensive understanding about creative tourism in which the tourists are actively, not passively, enjoying the attraction. This means there is an interaction between the object or the tourist attraction and the subject or the person attracted or the tourist. With this respect, Goa Kreo, which is traditionally a religious tourist attraction as its existence is closely related to the development or spread of Islam in Java in the $15^{th}$ century, can be transformed into a creative tourist attraction because the object, say the monkeys, and the visitors can openly interact with one another in activities that require some sort of creativity. In this way, the tourist also develops his or her learning skills and getting along with the locals. Such creative and interactive activities are made possible because in this case the monkeys are tame and sociable. In other words, tourists can take an active part in the tourism activity and get a direct learning experience from doing the activity in the tourism destination. This may accordingly ask the tourism operators to provide services and facilities that are needed by the visiting tourists. Such provision may not be easy or simple, especially if the tourists are from different cultures with different languages and needs.

Richard (2011) describes the development from traditional tourism, which still emphasizes on mass tourism, to creative tourism, which is more participatory, in the following Table (which was reorganized from Kim, 2013):

| Stage | Era | Conditions | Characteristics of Tourism |
|---|---|---|---|
| Mass Tourism | Industrial Era | Stable Political Situation<br>Appearance Jet Airplane | Package Tour<br>Mass Resorts and Theme Park |
| Culture Tourism | De-Industrial Era | Preservation of Heritage<br>Globalization of Heritage | Sightseeing of Heritage |
| Creative Tourism | Network Era | Growth of Creative Economy<br>Increasing Demand of Customer Participation | Intangible Heritage<br>Creative Participation of Activity and Networking With Locals |

**Table 1. Tourism Development**

Today, the tourism trend moves toward local and unique tourist attractions, instead of toward mass attractions. Therefore the provision of services tends to be more individual. An individual tourist may prefer an individual service. The more individual a service is, the more preferable it is likely to be. It may not be easy but it is the kind of service that is preferred by tourists, especially those who belong to middle and high classes. Sustainability is also an important factor in the service provision. Great and individualized services are preferable and they will ensure the sustainability of the tourism destination. More and more people will come and the destination will continually grow and become more likeable.

The above Table shows that creative tourism grows in the network era. It grows well in a situation where there is strong collaboration among the parties involved in the industry. The tourist attraction in creative tourism, unlike in the Mass and Cultural Tourism, invites the tourists or visitors to take an active part in the attraction. In so doing, they directly interact or become involved with the local people. It is this experience of being in interaction, in involvement, or in networking with the locals that will be brought home and stay in their heart and memory forever.

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**Social Exchange Theory**

This theory derives from behaviorism paradigm that is influential in the psychology and sociology fields. It has been strongly influenced by the fields of economy, sociology, anthropology, and psychology. (Ritzer and Goodman, 2003: 356). In the field of communications, interaction is used as an exchange tool. Human is a rational being who has objectives and needs in his life, but in living his life he cannot meet all of his needs by himself. Therefore, he will make some efforts to do an exchange. He does this through an interaction with several parties in a pre-arranged norm. In addition, communication is also considered as a negotiation tool that he can use to exchange his resources with other resources that are really needed. Generally speaking, they want to make a mutual exchange. Therefore the exchange or barter should be mutual or both parties get equal benefits from the exchange. In other words, the first party gets what is needed, and so does the other party. According to Littlejohn and Foss (2009: 894-895), the objects of the exchange can be in the form of goods, money, love, pleasure, curiosity, position, status, self-esteem, services, or information. In tourism context, a tourist visit a tourist attraction with the hope that his coming or visiting will bring about happiness, comfort, and pleasure. Therefore he is prepared and willing to exchange his money for such amenities. A great number of people work and save some of their income for years so that they may one day be able to visit their dream tourism destination or see their favorite tourist attractions. They are prepared to work extra hours and save for years hoping that one day their hardwork and patience will pay off when they are finally able to travel to their dream place. Tour operators and tourism entrepreneurs should understand this social and financial family phenomenon and then act responsibly and professionally by preparing and providing tourism services that really serve the best interest of tourists.

**Tourist Needs**

In business, a good seller or manufacturer should understand his buyer or customer well. Otherwise, the sales deal or business transaction may not mutually please both parties. Similarly, in tourism industry, both the tourist and the tourism operator should also be able to create a mutual transaction. On the one hand, the tourist is pleased and satisfied with what he visits and experiences. On the other hand, the tourism operator is also happy with the tourist’s visit.

The tourism industry now focuses more not only on the services and promotion but also on the needs of the potential tourists. Tan et al (2012) mentioned three kinds of needs that a tourist wants to meet: Basic, Social, and Intellectual. Firstly, the first need may consist of a situation or condition in which he can relax and enjoy his trip in a fun and safe manner. Tourism operators should make sure that the tourists whom they serve can relax and enjoy in whatever activity they are following. In addition, the elements of fun and safe should also be strongly considered. Secondly, the travel is usually done alone. Tourists usually travel in groups and members of the groups may be their own family members, their colleagues, or their best friends. They are usually related

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and they go together because they hope that they can enjoy the togetherness in a happy situation. Sometimes a family meeting or a peer group meeting is organized after office hours in a tourism area. So, in this regard, a tourism destination is used as a meeting place to strengthen the bonding or closeness among group members. That's why it is important that the tourism operator assures that the place is convenient, comfortable, and safe and that the tourists' other needs such as healthy food and clean public facilities are also provided. Thirdly, it is the tourist's intellectual need that usually brings him to the selection or choice of the place. He believes, usually after some reading or searching or hearing from his friends, that by visiting the tourist attraction, he will get new experiences and knowledge through directly participating in the tourist attraction activities.

Abraham Maslow mentions five primary needs of a human. They are Physiological, Safety, Belonging, Self-Esteem, and Self-Actuation needs. The need to go to and visit a tourism destination can meet the third need, which is love among family or group members. The togetherness during the trip or the stay may also meet the third need. Likewise, the services provided by the tourism operators may meet the fourth need. Then after the trip, they will have pictures of the activities they have done together, and their active participation in the tourist attraction may reflect the self-actualization need. Meeting the five needs is importantly basic as they are a package of needs that a tourist usually seeks to fulfil.

## Methods

This study is a case study that uses observation and in-depth interviews done with three groups of tourists who came to the location of Goa Kreo in the morning and afternoon, i.e. when hundreds of the monkeys gather in the parking area to get some food. The data are collected from two activities: observation and in-depth interviews. The data are then described and analyzed.

## Findings and Discussion

**Picture 1**

**Picture 2**

**Picture 3**

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**Picture 4**

*Picture 1* shows the location of Goa Kreo that is not far from Semarang International Airport Ahmad Yani. It lies in the southerwestern part of Semarang, about 15 km away from the heart of Semarang city where most government offices, business centers, and other Semarang tourism destinations such as Lawang Sewu, Gereja Blenduk, Tugu Muda, Simpang Lima, Stasiun KA Tawang dan Poncol are located. The cave is easily accessible from any part of Semarang since there are many alternative routes that lead to Kandri, a village where the cave is situated. From the seaport of Tanjung Mas, there is also a fast access, that is through a wide ringroad along the northern part of Semarang which stretches from the seaport of the area next to the airport. *Picture 2* shows the mouth of the cave from where visitors may go in to see and feel the cool interior. To get to this front part of the cave, a visitor needs to walk up the stairs from the bridge (see *Picture 3*) that had been built to connect the current parking lot to the cave. This bridge is also used by hundreds of the long-tailed monkeys to get to the parking lot where visitors are usually gathered to enjoy the breath-taking panorama of the multipurpose Jatibarang Dam. *Picture 4* shows how the intelligent, tame, and sociable monkeys mingle with visitors in the parking lot. They go and hang around in this area twice a day, in the morning between 7 and 9 and in the late afternoon between 3 and 6, usually to get some food from visitors.

Visitors to the cave usually want to see the historical cave that has been the habitat of monkeys for hundreds of years. Unfortunately there is no record on how many generations of monkeys which have lived inside and around the cave. What can evidently be seen or observed now is that the present generation of monkeys seem to show similar behaviors, especially when interacting to and mingling with human visitors. Respondents who visited the cave confirmed that they went to the cave to see and meet the monkeys, see the scenery, cross the bridge, and enjoy the culinary or local drink and food.

## Feeding Attraction

Visitors to the cave who come in the morning between 7 and 9 and in the afternoon between 3 and 6 may be able to witness hundreds of monkeys that get together in the parking area. They seem to understand that during those times there will be visitors who would come and feed them with any food that they can buy and bring such as bananas, peanuts, cookies, or canned food and soft drinks. From an interview with a family who frequent the cave it can be shared here that

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the number of monkeys seemed to be bigger. However, they said, the monkeys were tame. That's why they were not afraid to see and feed the monkeys. There seems to be no special safety officer around the area but there is one man (the security guard) who would always be ready to help any visitors who may need help. He said that a representative official from the municipal government of Semarang always brings bananas, cassava, and peanuts to feed the monkeys. "The number of the monkeys is bigger, perhaps it now reaches more than 500," he informed.

Another interview done with a group of four youngsters revealed that "We spent about Rp. 100.000,- to buy peanuts and boiled bananas ... Monkeys here like boiled bananas very much. We also shared some bread and they ate it to the last bit quickly. They even liked canned drinks." Yet, not all visitors share their food and drinks. Some of them even only enjoy the funny behavior of the monkeys, especially when they fight or compete to catch what is given by the visitors.

Another interview was also conducted with a family of three consisting of a grandfather, a father, and a boy. The grandpa said, " ... monkeys here are different from other monkeys in other places that grab the visitors' food ... Here, they wait patiently until the visitor gives away the food or drink. With this respect, we were not afraid. The granpa who has been to various tourist attraction, both international and domestic, said that he had never seen tame monkeys like the ones from Goa Kreo. "The bigger monkeys look more skillful and fast in catching peanuts thrown out by visitors," he added. There are also baby monkeys but they are carried on their mother's chest.

