

COMMUNICATION FOR SOCIAL CHANGE, SPORT, ENVIRONMENT AND POLITIC

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Budi Prasetyo S, Sri Widowati Herieningsih, Muhammadun, Nur Malik Maulana,
Nur Anita, Tigor Situmorang.

Edited By

Rahma Santhi Zinaida

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ENVIRONMENT AND POLITIC**

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Preface by

Dr. Herl Budianto, M.Si
(Chairman Of ASPIKOM)

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PREFACE

First, let us say thank you for the presence of Allah SWT. Because of His blessings, the 1st AICCON (ASPIKOM INTERNATIONAL COMMUNICATION CONFERENCE) can be carried out according to plan.

I am proud to introduce the 1st AICCON. AICCON activities carried out by the Association of Higher Education in Communication Studies (ASPIKOM) as the first activity of the International Conference of the 2016-2019 period.

In the changing trend of the world of politics, social, culture that is very fast, dramatic, and unrelenting, many aspects are involved in social change in society. The rapid development of social change, also makes many transformations and disturbances that occur in society.

Transformations and disruptive that occur in the community, indicate that social science, special communication science remains relevant to solving problems arising from changes. The rapid development of science and technology, especially information and communication technology, has brought social problems that demand immediate action and as communication academicians, it is our duty together to discuss strategic steps ahead and formulation to deal with this disruptive era.

In the world of digital age world now a days, social change can be defined as an ongoing process that is very spontaneous and directed. The Communication Model for Social Change is limited to how social change can occur through a process of community dialogue that leads to collective actions that affect public welfare in general.

As we have experienced, in various fields such as politics, environment, health, and even sports, there are also changes, especially when viewed from the side of communication. Thus, while mass communication and activities are needed in themselves and for previous reforms, participatory communication may have greater potential to accept the changes that occur.

The authors have conducted a literature review and research in presenting their writings. Of course what is produced and displayed is academic work that can be a reference for other scientific writings. As an outcome of 1st AICCON, we produced books written by academics and researchers in the field of communication science with the theme of politics, environment, sports, health and social change. These writings are related to the role of communication in a disturbing era. Hopefully what is conveyed by the author can enrich the field of communication science studies. Success for ASPIKOM, and Communication studies around the world.

Jakarta, October 25th, 2018

Dr. Heri Budianto. M.Si

Chairman Of ASPIKOM

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**COMMUNICATION
FOR SOCIAL CHANGE**

The Dynamic of Social Changes in The Mobility of Urban Community Through Mediautilizing for Communication

(A Study of Communication in the Users of Online Ojek “Grab”)

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Abstract

This research aimed to find out about the dynamic of social changes of urban communities in utilizing media for communication among the users and provider of Online *Ojek* “Grab”. The high and dense mobility of people in Jakarta certainly required a fast and efficient transportation mode to reach their destinations or workplaces. Utilize the service from Online *Ojek* “Grab” was a way that can be taken. This research implemented qualitative method whose informants consisted of office workers, students, and housewives. The results showed that the mobility of urban communities through the use of media for communication caused a social changes: (1) Change of attitudes in accepting the rules of transportation fares unilaterally by the company; (2) Change of interaction from face to face into online-based applications; and (3) Reduce anxiety as users can monitor the activity of drivers during the trip.

Key words: Social Changes, Media-utilize Communication, Online *Ojek* “Grab”

INTRODUCTION

Lately, humans are more often communicate through the Internet, because it facilitated interaction and communication without limit, with the ease of millions people from all over the world interact using

the internet, it certainly can easily help the development of the human itself.

Indonesian society was a thriving society. This is due to the existence of various influences, one of them is internet network with the existence of communication technology. Each individual can easily complete various activities and it caused by the influence of communication technology, for example in the use of online *ojek*. In the communication technology there is a communication media that is able to disseminate information. Based on the concept, communication media was used to produce, reproduce, distribute or disseminate and convey information. Communication media has a very important role in the life of society. Telecommunication technology was the most sought to deliver or transmit information because telecommunication technology was growing, faster, precise, accurate, easy, inexpensive, effective and efficient.

That also happened in Jakarta, many individuals who take advantage of communication technology, for example in the use of online *ojek* "Grab". These online *ojek* are able to provide convenience to its users who have high mobility, from the housewives, students, to employers and employees. They take advantage from the use of online *ojek* "Grab" as it is considered able to provide convenience to reach their destination. This phenomenon was certainly a modernization experienced by every individual, because this was different from the past when each individual should go to the *ojek* station to use the service and reach their destination, they also should pass a various stages such as price negotiation. However, using online *ojek*, people directly get the price in their account and it was adjusted to the distance traveled.

LITERATURE REVIEW

Social Change

The occurrence of rapid social change may be due to new discoveries, which allowed the accumulation of material culture (Soekanto, 1990: 342). Social change is any irreplaceable change of the social system as a whole (Sztompka, 2010: 3).

Social change can be caused from various sources such as population growth which will cause ecological changes and it can lead to the change in the relationships between social groups (Soemardjan,

1986: 303). Social change can be referred as the all-round concept focused on the change of social phenomena in human life from the individual level to the world level (Lauer, 1993: 5)

Researchers used Modernization Theory. Modernization is a form of traditional society transformation into modern or more advanced society. The modernization theory focuses on the way of premodern society becomes modern society through the process of economic growth and changes in social, political and cultural structures (Smellser in Sztompka, 2005: 149-150). Society was not seen as a single thing that stands alone, but as a whole of the system in the society, for example the society around Bung Karno's grave who always perform activities to fulfill their life necessities of life. Researchers used the modernization theory because the outlines of changes that occur were influenced by some factors that came from within society such as changes in socio-economic conditions and the development of science and technology. The factors which came from the outside of society, usually the things that happened outside of human plans such as natural disaster. According to Suwarsono and Alvin (1994: 21) modernization has the following key features:

1. Modernization is a gradual process. The society that were originally in a primitive and simple order leading to and ending in an advanced and complex order;
2. Modernization is also known as a homogenizing process. Modernization will form a various societies with similar structures.

Communication Technology

Everett M. Rogers (1986: 2) who seen that communication technology was a hardware in an organizational structure that contained social values that allowing individuals to collect, process and exchange information with other individuals. Rogers' definition showed that communication technology has several characteristics. First, communication technology dealt with hardware or tools. Second, communication technology emerged within a certain economic, social and political structure. Third, communication technology brought certain values of the above structure. Fourth, communication technology dealt with hardware in the field of communication. As a device, it is further said by Rogers (1986: 4) that communications technology will condition its users to demassify control of messages, adapt to the technical standards for the use of communications

technology and enhance interaction with other individuals without recognizing distance barriers.

Unlike Rogers who seen hardware-based communication technology, McOmber (in Abrar, 2003: 7) linked communication technology with culture through multiple perspectives. First, communication technology is considered as a determinant factor in society, independent and also created changing in society. Secondly, communication technology as an enormous mass-produced product of industrialization. Third, communication technology gave birth to a new tool but not everyone can understand it well where the power of mutual influence between the communication technology itself with the social forces that exist in society can not be predicted precisely.

New Media

Internet is a form of new media. Internet was considered as the most important information tool to be developed in the future. Internet has the ability to encode, store, manipulate and receive messages (Ruben, 1998: 110). Internet was a media with all its characteristics. Internet has technology, usage, service scope, content and its own images. The Internet was not owned, controlled or managed by a single agency but a network of computers connected intentionally and operated under a mutually agreed protocol. A number of organizations, especially providers and telecommunications agencies play a role in internet operations (McQuail, 2009: 28-29).

The term new media was still causing a debate among scientists. Initial impression that emerged from the concept of new media was often interpreted simply as an interactive medium that used the basic device of the computer. The notion of new media which further provide wider coverage as revealed by Croteau (1997: 12) that new media arising from technological innovations in the field of media include cable television, satellites, optical fiber technology and computers. Through the technology like this, users can interactively make choices and provide responses to various media products.

The understanding of new media in this study borrowed the approach used by Sonia Livingston, that the term “new” was better understood as what is new to the society, that is in a social and cultural context, not by a simple understanding as only a tool or artifact that more related to the technology context itself (Livingston in Terry Flew,

2005: 2). It means that the definition of new media can be limited as an ideas, feelings, and experiences that people acquired through their involvement in new, different and more challenging mediums and ways of communicating (Peter Ride & Andrew Dewdney, 2006: 4).

Ward (1995: 279) gave a detailed classifications of new media through new media which related to news and do not look too varied from the traditional media groups. Meanwhile, McQuail (2000: 127) made the classifications of new media into four categories. First, the media of interpersonal communication, consist of telephone, mobile, and e-mail. Secondly, interactive media play such as computer, video game, and internet game. Third, the information search media in the form of portal or search engine. Fourth, collective participation media such as the use of internet to share and exchange information, opinions, experiences and interconnect through computers where the use was not only as the tool but also cause affection and emotional. Despite of the recent classification of new media, the significance of the new media presence in the community itself was unquestionably asserted by McQuail (2002: 302) that the emergence of new media that lead to the concept of the information society as a society which “dependent upon complex electronic information and communication networks and which allocate a major portion of their resources to information and communication activities”.

While Pavlik (1998: 2-4) seen the presence of new media connected with its technical function which included several things. First, production referred to the collection and processing of information that included computers, electronic photography, optical scanners, remotes that no longer collected and processed information but also solved problems more quickly and efficiently. Secondly, distribution referred to the transmission or transfer of electronic information. Thirdly, display referred to a variety of technologies to display information to the end-user, an audience that becomes an information consumer. Fourth, storage referred to media that used information storage in electronic format. Ward (1995: 279) said that the new media was impressive without mediation because it can be used directly without going through a complex media organization like an old or traditional media organization. As stated more clearly by McQuail (2000: 119) where most of these new media allowed interactive two-way communication and also allowed the collection and delivery of information, so that the implications may vary.

Ganley (in Ward, 1995: 284) said that new media allowed individuals to play a more active role as citizens and consumers as new media increased access from ordinary citizens to become more politically informed that enabled the promotion of democracy. Nevertheless, it must be seen that new media also do not rule out the existence of knowledge gaps between people who have information and those who have no information.

New media or online media is defined as a product of mediated communication technology that existed along with digital computers (Creber and Martin, 2009). Another definition of online media is the media in which it consisted of a mixture of various elements. It means, there is a convergence of media on it, where some media were made into one (Lievrouw, 2011). New media is a medium that used the internet, online media-based technology, flexible character, potentially interactive and also work both privately and publicly (Mondry, 2008: 13).

New media is a digitalization in which a concept of understanding of the development of the age of technology and science, from all the manual character became automatic and from all complex character to be concise. Digital is a complex and flexible method that makes it a staple in human life. Digital is also always associated with the media. During the year of 2000, the internet has entered a phase called web 2.0 where everything became more interactive and also an area for everyone, not only a few parties. Today, everyone can instantly take a role and put anything into the internet. The development of web 2.0 as a platform has changed the nature of interactivity on the web and opened the universe for media users. While the metaphor of web page 1.0 is only allow to download information in line and therefore, it has no differences from the consumption of broadcast media, web 2.0 applications allowed users to become autonomous producers. Blogs, Youtube, Wikipedia, e-Bay, Flickr, Second Life and other online social networking sites allowed their users to have broadcast experience. The importance of Web 2.0 is a broadcast medium generating a context of instant social relationships, nationally or internationally, there are several ways in which individuals gain valuable interaction to make real global connections. The fact that users today can work with broadcast media materials as a way of developing ideas in the public sphere (Littlejohn, 2009: 686).

RESEARCH METHOD

Type of Research

This research used qualitative approach with case study method. According to Miles and Huberman (1992: 1-2) qualitative data is very interesting. Qualitative data is the source of a broad and well-defined description, and contained an explanation of the processes occurring within the local scope. Through qualitative data, we can follow and understand the flow of events chronologically, assess cause and effect within the sphere of the minds of the local people and obtain numerous and useful explanations. Moreover, qualitative data is more likely to lead researchers to gain previous unexpected findings and to form new theoretical frameworks, the data helped researchers to go beyond prejudices and early frameworks.

Data Collection Technique

Techniques of collecting data in this qualitative research divided into two, as follows:

1. In-depth Interview

An open and flexible interview in an informal and intimate setting (Nasution 1992: 69-81). The purpose of the interview is confirmed by Guba and Lincoln (in Moleong, 2007: 186), namely to construct, reconstruct, project and verify the object of research.

2. Direct Observation

Observation is performed not only to record an event, but also to do everything or as much as possible things that are suspected to have relation (Nasution, 1992: 58).

Data Analysis Technique

Data analysis according to Miles and Huberman (1992: 1-2) consisted of three simultaneous activity flow, namely: data reduction, data display, and conclusion drawing or verification. The explanation of data analysis according to Miles and Huberman:

1. Data Reduction

Data reduction is defined as the selection process, focusing on simplification, abstraction and transformation of “rough” data arising from written notes during the field. Data reduction ran continuously during qualitative-oriented projects. As long as the data collection

taken place there is a subsequent reduction stage (creating a summary, encoding, tracing the theme, creating clusters, creating partitions and creating memos). The data reduction or transformation process taken place after the field research, until the final report is compiled. Data reduction is a form of analysis that sharpening, classifying, directing, discarding the unnecessary and organizing the data in such a way that the final conclusion can be drawn and verified.

2. Data Display

The second important flow in the research is the presentation of data. Miles and Huberman restrict a “representation” as a set of arranged information that allowed for conclusion and action-taking. The presentation of data can be performed in the form of tables, graphs, matrices, networks and charts. Everything is designed to combine the information arranged in a form that is easy to reach, so an analyst can see what is going on, and determine whether to draw the right conclusions or continue to perform the analysis according to the suggestion which is presupposed by the presentation as something that may be useful.

3. Conclusion Drawing or Verification

The third important analysis activity is conclusion drawing and verification. From the beginning of data collection, researchers began the search of the objects meaning and taking notes of order, patterns, explanations, causal paths, and propositions. The competent researcher will deal with the conclusion loosely, remain open and skeptical, but the conclusions are provided, initially less clear, then increasing in more detail and firmly rooted. The “final” conclusion may not appear until the data collection ended, depend on the size of field notes collection, coding, storage, and searching method used, but the conclusions have been formulated from the beginning. Conclusions are merely an activity of complete configuration. Conclusions were also verified during the research. In short, the meanings emerged from the data must be tested for its truth, its compatibility, as its validation.

DISCUSSION

Social changes tend to be a natural phenomenon that arises from the interaction of human life in society. Social changes will keep on going and continue to occur because of change in elements

that maintain the balance of society, such as change in the elements of interaction through communication.

Currently, people were very easy to communicate with anyone either with known or unknown individuals or never meet at all. Through the development of communication technology, in minutes and even seconds, people can communicate through the media in which there is internet network. Individual who interact with each other, will be able to exchange messages and understand the desired intentions and goals. Ease of communication can certainly be experienced by anyone and it is a form of social change. Social change can be referred as the all-round concept focused on the change of social phenomena in human life from the individual level to the world level (Lauer, 1993: 5)

In the era of modern society as it is today, many people who used communication technology in various activities, from housewives, students and individuals who work in the office or in various other places that have high mobility. In Jakarta, the mobility of the society was so high, so it required the role of communication technology that able to assist them in completing various jobs. Associated with the role of communication, through the help of the Internet, individuals can communicate with online *ojek* service providers such as Grab. Such behavior was certainly part of modern society.

Modernization is a form of traditional society transformation into modern or more advanced society. The modernization theory focuses on the way of premodern society becomes modern society through the process of economic growth and changes in social, political and cultural structures (Smellser in Sztompka, 2005: 149-150). Society was not seen as a single thing that stands alone, but as a whole of the system in the society that can help each other, for example the use of online *ojek* "Grab" in Jakarta. Individuals who have high activity required an online *ojek* to reach their destination. The use of online *ojek* "Grab" was certainly caused a lot of things that happened then: (1) Change of attitudes in accepting the rules of transportation fares unilaterally by the company; (2) Change of interaction from face to face into online-based applications; and (3) Reduce anxiety as users can monitor the activity of drivers during the trip.