Last year the government of Semarang initiated a monkey festival. It is a show that depicts the history of the cave and the monkeys. This festival has now become a regular show in addition to the existing show called *Sesaji Rwanda* or *Rwanda Offerings* which is organized and performed every month in the area.

For some people, interacting directly with animals commonly believed to be aggressive is not always easy. Some of them need a strong courage. Let alone if they have never done it before. In Goa Kreo, hoiwever, the tourists feel safe and joyful. They even laugh or scream because they are surprised and awed by the movement of the monkeys. They seem to be not fearful or afraid of the monkeys at all as the primates are indeed friendly. From the visitors' point of view, it can be said that the need for fun, joy, and challenges are met when they play with the groups of monkeys. Their need for relationship is also met because they can talk about the monkeys without fear but with happiness, congeniality, and close relationship.

According to Relationship Maintenance Theory (Littlejohn & Foss 840 – 842), satisfying relationship can be develop and maintain through a happy situation in which people tend to easily believe in and be open to each other. The benefit of such a situation is that there is no partition, seal, or screen that limits their relationship. As a result, trust and stronger relationship are developed. This

ISBN: 978-602-74139-0-0

confirms Knapp and Vangelisti (2009) who claimed that trust can be built through games and playful interaction with the sociable and friendly monkeys.

The entrance ticket to the cave costs only Rp. 3.500 but the visitor or tourist can see and interact with unique monkeys of Goa Kreo. The location of the cave is on top of a hill so it offers spectacular scenery from atop, especially during sunshine and sunset times.

## Conclusions

Today's development of tourism has shifted from mass tourism to creative tourism. In the former form of tourism, the tourists do not take part of interact with the locals. While in the latter form the tourists not only interact but also directly experience the tourist attraction in person. This new phenomenon is currently in line with today's demand for more interactive and challenging tourist attractions. In the case of Goa Kreo, interacting with animals commonly believed to be aggressive is a great joy and unique. This uniqueness can be further developed and packaged to be a creative tourist attraction that is second to none.

## Academic Suggestion

More studies should be done on the basis of meeting the tourists' needs. This has become a tourism trend nowadays since direct interaction in the tourist attraction, and tourists' active participation are highly preferred. In addition, enjoying tourism is equal to improving relationship. In the future, this kind of study should be further cultivated and improved by using different communication theories so that it will also enrich the study of communication.

## Social Suggestion

The result of this study may provide a better understanding about the importance of meeting the tourist's needs as a priority measure in tourism industry. The Tourism Office of Semarang may make us of this approach to invite more tourists to Goa Kreo and other tourism destination in the Semarang.

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## Author's Biography

**Dwi Purbaningrum** was born in Semarang 22 April 1964. Recently she is working at Communication Department of Diponegoro University, Semarang. She finished her undergraduate study from International Relations Department of Gadjah Mada University in 1989, graduate program in 1999 from Communication Department of Indonesia University, and doctoral program from Communication Department of Indonesia University in 2009.

ISBN: 978-602-74139-0-0

# TATTOO AND SYMBOLIC MEANING: A DESCRIPTIVE STUDY OF TATTOO PHENOMENON AMONG TATTOO USERS IN THE CITY OF MEDAN, INDONESIA

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***Abstract***

*The tattoo phenomenon is not something that just emerged from modernity or something that popped out in the cities. Historically, tattoo originated from the culture in the hinterland, which is traditional and ancient. The presence of tattoo in the modern city society has experienced a change in meaning. Tattoo has developed and has become a popular or competitive culture, which the young generation perceives as a symbol of freedom and diversity. However, the elder generation perceived it as a wild and negative culture. Consequently, pop culture has become the like of a semiotic battle among the apparatus of meaning carried, contentment, and social identity. This study used the qualitative approach, which is descriptive in nature. This method expresses the current situation of the subjects or observations of the objects based on observed facts as they are. The focus of this study is the tattoo phenomenon, which encompasses the development, the motivation and the tattooing process, the symbolic signification, and the management of the effect in the communication among tattoo users in the city of Medan. This study was conducted in various places such as in tattoo studios, in the community of musicians, and various other places in the city of Medan. The informants used in this study were 10 permanent tattoo users selected by purposive sampling technique. Data collection techniques used in this study are observation, interviews, and documentation. The result of the study showed that tattoo users can be categorized based on the following categories: (a) tattoo as expression of feelings, (b) tattoo as a symbol of identity, (c) tattoo as an art and beauty, and (d) tattoo as a tool of communication. The perception of tattoo users encompasses the identification, the meaning, the feeling, and the conception of tattoos. Further scrutiny will show that there is a slight difference, starting from the tattooing process, the choosing of various tattoo designs, the positioning on the body which expresses attractiveness, the value belief, and the behavior of tattoo users. Tattoo can also be observed as an indication of choice of taste. Good communication is highly required in a tattooing process. Interpersonal relationship between the tattoo artist and the tattoo user is important to produce a tattoo that matches the desires, apart from the skills and creativity of the tattoo artist and the availability of tools that support the safety elements of the tattooing process.*

***Keywords:*** *Tattoo, Symbolic Meaning, and Tattoo Users.*

ISBN: 978-602-74139-0-0

## Introduction

Lately, tattoo has become a trend among the society. At the beginning, tattoo was a part of the rituals in traditional ethnic culture. However, currently it has become a part of popular culture. The social signification of popular culture in the modern era can be mapped out based on how the popular culture has been identified through the constructs of mass culture. The development of the construct of mass culture, especially since the decades of the 1920s and 1930s, can be viewed as one of the historical sources from the theme or perspectives related to popular culture. The conceptual characteristics of mass culture is to represent a culture whose value has dropped, trifled, become superficial, artificial and standard; a culture that absorbs the strengths of folk culture and high culture, but opposes intellectual evaluation of cultural taste (Strinati, 2003).

One of the most popular and oldest reasons for this change is that this body art enhances the beauty of the owner. In the West, tattoo is usually perceived as a form of a person's expression and creativity.

Besides showing individuality, tattoo also shows that the owner is a member of a community group which appreciates body art. In the US, tattoo has produced a "bad" effect to the owner. However, now tattoo is regarded as a part of the American culture.

In Indonesia, there was a time when tattoo was perceived as "bad." People who have tattoos are regarded as identical with bad guys, wild kids, and naughty. Consequently, people who live by the road side and having tattoos are always regarded as disturbing peace in the society. The negative perception of society with regard to tattoo and the prohibition of wearing figures or tattoos for followers of certain religion perfected the tattoo image as some sort of prohibition, *haram* (illegal), something that cannot be done. Therefore, having tattoo is regarded as being rebellious. However, the term "rebellious" attached to the activities of decorating the body is what makes the rebellious style popular and searched by youths. People who are isolated by the society use tattoos as a symbol of rebellion and existence. Abandoned children use tattoo as a symbol of freedom. Tattoo is regarded as an identity, which includes the ability to express and position individuals using nonverbal signs such as clothing and appearance.

Many communities make tattoos as one of the characteristics of their community, even though there in no special symbol required to be tattooed on their bodies. The punk community, the *Genk* motor club, big bike communities, and band boys, mostly use tattoos on their bodies as one of their group characteristics. However, there is no specific design or position for the tattoo. As tattoo is an art and beauty, it becomes a form of motivation for them to be willing to beautify their bodies using tattoos.

Tattoo in its original Tahitian language "tatu" means "sign." According to experts in the history of tattoo culture, tattoo has been in existence since 12,000 years BC. In the olden days, tattoo was expressed as a ritual for ancient tribes such as Maori, Inc, Ainu, and Polynesians. In Egypt, historical evidence shows that tattoo culture, which is the oldest tattoo culture, was found on the pyramid.

Historically, Egyptians were the originators of the tattoo experience. In the olden days, Egypt was well known as a strong nation. As they spread their territory to other nations, they brought the tattoo culture along with them to other parts of the world such as Greece, Persia, and Arabia.

In Indonesia, the Mentawei people in the Mentawai Islands, the Dayak tribe in Kalimantan, and the Sumba Tribe in West Nusa Tenggara (NTB) have been exposed to tattoo since the olden days. In fact, for the Dayak tribe, a person who succeeded in beheading his enemy will be tattooed on his hand. Similarly, among the Mentawai people, tattoo is not treated lightly. Before a tattoo is made, there is an initiation ritual (i.e., *Panen Enegaf*) performed at the house gallery of the traditional Mentawai tribe (i.e., *Puturkaf Uma*). The ceremony is led by a medium known as *Sikerei*. The tattooing process starts after the ceremony.

Initially, the materials for making tattoo originated from charcoal, from coconut kernel mixed with sugar cane juice. The tools used were still traditional, such as wood branches, needles, and mallets. People in the upcountry still use the manual technique and traditional materials. For instance, the Eskimos use needles made from animal bones. In the Shaolin temples, they use heated brass barrel to print tattoo pictures on the body skin. Shaolin students who are regarded as having fulfilled the requirements to be awarded with the symbol can get the pictures printed on their arms by pressing both their arms to a sort of dragon picture print found on both sides of the hot brass barrel. Nowadays, the method used is so much different. Currently, especially among urban community, tattooing is done using an electric machine. This machine was created in 1891 in England, and the dye was made from synthetic ink.

## Literature Review

### Symbolic Interaction

This study used the symbolic interaction theory, which originated from the phenomenology school of thought. This theory is used in trying to understand a "symptom" that has a close relationship with a situation, belief, and pattern of thought that becomes it background. Moeleong (2000) said,

> The emphasis of the phenomenologists is the subjective aspects of a person's behavior. They try to enter into the conceptual world of the subjects until they understand what and how a meaning that developed around their daily life events. (p. 9)

Tattoo is a work of art loaded with symbols. It gives meaning to a symbol as an integral and interaction part of various patterns of thought and action communications that later becomes a unanimity. Furthermore, communication needs a structural material, such as a physical form, color, and sound as an intermediary.

ISBN: 978-602-74139-0-0

Basically, every individual human being is unique because everyone has his or her own past experience, which creates different beliefs and memories. However, the parts that are visible externally are uniform. When studied in more details, the individual differences in every person will gradually be seen. This is evident in the case of tattoo where even though overall there is a uniformity in style and design from average to general, such as the picture of a rose, a skull, a fish, wolf and dragon.

On looking deeper, there is a nuance of difference, beginning from the tattoo motivation that is based on past experience, the tattooing process, and even up to the choice of favorite colors. Various design selections and location on the body show the attraction, held values, and behavior. Tattoo can be seen as an indication of taste selection. The symbol creation proves that human beings have the common sense that later creates a culture. A symbol is a thing that is used to express something different, based on the agreement among a group of people (Mulyana, 2000).

**Semiotics**

Semiotics is the study of signs and symbols. The sign concept visualizes the meaning that appears when there is a relationship of association or in absentia between the signified and the signifier. Sign is a form of signifier with an idea or the signified. In other words, the signified is “a sound which has meaning” or “scribble with meaning.” Semiotics studies meanings, uses of signs and everything that is related with signs. In other words, semiotic meaning tools (sign, meaning, denotatum, and interpretation) can be applied to all aspects of life, as long as its requirements are fulfilled, that is, there is a given meaning to it, there is a signification, and there is an interpretation (Cristomy & Untung Yuwono, 2004).

Symbol originated from the word symboling or symbolizing, which means signifying. In terms of terminology, symbol has a linguistic meaning such as the appearance that is realized in the form of picture material that surprisingly has been agreed upon unanimously. For instance, the cross is a symbol of Christianity, and the shape of the heart is a symbol of love. Symbol is the deepest aspect from an unreachable statement by other identifying tools. Therefore, the unanimity and the human ability to use symbols, especially symbols of tattoo on the body is the most important preliminary mode.

Tattoo is a work of art loaded with symbols, which gives meaning to a symbol. It is an integral and interaction part of various patterns of thought and action communication that later becomes a unanimity. Communication needs a structural material, such as a physical form, color, and sound as an intermediary. In case these few prerequisites are not fulfilled, then it will be seen as telepathy, in a sense that it does not contain various premises.

**In Search of Sensation**

Searching for sensation is searching for elementary experience that emerges when a stimulus motivates the rise of a receptor. The search for

ISBN: 978-602-74139-0-0

sensation is regarded as a trait marked by the need for various kinds of sensation and new experiences, abnormal and complex, and the readiness to take physical and social risks to gain the experience.

The tendency to search for a high sensation can direct a person towards a positive behavior when he is confronted with challenges from behaviors or activities performed, such as becoming an artist, and performing high risk athletics such as mountain climbing, canoeing, and scuba diving.

However, this tendency can direct a person towards a negative behavior when the individual is a high sensation searcher and feels that he or she is confronted with challenges in ways that are not usually accepted by the society. Such challenges can be driving a motorcycle at high speed on the road without using a safety helmet or it can be practicing free sex. Individuals searching for high sensations have the desire of actualizing themselves as less praiseworthy.

**Popular Culture**

Initially, tattoo was a culture that existed as a regional culture. However, nowadays tattoos are found all over the world. Tattoos have become a popular culture like icons enjoyed by societies or groups. Popular culture, more often simply called pop culture, is a phenomenon concerning anything that occurs everywhere, every day, be it dressing styles, movies, music, food and in fact, everything can be included as part of pop culture. Tattoos have a meaning as a counterculture and a pop culture. Counterculture is a culture that was developed by the younger generation as an arena of struggle against the supervision of the dominant group (parents, the elites in society, strict social norms, and so forth).

This struggle is shown, among others, in the form of clothing, attitude, language, music, and lifestyle. In other words, ideally tattoo is a form of resistance, political protest, including the semiotic guerrilla warfare against everything that is distinctively establishment (Olong, 2006).

A simple definition of popularity is that it is something that can be accepted, liked, or approved by the public. Meanwhile, culture simply defined, is a pattern in the unity of knowledge, beliefs, and habits that depend on human ability to learn and to pass it on to the next generation. Culture can also be interpreted as a habit derived from beliefs, social order, and the habits of racial groups, faith groups, or social groups.

**Conceptual Framework**

Theories which are used as the foundation in a theoretical framework must be able to generate concepts which are called conceptual framework. According Nawawi (1995), conceptual framework is the result of critical rational thinking in predicting the possibility that the research results will be achieved. Therefore, to allow those conceptual frameworks to be studied empirically, they must be operationalized into concepts. Concepts used in this study are represented as follows:

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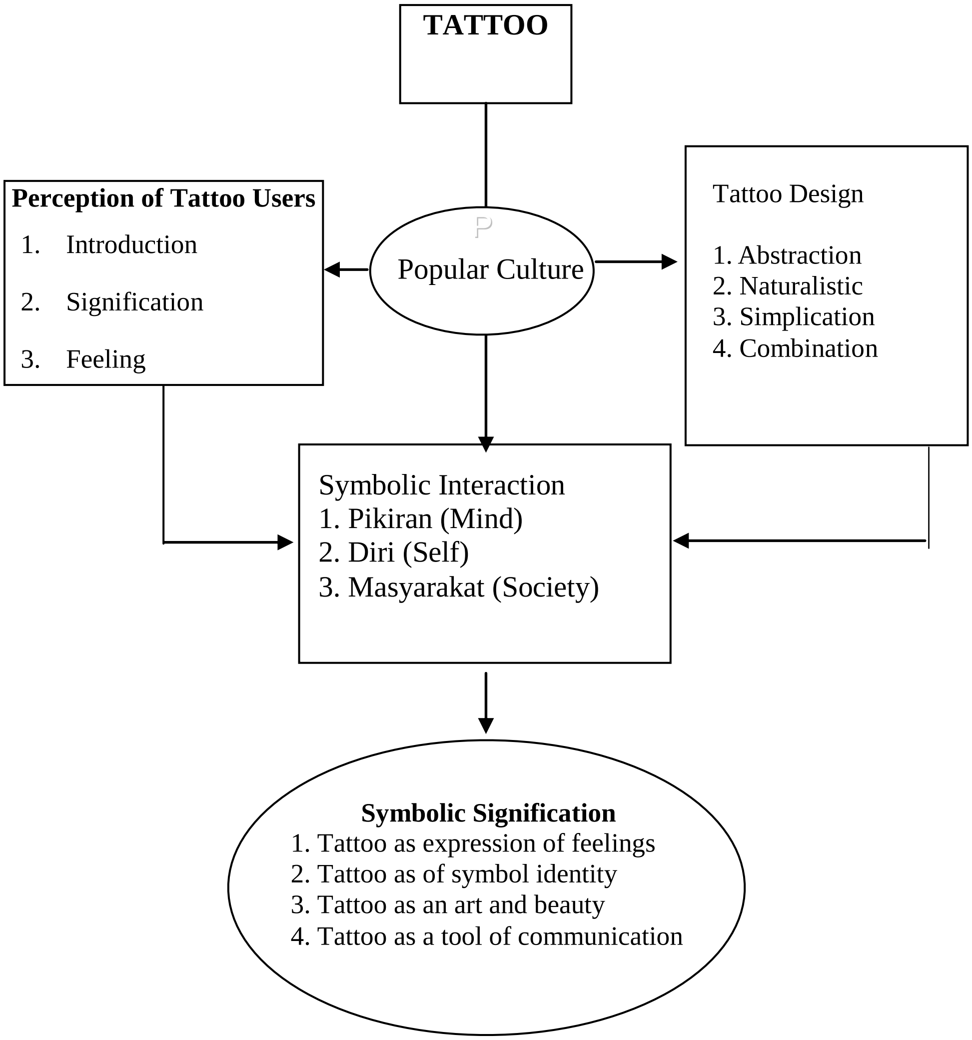


***Figure 1.*** **Conceptual framework of the study**

## Methods

This study used the qualitative approach and the descriptive method. This method describes the state of the subjects or objects of research at the present time based on observed facts or the situation as they are. A descriptive study only describes a situation or event. It does not look for or explain a relationship, nor test hypotheses or make predictions. In addition, this study focuses on interviews and observations under the natural atmosphere. The researcher acts only as an

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observer, categorizes observed behavior, and observes the symptoms and recording them down.

This method is chosen to describe the phenomenon of tattoo as a tool that has a message that contains a specific meaning. Basically, the descriptive method is used because it can give more flexibility to the researcher to provide the existing discourse in the research as an attempt to explain the phenomenon as a whole.

The researcher sees that this descriptive research method can accommodate research interests that are directed to produce a holistic whole event. For that reason, the descriptive method was used in this study as it is the most suitable method. The descriptive research method can also be viewed as an attempt to understand the behavior of tattoo users and the tattoo community to obtain a more in-depth understanding of them.

The descriptive method is used to study the problems and procedures that occur in the community and in certain situations. This method can describe the phenomenon, facts or characteristics of a particular subject or field systematically, factually, and accurately.

The subject of this research is tattoo users who stay and are active in Medan. In general, this subject covers whoever uses a tattoo in the city of Medan.

The purposive sampling technique was used in selecting informants because this technique allows the researcher to select informants through various specific evaluations according to the needs of the researcher, which he or she considers worthy to be used as a source of information. These informants are determined according to the research interests.

Informants of focus in this study are permanent tattoo users. In this study, 10 informants were used out of 15 who were interviewed. This is because these 10 tattoo users were considered adequate to represent the research interest in this study. All the 10 informants have a lot of tattoos on them and they have various reasons for having themselves tattooed.

## Findings and Discussion

### Tattoos as Expression of Feelings

Tattoos are a sign of a tribe or status. In addition, tattoos can also signify the difficulties faced by a person going toward maturity. In other words, they show the expertise of the tattoo owner. One of the most popular reasons, also the oldest is that it is a body art that adds to the beauty of the owner. In the western world, tattoos are usually regarded as a form of expression and creativity of the person. Besides showing the owner’s individuality, tattoo also shows that the owner is a member of a community group, which loves body art. In the United States, formerly tattoos might connote a bad impression on the owner, however, now tattoos are considered as a part of the American culture.