CONCLUSION

Based on the existing results of the research, the conclusion showed that the mobility of urban community through mediated communication

caused social change, namely:(1) Change of attitudes in accepting the rules of transportation fares unilaterally by the company;(2) Change of interaction from face to face into online-based applications; and (3) Reduce anxiety as users can monitor the activity of drivers during the trip.

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Disaster Communication Strategy and Community Awareness in Medan and Langkat Regency of North Sumatra

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ABSTRACT

Marketing communication activities, especially social marketing is an instrument of new approach to overcome social problems. The concept of social marketing communication is used to handle social problems, one of them is flood disaster. Awareness of flooding needs to be instilled in the knowledge, attitude, and behavior of the community on the importance of maintaining and taking care of the environment as a form of environmental awareness. But in fact most of the people tend not to care and apathetic in taking care of the environment until the disaster strikes. There are several factors that cause flooding in Medan and Langkat. Beside some natural factors such as high rainfall and physical condition of the region itself, it also caused by self-neglect of humans such as throwing garbage in the river or flow so that drainage channels can not function properly. This is because Medan is the capital of the province so it is not surprising how mobility that occurred in the city of Medan is high, so that the population is also fairly high. The increase of densely populated areas lead to a reduction of the catchment areas that cause frequent flooding during high rainfall. The conditions also happened to Langkat District. This research discusses how disaster communication strategy and awareness of society in Medan and Langkat in anticipation of flood disaster that struck the area.

Keywords: Disaster Communication, Community Awareness

INTRODUCTION

Disaster is an event or series of events that threaten and disrupt people's lives caused by both natural and non-natural factors and human factors resulting in human deaths, environmental damage, property losses and psychological impacts. Even though in Indonesia there are several number of warning technologies for natural disasters, people are not aware of these technologies. In addition, many people do not

know how to save themselves when a disaster occurs. Whereas in other countries, knowledge of how to save themselves from earthquakes is actually taught since children. Some medias already show some ways to save themselves from disasters but this was less remembered because it might not be well socialized.

Announcement about disaster are usually only cursory and when news is being discussed. Flooding is one of the most frequent disasters. Flooding can be categorized as a disaster that mostly afflicts developed and developing countries. The total losses and casualties that caused by floods are also not small. The Regional Disaster Management Agency as an extension of the National Disaster Management Agency has a main task as a leading sector in disaster management, besides that it also acts as a leading sector to deliver post-disaster emergency response and aid, such as providing logistics and establishing disaster response stations such as public kitchens, health station and so on. The National Disaster Management Agency and Regional Disaster Management Agency was formed based on Law No. 24 of 2007 concerning Disaster Management, Presidential Regulation No. 8 of 2008 concerning the National Disaster Management Agency, the Minister of Home Affairs Regulation No. 46 of 2008 concerning the Organization Guidelines and Work Procedures of the Disaster Management Agency Region (BPBD).

The Regional Disaster Management Agency plays a central role in the evacuation and analysis process of disasters while the Social Service plays a role in providing various basic facilities post disaster. The definition of disaster based on Law Number 24 of 2007 is disaster is an event or series of events that threaten and disrupt people's lives and livelihoods caused by both natural factors and / or non-natural factors as well as human factors resulting in human deaths, environmental damage, property loss, and psychological impact. Based on this definition, it can be seen that the role of government institutions is so important in the response to natural disasters, especially in the case of flood disaster management that occurred in Kota Medan and Langkat District.

Marketing communication activities, especially social marketing, are a new approach instrument to tackling social problems. Social marketing communication concept is used to deal with social problems in the spread of new ideas or ideas in an effort to improve community welfare. Environmental awareness is not only shown by throwing litter in its place. But also includes caring for the coming flood disaster.

There are several factors that cause flooding in Medan and Langkat. Apart from natural factors such as high rainfall and physical conditions of the area itself, it is also caused by human error such as dumping garbage in the river or water flow so that during the rainy season the drainage canal is not functioning properly. As well as the decreasing area of waterways or water absorption due to the rapid development that does not pay attention to environmental aspects. This is because the location of Medan City is the capital of the province so it is not surprising that the population mobility that occurs in the city of Medan is quite high, so that the population is also relatively high. Therefore, the growth of residential areas is increasingly dense which has reduced the catchment areas, vacant land has diminished and turned into buildings, there is concrete over the ground and road networks are hardened with asphalt. Likewise, what happened in the area of Langkat Regency, where the water catchment area in the form of reforestation was increasingly replaced with residential areas and oil palm plantations. From the above phenomena researchers were interested in conducting research on how disaster communication strategies and public awareness in Medan and Langkat.

The focus of the problem in this study is:

1. Communication strategies carried out by government and private institutions in raising public awareness of disasters in their environment.
2. Public awareness in responding to disasters that occur in their environment.

Based on the background described, the formulation of the problem in this study are:

1. How do the marketing communication strategies of institutions that deal with disasters in the regions stimulate public awareness of disasters in their environment.
2. How is the awareness of the people of Medan and Langkat District in addressing the disasters that occur in their environment.

The purpose of this study is:

1. To find out how the flood disaster communication strategy carried out by the agency in handling disaster problems in Medan and Langkat.
2. To analyze the awareness of the people of Medan and Langkat District the disasters that will occur in their area

3. To be a guideline for all relevant communities and institutions regarding flood disaster communication strategies.

LITERATURE REVIEW

Tigere Chagutah Research (2009) entitled Towards improved public awareness for climate related disaster risk reduction in South Africa: A Participatory Development Communication perspective. South Africa is often hit by extreme climate changes that damage the environment, which is a threat to development efforts. The main events, such as floods and hurricanes will increase along with climate change. Unfortunately, local mechanisms for communicating and increasing public awareness of the right risks and risk reduction are still weak. The South African government has taken a disaster management approach. This study explains how various impacts of natural hazards. The South African National Disaster Management Framework calls for the implementation of effective public awareness activities to increase knowledge among communities of the risks they face and actions to minimize what risks they can take. Emphasis is placed on the importance of providing information and developing knowledge among risky communities. Citing established theories and strategies, the authors propose a participatory development communication approach through the development of communication strategies to provide public awareness of disaster risk reduction activities by governments and other disaster risk reduction actors in South Africa. By reviewing completed studies and literature, the article provides guidance on the planning and implementation of successful public communication campaigns and also discusses the constraints of communication campaigns as a comprehensive intervention for disaster risk reduction. This study describes the implementation of community awareness activities to develop community knowledge on disaster risk reduction by using participatory development communication and provides guidance on planning and implementing public communication campaigns to reduce the risk of disasters.

Hellen Nyakundi, et al (2010) research about Community perceptions and response to flood risks in Nyando District, Western Kenya. In this study the ability of local communities to fight the impact of disasters has not received sufficient attention. This descriptive cross-sectional study sought to investigate people's perceptions and responses

to the risk of flood disasters in low and high risk areas in Nyando District, Western Kenya. A total of 528 households, six government officials and five project managers of Community Based Organizations (CBOs) and Non Government Organizations (NGOs) were interviewed. In addition, seven Focus Group Discussions (FGD) involving three women, two male and two teacher groups were conducted. Data were analyzed using the Statistical Package for Social Sciences Programs (SPSS). Chi-square test is used to determine associations and differences between variables. In this study, 83% of respondents knew Traditional Flood Knowledge (TFK) and 80% acknowledged its use. The results show that residents in high-risk areas have a much higher level of awareness and knowledge of traditional food. They are more aware of the nature of the health risks they face and look better prepared to face future food risks. However, they are more dependent on outside assistance. In addition, people living in low-risk areas report better success with mechanisms that respond to those who are also better. The above research provides references on people's perceptions and responses to the risk of flood disasters in high-risk areas and the community is able to deal with it. Communities are also more aware and ready to face health risks and food risks. However, in this study, people are more dependent on outside assistance.

According to J. J. O'Sullivan's, et al (2012) study about Enhancing flood resilience through improved risk communications, Effective communication becomes a reference before flooding and when a flood occurs. The recommendations were developed from the dissemination of questionnaires by exploring statistical correlations of individual actions and understanding in risky situations of flooding. Grouping is based on a conceptual level of awareness that is assessed through independence, preparedness and disaster concerns. Group Discussion Focus (FGD) and structured interviews are used to discuss obstacles in flood communication, explore implementation of recommendations and to rank recommendations according to perceived interests. The results show that the information deficit model for flood communication that relies on more provision and better information to reduce risk in flood-prone areas is not enough, and that the communication process is very multi-dimensional aimed at addressing these complexity problems and how they are implemented, and possibly will increase flood communication penetration. These recommendations apply

to other risks and can be transferred to jurisdictions outside other countries in need. The above research also becomes a reference in research on understanding individuals in flood risk situations, but effective communication by providing good information will reduce risk and provide increased understanding of handling disasters.

Muhammad Junaidi's(2013) research about Communication Strategy of the City Sanitation and Landscaping Service in the Implementation of Samarinda Green Clean and Healthy Program (HBS) at RT 07 Mugirejo village. This study shows that with the approaches that support the SamarindaHijauBersihdanSehat (HBS) program through an educative and persuasive approach using print media in the form of newspapers, billboards, banners, and posters for electronic media using radio and television to disseminate information about the program SamarindaHijauBersihdanSehat (HBS) and through internet media. The Department of Hygiene and Gardening through the Field of Counseling and Supervision approached collaborations with several companies and institutions to support the success of the SamarindaHijauBersihdanSehat program through the Corporate Social Responsibility (CSR) program and the institutions that support the government's program towards Samarinda, the Clean Green and Healthy. Factors supporting the Sanitation and Landscaping Office through the SamarindaHijauBersihdanSehat (HBS) program are the government's commitment to environmental cleanliness, corporate support with CSR determination. While the obstacle faced is that the community is still dependent on the government, the heterogeneity of the people who are still less concerned about the cleanliness of the environment and the Samarinda area is limited to the KutaiKartanegara Regency. The research above helps this research in providing educational information which is a communication strategy using print media in the form of newspapers, billboards, banners, and posters for electronic media using radio and television to disseminate information about environmental hygiene programs.

RESEARCH METHOD

This study uses descriptive analysis method with a quantitative approach. As stated by Nana Sudjana and Ibrahim (1989: 64) that:

Descriptive research is a research that seeks to describe a phenomenon, events and events that occur at the present time where the researcher tries

to photograph the events and events that become the center of attention to be described as it is. Meanwhile, the quantitative approach is the approach used in research by measuring indicators of research variables so that an overview is obtained between these variables. The purpose of this approach is to measure the dimensions to be studied.

The study was conducted in flood prone areas in Medan and Langkat. The population in this study were people in flood-prone areas both in Medan and Langkat districts. To facilitate this study, researchers use purposive sampling technique in determining the sample. This sampling technique is adjusted to certain criteria set based on research objectives. Criteria the sample in this study is people who live in disaster-prone locations. While in determining the sample size, this study used quota sampling technique. By using a sample quota amount of 100 respondents at each research location so that the total number of respondents is 200 respondents. Data collection techniques in this study using questionnaires, observation and interviews.

RESULT AND DISCUSSION

The results showed that there were differences in the characteristics of the population in Medan City and Langkat Regency. Medan residents who live in disaster-prone areas generally have the highest education graduating from high school, have temporary jobs, such as unskilled laborers, scavengers and other temporary jobs. Generally they have lived in the area for more than five years.

The reason they remain in the area is because residents have no other alternative considering that moving to a better place to live than a disaster-prone location will cost a lot, considering that the prices of settlements in Medan are very high, while they are generally people who are below the line poverty.

They actually realize their area is not feasible to be a place of residence because it is in the lowlands and watersheds. but the poverty that caused them to remain in the region.

Residents who live in flood-prone areas in Langkat Regency are generally based on generations in the family and they remain in the area because they are integrated with the surrounding environment in addition to a close family relationship. From the education of the population in Langkat Regency generally are at the high school level, even if there are those who

are students or undergraduates generally do not live in the area, because they move to the city where they study or work.

The community has high preparedness for the occurrence of floods. For people who live in disaster-prone locations in Medan, they have anticipated catastrophic floods by recognizing natural signs such as, in the rainy season they usually see creeping animals that live in rivers that have started to rise to their settlements. This means that they must be prepared to keep their belongings in a higher location in their homes or entrust their families or neighbors whose homes are in a higher location. Whereas the people in Langkat District are calmer in dealing with the dangers of flooding due to the close cohesiveness and community kinship system. They have their own mark in responding to future disasters in the form of notification through kentongan or bedug if river water in mountainous areas or higher regions overflows. In essence, the community informs each other who lives in the lower regions so that floods can be avoided. From the data obtained by government agencies or institutions that are responsible for overcoming disasters have not been maximized in providing counseling or socialization or assistance when a disaster occurs. The people in Langkat District are more assisted by their families or neighbors when they experience a disaster, while the people of Medan are self-reliant in overcoming the disasters that hit their territory. Even if there is a small amount of assistance from government institutions or NGOs.

CONCLUSION

Communities living in disaster-prone areas both in Medan and Langkat District generally already have their own strategies in anticipating disasters that will hit their territory. For the people of Medan they are self-reliant in trying to overcome disasters despite lack of assistance from government and private institutions and their nature. still conditional, for example, in the lead-up to the elections. While in the community in Langkat, disaster management was carried out jointly and cooperating with fellow citizens and assistance and counseling from related institutions was still lacking.

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Social Communication Strategies of Taman Baca Innovator to Improve Reading Interest in Remote Areas

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ABSTRACT

Based on a research conducted by Connecticut State University about World Most Literate Nations in 2016, Indonesia placed 60th of 61 countries that surveyed. The rank shows a big problem for literacy behavior in Indonesia. Taman Baca Inovator (TBI), is the one of Non-Government Organization (NGO) that aims to improve motivation on the reading interest in Indonesia, especially in remote area. Many people in remote areas cannot get the access for literacy such as reading houses, libraries, and books with good quality. This research aims to describe how social communication strategies undertaken by TBI to change people behavior in remote areas to improve their reading interests in the light of diffusion of innovation theory. TBI uses local staffs as the communicators that can influence others in their places. TBI establishes reading houses or public libraries in some remote areas in Indonesia with local persons who have received trainings previously as the leaders of the public libraries. The research uses analytical descriptive method with in-depth interviews to TBI staffs in Jakarta and some in the remote areas. The result is that TBI has 22 public libraries in some regions in Indonesia with so many activities to build people's capacity.

Keywords: reading interest, social communication strategies, behavior changes, diffusion of innovation, local staffs

INTRODUCTION

Indonesia has regulated the educational system set forth in the Law No. 20 of 2003 on National Education System article 4, paragraph 5, which states that "the principle of the implementation of education is to develop the culture of reading, writing and counting for all citizens". According to the National Library data in 2016 in the National Coordination Meeting of Library Sector, Indonesia has a regional library center in every province, except North Borneo. There

are 497 libraries from 514 districts/municipalities, or 97 percent. Of the 77,095 villages, there are 23,281 village libraries or about 30 percent. There are 118,599 libraries in the Islamic schools, whereas from 4,297 universities, there are 2,428 or more than 50 percent of libraries. Not only educational institutions, from 389,257 institutions/government and private agencies, about 9,000 or 2 percent of them already have their own libraries. Even about 780 out of 3,000 institutional worship places already have libraries used for public purposes.

This data show the level of reading interest in Indonesia is still low. As reported by www.detiksumsel.com accessed on 03/7 at 19.00 pm which said that the community's interest in reading itself in 2017 only increased 26 percent from the previous one, 25. Ideally, the reading interest should be at 50 percent. It is also explained that access toward the books that are used as the primary reading sources has not been adequate to the needs of the community, coupled with technological developments that make people are getting lazy to read.

The causes of low reading interest according to Hardjoprakosa (Kasiyun, 2015: 85), are 1. Government and private sectors with their educational institutions and the teachers do not motivate their students to read books a lot besides the textbooks, 2. The parents do not encourage their children to prioritize buying books rather than buying toys and hearing aids. They are less aware of the kinds of books that are appropriate for the children, and less introduce the library to them, 3. The publishers put the price too high, so they are not affordable by the public, 4. Decreasing number of authors, adapters and translators due to uncertain royalties, 5. Insufficient public libraries in each province to serve the needs of community, 6. The libraries of mosques that have not been yet managed professionally.