Currently, tattoos that have mostly accompanied the life of urban youngsters, turned out to be in a condition deprived of their natural habitat, bouncing into the world, which totally did not know anything about it, and how

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the rules should be observed. A portion of the modern society who are interested in tattoos, use it arbitrarily and at will, as self-expression, a predilection of expression that is contrary to the old customary beliefs of the other sections of the communities. Others have, in fact, turned out to deflect the usefulness that signifies the negative activities, which makes tattoos synonymous with criminality (Olong, 2006)

Some tattoo users made the design to reflect the expression of affection and love. Among others, they reflect the expression of love for children, the expression of affection and love towards their spouses, and an expression of endearment and hurt due to love.

**Tattoos as a Symbol of Identity**

Identity includes efforts to express and position individuals using nonverbal cues such as clothing and appearance. Many communities make tattoos as one of the characteristics of their communities, although there may be no specific symbol that must be tattooed on bodies. Examples are the Punk communities, the Genk Motor communities, the Big Bike Communities or band members who may tattoo their bodies as one of the characteristics of the group, without having any special design or position where the tattoos are to be located on their bodies as an absolute rule.

**Tattoos as an Art and Beauty**

Making tattoos as an art and beauty is a motivation that most often done by a group of tattoo users. Art can appear to be “the expression of a specific feeling” as an art is not a measure of morality (ethics) anymore, and not to give advice. The value of art appears as all entities which are emotional, individualistic, and expressive. Art becomes conceptual entities related with tattoos, which can be categorized as an artistic entity. This is because apart from being a visible artefact which can be seen and felt, it is also concerned with values such as aesthetics, simple, happy, emotional, individualistic, and subjective. Thus, when there is tattoo on a physical body, then there are various textual meanings to it, whether it concerns aesthetic values, bravery, or evil expressions and values. Therefore, the meaning of body tattoos as an art can not be described in the way of as cause and effect only, but rather it contains meanings behind the texts, whether expressed or implied (Olong, 2006).

The value of art emerged as an entity which is emotional, individualistic, and expressive. Art has become a conceptual entity related to tattoos; it can indeed be categorized as an artistic entity because apart from being a visible artifact, it can be seen, and felt. Nevertheless, it also concerns with aesthetic values, simplicity, happiness, emotional, and subjective to the individual (Sumardjo, 2000).

**Tattoos as a Communication Tool**

Tattoo is a symbol-laden work of art. The meaning of a symbol is an integral part of the symbol and the interaction of various patterns of

ISBN: 978-602-74139-0-0

communication thought and action, which later become unanimity. Communication needs material structures, such as a physical form, color, and sound as a transmitter.

Basically, every individual human being is unique because each person has a past experience which gives a person different principles and memories in life. However, what is visible on the outside is uniformity, though when further examined individual differences will be more visible. This is reflected in tattoo, where on average there is consistency in style design from simple to the more common, such as images of roses, skulls, koi fish, wolves, and dragons. When seen further, then there are shades of difference, ranging from motivational tattoo based on past experiences, the process of tattooing, up to even the favorite colors chosen.

Various design options and their placement on the body express interests, shared values, and behaviors. Tattoo can also be seen as an indication of choice of tastes. The creation of a symbol is evidence that humans have minds which then creates culture. Symbols or signs are used to refer to something else, based on the agreement by a group of people (Mulyana, 2000).

## Conclusions

To improve their self-concept, in their social interactions, the tattoo users, do not keep themselves distant from society. Instead, they prove that the tattoos found on their bodies do not signify negative behaviors, meaning that tattoos cannot be equated with daily behaviors. In general, the earliest self-concept is influenced by the family and others nearest to us (Mulyana, 2000).

Parents have their own ideas about tattoo. Similarly, other family members and people around us also have their own ideas. People expand their self-concept through interactions with others in the community; and that occurs through communication.

Therefore, we identify our self through other people, which become our mirror that reflect our image. This is significantly determined by what we think other people think of ourselves. This emphasizes the importance of the responses of others which are interpreted subjectively as a prime source of data on our selves (Mulyana, 2000).

Technological advances, exchange of information, acculturation, and the proliferation of tattoo studios should become an excuse for tattoo to be seen as a current development. Tattoo that is not only seen as obsolete study of a primitive culture nowadays seems to be not strong enough to be justified as a behavior that is considered as common and ordinary. Specifically, people of the old and parents of the past look at tattoo as a “disgrace” because of the presence of resistant attitudes or protest towards standard behavior norms.

The religiosity of the Indonesian society, that connects religion as a strong reason for not having tattooed themselves, becomes a strict major limitation. This is especially felt by few people who have expressed to their parents their desire to get themselves tattooed. Indonesia as a nation with the

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largest Muslim population in the world may become a strong reason why religious attitude becomes a strong reason for society to at least, forbid the use of tattoo. Islam sees tattoo as something that should not be done. It is forbidden (*haram)* in Islam. Therefore, it is not surprising if the Indonesian society which looks at tattoo from the religious viewpoint, associates it as a sinful act on the part of the user.

It seems that it too narrow to look at tattoo from the angle of criminality and generalizing it as close to evil, whereas there are many evil people who do not even have any tattoos on them. That is the situation in the Indonesian society, which often looks at tattoo as a form of cultural setback, if it is associated with its position as a form of modern lifestyle. However, the case is different if it is viewed from the various tribes that use tattoo as form of necessity and reverence. Nowadays, tattoo has much of its role shifted towards a work of art, a product that has artistic value. Hence, it is often heard that appreciating the work of art as a strong reason for legalizing the use of tattoo.

A modest statement that later proved to be not so modest that emerged in Communications Science studies. When studied in depth, the body is not only seen solely in the physical perspective, but also is connected with all cultural and social objects. The phenomenon that emerges later is that studies about the body is a study about symbolic in a semiotic process that is perpetual. This is because, in it subjective and cultural signification are always created. In addition, body studies also involve socialization movement that is going to be experienced for life with different aspects such as political control, religious community, right up to control of the self. It is from here that research about tattoos deserves to be uplifted in academic studies so that the entity can be seen in a proper discourse.

The body is a material entity that has established its position as the self-central point. It is a medium most appropriate for promoting and for visualizing the self. The body is a part that sticks with us, thus providing unlimited space to display all kinds of self-identity, desires of the heart, up till idealism of thought. With its parts, the body is capable and is concerned with various symbolisms whether cultural, individual values, public, positive, economic, political, sexual, and even anything controversial. Consequently, the body emerges in various phenomena that have social dimensions.

Tattoo has become a symbolism of the counter cultural movement by opening up more innovative ways for self-expression. Tattoo can be used for commemorating victory or sadness; or people may tattoo themselves for fulfilling vows, or for symbolizing a vision on their body.

In its development, tattoo has not only been signified as a symbolization which is capable of sending to the user to have visible strength to a group of people, but also the number of people following the actions of making tattoo keeps on increasing because of the culture that is making tattoo increasingly popular. For a section of society, especially the younger generation, tattoo is an art. With tattoo, they are able to express themselves, to actualize their presence in the center of the society. However, there are still many who regard people with tattoo are identical with thuggery. This may be due to their relationship with the

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Petrus operations, or because of the many evidence that thuggery is characterized by tattoo, though tattoo users cannot be generalized as criminals.

Tattoo users in Medan will obviously face the same experience. Nevertheless, whatever the understanding of people towards understanding and evaluating Tattoo, cannot hide the large number tattoo users who are experimenting with their bodies to be used as an effective medium in delivering messages through tattoo images.

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ISBN: 978-602-74139-0-0

# SOLOK CITY GOVERNMENT POLICY STUDIES IN THE MANAGEMENT OF TRADITIONAL MARKETS (APPLICATION OF LOCAL REGULATIONS NUMBER 3 YEAR 2007 ON MANAGEMENT OF SOLOK MARKETS)

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***Abstract***

*Solok City Regional Regulation No. 3 of 2007 on the Market, aiming to provide guidance,regulation,management,control and supervision in order to empower small and medium traders, cooperatives and traditional markets to be resilient, advanced,independent and in turn can improve the livelihood and well-being for the traders. The law was set before the enactment of Law No. 12 of 2011 on the Establishment oflegislation, and until now has not been implemented properly, because it does not involve the public in the preparation, and lack of socialization. The problems are: 1) How is Implementation Regulation No. 3 of 2007? 2) What are the obstacles for Solok Government in implementing the Regulation on the Management of the Market? 3) What are the efforts made by the Government of Solok in managing Market? The method used in this research is a sociological juridical approach using secondary data and primary data through interviews, observation and document study while the theory used as an analysis of the existing problems is the theory of Soerjono Soekanto, 1983: 8, and Friedman, 1975: 12.. Market Research Location in Solok City.The Results of the study were 1) Implementing Regulation has not been done well, the obstacles are a) The regulation has not been properly socialized, b) The Market Size is not proportional to the number of traders, limited human resources managers and traders Market c) The Poor drainage system. 3) Efforts have been made: a) Establishment of institutional, b) Management of Pasar Raya, c)Provision of support for market management.*
***Keywords**: regulation, Traditional, management, market*

## Introduction

In order to manage the market, the Local Government of Solok Regency has issued Local Regulation No. 3 of 2007 on Market Management, hereinafter referred to Regional Regulation on Market Management, with the aim of fostering, structuring, regulation, controlling and supervising to empower small and medium traders, cooperatives and traditional markets to be more competitive, advanced and independent which in turn can improve the society livelihood and well-being.

After eight years of enactment, based on writer's observations in the field, the purpose of the regulation is not in accordance with existing conditions. Conditions encountered are: 1) The entire space of market area is filled by street vendors (PKL), making it difficult for visitors to walk freely in the market, while

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there are empty shopping lot at the second floor; 2). Entire streets and alleys between the shops are filled with street vendors, 3). The street vendors close access to the shops and stalls; 4). No grouping for similar merchandises; 5) Using a fire generator; 6) construct their own connection and installation of electrical power; 7) construct tents and umbrellas in the market so that activities disrupt traffic in the market.