From the results, it can be seen that the availability of books is one of the factors causing the low interest in reading in Indonesia. Not only the issue of availability of books, human resources that manage a number of reading house at the mosques or community reading houses are also not yet able to give positive influence the community, so some reading parks in certain regions are not maintained professionally. It is this potential that is explored by *Taman Baca Innovator*, an educational foundation or Non-Governmental Organization (NGO) engaged in the literacy world to make a social change in remote areas that have difficult access in Indonesia. *Taman Baca Innovator* (TBI) was established in

2015 and has a mission to improve the reading interest of approximately 4,000 children in 2018. This research will emphasize on how are the communication strategies undertaken by TBI to influence people around the reading houses to continue reading in term of innovative diffusion theory?

LITERATURE REVIEW

Discussing the reading interest, some researchers found a number of strategies to improve the reading interest for the people living in remote areas particularly. A research (Fulmer, 2012) on the reading interest change for high school students found that the reading interest in children has a strong relationship with the fluency of reading. Children have low motivation to read because they are still less fluent in reading. Another interesting study comes from Kikas (2015). Kikas examined how the role of teachers and classroom teaching techniques to improve the students' reading interest in the classroom. As a result, of the 552 students as the samples, they felt interested in the teaching and involvement of teachers individually in order to assist them in reading process. The separation of learning interest from grade 1 to 6 also makes the children feel comfortable to read in the classroom.

Moreover, reading interest is also positively related to self-concept. A person who has a high reading interest since first attending school will affect his reading motivation during four years of school, and vice versa (Walgermo, 2018: 97). Improving the reading interest of the community can also be done through the establishment of community reading house (TBM). The results showed TBM can be a means to foster the people's interest in reading. This is because the reading house is built closely to the community at the grassroots (Suwanto, 2017: 26).

Social Communication

According to Servaes, (2008:23) perspective of social communication is a process that involves metaphor as the structure of society. This definition explains that social communication is about how social relationships use interpersonal media and get an impact between them in a social context.

In a working paper, UNICEF explains that strategic communication, from the point of view of social communication, is evidence-based, results-oriented process, conducted in consultation with participant groups

intrinsically between one program and another using a local contextual approach to support the communication approach, which aims to stimulate positive and measurable behavior and social changes. The communication strategies for social changes have several approaches, i.e. setting agenda media, communication for role modeling, culturally-appropriate communication practices, and diffusion of innovation behavior change theory.

Diffusion of Innovation Theory (DIT)

This research uses diffusion and innovation approach to answer the question “how communication strategies conducted by *Taman Baca Inovator* to make social change in case of reading interest of Indonesian society. Based on a theory proposed by EM Roger, innovation is explained as an idea, action, or object considered new by someone. From the consumer’s point of view, the innovation process begins with a person exposed to the innovation and understands how an innovation works. Roger mentioned four stages in the innovation process; knowledge, persuasion, decision, implementation, and confirmation (Freneschinis, 2017). Roger explained there are four factors that influence the process of innovation decisions, namely social structure, system norms, opinion leaders, and agents of change. Roger emphasized the social process of a new idea communicated through multiple channels all the time. These channels are for the society in a social community.

This theory is widely applied in various fields, not only in communication. Hendrawathy Putri (2013) published a research on the diffusion of innovation in political marketing communication in Indonesia. The result is political communication is closely related with political participants. “The adoption of a new idea (innovation in politics) is influenced by participants of communication and communication channels” (Hendrawathy Putri, 2013: 72).

DIT have five main characteristics (Ferro, 2013:97) :

1. Relative advantage of adopting the new behavior. Relative advantage is the degree to which an innovation is perceived as better than idea.
2. Compatibility of new behavior in relation to people’s norm. Compatibility is the degree to which innovation can be perceived as being consistent with the existing values, past experiences, and needs of potential adopters.

3. Complexity of adopting behavior. Complexity is the degree to which an innovation is perceived as difficult to understand, implement and use.
4. Trial ability is the degree to which an innovation may be experimented with on a limited scale before adopting it on a sustainable basis.
5. Observability is the degree to which the results of an innovation are visible to others.

Diffusion of innovation occurs within the social system. The social system is a set of interconnected units incorporated in one joint problem-solving attempt to achieve the goal (Hendrawathy Putri, 2013: 67). In a study conducted by Zhang (2015) on e-health, Roger also divided individuals from a social system into five groups based on their behavior on innovation developed, i.e. innovators, early adopters, earlier majority, later majority, and laggards (Zhang 2015: 4). Early adopter is a visionary who acts as an opinion leader, trend setter, and role model in his/her environment. Early adopter, in the case of innovation, is the one who has tried the innovation first. Early majority is the person who accepts and applies innovation when the process is in progress. Early majority or pragmatics can also be said as an opinion leader who will affect the people around him. Late majority are conservative people where community groups are easily affected by repellents and those who are still embarrassed to use technology. They are a very sensitive group with expenditure or economics. Laggards are a group that withdraws from opinion leaders, reject innovation, and maintain the status quo (Kaminski, 2011: 3)

RESEARCH METHOD

This study uses a qualitative method. Qualitative aims to describe and explain all aspects related to the research targets (Sutopo, 2006: 179). Qualitative research is systemic, transactional or subjectivist, analytical but not rigid as the quantitative one (Sucahya et al, 2017: 68). The case study design used is a single case study. This design is directed to the targets with a single characteristic or target, on both object and location (Sutopo, 2006: 140).

The primary data are obtained from in-depth interviews with Yessi Chandra (Chairman of the Foundation of *Taman Baca Inovator/TBI*),

Fajri Alfalah (TBI Monitoring Program), Ratna (TBI Bogor Staff), Alfian (TBI Muara Medak staff, Bayung Lencir, Musi Banyuasin), Ersandi (TBI Staff Talang Lugur Lubai Ulu, Muara Enim), and Andri Antomi (TBI Talang Tebat Rawas, Rambang, Muara Enim) and field monitoring. Meanwhile, the secondary data are taken from literature review, by studying the literature related to the problem. This research uses purposive sampling technique.

RESULT AND DISCUSSION

Taman Baca Inovator

The main program of TBI is to provide access and quality reading books for children in unreached areas in Indonesia. In addition to providing textbooks, TBI also creates innovative programs in those regions along with the communities of books and literacy lovers to encourage reading interest into a sustainable culture. In its journey, TBI has successfully established 23 reading centers spread along the territory of Indonesia, such as North Tapanuli (1), Muara Enim (2), Musi Banyuasin (4), Tangerang (1), Bogor (3), Bekasi (2), Bandung (3), Jember (1), Sangihe (1), Southeast Maluku (4), and Ketapang (1). TBI routinely sends quality children books to 23 reading houses every month. Approximately 300 titles of books are delivered each month within last three years.

Before deciding to establish TBI in a region, TBI considers several factors used to assess the area, including 1) difficulty of the area to access the textbooks, 2) presence of local leaders or local mobilisers who strongly concern about the education in the area, 3) short distance from school, so the program can be synergized with the school, 4) involvement of local or village government, and 5) number of children around the area.

The focus of TBI activities was initially not on the local community, but the main target was the children around the reading house location. One innovation of TBI is English course conducted once a week by TBI staffs in the region. In addition, TBI staffs who are also local mobilisers also make the rules before the course starts; the children are required to read any book for 10-15 minutes. Meanwhile, TBI also creates other activities such as competitions to involve the community and local government. "One TBI has ever held a storytelling competition for local mothers," said Yesi.

Relative Advantages

Taman Baca Inovator brings the latest innovations in the world of literacy. The goal of TBI is to improve the quality of education through quality readings. This has led to TBI concerning the delivery of quality books to the children in many remote areas. In addition to the delivery of quality books, TBI also develops a library community by presenting some programs such as learning to play and other soft skill activities. TBI provides books and assistance in the region for 3 years.

TBI selects local people who are considered to be aware of the importance of literacy, or as local mobilisers to become TBI regional staffs to be responsible for all activities conducted. TBI does not build a library building, but it uses public facilities in the village or citizens' homes. It aims to make the impact of sustainability after 3 years run. The community will be able to manage their own reading houses, and the books TBI send will belong to the local people. TBI also provides scholarships to outstanding local children.

From interviews with some TBI staffs in the regions, they claimed to be very helpful with TBI in their village. *"Before TBI comes, there were only school textbooks or old books. Now, at least children have more sources of information, like encyclopedia, history, fairy tales, picture stories, and so on,"* (Arfani, TBI Bayung Lencir staff). *"We once got confused, how the children could get access to quality books, because the distance to the village to our village is about 14 kilometers, and the children almost never got out of the village let unless for emergency matters,"* (Andri Antomi, TBI staff in Talang Tebat Rawas, Rambang, Muara Enim). Similar responses also come from TBI Bogor staff. *"The TBI was established in our village in October 2015, and got warm welcome from the community. Currently, TBI as a center for information for the community is not only for children, because there many kinds books available to be read"* (Ratna, TBI Bogor).

Compatibility

The acceptance of TBI by the remote communities is also not easy. TBI must make an initial assessment before entering a region. An important point is the characteristics of prospective citizens. TBI program focuses on literacy assistance for 3 years, thus it is required a good motivator who is able to transmit the literacy virus to the community in his residence. He will be trained to build his capacity to be transmitted to the community through the programs of TBI.

One informant said that TBI successfully attracted children's attention. *"The children no longer play in the river or spend their time on unusefull activities. We just expected this very long ago, but have not found the container yet. TBI becomes one of the containers for them to develop themselves through reading and playing activities,"* said Arfani. Another informant said TBI's innovation is a support system for delayed programs. *"We also conduct library safari, considering the need to read is not only from our Talang region, but other Talang regions around us which are also very difficult to reach. I invite the children to visit their Talang while carrying some books,"* (Ersandi, TBI Talang Lugur, Lubai Ulu, Muara Enim). Andri also mentioned the similar thing, saying that the system brought by TBI is like a dream come true. *"Actually we've been dreaming of having many quality books for the children of Talang, a crowded reading house with a joke of their laughter. It was there, with a lot of help from volunteers, but it stood when they left. "*

Complexity

TBI wants to train local staffs to become librarians who can manage TBI independently in the future. This objective is supported by monitoring done by central TBI for the development of TBI in the regions. Monitoring is conducted monthly through the reports written by regional staff. The reports consist of the number of TBI visitors, weekly activities or programs being run, and photos of activities to be uploaded in social media or in WhatsApp groups. Sometimes the monitoring team also visits TBI directly to monitor whether TBI is still crowded or not. If TBI is declared no visitors or activities, the programs will be re-evaluated.

Some informants feel helpful with this system, but some feel difficult due to many limitations in the area. *"I learned a lot. I think it helps to tidy up the administration in TBI. Monitoring is also my motivation to do my best,"* Ratna said. Another informant says it is difficult at the beginning, but it can be finally done often. *"Every day, there are about 10 to 20 children visiting TBI. It was initially hard to report the number of visitors, the visitor data, and also the programs implemented. But, I have to do it for the sake of education and for the children,"* said Arfani. *"This regulation is difficult",* Andri said. *"When TBI came to our village in 2016, there was no electricity. So it was very difficult to compose a report. We had to go to another village to borrow a laptop, otherwise the*

weak signal level made us not active in social media or WhatsApp groups. We only did it occasionally when there were some important activities done in the village or sub-district area.”

Trialability

The TBI monitoring team makes an assessment for each TBI. This is related to trial period. In the early weeks of TBI in a region, the monitoring team will always monitor the visitors' progress through local TBI staffs. TBI also has a time limit to keep sending books to the area. Three years is enough to develop the potential of society and social change; from reluctant to read to love reading much. TBI also provides space for its staffs to evolve themselves through its programs. Each TBI will be given a budget for the programs and for staff rewards.

The informants agree that the innovations offered by TBI are well received. *“The children generally like new things. So do I, thus we all learn together,”* said Ersandi. The same thing also happened when the researcher conducted field observations in TBI Talang Tebat Rawas, Muara Enim. For one month, TBI at the school library was always crowded by the children. Because the library room was only 2 x 5 meters, it made the staffs to arrange a schedule visit for each study group. *“It turns out that reading together makes students and teachers get along together,”* said Andri.

Observability

Collaboration is the main thing TBI does. The innovations offered by TBI are introduced through a number of collaborations, such as through cooperations with various parties in the procurement of books and scholarships, collaboration with literacy communities visiting TBI, or collaborations with stakeholders in the area. These are done well so that the innovations made by TBI can be monitored from any media. TBI is also very active in social media and often conducts literacy campaigns which are then covered in both electronic and mass media.

The informant said that TBI became a pilot reading house in his village. *“It has ever been the host of the reading house contest, and finally it became a pilot reading house in the sub-district. The kindergarten children sometimes also do learning activities there,”* said Ersandi. During the celebration of the holidays, TBI becomes the center of many children's contests.

The results of the study illustrate that the innovations offered by TBI in some areas are well received by the local communities. Although there are several TBI systems that are still difficult to perceive, but the communities are apparently more affected by the existence of TBI. Media communications used by TBI to change the behavior of target communities are emphasized on interpersonal affairs which involves the role of local actors who are appointed as the TBI staffs. Social change is closely related to social systems and norms that develop inside the community. TBI enters through a stakeholder perceived as an opinion leader. As in Bogor, TBI firstly established interpersonal communication with one of the residents in Ciadeg village, and the resident was a founder of reading house community in the village.

Seeing the successful stakeholder establishing a reading house community in his village, it means he has evidence as an opinion leader. After exposing the TBI innovation, the residents invited other residents and other stakeholders to jointly agree on this innovation. In contrast to what happened in Bayung Lencir, Arfani was a highly respected educator of the community. His concern for education made him give some parts of his house to be a TBI.

The opinion leader will be assisted by agent of change, usually head of village or local government like head of *RT* or *RW* to support this innovation. From the data taken from the informants, the average number of children in the village is between 50 and 70, with average number of visitors between 10 to 20 people per day. The number will increase if TBI holds an interesting program on holidays.

The shortcoming of this study is on quantitative sources. This cause the performed data have not been able to measure the conditions of all existing TBI. Besides, no TBI has survived for three years, so the expected social changes have not been significantly shown when there is no longer monitoring from central TBI.

CONCLUSION

From the results of the research, it can be concluded that the main TBI's social communication strategy to improve reading interest in remote areas is by bringing innovation that gives benefits to the communities, such as available public spaces in or owned by the residents as libraries, providing quality books, games and learning aids, making interesting programs, and providing scholarships.

In addition, TBI also uses social communication strategies through opinion leaders taken from TBI staffs who act also as the stakeholders in the village. It makes TBI easier to attract other people. TBI also provides incentives for TBI programs and staffs as well as literacy trainings for those who make other staffs and other community members become self-reliant at the end of TBI's programs. The government involvement and literacy volunteers are also deployed as agents of change help the opinion leaders to invite the people to read in TBI.

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Empathic Communications Towards Hearing Impaired Students in Building Nonverbal Interactions

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ABSTRACT

This study aims to determine the empathic behaviour of teacher while educating students with hearing impairment. This research was conducted using qualitative approach with descriptive method. The focuses of this research are facial expressions, gestures, eye contacts, postures, touches and caress shown by both the teachers and the hearing impaired students. Subjects in this study are two teachers for hearing impaired students of SLBN (State Owned Institution for Children with Special Needs) Parigi. Data collecting methods utilized are by making observations and in-depth interviews. The result of research, related to nonverbal communication of teachers in empathically interact with hearing impaired students during teaching and learning process, is seen that teachers use nonverbal communication to show empathy to student with hearing impairment. Empathy can be communicated nonverbally through: first, active engagement through appropriate facial expressions and gestures; second, concentration includes eye contact and attentive posture; third, appropriate touch and caress. Through nonverbal empathic behaviour such as facial expressions, students' emotions are able to be shown, for example students who feel sad can show their sadness in their facial expression, thus the teachers can also convey sense of sadness by facial expressions. Eye contact is very influential in the communication process between teachers and students. By looking at the eyes of the students, messages can be well delivered. Touch and caress provided by the teachers to students also show their care for students with hearing impairment. Nonverbal communication takes precedence over the teaching and learning process of hearing impaired students, because nonverbal communication makes it easier for the hearing impaired students to understand what the teacher is explaining.

Keywords: Nonverbal Communication; Empathy; Hearing impaired Students

INTRODUCTION

All of God's creation in the world is good. All equipped with their respective attribute. But all creation has its advantages and disadvantages. Especially the most noble creation of man. Not all humans have perfection in terms of the five senses but it does not become a human reason for not being able to interact and communicate with other humans. All human beings can communicate even though not all the five senses can function properly. Communication and humans cannot be separated. As long as the person breathes then that's where he will communicate, both with himself and with others. As a social being, humans need other human beings to achieve something that is desirable, for example a student needs a teacher to gain knowledge and knowledge as stock to get to the future.

Through communication people can express themselves, express their intentions and desires. Humans cannot develop without communication. Another benefit that can be gained in using communication is that we can join ourselves in the community. Joining ourselves with others aims to keep us from being isolated which also keeps people away from our lives. Isolated means we are alienated. Accepting ourselves in the community environment basically because of our ability to communicate the skills in packing messages either verbal or nonverbal.

Effendy (2007:13) states that, communication is the process of delivering thoughts or feelings by someone to others by using symbols that are meaningful for both parties, in certain situations to change the attitude or behavior of a person or a number of people so there is an effect certain expected. The communication we do every day sometimes finds obstacles in the process of delivering messages, sending messages, to the understanding of the message conveyed by the other person. Interpersonal communication and nonverbal communication are generally used by teachers to approach personally with students who are less capable to communicate such as a hearing impaired person. Hearing impaired people are those who suffer from hearing impairment, so that their hearing ability is very low even cannot even hear what is discussed or what is conveyed to them. In addition, they generally have difficulty communicating verbally with others, so that the communication process done by the hearing impaired is difficult to understand. Hearing impaired communication activities are more to signs and symbols used to expose or express all emotions they

experience. To facilitate the communication process, one way to do is to learn the nonverbal language that is taught in the Institution for Children with Special Needs (SLB).

Hearing impaired is one type of disability that sometimes is seen as an obstacle in various aspects of life. Ranging from the issue of education to the problem of independence and creativity also are often alienated. Education for hearing impaired children does require specificity, but it does not mean that they are not being able to follow education. At this time, the attention of the government towards children with special needs in the field of education has quite good developed. Nonverbal communication is a communication that uses symbols, body language or signs that are considered capable of representing the contents of the message you want conveyed. This is what the hearing impaired students experience. With his inability to hear, then it leads to the lack of a language they can understand or know, in other words poor language. This causes them to use symbols as a medium for communication. State Owned Institution for Children with Special Needs (Extraordinary School) of Parigi is a school that educates children with special needs in which one of them is the children with hearing impairment. Communicating with the hearing impaired students is not enough to use only verbal or nonverbal language with symbols. However, a personal approach (interpersonal) face to face is also expected to deliver the message effectively.

The phenomenon seen in State Owned Institution for Children with Special Needs of Parigi is a sense of empathy for the teacher, who said that to be a teacher at Parigi State Extraordinary School is not easy. Over time the growing population is also increasing the successor of this nation. Children with different needs are born. There are normal needs, and some are with special needs. Nevertheless, they still share the same rights, namely the right to get a decent education to support their survival. Teaching hearing impaired students is not as easy as teaching students in general. Therefore, special handlers should be needed to assist the development of hearing impaired children. But not all teachers can accept the existing state of the student. It requires empathy for teachers or hearing impaired students. Because not all teachers can understand the situation of student circumstances. So teachers need to have a sense of empathy and not just doing teaching activities to teach, but also help students to be more developed in accordance with

its ability. Empathy is not merely pity, but rather how educators should act with what has been seen and felt.

The mental condition of students who are so diverse, requires a lot of attention. There will be communication constraints in the instructional system encountered. Thus the ability of teachers in communicating with their students play a very important role. Known when making observations that the development of student education is a little late. Therefore, the researcher wanted to do this research, to know how empathy attitude in interpersonal communication that exist between teacher of Parigi State Extraordinary School and hearing impaired student. To be able to make the hearing impaired students become independent students and can do what others do, the teacher does not just teach and give the lesson material in school, but the importance of empathy attitude which is indicated by the form of behavior to be able to achieve the teacher's goal in educating the hearing impaired student. In addition, empathy will also provide a comfortable impression for hearing impaired students to study in school.

RESEARCH METHOD

This research use qualitative-descriptive approach. This aims are to provide a systematic, accurate and can be explained rationally about the data that have been obtained by researchers related to the model of teacher communication in educating students with hearing impairment. This research was conducted at Parigi State Extraordinary School which is the first Special School in Parigi Moutong area. The place of study is the first grade of junior high school devoted to students with hearing impairment.

The analysis used in this research is qualitative data analysis. Data analysis was performed at the time of the research, and after completion of data collection. As Miles and Huberman (Sugiyono, 2013: 246) point out that activities in qualitative data analysis are conducted interactively and continuously to complete, so that the data is saturated. Activity in data analysis, i.e. data reduction, data presentation, and conclusion drawing / verification.

The data reduction phase in this study aims to summarize the records of interviews, documentation data, the researcher selects and focuses attention to simplification and transformation of the rough data obtained. In the presentation of data is done by presenting the data

of interviews and observations in the form of narrative descriptions, description of information arranged to draw conclusions and taking action and in the withdrawal of conclusions and verification, researchers trying to draw conclusions and verify by looking for meaning every problem obtained in the field.

Empathic Communication

According to Effendy (2011:9), to achieve successful communication, individuals involved in communication, for example dialogue, must be able to understand the meaning of things communicated, such as speech, regardless of the language used. Teachers are a profession that is required to be able to help learners to achieve their goals. A teacher is said to be professional when it meets four competencies, namely pedagogical competence, personality competence, professional competence, and social competence. Social competence consists of three stages: 1. the ability to understand the perspective of others; 2. The skills of responding, whether in the form of verbal and nonverbal communication by prioritizing the perspective of others recognizing a situation or more commonly known as empathy; 3. Skills to overcome the problems that arise from the diversity. In this case, the ability of empathy is also involved in the teacher's task while educating the hearing impaired students.

The formation of self-concept can occur within a social group if there is an empathetic attitude between fellow group members (Lawalo, 2016). Tiyanda (2016) in her journal explained that empathy is the ability of the teacher to know what is being experienced by his students at a certain time, from the perspective of his students, through the eyes of his students. An effective interpersonal relationship is a relationship where there is a supportive attitude. The results of his research indicate that teachers and students can show supportive attitude by being descriptive rather than evaluative, spontaneous rather than strategic, and professionals are not very sure.

Hearing impaired student teachers should be more sensitive and more familiar with and understand the character of each student with hearing impairment because hearing impaired students are not equal to regular students in general, they need more attention, thus teachers need to be able to understand the character and even the needs of students. Empathy is strongly influenced by the teacher's personal capacity. There

are teachers who have low empathetic capacity, high empathy skills possessed by hearing impaired student teachers to understand what the hearing impaired students think and feel.

Siswati & Sudilah (2016: 105-115) found that teachers with empathetic communication skills will be able to encourage their students to be more active in learning and assigning tasks to students according to individual students' ability and differences in developing their potential. Thus, empathy is an important element of communication especially in the context of the limitations of people involved in a communication activity. According to Masturi (2010: 14-31), empathic communication is the basic mode of communication, especially for adults. Empathic communication is effective when it is based on the awareness for understanding, care and attention between the communicator and communicant. There are some principles that should be applied, such as entire, morals, trying to understand, belief, eye contact, smile, and understanding. The process of empathy is formed from the process of antecedents, a high ability of empathy, one of which is influenced by the intellectual capacity to understand what others think and feel is also influenced by previous individual learning history including socialization of the values associated with empathy. Then towards interpersonal outcomes have an impact on the relationship between teachers and students, one form is the emergence of helpful behaviour. Teachers provide help by educating students to be able to socialize in the community.

By subject analysis, it was found that, in educating students with hearing impairment, empathy is needed because hearing impaired children are in dire need of understanding and more treatment. Therefore, empathy is also needed in the process of educating students with hearing impairment. From observations and interviews that have been done, the nonverbal communication used by teachers in empathically interact with the hearing impaired student is very effective in conveying and motivating children with hearing impairment. By understanding the feelings, characters, and even the difficulties students show that the teacher has empathized with the students.

Azeharie & Khotimah (2015: 213-224) in his journal states that the primary pattern of communication that refers to the effectiveness of interpersonal communication between teachers and students is obtained through openness, empathy, supportive attitudes, positive attitudes

and equality that emphasize the emotional closeness factor built by teachers towards their students. As a result, students can understand the message that the teacher conveyed to him. Traditional empathic communication is understood from the word empathy. Empathy is the ability of a person to know what the other person experiences at a particular moment, from the perspective and perspective of others at a given moment, from the perspective and perspective of that other person. Thus, empathetic communication can be a means to establish mutual understanding between two parties (Rangkuti, 2017: 142).

Effectiveness indicators of interpersonal communication include empathy, supportive attitude, positive attitude, openness and equality (Wahyuni, 2017). In line with the statement, in a study conducted by Iyoq (2017: 39-50) regarding the type of complementary transactions revealed the existence of several factors that make interpersonal communication to be effective, such as; openness, empathy, supportive attitude, positive attitude, and equality. Although there are occasional cross transactions but it does not reduce the emotional closeness between parents, especially mothers and children. Meanwhile, according to Kent & Taylor (Kriyantono, 2017: 103) empathy can be realized if it meets three factors of empathetic communication character, namely supportiveness, communal orientation, and conformation.

Being a teacher is a noble profession, in which a teacher's job is to educate students to develop and achieve. A hearing impaired student educator has a special responsibility in dealing with hearing impaired students because hearing impaired students are not easily and understand the lessons quickly and materials provided. They also have special needs that only some people can provide. To become a hearing impaired student teacher, it is not necessarily just desire, but it takes a strong motivation and reason and in need of some special competence to be able to teach hearing impaired students well. One such competence is social competence such as the ability to understand the perspectives of others, the skills of responding, both in the form of verbal and nonverbal communication in interpersonal communication by prioritizing the perspective of others about a situation and putting themselves in the position of others. The ability to understand character, attitude, motivation, difficulty is needed in educating students with hearing impairment. Little John (Sari, 2017: 8) provides the definition of interpersonal communication as communication between individuals.

Hardjana (2007) says, interpersonal communication is a face-to-face interaction between two or several people, where the sender can directly convey the message and the recipient of the message can receive and can directly respond.

A study conducted by Kraus (2017) found that voice communication gave rise to a relatively higher degree of empathetic accuracy toward vision-only and multi-sense communications both when engaged in interaction and feeling emotions in the interactions recorded by strangers. Overall, the study questioned the main role of faces in emotional communication, and offered new insights to improve the accuracy of emotional recognition in social interactions. So this research seems to be able to answer the position or role of the face in emotion communication, that in addition to voice, facial expression also has an important role in the communication process, especially in dealing with students with hearing impairment.

Karimi, Dabaghi, & Tabatabaei (2012) explains that Communication is a means of sharing ideas, feelings, and attitudes. It is separated into two parts; verbal and nonverbal. Verbal communication uses language, while nonverbal communication is behaviors that can be perceived indirectly from physical language. Their results show that the use of nonverbal communication is more effectively used in the learning process rather than verbal communication. This shows that nonverbal communication is not less important with verbal communication. Affect display or facial communication is one of the most basic nonverbal communication groups that can show the emotions of hearing impaired students every day. Anger, sadness, fear, joy, passion, fatigue they show through their facial expressions and with facial expression also teachers able to show their sad and happy feelings towards the students. There are also nonverbal messages shown by teachers to the most visible students is the kinesics, which includes facial messages that use facial expressions to convey the happiness, fear, sadness of hearing impaired-mad. Leather (1976) concludes his facial studies that “the face communicates judgment with a happy and unhappy expression, which indicates whether the communicator of the object of his research is good or bad, interested or uninterested in others, communicates the intensity of engagement in situations”

Pieter (2017: 253) in his study explains that hearing impaired children have physical inherent abnormalities and will cause disruption

in the process of adjustment in the environment. Hearing impaired children often get anxiety because they face a diversity of environments in communication, and this condition makes children hearing impaired often experience conflicts, confusion and fears. Because hearing impaired children have limited listening and language, they tend to avoid activities with normal children. Their limitations of receiving auditory stimuli, language poverty, emotional inconsistency, and lack of intelligence make their behaviour seem strange and unusual to normal children.

Devito (1997: 59), in his book *Interpersonal Communication*, writes that empathy can be communicated through nonverbal communication, i.e. active involvement through facial expressions and appropriate gestures; centralized concentrations include eye contact, posture, physical strength; as well as touch and caress. The three things become the determinant of whether empathic communication is possible to happen. Because basically the ability of teachers in understanding the character, attitudes and difficulties of students is absolutely necessary in order to facilitate teachers in conveying lessons and educate students hearing impaired, so that students with hearing impairment can be more confident in their daily social environment.

Facial Expressions and Gestures

Among the various nonverbal clues, facial guidance is the most important in recognizing the feelings or stimulating persona. Nonverbal communication expert, Dale G. Leather (Sukendar, 2017: 48), explains that the face has long been a source of information in interpersonal communication. This is a very important tool in conveying meaning. In a few seconds facial expressions can move us to the top of the decision. When one examines the faces of our colleagues and friends for the subtle changes and nuances of meaning and they, in turn examine us.

In addition to what has been mentioned above, one form of nonverbal communication is Kinesics. Kinesics is the study of the technical name of body movement used in communication. Body Movement is a novel behaviour where communication occurs through the movement of a person's body or body parts. Body movements include: eye contact, facial expression posture gestures or body stature and touch (Rustan & Hakki, 2017: 91).

- a. Eye contact as a view or gaze consists of: face contact: eye contact or eye gaze, mutual gaze, one side gaze, gaze avoidance and gaze

omission Through eye contact we can convey a lot of meaning, it shows whether we pay attention to the person who talks with us or emotions such as anger, fear or sense of saying.

- b. Facial expression is the setting of the facial muscles to communicate in an emotional state or reaction to messages. There are three muscle groups that are moved to form the facial expressions of the forehead, forehead, eyes, eyelids and the base of the cheek nose, the mouth of other parts of the nose and chin. This facial expression is essential for interpersonal communication where people have found a system of online facial expression delivery.
- c. Motion or gesture is the movement of the hands, arms and fingers that use to explain or to assert a message
- d. Body posture is a movement of the body, often the posture serves to convey information about the presence of attention, taste, respect and power.

Rakhmat (2015) writes that the face can convey at least ten clusters of meaning: happiness, surprise, fear, anger, sadness, disgust, criticism, interest, amazement, and determination. Faces can communicate judgment with happy and unhappy expressions indicates whether the communicator views the object of his research as good or bad. Faces can also communicate interest or disinterest in others or the environment. The face is able to communicate the intensity of involvement in situations and the Face communicates the level of individual control over the statement itself.

The teacher explains that the hearing impaired students show all emotion through their facial expressions whether they are sad, happy or angry. By looking at the facial expressions of the hearing impaired children, the teacher becomes aware of the emotions that the student is experiencing. Just as when they are sad we can express our sadness through facial expressions, as well as when they are happy we can also convey our sense of coherence through facial expressions.

Concentration

Concentrations include eye contact, an attentive posture and physical closeness. The Gestural message shows the movement of limbs such as eyes and hands to communicate meaning. According to Galloway(Rakhmat, 2015), the gestural message utilized to encourage or limit, adapt or contradict, be responsive or unresponsive, convey

positive or negative feelings, pay attention or not pay attention, and approve or reject.