Based on the above background, the resarcher conducted further research with the formulation of the problem: 1). How is the implementation of Regional Regulation No. 3 of 2007 in Market Management of Pasar Raya in Solok city? 2) What are the obstacles for Solok City Government in implementing the Regional Regulation No. 3 of 2007 on the Management of Pasar Raya? and: 3). What are the efforts that have been made by the Government of Solok in the management of Pasar Raya? The approach in this study is juridical sociological method analytic descriptive analysis through observation and interviews, while the theory used as an analysis of the existing problems is the theory of Soerjono Soekanto, 1983: 8, and Friedman, 1975: 12.

## Literature Review

### Market Management

The local government is given the task and authorization by law to implement the Regional Regulation, while the Legislative Council is authorized to oversee its implementation. In order to execute its arbitrary duty, the Local Government sets policies as a follow-up of the Regional Regulation on Market Management.

According to Arif Zulkifli (2013) there are some schemes that can be applied in the concept of market development, namely; the approach of spatial pattern, the approach of human resources, socio-cultural approach, the approach of demand (demand), the institutional approach and the approach of cooperation / partnership. Spacial approach is a technique for the planning of an area based on distribution of land use, for example, it is used mostly for the construction of traditional markets, and partly for the construction of a modern market in accordance with the needs and the availability of land.

### Law Enforcement against Regulation No. 3 of 2007 on the Market Management

According to Jimly Assiddiqie as quoted from the site www.jimly.com "law enforcement is a process of enacting efforts to upholding the process or the functioning of legal norms significantly as guidelines for behavior in traffic or legal relations in the society and state". Law enforcement or enforcement of the rules begins from business apparatus alone who must obey the rules.

Enforcement of the rules in creating an orderly market is something that must be done, especially when associated with chaotic market conditions. Enforcement should be carried out, in an integrated manner with the involvement of cross-sectors and can not be done partially.

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**Development and Supervision of Market Management**

Article 34, section (1) Regulation No. 70 / M-DAG / PER / 12/2013, stated that the obligation under the guidance and supervision of market management is in the hands of the Minister of Commerce, Governor and Regent / Mayor, either individually or jointly while subsection (5) states that, the obligation and responsibility of supervision can be delegated by the Regent / Mayor to Head of Service in charge of trade affairs in the district / city. Responsibility for supervision as referred to in Article 36 is developing a system of management of a good market, providing training and consulting services to traders, facilitating of cooperation between traders with suppliers and constructing and improving the market facilities and infrastructure.

**Findings and Discussion**

**The Implementation of Market Management Regulation**

(a) The Process of Market Management Regulation Formatin

According to Zulfahmi, Head of the Legal Division of the Regional Secretariat of Solok, the process of formation of Market Management Regulation has not been prepared in a participatory manner as stipulated in Law No. 12 Year 2011 on the Establishment of Legislation, which requires implementing Public Consultation mechanis and Academic Manuscript Preparation.

(b) Law Enforcement against Market Management Regulation

Market Management Regulation established jointly between the Regional Government and the Parliament must be implemented, in order to achieve what is intended by the regulation. Governments have a duty in accordance with the authority to run, while the Parliament is to supervise and make sure these policies work well. According to Fidlywendi Alfi, Head of Market Management Office, the regulation is less effectively implemented, due to many constraints and limitations in managing the market. According to Murniati S., Head of Section Documenting and Placement Office of Market Management, it is difficult to regulate the placement of traders, as traders complain that the location allocated for them does not give them good transactions. According to Emdalmi, Head of Billing Section said that he does not know yet Market Management Regulation, as a reference for him in implementing the tasks is Regional Regulation No. 02 Year 2012 on the structure and tariffs of Retribution". According to Marcos, Head of Control and Hygiene Section, it is difficult for us to enforce the rules because the rules are not clear". While according to Irman Yefri Adang, Chairman of C Commission, in Solok City Council, He said that he just found out that there is a new regulation of the market management from the reseracher, because related parties never mention the Market Management Regional Regulation".

Based on the results of these interviews, the authors concluded that, Acting Manager of Market and other relevant officials, generally do not mastered

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Regional Regulation on Market Management, when business market or law enforcement related to the management of the market do not master the existing law, the application of the law itself will not be effective. In accordance with his theory about the factors, Soerjono Soekanto states that law enforcement is one of the benchmarks of the effectiveness of the law enforcement, that "A law enforcement typically has some positions and role as well. Thus it is not impossible that among the various position and role, conflict arises (status conflict and conflict of roles). If in fact there is a gap between the role that should be the real role performed or actual role, then there is a gap role (roles distance).

(c) Analysis of the implementation of Market Management Regulation.

Based on field observations and interviews with various parties related to the management and oversight of the management of market regulation, the implementation of the Market Management Regulation has not been carried out well, after an analysis, it can be explained as follows:

1. Article 9, section (3) states that the appointment and arrangement of the use, placement and use of stores, stalls, equipment, crates and other public facilities are set and regulated by the Mayor's decision.

Based on the answers by Head of Market Management Office, there is no issuance of Mayor’s regulation about the arrangement of usage, placement and use of market facilities.

2. Article 10 article (2), set on the granting of the right to lease the facility, that the rights of lease is valid for 20 years, and (3) states that lease right holder is not transferable.

Information from the official interpreter receivable, that "the case of collecting the billing the rental stalls and stores is not always easy, as most the traders who occupy the stall is a third party, while the first tenants is difficult to find, and also difficult to apply the new rules on levies to traders, as traders tenants are already making another deal with initial tenant ".

3. Article 12 section (2) regulates the obligation traders as follows:

(a) Using a store or stall according to its function. Implementation rule does not exist.

(b) Trading on the types of goods or services in accordance with the commodity which has been set. Until now, only two stalls to regulate the use per type namely Hygiene Market allocated to sell fresh meat and fish.

(c) Adjust the placement of the type of goods or services with a neat and do not endanger public safety and do not exceed the boundary of a trade which they are entitled. This regulation is not obeyed by traders, because there is no guidance for boundary.

(d) Maintaining and preserving security, peace, order and cleanliness around the place to trade. These are already implemented.

(e) Providing fire extinguishers, trash and hygiene. This regulation has not been fully adhered by traders

(f) Taking out the trash to temporary landfills supplied by the Local Government;. This regulation has been complied by the traders.

(g) Paying retribution. This has been implemented even though the target is not yet reached.
(h) Paying the cost of electricity, water consumption and other service facilities. This regulation has been complied by the traders.
4. In Article 13, Market Management Regulation regulates the prohibition for merchants without the permission of the mayor, namely;
(a) Using a diesel engine or artesian well around the place or places to trade. The use of this diesel engine is found in the trade places to grind chilies, so it is complained of by other traders who feel disturbed by the sound of the diesel engine;
(b) Using fire generating devices, such as stoves, furnaces, candles, and others like. These violations are often carried out in places that are prohibited, such as stores that sell clothing or other combustibles materials.
(c) Installing additional electrical power and water. These cases are found, such as stacking cable connection at one point which can be very high cause of short circuit and fire.
(d) Selling kinds of commodity goods and services that do not match the placement of commodities that have been established. There is no implementing regulation.
(e) Setting a tent or erect buildings in the market, entering bicycles, tricycles, bicycles mortor (except officers) and livestock (except cattle market) into the market. Based on the researcher's observation, installation of tents or emergency building is most commonly found in the market;
(f) Using the market as a warehouse for storing goods or shelter to sleep or stay.
(g) Using the market place in exceeded predetermined boundaries. Many traders who wants to stay anynomously stay on the market said that " Today, market is an uncomfortable place to stay, if not for forced, it makes us lazy to enter because, it is difficult to pass, and the placement of merchandise types are intermingled, not to mention the smell that will stay on your clothes. ".
(h) Selling or transferring, pledging or mortgaging trade places on others; Just as set out in Article 10 paragraph (3) Market Management Regulation, many are transferable.

**Obstacles Faced by Local Government in Solok in Implementing Regulation No. 3 of 2007 on the Market Management**

The implementation of Regulation No. 3 of 2007 on the Market Management has not been fully implemented by local governments, especially in managing the Pasar Raya in Solok, to create a well-organized, clean, beautiful and comfortable market.

Based on the results, the researcher interviews Murniati S, Head of Section of the data collection and Placement of Market Management Office, and Yusrizal, Head of Section of Trading Infrastructures of Koperindag Office on 21 and 23 April 2015, as well as documents in the market managers office mentioned that some obstacles encountered in organizing the market are as follows:

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1. Limited Market Area

Since the establishment of Pasar Raya Solok, there has never been expansion, because of limited space, while the number of merchants are increasing significantly;

2. The difficulty of land acquisition

Actually there are potentials for the expansion of the area of Pasar Raya Solok by purchasing the land still owned by residents. The area is located in the west side of the existing market now, alongside Batang Lembang but the land owner does not want to submit the land to the Government.

3. Limited human resources on managing the market.

Market Management Regulation has not been properly implemented due to the limited quantity and quality of human resources, while the functions of Parliament as a regulation supervisory is not implemented because the parliament seems not aware of any local regulations Market Management.

4. The low quality of traders' human resource.

Traders are the main actors on the market who are always faced with the challenges of life to meet the needs of family life permanently, such as; owning shops and stalls, depending on daily income, and having no venture capital.

5. Poor drainage system

Based on the results of interviews by the author with Wandra Wasir, Head of Waste Management, said that "the occurrence of puddle on the market, not only because the drainage system is not good, but also the habit of most traders who throw litter. If there is an open channel garbage inserted into it then the water channel will be clogged. The water drainage is not smooth because the flatness of the location. The streamed ternase is lower than the distribution of water. Besides, the traders awareness toward waste management is also low.

**Efforts That Have Been Performed by the Government Solok in Market Management**

As a follow up to the management of market regulation, local governments have implemented various efforts, namely:

1. Institutional Establishment.

In accordance with Regulation No. 17 Year 2008 on the Establishment of Organization and Working Procedures Inspectorate, Regional Development Planning Agency and the Regional Technical Institute, the regional work units entrusted with the task of managing the market is the Office of Market Management.

Based on the researcher's observation and information obtained from various parties, relevant agencies and the public, the management of Pasar Raya Solok is conducted by the Office of Market Management in accordance with its authority, namely;

(a) Formulation of technical policy
(b) The delivery of government affairs and public services

2. Management of Pasar Raya Solok

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Based on the reseracher's observation and information obtained from various parties, relevant agencies and the public, the management of Pasar Raya Solok conducted by the Office of Market Management in accordance with its authority can be explained as follows.

(a) Formulation of technical policy.

One of the functions of the Head Office of the business market as stipulated in the Regulation of the Mayor No. 107 Year 2014, is to develop policies in the management of the market, including regulation and control of the market. Based on information from the Head Office of Market Management, until now there is no decision of the mayor or mayor regulations governing the regulation and control of the market.

(b) The delivery of government affairs and public services

The implementation of government affairs conducted by the Office of Market Management is, planning, implementing and accounting for programs and activities that support government programs in the field of trade and services.

1) Planning the programs and activities

Pasar Raya Solok should not be like what it is today, if it is planned well in designing and arranging the development and using master plan as guidelines in planning and development of the market area. The preparation of a new master plan in 2015 is budgeted through the Department of Industry and Trade Cooperative.

Based on the observations by the reseracher to market conditions and the planned budget by the market management office, the office manager of the market has been sought in planning and budgeting, to address the issues raised in the market, including: a) Documenting the number of traders; b) Controlling the market with the involvement of agencies; and c) Improvement of facilities and infrastructures.

2) The implementation of programs and activities

The implementation of programs and activities that have been planned in the State Revenue and Expenditure is outlined in the Budget Implementation Document (DPA), in which in the implementation of the budget document is stated the indicators of performance to be achieved from the implementation of these activities. The achievement of the performance of an activity that requires the seriousness of the Head Office, to encourage people who are involved in the organization, ranging from the official of technical implementation activities (PPTK) or

3) The accountability of programs and activities

The implementation of programs and activities undertaken during the year accounted for in the form of overall responsibility for the financial statements and reports performance accountability of government agencies is submitted to the Department of Revenue and Finance and Asset Management of the Region. Besides the area of financial accountability report, a report of performance accountability of government agencies is also compiled to the mayor through the Regional Secretariat of Organization.

3. Provision of Market Management Implementation Support.

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Some of the activities that have been carried out by the Regional Government through the Office of Market Management and other agencies in support of the management of markets and in accordance with one of the Government's vision of Solok are: a) Improvement of facilities and infrastructure markets; b) Construction of facilities, among others are:
(1) Construction of hygienic market;
(2) Construction of semi-modern market;
(3) Rehabilitation of vegetable market;

## Conclusions and Recommendation

### Conclusions

Based on the results of research and discussion mentioned above, it can beconcluded as follows:
(1) That the Market Management Regulation has not been implemented effectively, due to various obstacles as follows;
(a) The absence of public participation in lawmaking,
(b) The enforcement of the law against the management of market regulation has not been implemented effectively due;
1) Absence of Mayor Regulation as the technical guidance in Market Management regulation;
2) Acting Manager of the Market in general and Parliament as supervision does not master the management of market regulation;

(2) Obstacles encountered in the implementation of market management regulation are;
(a) The limited area of the market, so that the growth between the number of traders and market area is not proportional.
(b) The difficulty of puchasing and obtaining land that can be used as a discussion area of market development;
(c) Limited human resources of manager apparatus and the low quality of human resources traders, as well as poor drainage system that causes the market not well ordered and muddy.
(3) The efforts that have been made by the Government in implementing Regulation Solok City Market Management including; planning, implementing and overseeing the management of the market to perform the functions of technical policy formulation in the field of market management, the delivery of government affairs and public services in the field of market management, and the provision of support for the organization of the market in the management area. The efforts being made also include the improvement of infrastructure and facilities market, consumer protection and drainage improvements.

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**Suggestions**

Based on the above conclusion, the researcher proposes to put forward a few suggestions that can contribute to the Solok Government to be a better city as follows:

1. In order for the management of market regulation to be implemented in accordance with its objectives, it should be conducted as follows:
(a) Revising the Regional Regulation No. 3 of 2007 on the Management of the Market in accordance with the present conditions, and formulating it based onmechanisms as stipulated in Law No. 12 Year 2011 on the Establishment of legislation;
(b) Issuing Mayor Regulation as technical guidelines in implementing Market Management;
(c) Involving the Office of Market Management and Related Agencies in revising the Market Management regulation.

2. In order to overcome the obstacles in implementing Market Management regulation, the researcher recommends to the Government Solok as follows;
(a) Developing a planning and implementing the expansion of the market with expansion into the area of land owned by the community in the west, and seek an approach to land owners; and or
(b) Establishing the infrastructure and facilities of shops or stalls and adequate stalls in Morning Market as well moving some traders at Pasar Raya Solok to the morning market. The market is open every day; and or
(c) Establishing satellite markets in every district in the city of Solok.

3. In order to arrange the market, the researcher suggests the Government of Solok to work on improving the infrastructure and facilities, human resources and enforcement of rules toward market management regulations.

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**Wellizar**, Tenaga Kependidikan Universitas Bung Hatta, telah purnabakti pada tanggal 1 Januari 2016 yang lalu, masa dinas lebih kurang 33 th ( 1983 s.d 2016 ) dengan jabatan mulai dari Bendahara Koperasi, Kasubag Umum, Kepala Bagian Hukum, kepala Bagian Kepegawaian, dan terakhir sebagai Kepala Tata Usaha Fakultas Ekonomi Universitas Bung Hatta. Selama bekerja di Universitas Bung Hatta dapat menyelesaikan Pendidikan Sarjana (S1) 1994 dengan judul skripsi " Peranan PAD Dalam Meningkatkan Perekonomian Daerah" (Studi Kasus di Kota Solok ) dan Pendidikan Master (S2) 2015, Karya tulis selama mengikuti Pendidikan Master diantaranya: Peranan Birokrasi Dalam Mewujudkan Good Governance; Proses Pemberian Hak atas Tanah Berdasarkan Undang-undang Pokok Agraria; Pembagian Kekuasaan antara Eksekutif dan Legislatif Menurut Undang-undang Dasar Negara Republik Indonesia tahun 1945; dan Penerapan Peraturan Daerah Nomor 3 Tahun 2007 Tentang Pengelolaan Pasar ( Studi Kasus di Pasar Raya Kota Solok). Sejak 2016 diterima sebagai Dosen Tetap pada Sekolah Tinggi Ilmu Hukum Yayasan Pendidikan Pasaman, Sumatera Barat.

ISBN: 978-602-74139-0-0

# MEDIA LITERACY AND SOCIETY EMPOWERMENT

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***Abstract***

*The aim of this paper is to analyze the media literacy and society empowerment. Media literacy includes the ability to develop and use critical thinking skills (such as sorting through, analyzing, and assessing information) to interpret media messages and to create meanings out of those messages in the new communicative environment - digital, global and multimedia – of the information society. Media literacy is considered the result of the process of media education. Media literacy highlights the idea of empowerment— by becoming media literate, people learn to use critical lenses both as consumers of media messages and as producers of their own messages. Media literacy here focuses on children and young people because they are deemed as the most vulnerable elements of society constantly bombarded with media. It is increasingly important that we as a society are able not only to identify but also to facilitate the acquisition of those skills and abilities required by the population at large to use today's information and communication technologies effectively and safely. The empowerment model, in contrast, sees citizens as continuously negotiating meaning as they watch, listen or read. This view sees citizens with media sharing the power to determine the influence of media. Without a democratic and critical approach to media literacy, the public will be positioned merely as selective receivers, consumers of online information and communication. The promise of media literacy is that it can form part of a strategy to reposition the media user - from passive to active, from recipient to participant, from consumer to citizen.*

***Keywords:*** *Media Literacy, Information Communication Technology, Society Empowerment*

## Introduction

Society obtain information whenever and wherever they want it. The accelerated pace of technology development, as well as the convergence of media platforms makes the case for media literacy all the more urgent. Selecting the best media requires considering not only cost and the number of readers, but also the efficiency with which the medium reaches the target audience. These developments have influenced the media usage habits of target audiences as well as the fit between the product and the characteristics of the medium.

The way we see the world is coloured by the experiences and influences we absorbed as children. People of all ages act according to how they reacted to childhood experiences and assumptions as they entered their twenties. Now in their twenties and older, the current workforce perceives work and work

ISBN: 978-602-74139-0-0

performance differently. Many factors impact on the way people world-wide collaborate, interact and perform in the work environment. A condensed list of diversity factors includes culture, race, age, gender, socio-economic status, literacy, physical ability and legacy.

Information and Communications Technology (ICT) should be seen both as a pedagogical tool and as a discipline in its own right for the development of effective educational services. These technologies are not merely tools, they inform and shape our modes of communication and our thinking and creativity processes. How should we act so that the benefit of this ICT revolution accrues to all mankind and does not become just the privilege of a small number of economically highly developed countries? How can we ensure access for all to these information and intellectual resources, and overcome the social, cultural and linguistic barriers to participation in knowledge societies? How should we promote the online publication of content that is increasingly more diversified and potentially a source of enrichment for the whole of humanity? From the privacy rooms to the public forums of presidential debates. the media serve as the informational network connecting the many elements of our society. There is no doubt that the media are significant and worth studying.

## Literature Review

### Media Literacy

Without media and communication, there is no such thing as modern society as the media with its messages connects and hold different societies together. We could say they are society's component and condition; without their dominant and participatory use, individuals can hardly imagine their daily life in which they live, work, learn, and are politically and culturally active. Media are everywhere and can sometimes act intrusively, especially to adolescents and children, who assert themselves in relation to media. Media are the scale for 'up to date' (Wakounig, in Ivani, 2013), which enable them to master media content and the capability of creating an appearance of the world, which would be unknown to us without the media

The wider access to Information and Communications Technology (ICT) in a society, the greater connections between different parts of a society. More social interconnectedness means greater ability of members of the society to work together to promote social benefits like transparency (Bertot, Jaeger, & Grimes, 2010).