Generally, hearing impaired students communicate using sign language because of their limitations. They feel more appreciated if the other person can also communicate using sign language. But not all sign language students can be understood just by looking at gestures or gestures, so when communicating with children with hearing impairment, at least teachers make intense eye contact to understand the purpose of the students with special needs. As said by Mr. Sumadi:

“The students here, if they are invited to communicate, they feel happier if using sign language, well though sometimes not all teachers here understand about their sign language, at least they use the movement for example to send them into the classroom, teachers who do not understand sometimes just look at the eyes of students pointing toward the classroom door and they understood the teacher’s intentions. Indeed, if communication with children with hearing impairment we should focus to their eyes as well as if they are invited communication, their eyes will look”(interview 2nd January 2018)

The basic use of sign language there are three, namely expression, oral and hand gestures. With sign language we help people with hearing impaired in communicating. Because basically people with hearing impairment still experience difficulties in arranging word or putting word either in pronunciation, or in writing. The hearing-impaired communication skills are limited in conveying his thoughts, feelings, ideas, needs, and desires so that sign language as a nonverbal language becomes the most effective way to go. Hearing impaired students use special communication using gestures, lip motions, spelling of fingers, mimic or gesture, and exposure to hearing aids using aids or hearing aids.

Hearing impaired children’s communication is no different from others, which is an expressive and receptive form of communication. Expressive communication includes talking, gesturing, finger-writing, writing and mimicking. While receptive communications include reading utterances, reading cues, reading spelling fingers, reading mimic, and the use of residual hearing with aids. The communication is used with the code, i.e. verbal and nonverbal way. When communicating with hearing impaired students, teachers say that we should focus on their eyes because it can facilitate the delivery of messages we want to convey. Just as telling them to enter the classroom we can look them

in the eye and then point our hands toward the door so they will understand what we mean. Physical closeness also affects the process of empathy towards the hearing impaired students. Because when providing motivation teachers should be near students to give a touch or caress to students.

Appropriate Touch and Caress

Touch messages and smells, the touch-receiving device is the skin, capable of accepting and discerning the emotions that people convey through touch. Touch with a certain emotion can communicate: affection, fear, anger, joking and without attention. The smells, especially the fragrances have been used for centuries, as well as to convey messages marking their territory, identifying emotional states, imaging and attracting the opposite sex.

In an interview with the hearing impaired student teacher, the teacher explains that once the students get very sad because they feel strange among their normal friends until they confine themselves in the room, the teacher finds out why they grieve the teacher stroking the students' heads as a sense of caring towards students. Empathy in interpersonal communication can be demonstrated through nonverbal communication by showing active involvement through appropriate facial expressions and movements, concentrations including eye contact, posture, physical strength and proper touch and caress, empathy can also be seen and formed through two existing components i.e., cognitive components and affective components. With the cognitive component, empathy can form through understanding of others, understanding attitudes, behaviours, difficulties experienced by others. whereas the affective component of empathy can be shaped through the ability to harmonize the emotional experience in others, able to place the position of others in themselves. Taufik (2012), in his book describes that empathy can be formed from the cognitive component which is a component that raises an understanding of the feelings and conditions of others and affective components that refers to the ability to align emotional experiences in others.

Cognitive

The process leading to the empathy of a teacher begins with the cognitive knowledge of the teachers about the hearing impaired children, the knowledge of the hearing impaired child is about the characteristics

and the need for hearing impaired children. Hearing impaired student teacher teachers give statements in interviews that, teachers must be able to understand the attitudes and characters of student they teach to be easier and know how to convey what will be taught or that will be explained. Teachers can feel how being in a position that cannot hear and speak is miserable. The teacher also said that the hearing impaired students have a plain and honest attitude, thus making the teacher to be afraid of undesired incident outside the school environment.

Cognitive components are embodiments and multiple dimensions, such as a person's ability to explain a behaviour, the ability to remember the intellectual and verbal traces of others, and the ability to differentiate or harmonize the emotional state of himself with others. In addition, the basic concepts of cognitive components are a reference that the perceptual or cognitive component plays an important role in empathizing. Without adequate cognitive abilities, a person will always miss the understanding of the condition of others (incongruence). Because the social realities he captures do not fit the real reality.

Affective

The next process of empathy is the affective component which is the ability to sync emotional experiences in others. Hearing impaired student educators always try to understand the character, attitude, needs and difficulties of students with hearing impairment they often also feel even put themselves in the position of students who are known to have their students who get less attention at home, about the taste of life without hearing and talking all make teachers feel sorry for things that often happen to his students. Empathy as an affective aspect refers to the ability to harmonize emotional experiences in others. This aspect of empathy consists of sympathy, sensitivity, and sharing of suffering experienced by others such as feeling close to the difficulties of others imagined as if experienced by the self. Furthermore, he adds, affective empathy is a condition in which a person's emotional experience is the same as the emotional experience that is being felt by others, or the feeling of experiencing with others.

CONCLUSION

The results of this study indicate that the empathy attitude shown by teachers to students is very helpful in teaching and learning process of

teachers by understanding the character, attitudes and needs of student teachers to know what to do with students. Positioning themselves into a hearing impaired student point of view is also needed so that the teacher knows what the student needs. Nonverbal communication takes precedence over the teaching and learning process in the hearing impaired, nonverbal communication makes it easier for hearing impaired students to understand what the teacher is saying. Facial expressions, eye contact and caress are also shown by teachers and students to show empathy. The sad attitude shown by the students through the facial expression of the teacher gives a proper caress to persuade the students. Care and concern are needed for hearing impaired students for their development to become a better person

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The Effect of Teaching Method on Change Status Identity in Self SMAQu's Students in Bandung

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ABSTRACT

Teaching method is a way that contains standard procedures in carrying out educational activities, especially the presentation of subject matter to students. However, teaching methods do not directly relate to desired learning outcomes because the concept of teaching methods is broader than learning strategies despite the inherent strategy of teaching methods. The long-term goal in this study to find out how much influence the method of teaching teachers to changes in student identity status, especially for students in late adolescence who are in class XII. So that the specific targets through this research, through teaching methods by teachers will give effect to the achievement of a stable self identity where students in their late teens will have characteristics in personality such as aspirations in life, future goals and order in achieving life orientation. The research method used is quantitative method with questionnaire survey approach done on SMAQu teachers in Kabupaten Bandung which amounted to 40 people. So that researchers will focus on research subjects only to teachers. So the activity plan is done through the stages of preparation of the proposal, making the questionnaire, the distribution of questionnaires to the field, data processing and interpretation of data in the discussion tailored to the object of research conducted. In the final stages of this research is to make conclusions from the field results as well as providing theoretical advice in the field of communication and practical science for the intended school.

Keywords: Teaching Method, Teacher, Identity, Student

INTRODUCTION

Education through Law Number 20 Year 2003 on National Education System Chapter 1 Article 1 is a basic and planned effort to create an atmosphere of learning and learning process in order to actively develop its potential. Teachers in this case the teacher has

the main task of teaching as required by law and does not require age requirements. As long as the educator has a responsible psychological ability of education, even though he is young or younger than educated, he remains eligible to be recognized as an educator.

In the present era quite a lot of young achievers who have a mastery of material and methodology are convincing. They are even able to look mature rather than the relatively younger learners. Learning activities that give birth to the interaction of human elements is as a process in order to achieve learning objectives. In teaching and learning activities required a method of learning to convey material taught by teachers effectively and efficiently to facilitate achieve the learning objectives to be achieved.

Syah (2011, 20) said that teaching methods is a way that contains procedures to carry out educational activities, especially the presentation of material on the students. Tardif (Syah, 2011, 30) said “teaching method is a way that contains standard procedure to carry out educational activity, especially presentation activity of subject matter to student”. So, it can be understood that teaching methods or teaching methods are ways or tools used by teachers in the delivery of learning either in the form of knowledge, skills, or attitudes systematically so that learning objectives and teaching objectives can be achieved effectively and efficiently.

The implementation of teaching and learning process of literature in schools, especially in Senior High School (SMA) especially in SMAQu has the main goal is to instill the values of education and life in children, as well as to smooth the spirit of students and teachers to improve the quality of education. So the teacher is an important factor for the success of an education. However, there are still weaknesses in the process of teaching and learning in schools during the learning process takes place.

Based on the temporary observation at SMAQu, the main weaknesses most felt by students are that students have a bad attitude in following the learning activities in the classroom, have principles, hope and do whatever amid life full of mindsets that can offer ‘truth’ based on the will themselves. This is one of the causes of the crisis in self-identity. According to Erikson in Marcia (1980, 78) said that “identity crisis is the stage to make decisions on important issues related to the question of identity itself.” The identity crises experienced by adolescents are

running well but some are running poorly.

In the formation of identity, there are students who pass the phase quickly and some are slow and there is even a possibility of failure. So, it is not a taboo if teenagers who violate the norms and those that behave well in the school environment. Associated with the method of teaching teachers this will affect each other directly because the activities of students in doing the process of education more in school in daily life. The emergence of this problem causes students to be reluctant to work on the tasks that exist so as to result in the value of their learning achievement is low.

Various kinds of learning methods that can be done by teachers include consists of lecture method, discussion method, demonstration method, and lecture plus method. The variety and number of teaching methods from the most traditional to the most modern in fact many and almost can not be calculated with the fingers of the hand. In ancient times, educational efforts were conducted in informal places. The teaching methods used in these informal places only revolve around lectures and memorization. Sometimes in places where forward-thinking teachers, other methods such as question and answer and drill (repetitive practice) are also used to some extent.

However, in formal venues such as schools and madrasah, teachers have used recitation methods and cathetical methods in addition to lecture and memorization methods. So the four methods put forward by the author at the beginning of the paragraph is a method widely used from the first to the present at every level of formal education. Special method-plus is open where every professional and creative teacher can engineer a mixture of methods according to need. It is not contradictory or taboo in the world of education because it does not deviate from the psychological-diverted principles that have been legitimately recognized in the world of education.

While as a matter that has the impact of teaching methods undertaken by the teacher of teenagers identity status. In this case, adolescent students is a figure that is always interesting to be studied. Adolescence is a transitional period from childhood to adulthood, adolescence begins from 12-20 years of age, and in the 17-20 years of age these teenagers enter the final adolescent stage, this latter position is a transitional period that causes adolescents to become unstable, and

easily affected by both positive and negative issues. Sarwono (2005: 209) says that “Teenagers often experience a tendency to deviant behavior, and deviations of behavior that violates the rules and norms in the community is usually called juvenile delinquency.”

Identity formation is a key task to be accomplished during adolescence where a student with adolescent status will experience difficult times in which he attempts to formulate and develop a commitment (a value of loyalty) in relation to his or her ability to maintain loyalty vowed freely despite unwarranted contradictions inevitable among existing value systems.

James Marcia classifies students into four categories of identity status based on two considerations: whether they are experiencing an identity crisis or not and at what level they have a commitment to job selection, religion and political values and beliefs. The four categories are: identity diffusion, identity foreclosure, identity moratorium, and identity achievement.

The theory used as the basic framework of thinking in this study is the theory of humanistic learning (humanism). In the theory of humanism is more on the side of the development of human personality. This approach sees the incident of how to do positive things. This positive capability is called human potential and educators who are humanism typically focus their teaching on building positive abilities. This positive ability is related to the development of positive emotions in the affective domain. Emotion is a very strong characteristic that appears from educators of humanism. In the theory of humanistic learning, learning is a process that begins and is intended for the benefit of human humanizing. Where humanizing man here means having a goal to achieve self-actualization, self-understanding, and self-realization of people who learn optimally.

The approach of humanism in education emphasizes positive development. A human-focused approach to finding and discovering the abilities they possess and developing those abilities. This includes social interpersonal skills and methods for self-development aimed at enriching oneself, enjoying life as well as society. Positive self-building skills or ability becomes very important in education because of its relevance to academic success.

There is one important idea in the theory of humanism learning

that students should be able to direct themselves in teaching and learning activities, so that students know what they learn and know how much the student can understand it. And also students can know where, when, and how they will learn. Thus, the students are expected to benefit and use the results of learning for themselves. The flow of humanism views learning as a process that occurs within the individual that includes the existing part / domain that can include cognitive, affective, and psychomotor domains.

Based on research background, there are some problems that will dianalsis in this research, that is:

1. How much influence does the teacher's lecture method have on the change of student's high school identity status?
2. How big is the influence of teacher discussion method on the change of student identity status SMAQu?
3. How much influence did the teacher demonstration method have on the change of student identity status SMAQu?
4. How big is the influence of lecturer plus teacher method on the change of student identity status SMAQu?

LITERATURE REVIEW

Educational Communication

According to RI Law No. 20 Th 2003 about siddiknas, article 1 paragraph (1) that is education is a conscious and planned effort to create learning atmosphere and learning process so that learners actively develop their potential to have spiritual power of spiritual, self-control, personality, intelligence, noble character, and skills needed him, society, nation, and country. According to Frederick J. Mc Donald education is a process or activity directed to change human behavior or every response, change a person.

Educational communication is a process and communication activity designed specifically for the purpose of increasing the added value for the target, which in many ways is to increase the literacy in many areas of nuanced technology, communication, and information. Communication education in question is a communication that has penetrated or touch the world of education with all its aspects.

Educational communication will show the direction of the

social communication process on the reality of education. As the theoretical sociology of Peter L. Berger and Thomas Luckman in *Social Construction Of Reality* is said. The reality is constructed by meanings that are exchanged in individual-individu actions and interactions. In simple communication can be interpreted as communication that occurs in the atmosphere of education. Thus educational communication is the process of traveling a message or information that penetrated the field or events of education. Here communication is no longer free or neutral, but controlled and conditioned for educational purposes, the learning process is essentially a communication process, delivering messages from the introduction to the recipient.

Components of education are all things related to the education process nets if one component of education does not exist, then the education process will not be executed. The learning process is essentially a process of communication, delivery of messages from introductory recipients. Messages delivered in the form of content or teachings addressed into the symbols of communication, both verbal (words and writing) and non verbal. This process is called encoding. The interpretation of these communication symbols by students is called decoding.

Teaching Method

In order for the purpose of teaching to be achieved in accordance with that has been formulated by educators, it is necessary to know, learn some teaching methods, and practiced at the time of teaching. Some teaching methods (Desmita, 2008:67)

1. Preaching Method

Lecture method is a method of teaching by conveying information and oral knowledge to a number of students who generally follow passively. Muhibbin. The lecture method can be said to be the single most economical method of conveying information, and most effective in dealing with literature or referral scarcity corresponding to the reach of students' purchasing power and understanding.

Some of the disadvantages of lecturing methods are: make passive students, contains element of coercion to students, contains students' critical power, learners who are more responsive than visual visions will be a loss and learners who are more responsive auditifnya can receive more, it is difficult to control the extent to which learners learn, teaching activities become verbalism

(meaning of words), and if it's too long to be boring.

Some of the advantages of lecturing methods are: teachers easily master the class, teachers easily explain the large amount of lessons, can be followed by students in large numbers, easy to implement.

2. Discussion method

Discussion methods are teaching methods that are closely related to problem solving. This method is also commonly referred to as group discussion and socialized recitation.

Discussion methods applied in teaching and learning process to: encourage students to think critically, encourage students to express their opinions freely, encourage students to donate their thoughts to solve common problems, taking an alternative answer or some alternative answers to solve the problem based on careful consideration.

3. Demonstration Method

Demonstration method is a method of teaching by demonstrating goods, events, rules, and sequence of activities, either directly or through the use of teaching media relevant to the subject matter or the material being presented. Demonstration method is a method used to show a process or work of an object related to the subject matter. The pedagogical psychological benefits of demonstration methods are: student attention can be more centered, student learning process is more focused on the material being studied and experience and impression as a result of learning is more inherent in students.

4. Preaching Plus Method

Lecture plus method is a teaching method that uses more than one method, the method of lecturing join with other methods. In this case the author will describe three kinds of lecture method plus that is: Lecture method plus question and answer and assignment (CPTT). This method is a combined teaching method between lectures with question and answer and assignment, lecture method plus discussion and assignment (CPDT).

Identity Status

Self identity is the process of becoming a unique individual with an important role in life, an awareness of unity and personal continuity, and a relatively stable belief throughout the life span and is the organizing

of drives, abilities, beliefs, and experiences into a consistent image of self that includes the ability to choose and make decisions about work, sexual orientation, and philosophy of life.