Looking at the media, as more than merely a technical grammatical plural, is constructed out of a need to preserve a status outside of it, to maintain it as other, to be looked upon with the pedagogic gaze through judgments which - in the case of media literacy - are conservative in their preservation of the idea that there exists the media to be critical about. The media exist no more than literature exists. Both are constructions, demarcated for particular forms of pedagogic attention but neither are read critically, in Gee and Hayes' sense by students (Kendall & McDougall, 2012).

ISBN: 978-602-74139-0-0

Citizenship education (or civics), as it has been developed in most countries, shares with programs for media literacy a tendency to prepare its recipients to perform conventional roles (as tax-payers, voters, volunteers, newspaper readers, television viewers) in which civic engagement is enacted through a vertical communication path. Neither citizenship education nor media literacy have paid much attention to forms of horizontal communication. Indeed, they have often sought to steer young people away from them. The need now is to expand media literacy with a view to encouraging network-building practices and skills. Emphasis here would be upon not only being able to access and operate media technologies, but also ways of using them to build publics around issues of common interest; not only sending out signals, but cultivating and responding to the attention of others (Coleman & Ross, 2010).

Children develop media literacy even in the absence of explicit attempts to encourage and promote it. Accordingly, the document begins by exploring the development of the three dimensions contained in Ofcom's definition of media literacy: 'the ability to access, understand and create communications in a variety of contexts'(Buckingham, Burn, & Cranmer, 2005).

**Society Empowerment**

Empowerment is using Information and Communications Technology (ICT) to increase citizen engagement makes the citizens empowered to participate in openness initiatives and to promote cultural support for transparency (Fukiyama, 2001; Johnson, 1998 in(Bertot et al., 2010)

The social change approach is based in the idea of reform through social empowerment of citizens by allowing them to participate in institutional reform movements and by cultivating a civil, law-based society as a long-term deterrent to corruption (Johnson in (Bertot et al., 2010)). By changing cultural attitudes that have been accepting of corruption, citizens can ultimately protect themselves from corruption.

Birkerts (1994 in Croteau, 2012:307) concerned that new media would squeeze out prior cultural forms including reading and rigorous thinking. It's hard not to think of this sort of concern today when observing a group of people in a public space, all engrossed with their laptops and smartphones-and all ignoring each other. Jackson (2008), argues that our embrace of new media has produced a sort of attention-deficit culture, expressed through the presence of constant stimulation, interruption and multitasking. This fleeting culture of distraction. Such a culture undermines our ability to focus, concentrate, and attend to the deeper and more substantive issues in life that are the bedrock of intimate social relationships, wisdom and advances in culture. Powers (2010 in Croteau, 2012: 307), a journalist who covers technology issues, considers what he calls the 'conundrum of connectivity'. The technology allows us to connect to information and people from anyplace 24/7 is an awesome achievement. But history suggests that wisdom, insight, and perspective are gained from being *disconnected;* by creating time and space for solitude and contemplative thought. Carr (2010) argues that the fragmented, transient, and hyperstimulative environment of the

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Internet and other new media contributes to ways of perceiving and thinking that are similarly fragmented and shallow. Carr turns to experimental evidence from neuroscience showing that surfing the Internet indeed develops different neural pathways in the brain than does reading a book. The constant stimulus, fleeting distractions, frequent interruptions, and pervasive multitasking that characterize the contemporary media environment help produce a decline in people's ability to focus, concentrate and engage in serious thought. The ability to concentrate, think seriously, read deeply and follow an argument are not instinctual.

## Findings and Discussion

### Active Citizenship and the Participatory Public Sphere

Based on Dewey's conception of an intimate linkage between participation and reciprocity, where by each person has to refer his own action in relation to that of others and to consider other's action as providing purpose and direction for one's own, the idea of the media as a space for active citizenship contrasts with the notion of mediation as authoritative dissemination. At least four developments in the late twentieth century began to give credibility to the idea of a participatory public sphere. The first was a growing sense that a new contract needed to be forged between authoritative institutions (governments, broadcasters, public services) and their users and supporters. Secondly, as the concept of "empowerment" came to dominate policy discourse in a range of contexts – from the treatment of school students to global transitions to a post-colonial order – the impact of institutional arrangements upon civic culture was much debated. At stake here was a conception of media citizenship which sought to transcend the binaric division between the production and the consumption of public knowledge. Thirdly, visions of a more participatory media culture were indirectly strengthened as scholars abandoned the simplistic media-effects models that had dominated communication studies. The public increasingly receives and sends its messages through mediated channels, from phone-ins to emails to reality television votes, it comes to look remarkably like an active audience. Manin's notion of an "audience democracy" is relevant here. Fourthly, new forms of media production emerged that challenged the claim of mainstream media to constitute the only effective model for public communication.

the extensive investment capital needed to launch risky online ventures and the traditional media venues (newspapers, television, etc.) to advertise and promote them (Harmon, 2001 in Croteau, 2012: 309).

### The Social Construction of Media Technologies

A sociological approach emphasizes that media technologies are embedded in ongoing social processes that affect their evolution. For example, the Internet is subject to social forces that help to shape how it functions and how it is used. These forces include legal regulations, social norms, and market pressures, as well as the medium's inherent technical properties (Croteau, 2012). Together these forces-law, social norms, market pressures, and technological

ISBN: 978-602-74139-0-0

architecture-have shaped the Internet, just as they have shaped every other communications medium. The development of media technologies entails thinking simultaneously about the technological and the social (Bijker and Law, 1992 in Croteau, 2012). To understand the relationship between media and society, the most important question is not. "What does a new technology do to people?" but, instead. "How do people use the new technology?" Scholars have documented the importance of these forces to the introduction and evolution of various new media technologies (Croteau, 2012: 291).

**Building a Culture of Transparency through ICTs**

Based on experience and research, it is not known if using ICTs to promote transparency can create a sustained culture of transparency. In terms of information access generally, results thus far aremixed. Filteringof Internet contentbygovernments is anexample in which the amount of information accessible has changed significantly in some countries with divergent reactions bymembers of the public (Bertot et al., 2010).

Coinciding with technology access is the need for users to be able to understand and use the technologies through which transparency tools are available. The digital divide is long documented (Bertot, 2003; Barzilai-Nahon, 2006; National Telecommunications and Information Administration, 1995, 2004) and broadly defined as the gap between those who have access to technologies and those who do not. However, there are in fact multiple divides that can exist, of which access to the ICTs is but one. Embedded within the divide are such issues as:

• Technology literacy—the ability to understand and use technologies; • Usability—the design of technologies in such ways that are intuitive and allow users to engage in the content embedded within the technology;

• Accessibility—the ability of persons with disabilities to be able to access the content through adaptive technologies (in fact, some mobile technologies such as the iPhone are completely inaccessible to persons with visual impairments due to the touch screen design which lacks a tactile keyboard); and

• Functionality—the design of the technologies to include features (e.g., search, e-government service tracking; accountability mea- sures, etc.) that users desire.

Thus, it is important to both use technologies that are widely deployed to provide a broad base of technology access, but there is s also often a substantial need to provide training, and engage in usability, functionality, and accessibility testing to ensure the broadest ability to participate in e-government services and resources. The use of social media as a core part of transparency initiatives also can create both new opportunities and new challenges. For example, the use of social media in combination with open government data has been promoted as a new way of enabling and facilitating transparency. This approach is typified by the nascent and ambitious plan by the Obama administration to make vast amounts of government data available through the www.data.gov site (White House, 2010). These types of transparency initiatives are directed toward the more tech- nically inclined citizen: researchers, technologists, and civic-minded geeks. While everyone can benefit from the data and the by-products and analyses that the more technically inclined citizens would produce, to truly "democratize the data" would ultimately require a better, more conscious effort to make this initiative more inclusive and participatory to all citizens (Bertot et al., 2010).

As we move into an information society, is media literacy increasingly part of citizenship, a key means, a right even, by which citizens participate in society? Or is literacy primarily a means of realizing ideals of self-actualization, cultural expression and aesthetic creativity? Will these goals be subordinated to the use of media literacy to achieve the competitive cultural and economic advantages vital in a globalised, information society? This seems plausible insofar as media literacy, in the UK at least, is part of a package of measures to lighten top-down media regulation by devolving responsibility for media use from the state to individuals, a move which can be interpreted either as 'empowering' or, more critically, as part of a Foucauldian shift from centralized government to individual governance (Foucault, 1991). Perhaps even these economic goals will be undermined by the reproduction of the divisive standards and values of the established cultural elite? Of the research task developed in this paper, namely to extend our understanding of access, analysis, critical evaluation and content creation from familiar to new media, interestingly it is the latter two which have proved more contentious; yet these are the most crucial to the democratic agenda. Only if these are firmly foregrounded in a definition of media literacy will people be positioned not merely as selective, receptive and accepting but also as participating, critical; in short, not merely as consumers but also as citizens (Livingstone, 2004).

This paper has argued that literacy concerns the historically and culturally conditioned relationship among three processes, no one of which is sufficient alone: (i) the symbolic and material representation of knowledge, culture and values; (ii) the diffusion of interpretative skills and abilities across a (stratified) population; and (iii) the institutional, especially, the state management of the power that access to and skilled use of knowledge brings to those who are 'literate'. As we extend conceptions of literacy to embrace new media, the first process – that of representation – is barely addressed in the research literature: until we have a robust account of the media in which people might be judged literate, we can say little about the nature or uses of their literacy. The second process – that of skilled interpretation – has much to learn from the well-established traditions of readership and audience reception in two respects. First, media literacy has developed a sophisticated account of the individual skills involved in decoding media texts, although these have yet to be applied to the new media. Second, audience research has developed an interactive view of the relationship between reader and text which, in the context of new ICTs, must also encompass questions of technology. Literacy, by extension, cannot be conceived solely as a feature of the user but must also be seen as medium-dependent, a co-production of the interactive engagement between technology and user. Further, this paper has argued that, to claim that literacy is changing with the widespread

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introduction of ICT, research establish that the literacy associated with the new media, especially the internet, differs significantly from that of print and audiovisual media. The third process – that of the institutional uses of literacy – invites a more critical take on literacy, particularly insofar as academic research is used to inform policy.