When a person has acquired an identity, he or she will be aware of the characteristics of his personality, such as his ethnicity or dishonesty, aspirations, anticipated future goals, the feeling that he can and should govern his or her orientation. According to Erikson, self-identity means feelings can function as a person who stands alone but that is closely related to others. This means being a member of a group but at the same time having characteristics that are different from the group that is the specificity of the individual. The identity of a self sought by adolescents is an attempt to explain who he is, what his role in society. Is he a child or an adult? Will he later become a father? Is he capable of self-confidence even if his racial or religious or national background makes some people patronize him? Overall, will it work or will it fail? These questions are not so important in childhood, but are becoming more common and intense in adolescence. Not infrequently teenagers are doubtful of his own existence, so the achievement of self-identity is one of the important and fundamental tasks in adolescent life. The four identity states are (Yusuf, 2000: 56): **Identity Diffusion / Confusion** is the term used Marcia. for teenagers who have never experienced a crisis (have never explored meaningful alternatives) or made a commitment. According to Santrock it is said that identity diffusion / confusion is a setback in the perspective of time, initiative, and the ability to coordinate current behavior with a purpose in the future.

Teenagers with this status of teenagers who experience confusion about who he is and what he wants in life. In addition, they also exhibit characteristics such as, less powerful self-concept, exhibiting high levels of anxiety and internal strain, and can not predict the traits or personality traits they possess, **Identity Foreclosure** Is the term Marcia used for teenagers who have made a commitment, but have never experienced a crisis or exploited meaningful alternatives. Teenagers with this status accept parental choices without considering them first, **Identity Moratorium** is the term Marcia used for teenagers who are in crisis (being exploring alternatives), but have no commitment at all or have a commitment that is not very clear. Teenagers with a moratorium identity are often considered to be in crisis. This crisis is indicated by the abundance of exploring thoughts, awareness and intellectuals on the elements of identity and characterized by having behaviors that are

closely related to others, and **Identity Achievement** is a term Marcia uses for teenagers who have gone through or experienced a crisis (have explored meaningful alternatives) and have made a commitment. Teenagers with this status have a feeling of being stable because they have explored and found their identity.

Theory of Humanism

The theory of humanism is one of the theories contained in educational theories in educational disciplines. Before discussing more about the theory of humanism, it should be understood first about the theory of education itself. The theory of humanism itself is a concept of learning that is more on the side of the development of human personality (Sarwono,dkk, 2000:85). Focus on human potential to find and discover the abilities they possess and develop those abilities. Later the theory of humanism adopts many progressive principles and gets stimulants from existentialism, which include child-centeredness, unauthorized teacher roles, focusing on the subject of active engagement, and the cooperative and democratic facets of education. In essence the focus of the theory of humanism is one's behavior. In addition, the theory of humanistic learning is very concerned with the content learned from the learning process itself. This learning theory talks more about educational concepts to shape the aspired human and aims to humanize humanity itself and about the learning process in its most ideal form. In the sense of humanizing human beings is the behavior of each person is determined by the person himself and understand man to the environment and himself.

According to the figures of this flow the preparation and selection of subject matter must be in accordance with the feelings and attention of students. The main goal of educators is to help students develop themselves that helps individuals to know themselves as human beings as a whole and help develop their potential and skills. Humanistic scholars see two parts of the learning process: the process of obtaining new information and internalizing this information to individuals.

RESEARCH METHOD

The approach in this research is quantitative approach, because this research is presented with numbers. This is in accordance with the opinion that suggests quantitative research is a research approach that many claimed menguakan numbers, ranging from data collection,

interpretation of the data, and appearance of the results. Research variables in quantitative research can be divided into two kinds, namely:

- a. Independent variable (independent variable) Independent variables, is a variable that affects or causes the change or the emergence of dependent variable (bound). The independent variable (X) in this research is teaching method of teacher.
- b. Dependent variable (dependent variable) dependent variable, is the variable that influenced or which become due to the existence of independent variable. The dependent variable (Y) in this study is the student's identity status.

Population in this research is teacher of SMUQU Regency of Bandung in academic year 2017/2018 which amounts to 40 teachers. Teachers in this school have teachers with diverse backgrounds from various knowledge and education groups. Research subjects are based on several considerations, among others: Have the ability to collaborate, positive interdependence, interactive with others, communicate among others. personal responsibility and mutual respect. Is a teacher who has 10 years teaching experience. To measure teacher competence through certification that is owned by teacher certification. Have the ability in the latest developments about the student's personality.

RESULTS AND DISCUSSION

1. Based on preaching on the change of student identity status SMAQu.

Based on the results of variance analysis (ANOVA) with significant level $\alpha = 0,05$ then obtained $F_h = 4.12$, while $F_t = 4.01$. Thus $F_h > F_t = 4.12 > 4.01$ then H_0 is rejected. Thus the research hypothesis is states that teacher lecture method has a good influence on changing student's identity status.

2. Based on the discussion method on the change of student identity status SMAQu.

Based on the results of the analysis calculations variance (ANOVA) with a significant level with a significant level $\alpha = 0.05$ then obtained $F_h = 27.23$, while $F_t = 4.01$. Thus $F_h > F_t = 27.23 > 4.01$ then H_0 is rejected. So there is interaction between teachers to students using the method of discussion in the change of student identity status. That means that between the teacher's discussion method and the change of identity status have a mutually influential relationship. The existence of lecture

methods can not separate and independent independently, accurate selection of learning methods, significantly influence the change of identity status. Appropriate learning method for the material and psychological changes of the students themselves depending on which method of learning given to the learning process.

Based on the results of the study, then the learning method should be done by doing a preliminary test to find out change of student's self status. For student which has the development of good self-identity then theoretically or empiris will be more successful if done using the method discussions and lectures because of the deep learning process, students mutual can group and discuss to search solution according to given problem by the teacher. It allows students in individual or group to each other discuss and give opinion to students in one group or the other group. Students who have the development of high self-identity will be more active, creative and innovative in the learning process. By process, lecture methods and discussion methods are effective because students are expected to earn knowledge, experience in use that knowledge in democratic life, including practicing thinking and solving problem.

With a good identity change is also the method appropriate classroom learning is used by SMAQu teacher is the method learning discussions and lectures. The use of these two methods of learning can provide opportunities for students to discuss and work together in group to solve the problem given by the teacher. Other than that method even this learning can give students to express opinions, feedback and suggestions to members other groups and in the learning process students are more active and so the learning process is better and optimal.

CONCLUSION

Overall there is the effect of the results which is significant between methods learning lectures and discussions with changing identity status. The findings of this study show that learning by using methods of discussion and more good and effective in improving the change in student's identity status compared to the method learning demonstrations and lectures plus.

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Gofood as a Communication Media Food Order in Digital Era (Descriptive Study of GoFood User in Sleman Yogyakarta)

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ABSTRACT

Changes in patterns of community interaction began to be seen since smart phones are able to accommodate all the interests of the community. One of them is the emergence of applications Gofood capable of being a medium of communication between food vendors with consumers, without consumers have to go to the location of the sale. The Gofood app is able to provide a thorough communication of features, ranging from price, visual food and beverage, store name, even distance between food stalls to consumer locations can be tracked, inter-charge etc. Who wants to research the analysis here is, what is the background of today's digital era consumers use Gofood applications as a medium of communication and purchase of food and beverage transactions ?. The consumers or resource persons to be studied are as many as 10 people, taken by age, sex and profession, who live in Sleman Yogyakarta. Methods of data collection using qualitative descriptive method, this method allows researchers because it will get more in-depth data with deep interview techniques between one resource person with other sources.

Keywords: User, GoFood, Sleman DIY

INTRODUCTION

The positive growth of e-commerce in Indonesia makes changes in the pattern of public spending is increasingly shifting towards electronic or online shopping, online shopping or online transactions into a new culture in the era of smasrtphone, such as shopping clothes, bags, makeup and many more things that sometimes we do not think about before. Perhaps in the 20th century humans have not thought about how electromagnetic waves can be a visual transaction tool.

This change of shopping behavior pattern is also indicated by the increasing number of e-Commerce transactions. The annual report

released by We Are Social shows that the percentage of Indonesians who buy goods and services online within a month in 2017 reaches 41 percent of the total population, up 15 percent compared to 2016, which is only 26 percent. (<https://www.liputan6.com/tekno/read/3230715/5-prediksi-tren-e-commerce-di-indonesia-pada-2018>, aksestanggal 12 Juli 2018)

Go-Food is one of the successful App Store in Indonesia, under the auspices of Go-Jek online company engaged in the first ojek online transportation in Indonesia, successful on ojek online services, Go-Jek also provides future Go-Car which provides Online taxi service is not satisfied, there are other features provided by Go-Jek, from house cleaning services, salons, and many more, which services can be booked only through Go-Jek applications on Smart Phone.

The author would like to see one of the choices of services offered by Go-Jek Go-Food, Go-Food is a service provided by Go-Jek to serve customers who order food and drinks through their smart phone. The system offered by Go-Food is, Go-food works with several food outlets in the city, from street food, to large restaurants. The choice of food and the location of the place where the sale is listed on the smart phone screen ranging from visual food and beverages, prices, inter-charges, even open and close the store are all informed to customers visually Go-Food.

CEO of Gojek, NadiemMarkarim, spoke at length about the company's business. According to one of the fastest growing segments on Gojek's Go Food Go platform. He added the great desire of the Indonesian people in culinary affairs to boost the daily ordering of Go Food, even Go Food transactions currently exceeds the total of 4 major Food Delivery companies in India. (https://finance.detik.com/berita-ekonomi-bisnis/d-3701186/bos-gojek-pemesanan-makanan-online-di-ri-kalahkan-india?_ga=2.167222142.1512449335.1531462960-2040291893.1531297564, aksestanggal 12 Juli 2018)

Without mentioning the numbers he explained the number of Go Food ordering transactions is almost equivalent to the number of orders in China. Nadiem emphasizes this is not because Go Food is great but because of Indonesian consumers who like to eat, the amount of shopping food delivery transactions Go Food is almost the same as China. Whereas Indonesia's GDP is far behind. This becomes the conclusion that the potential of Go Food market is very big.

This is the main attraction for the writer, how not, the number of service users between Go-Food food in urban areas, offices, and student environment is high. Changes in food purchasing patterns began to occur in urban environments, where some of them ordered more food through Go-Food than coming directly to food vendors. The change of food buying behavior is what the authors want to highlight, what is the cause of the changing behavior of people so choose Go Food as an inter-food service, and what are the advantages of Go Food that causes them to believe and loyally use Go-Food services as services between meals.

LITERATURE REVIEW

E-commerce

According to Sutabri 2012 (in Andini Journal Volume 06: 2017) is the distribution, purchase, sale, marketing of goods and services through electronic systems such as internet or television, www, or other computer networks. E-commerce can involve the transfer of electronic funds, electronic data exchange, automated inventory systems, and automated data collection systems. So it can be said that E-commerce is a marketing of goods or services through information systems that utilize Internet technology.

Along with the changes in the economy and globalization, there has been a change in the behavior of shopping in the community. Changes in shopping behavior in the community is a logical consequence of the demands of life triggered by the development of communication and information technology. In the beginning the sale of goods is done conventionally, ie between the seller and the buyer meet directly to make a sale and purchase transactions. With the presence of Internet-based communication technology sales transactions can be done by online (Honest and Maya, 2010 in Andira Journal, 2015)

Interaction Pattern Changes Affect Transaction Patterns.

Sarwono and Prihartono (2012 in Widiyanto and Lestari 2015: 112) suggest that the technique that facilitates access and publication of information is to use social interaction through social media. Dissemination of information through social media in addition to mushrooming due to the high social ties of users, is also an effective new way of searching information. In disseminating this information,

the attractiveness of website design to be one of the reliable guides to encourage potential customers to visit existing accounts.

The attitude of online shopping is basically a person's response to the purchase transaction activity. This response may be beneficial or even detrimental. Keller (1993 in Widiyanto and Lestari 2015: 112). Further attitude toward online shopping will depend on the size of the benefits received while shopping online.

Meanwhile, Indonesia is a country that is experiencing a boom in internet users. If in 1998, internet users only recorded about 500 thousand only, beginning of the decade of the 21st century, there is a fairly high spike about 61 million internet users (Karimuddin, 2012) the number of internet users place Indonesia as the fourth largest country access the internet. This is what then triggered changes in the pattern of interaction of Indonesian society, which affect the pattern of spending of Indonesian society.

Ease of Transaction

In conducting transactions, prospective customers only make a little effort, not too complicated so as to facilitate the prospective consumer to make purchasing decisions through internet products. The convenience perceptions of such transactions can be simple ordering procedures, varied payment procedures, and easy to do, informative and fun purchasing process and fast and precise product delivery process. Davis (1989 in Widiyanto and Lestari 2015: 113)

Venkatesh and Davis (2000) and Pikkarainen, Karjaluoto, & Pahnla (2004) suggest that this is an important convenience factor in online shopping. It is this convenience that makes an important factor in online shopping. This convenience in addition to easy operationalization also related to reduced one's effort (both in terms of cost, time and effort) in conducting transactions. Convenience in onlien shopping will cause potential customers no trouble in shopping online.

Visual Designe Aplication

Not much different from shopping offline, marketing communications should also be displayed in a straightforward and interesting way to persuade potential customers to be interested in buying the products offered. Kotler and Keller (2013 in Widiyanto and Lestari 2015: 112). That one form of marketing communication is an

ad that must have a distinctive charm that is able to make potential consumers interested in the products offered. For this purpose, the function of the advertisement is to be able to confirm the benefits of the product offered, to generate trust and appeal to potential customers. A design as one way to realize the attractiveness of advertising. It is said interesting if the content and looks able to attract the target market is able to attract the interest of the clickers in the account.

Online Application Reputation.

In the context of online transactions, a good reputation can be made by responding quickly and friendly, delivery of goods on time, delivery of goods according to order, and ease of access (Adi 2013). Good service will reduce the prospective customer's concern about online transactions. The existence of consumer dissatisfaction when transact online will spread in social media. Word pg mouth negative will increasingly appear. If there is a reputation of products or companies that conduct online transactions will quickly slump. A negative reputation ultimately affects the prospective customer for an online shopping transaction (Wiliams, 2012) and Xu and Yadav (2003) and Kim and Ahn (2017) claim that reputation in addition to influencing one's attitude in online shopping also in turn affects online purchasing decisions

ANALYSIS METHOD

The researcher uses quantitative data analysis because the researcher uses the inductive way of thinking, that is the way of thinking that departs from the special things (empirical facts) to the general things (the level of concept). Qualitative data can be words, sentences or narratives, either from in-depth interviews, documents, or observations. (Kriyanto, 2006: 194)

RESULT AND DISCUSSION

Go Food is one of the interesting phenomena to discuss, how not, now, buying and choosing food through smart phones is a common thing to do. The emergence of smart phones and internet services that changed the lifestyle of urban communities in making purchases, if before the flood of greatness smart phone urban and rural communities still use conventional way when they want to shop food and clothing, the presence of smart phone encourages the technocrats create visual

applications, which able to change the conventional way had become a more practical way, in terms of time, energy and even cost.

Who used to think of eating food can only see visual images, then we klick visal food, then food a few minutes later present in front of us, this is only in the human imagination that is present in the fiction movie, but now in the 21st century it really happened. Researchers have successfully interviewed several users of Go Food's food service applications to find out more, what is their background using Go Food as a food delivery service. Successful resource persons obtained as many as 8 people, data collection using the in-depth interview stage, as for the answer or the reason of the informant who successfully summarized by researchers as follows:

Start Using Go Food as Food Order.

Of the 8 resource persons interviewed by researchers, most of them started using Go Food as a Food order service in 2017, but there are some people who already use Go Food in 2016, according to the resource person, Nikmah age 29 is one of the employees private in Sleman Yogyakarta, he used to travel to Jakarta, where Go Food users are quite high, due to the demands of work that require him more in the office, other than the streets of Jakarta make himself and many other colleagues more use Go Food when eating afternoon, that's why Nikmah used Go Food since 2016. While other sources, which incidentally work in Sleman DIY from the past, almost all of them claimed to use Go Food since 2017 and there are some who just started using Go Food in 2018.

Reasons Using Go Food

90% of the sources said that they use Go Food because of the efficiency of time, because the distance is far, lazy out, practical, the rest reply jammed, busy with work in the office, sick condition, tired, not to be confused select food, and last recognition from one of the speakers namely, when moments Lebaran many stalls are still closed so that he uses the alternative Go Food to facilitate obtain food.

Lifestyle

The data that researchers get in the field, almost 90% of Go Food users are also affected by the environment, ie when one of his colleagues, choose to order food through the Go Food the other also affected to order, the simple reason is to save on postage.

For information, Go Food enforces postage as a payment for the purchase and delivery of food by the driver, the further distance the place where the sale of food, the more expensive the price of Go Food services, this is what encourages some Go Food users often participate “nebeng” when the menu the food ordered the same as his wish. On the other hand, the reason for the use of Go Food in the work environment is also done, one of the speakers explained, had used the service Go Food when going to order food for office meetings.

Go Pay can be a magic for customer

Go Pay is an electronic payment system provided by Go Gojek as a means of payment for those who have filled the balance in Go Jek, not to mention Go Food can be paid by Go Pay system, in addition to cheaper than pay cash, Go Pay also provides ease of transaction for the user Go Food.

The balance that settles in Go Pay, it turns out to be a magnet for the Go Food application users, the results of interviews that I get 5 out of 8 people ordering food through Go Food affected because there is still a balance in their Go Pay, so it is that which affects them to buy food through Go Food. In addition, paying by Go Pay sequencing the recognition of 5 speakers, bringing its own advantages, in addition to later be vocer free transactions or free pieces, can also obtain tokens, which can be played and exchanged with attractive prizes provided by Go Food companies.

Affected Food Discounts and Vouchers on Go Food Applications.

Some informants acknowledge that ordering food through Go Food is also affected by vouchers and discounts on Go Food applications, prompting them to order food through Go Food, but others say they are not affected by both discount vouchers and discounts on apps, and more again exposed not so concerned with the vouchers and the like on the Go Food application.

When Out of Town.

The high mobility of society today brings its own advantages, not only to Go Jek, but also to Go Food, how not, some informants acknowledge that many of them choose to order food through Go Food when they are out of town, do not know the location of good food in the area, and they do not have a vehicle to find food

Go Food visualization is the main attraction.

Have you ever heard, that humans judge something based from the senses of the eye? Then just make it good or not, that's what Go Jek companies use on Go Food, if you open Go Jek app and then choose Go Food, then you will be served various kinds of food visualization picture, along with price, restaurant name, and thing others as a supporter of information around the food.

Visualization of food on Go Food application, it can be a special attraction for those who ultimately decided to buy food through Go Food. The results of interviews I got 6 from Go Food users say that they are often affected by the visualization of food images in the application. Some answered, started from a habit to open the Go Food application, then later able to influence their interest to buy.

Go Food Reputation.

When researchers asked where they first learned of Go Food, they found it was a question of reply from advertising on social media, but once accompanied by answers, from friends, colleagues, relatives in the neighborhood, it meant that references from the nearest person became one of the strongest reasons most consumers believe the quality of service from Go Food.

Not a few of them, who explained that never disappointed with the drivers Go Food, because their orders wrong, but it was never disappointed because the GPS on the application is damaged, so the distance listed on the screen far, resulting in resource persons pay more for inter services. But the rest when asked if they still want to use Go Food services, their average answers show a positive thing, meaning that human error in drivers and applications do not make them wary to use Go Food services.

CONCLUSION

From the overall data obtained above shows that, the people of Indonesia, especially in the Sleman Yogyakarta area also experienced a change in buying food, convenience and quality Go Food is able to bring changes in behavior patterns in society, people who are currently high mobility, the more facilitated by the emergence Go Food app. Conventional ways of buying food are not abandoned, but they are a new phenomenon in the 21st century.

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Communication Patterns in English on The Road Community

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ABSTRACT

English becomes an international language that seems to be mastered for all people include online drivers. English ability to help drivers to enhance their service especially for foreigners who visit Indonesia, besides this ability will help them to reach a better opportunity in the future. English on the road is a community that founded by a group of young people in order to make a change to the surroundings. As the name implies, this community invites all online driver to join the English class that held in every Saturday in The Ministry of Education and Culture's library located in Central Jakarta. Basic English material is taught by volunteer teachers such as self-introduction and simple grammars. Qualitative descriptive research is chosen to answer research purposes. The research aims to determine the interaction in the classroom during the English class even though they did not come from the same educational background.

Keywords: Communication, communication pattern, English class, online driver

INTRODUCTION

Since launched in 2015, online transportations seemed to be relied on by its users, especially citizens who live in Jakarta. Based on data released by comScore cited long liputan6.com as of December 2017 shown that users of this facility reached 9.7 to 9.6 million in a month. The operator of these providers continues to increase the number of innovations and improvements so it certainly invites more people to use their products.

As the capital city of Indonesia, Jakarta has a strong attraction to attract migration, business including foreigners to come. Unfortunately, Indonesian English ability is below average when compared to others Asia countries. Indonesia ranks 32nd out of 72 countries in the 2016 English First English Proficiency Index (EF EPI) based on research

conducted by the international education company English First (EF). With a score of 52.91, the study put Indonesia below Vietnam, which ranked 31st and fell under the Moderate Proficiency Band category. Among Asian countries, Singapore was named as the leading country in terms of English proficiency, followed by Malaysia and the Philippines, which were included in the top 15 (jakartapost.com).

The problem of English skills is not only experienced by workers or students, it also perceived by the online driver. For a driver who lives in Jakarta, the opportunity to serve foreign passengers are huge. But sometimes their lose its chance, whether rejected by foreigners because the driver can not speak English or avoid the order that comes from foreigners. The process of community empowerment is done by a group of people who are more empower or have more knowledge of the less powerful community. Novek (1999) said people who have higher levels of education are more concern to empower communities to achieve better social conditions.

The community is often used as an alternative to realize the social change. The community is a collection of people who care for each other more than they ought to be wherein the collection there is a close personal relationship between members of the community because of the similarity of interest or values. One of the communities that play a role in change is the English On The Road community. This one-year-old community focuses on learning English with online drivers from cross-operators. Through this free class, the author wants to know how the communication patterns that occur during the class, how they exchange messages and interact to learn English together even though they do not come from the same background.

LITERATURE REVIEW

Group communication is composed of a number of people who work together to achieve some common purpose. The number in the group, however, is not as important the implications of that number. For instance, as the number increases in a small group, there is less opportunity for individual contributions. In addition the more people the greater opportunity for a more personal relationship to develop. This may influence whether small groups stay focused on their goals and whether group members are satisfied with their experiences (Shaw, 1981).

People are influenced by the presence of others. For example, some small groups are very cohesive, having a high degree of togetherness

and a common bond. This cohesiveness may influence whether the group functions effectively and efficiently. The small group context affords individuals a chance to gain multiple perspectives on an issue.

Networking and role behavior are two important components of small group behavior. Networks are communication patterns through which information flows and networks in small groups answer the following question “*who speaks to whom and in what order?*” The patterns of interaction in a small group may vary significantly. For instance, in some groups, the leader may be included in all deliberations, whereas in other groups members may speak to one another without the leader.

Groups can be interpreted as a group of individuals who try to satisfy some personal needs through their togetherness. Johnson (2012) defines group communication as a message delivered by a member to one or more other members with the aim of influencing the behavior of the person receiving the message.

The nature of group communication, among others: groups communicate through face-to-face; groups have few participants; the group works under the direction of a leader; groups share common goals and objectives; group members have influence over each other (Grunig in Heriawan 2016).

Sendjaja (in Lubis 2013) said the function of group communication could be used for society, group and the member of that own group’s interest. Those functions are:

a) Social Relations

this function includes how the group shapes and maintains relationships among its members by performing casual and entertaining routine activities.

b) Education

this function includes how a group interacts to exchange knowledge. This function is determined by three factors, first the amount of information given by each member, the second the number of members in the group, the third how many interactions are done in that group

c) Persuasion

In this function, a member of the group will try to persuade the other group members to do or not to do something according to what they want

d) Problem Solving

this function makes the group strive to solve problems and make decisions. Groups are tasked with finding solutions to problems that their members can not solve

e) Therapy

this function helps the group achieve a change in the problems. This action is known as self-disclosure, where the member open up their problems so the others will help to solve it.

In the group, there needs to be a special communication pattern adjusted to the objectives, individual characteristics of the group. The pattern of communication as a pattern of relationship or interaction between two or more people in the process of sending and receiving the right way so that the message in question can be understood (Kusnanto and Syaifudin in Paramitha, 2013).

Patterns as channels used to forward messages from one person to another. The pattern of group communication is then interpreted as a way of channeling information to all members of the group and how to receive information from all parts of the group. The role of individuals in groups is determined by the relationship between one individual and another. This relationship is determined by the pattern of individual interaction relationships with information flow and communication networks (Heriawan in Prasetyo, 2017). There are three common forms of communication networks. These networks are:

- a) Chain Model, This communication flows according to the formal chain of command, both upward and downward.
- b) Wheel Model, All communication flows in and out to the group leader (hub) to others in the group.
- c) All Channel Model, Communication flows freely among all members of the work team (ruliana, 2017:2014)

RESEARCH METHOD

The research approach chosen in this research is the qualitative approach. Denzen and Lincoln (2011) in Creswell (2014: 59) state that a qualitative approach is an activity located that places its research in the world. Qualitative research consists of a series of material interpretation practices that make the world visible.

This type of research is descriptive. The reason the author use this type of research is to describe the communication patterns occurring within English On The Road community, a voluntary place to learn English for online drivers.

Data collection can be done in various settings of various sources and ways. The data source is divided into two primary sources and secondary sources. Primary sources are data sources that directly provide data to data collectors and secondary sources are sources that do not directly provide data to data collectors, such as through others or through documents. When viewed in terms of how data collection, then the technique of data collection can be done by observation, interviews, questionnaires and combined fourth (Sugiyono, 2017: 224-225).

The author uses observation and in-depth interviews in conducting this research. The observation chosen is passive participation observation, where the author comes to the research location and do observation without getting involved in the ongoing activity. Data analysis techniques used in this study using data analysis techniques Miles and Huberman. Miles and Huberman (1984) suggested that the activity in qualitative data analysis is done interactively and continuously to complete so that the data is saturated. Activities in data analysis ie data reduction, display data and conclusion drawing / verification.

RESULT AND DISCUSSION

English On The Road was found by Tania Widyastuti and Dwi Hartanti in 2017. This community was born out of concern for two young people teaching English for free. Focusing their activity to teach online drivers (ojek) English, their story began when Tami asked by her ojek to teach him English.

“At the first when I decided to begin this community, directly I was so happy. You can share your knowledge with those who in need. And for promotion, because we did not have our own social media account finally we asked help @dramaojol and @gojek24jam on Instagram to promote and invite them to join our class”. (Dwi Hartanti, July 17)

The first class of English On The Road began in December 2017 in Mataram Garden Jakarta. With their five students, this community faced an obstacle when the rain came during the class. It was hard to

find a shelter to continue class. Besides that, because of its open area, there were many noises that distracted their concentration.

“When the first class began in December 2017 that was in Taman Mataram. It was a rainy season and we tried to look for temporary places but it couldn’t be. Besides, we distracted by the voice in a public area” (Erik, July 17)

Although it is a voluntary project, now English On The Road already have 20 tutors. The class always held on Saturday in the library of The Ministry of Education in Sudirman. The volunteers come from a different profession, such as students, and workers. The material courses deliberately adjusted to driver work scope. Those are passengers pick up, food delivery, etc. Tami wants the driver can easier practice English when they working every day.

“Mostly, the course materials are tenses in every week. Not only theory, purposely we make something that related to their scope of work. Like the vocabulary, dialogue etc so they can easily practice it”. (Dwi Hartanti, July 17)

English on The Road divided their class into two kinds of levels, A1 and A2. A1 is for lower level and A2 is for the higher level. Before they get to the class, they have to do the test so it can make the teacher easier to give the course. The final exam is also will be held at the end of the learning period, so the teacher can evaluate their progress from March to August. These terms will filter their commitment when they started to join the class for the first time.

“It used to be a random student, so we could not see the progress of them. But now we make the placement test two times to divide the classification A1 and A2. We will also make the final exam, so they can be more serious to learn even it’s a free class.” (Tania Widyastuti, July 17)

Based on the field observation while attending the class, the student was eager to follow the lesson. The teacher purposely made an interactive class with games and conversation practice so they used to speak English. This way succeeded built good mood and happiness in the class.

“The way they taught us in the class was so fun!. It made us easier to understand the lesson” (Dilar, July 17)

The Function of Group Communication

a. Social Relations

Because of the interactions that generated in the learning activities result in good social relationships between to fellow drivers and driver and teacher relationship. They build a solid relationship without seeing the background. For example, help a member to come to the class and having dinner together.

b. Education

This community was found to educate online drivers to speak English well. So in every meeting, there always will be a lesson such as grammar, pronunciation, writing, etc. The student directly practices the lesson in the class together.

c. Persuasion

The persuasion that is given by the teacher such as a direction to how to build self-confidence while meeting the foreigners, how to treat customers, invites them to join the class in the next meeting, etc.

Communication Network Model

The results of research seen that communication network in English on the road is multi-channel communication model. The multi-channel is where the communication flows freely among all members of the work team. The information that delivers during the activity such as material evaluation, schedules, and new agreements. The decision isn't determined by the teacher but by mutual agreement.

CONCLUSION

English on the road community is a volunteer activity established by two young people in the hope that the people of Jakarta especially the online drivers are able to achieve a better future through English skill. The learning method in this class is not based on any special material, each teacher is given the freedom to give the material. Mostly material will be adjusted to their daily scope work such customers pick-up and food delivery service. The communication network model that describes the condition of this community is a multi-channel model. The multi-channel model allows all parts of the group to participate in the delivery of information.

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Socialization of Moral Values in The Family and Community Schools Among the Aboriginal Communities

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ABSTRACT

Socialization referred as a social learning process that lasts throughout life (life-long process), starting from birth until death. Socialization process can occurs in social institutions or groups in the society. The social institutions that play important roles are the family, peer groups, school, religious groups, youth groups, informal institutions and the mass media. Indigenous society is still perceived as a less developed and socio-economically backward compared to the main communities in Malaysia namely the Malays, Chinese and Indian. The purpose of this study is to analyze and explain the role of nuclear family in the socialization process of moral values in indigenous societies. Research methods used in this study are case study and indepth study. The samples are selected using the purposive sample (intentional) that consists of four heads of indigenous families, four teachers and two Form three indigenous students. The findings show that socialization, as part of education, takes place in the three essential components in the formation of one's personality which are the home or the family, school or formal educational institutions and the community. Values received from home into a new social structure is the formation of individual identity within a family unit, giving influence to the formation of a wider social structure.

Keywords: Socialization of moral values, Formation of identity and Social structure.

INTRODUCTION

Socialization referred as a process of social learning that lasts throughout life (life-long process) starting from birth to death. Socialization process occurs in social institutions or groups in society. Among the social institutions that play an important role is the family, peer groups, schools, religious groups, youth gatherings and the mass media. Aboriginal communities are still perceived as the less developed and underdeveloped communities compared to other communities

in Malaysia namely the Malay, Chinese and Indian. Historically the natives are divided into three large groups, namely: Negrito, Senoi and aboriginal Malays who migrated ahead of the Malays, Chinese and Indians (Carey in Mat Nor, 1996). Some 40% of the indigenous people living in the

Lowlands and coastal areas usually live in small groups consisting of 10 to 50 families only. While still practicing a sedentary life, now almost 90% of the indigenous people has lived in the village as other communities (Abdul Talib et al, 2003).

Socialization, as part of the education, takes place in three essential components on the formation of one's personality as a determinant of education: home or family component, school or institution of formal education, and society as a non-formal educational institutions. At home, a child or an individual in the family interacts with parents or surrogate parents and all other family members are indirectly obtain informal education.