Crucially, however, it is the relationship among textuality, competence and power that sets those who see literacy as democratizing, empowering of ordinary people against those who see it as elitist, divisive, a source of inequality. Today's anxieties over the digital divide merely represent the latest steps in a long-standing struggle between critical and enlightenment positions whose outcome will influence who will have the power to benefit from information and communication in a technologically-mediated twenty-first century (Livingstone, 2004).

The idea of the communication revolution or the Information Society is nothing more than a kind of alibi for our true impotence to conduct the planet's fate toward human ends. Might this technical utopia be a mirage? Might we have converted to a technological religion (Noble, 1999) and agreed to be its preachers? If this is so, we would probably have to say that humanity has begun to lose faith in itself, its trust in human beings themselves.

It may seem to be a slight exaggeration, but when the discourses that conduct our society, the communication revolution or the Information Society — laden with rhetoric, promises and forced hopes — are considered, everything seems to indicate that indeed perhaps we tend to accept any technological progress without questioning it. Perhaps we have thus anaesthetised our critical conscience (Tornero & Varis, 2010).

**The Never-Ending News Cycle**

A society's dominant media help set the rhythm of social life. Media technologies have also given users more control over time. To watch or listen to a particular program, traditional broadcast media required audience members to tune in at a time determined by the broadcaster. *Time shifting* refers to the practice of recording or downloading media content to watch or listen at a later time that is more convenient for the audience (Croteau, 2012: 301).

Drawing together information literacy and media literacy, while media literacy and information literacy have developed as separate traditions, they share many of the same values. In general, the "media literacy" tradition stresses the understanding, comprehension, critique and creation of media materials, whereas the "information literacy" tradition stresses the identification, location, evaluation and use of media materials. Metaphorically, we might say that "media literacy" sees media as a lens through which to view the world and express oneself, while "information literacy" sees information as a tool with which to act on the world. Both perspectives are relevant for developing media literacy policy

In European cities, the importance of media communication in the everyday lives of children and adolescents is growing. Young people explore the world through online resources and participate in social life and politics by

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publishing audio and visual material. In order to empower children and young people to profit from media according to their needs as citizens of our societies, we need to ensure their media education.

Not only does a skills-based definition of literacy focus on users to the neglect of text and technology, it also prioritizes the abilities of the individual over the knowledge arrangements of society. Yet as Hartley argues, ‘literacy is not and never has been a personal attribute or ideologically inert “skill” simply to be “acquired” by individual persons... It is ideologically and politically charged – it can be used as a means of social control or regulation, but also as a progressive weapon in the struggle for emancipation’ (Hartley, 2002: 136). If literacy is not an end in itself, so what are its social and institutional uses? How are these managed by media, governmental, educational, and commercial bodies? And what kind of critical stance should the academy take as policy is developed (Sterne, 2002)? These questions are currently pressing for those of us in the UK, for the current Communications Bill (2003) sets a government regulator the unprecedented brief of ‘promoting media literacy’. What does, could, and should this (Livingstone, 2004)

**Localism and Virtual Communities**

Media technologies have altered our sense of space and place in other ways as well traditional media tended to be rooted in a particular physical location. By affecting our sense of place, media technologies have also altered our sense of community. Birkerts (1994 in Croteau, 2012: 302) notes that new media technologies created an entirely new social space, cyberspace, which allows for new forms of interaction with little connection to the physical world. The concept of *virtual community* (Rheingold, 2000) suggests that communities no longer need to be geographically based. People all over the globe can become "virtual" neighbors through the space-bridging technology of the Internet. By "friending" others on Facebook, joining discussions in chat rooms or online forums and playing in virtual worlds, users can employ the Internet to connect with others. Rheingold (2000) stated the Internet can constitute a powerful antidote to the loss of traditional community values and can help reestablish social ties. Finally, the loss of media rooted in distinct physical places has been accompanied by the loss of media content that is located in distinct social spaces. For example with the Internet and mobile media, the distinction between public and private has become blurry, and this process is intensified by new forms of mobile media (Ling and Campbell, 2009).

**Consumers: Victims or Informed Choosers?**

The views of the likes of Milton and Locke are correct in that truth will prevail in an open marketplace, in part because autonomous and rational individuals will be able to discern the difference between truth and falsity. This belief in the rational abilities of the people who receive media messages is directly responsible for such precepts as caveat emptor. “Buyer beware” assumes

ISBN: 978-602-74139-0-0

that an intelligent consumer will be able to discern nuances in messages - nuances that the designer of the message may have intentionally obscured.

Media use among young people is even more extensive has been increasing signicantly in all forms -except for reading , which has found that, by 2009 in US, young people 8 to 18 years of age devoted the significant increase in media use over a 10 years period was due largely to the growth of the mobile media devices - especially cell phones, MP3 players and laptop computer – which made it easier to access media products anytime, anywhere (Rideout, Foehr and Robert, 2010).

Popular social media are more easily accessible from smartphones than from traditional desktops as many people have 24/7 access to smartphones. Beyond Technology: From Public Participation to Self-Organization ICT, social media and mobile technologies alter the larger context of public participation because they open up new possibilities for policy-makers, but perhaps more importantly, they empower and foster the self-organization of citizens. Social media are a powerful tool for citizen mobilization (Reinout, 2015: 240).

The younger generation that has grown up with new media is less informed, less literate, more selfabsorbed and more depressed than any that has preceded it (Bauerlein, 2008; Twenge 2006). They point to the popularity of social networking as one source of the problem. The immediacy and personalized nature of social networking, emphasizes the value of newness and facilitates an extreme focus on the self and immediate networks of friends. The result is a worldview that promotes entitlement and self-centeredness, what Twenge (2006) dubbed "Generation Me" (Such entitlement, meets reality soon enough and younger people have higher levels of dissatisfaction with their jobs and lives than earlier generations).

The trend toward briefer instantaneous messages not only threatens thoughtful communication, but it even promotes the erosion of traditional spelling grammar, and punctuation that have long served as a useful foundation for serious communication (Bauerlein, 2008). Neuman (in Croteau, 2012: 308) used the metaphor of a tug-of-war to describe the push-and-pull between the technical capabilities of new media and other social forces. We have already seen how various media, including the Internet, were affected by social forces as they were developed and deployed.

In terms of access, the literature suggests that children and young people already possess quite high levels of functional literacy - that is, the skills and competencies needed to gain access to media content, using the available technologies and associated software. Older children are generally aware of regulatory mechanisms and systems of guidance, and take these into account in seeking to make their own decisions. The large majority of young people show some awareness of risks relating to sexual dangers on the internet; although they are less aware of potential economic risks. Several studies in this area conclude that education in media literacy may be a more effective strategy than blocking or filtering. In terms of understanding, there is an extensive literature relating to the development of children's understanding of television. This literature suggests

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that children's awareness of areas such as television 'language', the difference between representation and reality, and the persuasive role of advertising, develops both as a function of their increasing knowledge of the world, and as a result of their broader cognitive and social development. Children also learn to cope with potentially unwanted or upsetting emotional responses, and to make critical judgments about areas such as television violence, by employing forms of media literacy. It is important to emphasize that these areas apply just as much to fictional material as to factual material; and that critical understanding goes hand-in-hand with the development of aesthetic and emotional responses to media of all kinds. There is considerably less research about how children interpret, evaluate and respond to other media, including the various forms of content found on the internet.

By contrast, when it comes to creativity, there has been less academic research relating to 'older' media such as video and analogue radio than to new media, particularly the internet. Research here suggests that there is considerable potential for media to be used as means of communication and self-expression, not least by socially disadvantaged groups; that creative involvement in media production (particularly in the context of education) can make an important contribution to the development of critical understanding; and that new media such as online gaming and mobile telephony provide possibilities for new forms of interaction. Among the barriers to media literacy are several inter-related factors, of which social class and economic status are the most well-established. These barriers limit children's access to the internet, although not to established media such as radio or television. Potential enablers of media literacy include parents, teachers (both in schools and in informal educational settings) and other agencies such as broadcasters and regulators. Research suggests that parental mediation can play an important role in developing younger children's media literacy, for example in understanding the relationships between representation and reality. However, the role of parents depends upon broader beliefs about child-rearing, and many parents do not play as great a role as they like to suggest. Meanwhile, education about the media has a long history, at least in secondary schools although it remains a marginal aspect of the compulsory curriculum and is rarely found in primary schools. There is a growing body of evidence about the effectiveness of particular teaching strategies, both in respect of the 'understanding' and 'creativity' aspects, although there has been little sustained or systematic research into the learning potential of children at different ages. Media education is also developing in the informal sector, although there has been little sustained evaluation of such work. The review provides an indication of several important gaps in the literature. These include specific media (such as radio, mobile phones and online gaming) and particular population groups (such as younger children, those with disabilities, and ethnic minority groups). There is a particular need for research about children's ability to evaluate internet content; about their awareness of new commercial strategies in the media; about media production in the home; and about learning progression in media education. Of the three areas in Ofcom's definition, 'creativity' is by far the least well-researched. (Buckingham, Burn, & Cranmer, 2005).

## Conclusion

Too busy to think and the dangers of 24/7 connectivity. Some of Birkerts' early concerns are echoed and developed by later analysts. Maggie Jackson (in Croteau, 2012), a psychologist, argues that our embrace of new media has produced a sort of attention-deficit culture, expressed through the presence of constant stimulation, interruption and multitasking. This fleeting culture of distraction. she contends. Produces superficial "McThinking" that can be fun and engaging but that provides little intellectual nutritional value. Such a culture undermines our ability to focus, concentrate, and attend to the deeper and more substantive issues in life that are the bedrock of intimate social relationships, wisdom and advances in culture. New technologies and media forms will also pose new challenges and demands in terms of media literacy, so it is important that research in this field is regularly updated. There is a case here for more sharing of research findings and methodologies between academic and industry researchers.(Buckingham, Burn, & Cranmer, 2005).

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## Author's Biography

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