The formal education such as formation-acustoming (habit formation), urban life style, religion, physical hygiene, discipline, diligence grow and develop in line with the practice in the family (Husin Kamarudin et al. 2004). The process of socialization is the process whereby individuals learn and accommodate and follow the customary way of life or culture that surrounds it. During the process, the individual learns habits, attitudes, values, ideas and behavior in the community where one lives and socializes with the environment that he is in. The term Aborigines refers to an early ethnic group that live in Malaysia and Orang Asli is the Malay term for the English word of Aborigines.

The meaning of the word leads to the notion of “backward”, “primitive” or “undeveloped”, or as referred to as Australian Aborigines in Australia. During the British rule, the natives were called by the term “Sakai” or slave in the Malay language or an ethnic or primitive group that lived in the wilderness and were backward and physically dirty. The word is not liked by the natives as the meaning refers them in a negative manner.

Research Aims and Objectives

The study of moral values and moral socialization in the family and school among the indigenous community in Tapah is to analyze

and explain the fundamental role of the family in the socialization process. Moral values in the family occur where an individual behaves as required by the community and within the multi-ethnic culture.

Problems Statement

Aboriginal communities are generally classified as “missing community” in terms of socio-economic development. They still adopt the traditional ways and means which they claim revealed by their ancestors, the culture which is alien in today’s modern world and is categorized as “a missing culture”. Attitude is something that can be learned and determine on how people interact or response on a situation. It is sought by a person in a life accompanied by positive and negative feelings.

Research Questions

This research is being conducted to answer these questions:

- How is the family’s role in socializing values in the family?
- What are the methods of teaching used in socializing moral values the family of native communities?
- How does the process family communication in accepting the moral values brought from outside?
- What are the challenges faced by families that could trigger internal conflict?
- What are the approach used by teachers to socialize moral values in school among the indigenous people?

RESEARCH METHOD

This study using a qualitative research method with in-depth case study. Areas of focus in this research is the role of the family, teaching in the family, the process of communication in the family, challenges faced by families and approaches used by teachers in the school in providing moral education to the students. The procedures taken on the course of this research are by using an open questionnaire and controlled observations and interviews. It also uses tape recorder and notebook monitoring for collecting data.

Population and Sample

The population is the aboriginal communities in Tapah and teachers at the school near at the indigenous settlement. The sample

is randomly selected from the population and intentionally selected for interview session. The details for the intentionally selected sample are consists of 4 (four) families from indigenous people and 4 (four) teachers and two (2) of Form 3 students.

The research criteria for the aboriginal family includes: one (1) head or leader of indigenous communities, three (3) families with children studying in primary and secondary schools and the criteria teacher includes 1 (one) teacher who teach religion and one (1) school disciplinary teacher 1 (one) moral education teacher and one (1) senior assistant teacher.

RESULT AND DISCUSSION

Data Analysis

The questionnaires are given to the respondents by the researchers himself and helped by other research assistants. Respondents are informed on the objectives of the questionnaire and agreed to give feedback or return the questionnaire to the researcher within one week, Further researches are done on direct interviews and observations accompanied by the recording of the environment and the data obtained are studied using in-depth analysis.

Parent Factor

Once a child is born, the human will experience four stages of change: infancy or childhood stage, adolescence stage, adulthood stage and old age stage. During childhood and adolescence stage, hormonal changes and upheavals will occur and become more pronounced. New things are to be discovered and studied on this group. The older adults, especially parents should take this opportunity to teach and impart knowledge at early age and to instill good values. A very difficult thing to do is to explain why it fits so well and otherwise avoid the bad things. Admittedly, it is a good if done well and many advantages can be gained as a result of doing well. Parents and teachers have an important role in the development of moral values and but the shaping of character is not an easy task.

School as Socialization Agent

The majority of respondents felt that from religion point of view, the roles and responsibilities of pursuit the knowledge and academic excellence is something that cannot be disembodied. As for the

respondents, God has a great position and focus on hope. Therefore, for students who excel, pray to God for success and excellence in life and especially achieve excellence in the academic world is necessary and important. This will raise awareness in their heart that man is not having power compared to God. What cannot be denied is the attitude of dependency towards God puts respondent's psychological feeling of peace, calm and sure of oneself. God is regarded as a place of shelter, a place to ask, complaints and request and submit everything. Most respondents perform religious rituals before the study started, before, during and after the exam. It is observed the respondents will follow the head steward in a religious ritual as the head already embraced a religion either Christianity or Islam and they always follow their religious ceremony in the church or mosque built near the community settlement.

What can be inferred is that the respondents hold fast to the teachings of their respective religions. Among the key elements related to the spiritual aspect is the character, discipline, manners and behavior as well as a relationship with God and fellow human beings which also contributed high moral excellence to the respondents. Respondent could not provide the final word on the question of religion as a major factor compared to other factors such as academic excellence. This is because spirituality factor cannot be separated from other factors. Putting a factor as more important than other factors is difficult to be categorized. In fact, all factors that are mutually interdependent with specific interest and uniqueness.

Spiritual Education Affect Student

Spiritual education is to educate the students since young to have a bold nature, always tell the truth, feeling perfectly well, brave and be brave, be good to others, to refrain from anger and equip oneself with all the noble qualities in absolute terms, either associated with moral or spiritual. The goal of spiritual education is to shape the personality of students to complete and perform duties and obligations as converts with the best appearance, full of meaning and significance. From the observations and interviews it was observed that it is mandatory for parents to teach and command their children to do good by fostering the soul and spiritual elements that will complete a human being who has a mature mind, a healthy mind, appropriate action and high ideals.

This will encourage the students to achieve excellent results in their studies. It is observed that beliefs inculcated to achieve excellent results in examinations is an element of spiritual strength. Thus education through their confidence covers manners and behavior should be applied and maintained in a person so that interaction with the environment can be controlled, thus helping to academic achievement.

The Influence of Student Character and Academic Achievement and Teacher Approach

Barbara (2004) found that apart from genetic factors and context of student-teachers, weak performance in subjects are due to their negative social attitudes. Negative social attitude is a moral environment that will affect a student's academic achievement. Thus, a student must apply good manners on the environment. A knowledgeable students will increase their knowledge of good character. Spiritual development includes good attitudes and behavior that is a precious cause and other people will love and respect them. A well-behaved students will be honored by classmates and teachers will motivate students to learn more enthusiastically with their classmates.

A student who wants to succeed in education should instill himself good qualities and good character such as honesty, trust and hold therein, tolerance, humility, patience and willingness to help other students in their studies. The values that should be inherent in every human being. A condition that challenges families could lead to conflict in the family and it is a moral dilemma in aboriginal youth. Sigmund's approach emphasizes that there are three aspects of the human person is, the id, ego and superego. This aspect generally means that each is dominated by a sense of human heart and people will act based on any strong power to influence him. Education should be the driving force towards moral awareness among teenagers.

Similarly, education should be a bastion of youth in all aspects of the disadvantages of external and internal as well as thinking. If this defense is not strong then the learning goals will not be achieved. In fact if this problem is not addressed it will ruin the society and weaken the country because it involves moral decadence of children. The problem is the beginning of the academic failure. The approach used by teachers in socializing moral values in school is the persuasive method where teachers pay more attention in shaping the personality of students.

A child's successful upbringing of faith, worship, good character and sufficient knowledge will be highly ethical in character. With good behavior, then the students will pay more attention in their studies.

According to Bandura, self-efficiency is an important factor to determine the success or failure of one's lifetime. In other words, the efficiency of the internal aspects of a person's spiritual influence attitudes, manners and behavior and will affect the achievement of a person in academic achievement. The concept of self-competence is to look into how a student meets the standards of behavior to determine the efficiency of the self (self-efficacy).

Bandura's self-efficiency system refers to whether a student is feeling competent, competitive and able to adapt in life. A student with self-skills have in common with one's spiritual development of the internal aspects of a person as a drive study hard. The transition to adolescence involves a process of adaptation to the new challenges and pressures due to biological changes. In every situation that requires adaptability and students need to be competitive and make new assessment of their ability.

CONCLUSION

Parent is a factor and a very important source to determine the attitudes and behavior of a child and it is the leading non-formal education received from family members. The role of parents is a direct impact on the education of his family, where the process of moral cultivation of moral values shape the character of the unwitting member of the family. Schools are held accountable by the public agency to provide socialization to young children in a variety of skills and values. It is an organization that has hierarchy, own rules and own culture.

Teaching methods provided by a teacher in the socialization process involve various influences that have impacts on an individual's lifetime. The most important influence is the agent of socialization that institution or a structured place of socialization, specifically at an early stage in life, starting a family, school, peer groups and the mass media.

Traditional rules that are imperious, fixed and conservative may no longer help and guide a person to face all the moral dilemma. It is a challenge faced by families and could lead to conflict in the family. Cultural diversity has become a common feature in the communities

and the world has become more complex. The traditional rule has become useless and its influence has steadily weakened. Saedah Siraj et al. (1996). Life in the modern world has contributed to major changes in the aboriginal communities as intellectual indigenous people are kept up by reading the newspapers and watching television.

The approach used by teachers in socializing moral values in school is a persuasive method, along with illustration, exemplification and good and true examples are also done in providing activities with groups as well as individuals, with methods so students can better feel and understand the meaning and purpose of morality itself. Having experienced the evolutionary nature of individual, schools will be formed to accept the norms of society out as someone who can socialize together the community.

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**Phenomena ‘Pelakor’
and Indonesian Music Industry
(Case Study of the Song Titled “Sang Peggoda”
by Tata Janeeta and Maia Estianty)**

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ABSTRACT

Since the issue of ‘pelakor’ (an action where a woman makes affair with a married man), the world of social media in Indonesia is busy making it as the main discussion. The term ‘pelakor’ itself which originally was the term ‘WIL’ (WanitaLain-Other Ideal Women) actually has emerged since 2006 when the case of Mayangsari-Bambang-Halimah occur. However, this issue has been becoming more widespread when the social media world continued to use it when new cases of infidelity in the household are prevalent among artists. The case of ‘pelakor’ who often enlivened by gossip account @lambe_turah that raising the cases of Maia Estianty-Ahmad Dani-Mulan Jameela in 2008, the case of Ayu Ting-Ting-Raffi Ahmad-Nagita Slavina in 2017, until the case of Jennifer Dunn-Faisal Harris-Sarita Mukti in 2018. The construction of social reality artist world close to commodifying household problems, making this ‘old issue’ renewed again. The social contribution of the media in lifting, framing, and discouraging it, undoubtedly provides meaningful input in the minds of the audience and media readers. Especially when April 13, 2018, the launching of the song “Sang Peggoda” by Tata Janeeta and Maia Estianty. The presence of this song is quite inviting controversy, because some media associate it with the case of households that ever befall Maia Estianty. From this, the phenomenon of the ‘pelakor’ is examined based on the analysis of the construction of social reality based on Berger and Luckmann’s Social Construction Theory. From this analysis, the research findings show that through the dialectical social interaction of the three forms of reality that become the entry concept, ie objective reality, symbolic reality, and subjective reality, the phenomenon of the ‘pelakor’ participate into social problems that can also be used as story ideas in producing works in the Indonesian music industry. The messages conveyed are not just phenomena, but as icons of social constructions that

have been in the community. Artist is a figure of art workers whose life is also not separated as a story material from the art of news itself.

Keywords: pelakor, music industry, song, artist, construction social reality

INTRODUCTION

Who does not know the term ‘pelakor’ (perebutlelaki orang-an action where a woman makes affair with a married man)? In interpersonal communication that only involves two people intensely, when a third person enters, the quality of that intensity changes. This change tends to be negative for the relationship between two people who previously agreed to continue to be intense in communication. As for new people, this is a communication phenomenon that is conservatively “hated” by supporters (read: family and friends) of previous partners. Society has certain values to punish new people who deliberately enter the circle of two people long before. The term actor who has a destructive value is intentionally pinned to anyone who is a new person, especially if he is a woman.

Discussing about the lives of couple who were initially romantic and harmonious and then turned into a mess because the presence of a third person became a story that never ran out. Disbelief, shock, anger, sadness, and disappointment are a mixture of feelings that can always stir the emotions of people who consume news sources or special mass media to find out the continuation of the story of the affair. Whereas in reality, in life, the position of being the first person, second person, and third person in a relationship will always occur. The sustainability of the story depends on all three.

News or stories about the ‘pelakor’ in Indonesia were not new anymore. Since the issue of the ‘pelakor’ in early 2018 emerged, Indonesia’s social media world was busy making it as the main topic. The term ‘pelakor’ itself, which originally was the term WIL (WanitaIdaman Lain-Other Ideal Women) actually appeared since 2006 when Mayangsari-Bambang-Halimah case occurred. However, this issue was increasingly prevalent when the social media world continued to use it when new cases of infidelity in the household take place among artists. The pelakor’s case was often enlivened by the @lambe_turahgosip account by raising the MaiaEstianty-Ahmad Dani-MulanJameela case in 2008, the case of Ayu Ting-Ting-Raffi Ahmad-NagitaSlavinain 2017, to Jennifer Dunn’s case in 2018. For the overseas version there was Princess Diana-Prince Charles-

Camilla, whose subject has never been exhausted until now, even though the princess herself has died.

It was realized that the relationship between couple in the context of a partner is the most natural and sacred thing after the relationship between humans and their God. Then it was realized that the story of the relationship between two human beings would always exist throughout human life a itself. But the commodification that raised the ‘pelakor’ seemed to be very taboo. There was such an awesome embedding of life failures for those who were unable to maintain the intensity of communication between partners until the end of their lives. Themes of betrayal, adultery, even separation or divorce are becoming commodities in various forms, such as being stories of novels, stories of films, photos, paintings, even stories of advertisements. Included in making it the main theme of a commercial song, such as the song “Sang Penggoda” which was popularized by Tata Janeeta and Maia Estianty on April 13, 2018 ago.



Figure 1. Cover of the “Sang Penggoda” Song

Source: <https://itunes.apple.com/id/album/sang-penggoda-feat-maia-estianty-single/1369119421?l=en>

Construction of the world of social reality that occurred in human life would be more interesting when an event happened to a famous person, such as an artist, regional leader, or religious person. When

those who became role models then behave outside the positive values of society, then this became commodification. The contribution of the mass media in raising, framing, and discussing it provided significant input in the minds of viewers, listeners and media readers. For this reason, the story of the actor in a commercial song would be investigated based on an analysis of the social construction of reality in relation to Berger and Luckmann's Social Construction Theory. The term social construction of reality itself was defined as a social process through actions and interactions where individuals continually create reality that was owned and experienced subjectively (Nurhadi, 2015: 120).

LITERATURE REVIEW

The words of Aristotle 'cogito ergo sum' which means "I thought that I was there" is a basis for the development of the ideas of constructivism to date. Written by Nurhadi (2015: 120-121), in 1710, Vico in 'De Antiquissima Italorum Sapientia', expressed his philosophy by saying 'God is the creator of the universe and man is lord of creation'. According to Vico, that only God himself could understand the universe as only he knows how to make it and from what he makes, while the man could only know something that has been constructed.

So far there were three kinds of constructivism, namely radical constructivism, realism hypothesis, and constructivism usual. From these three kinds of constructivism, there are similarities in which constructivism is seen as an individual cognitive work to interpret the existing reality world due to the social relations between the individual and the environment or the people around him. Individuals then build their own knowledge of reality is seen, based on the structure of pre-existing knowledge, Peter L. Berger and Thomas Luckmann called it as the Theory of Social Construction.

Berger and Luckmann (Nurhadi, 2015:122) said, there was a dialectic between the individual and society creates communities create individual. This dialectic process occurs in three stages (moment), namely externalization, objectivation, and internalization. In addition, this dialectic process also appears in the construction process according to Berger and Luckmann, the proceeds through dialectical social interaction of the three forms of entry concept becomes reality, the objective reality, symbolic reality, and subjective reality. Based on that three forms of realities, the researchers tried to analyze how the news

of online artists prostitution who emerged in the early of May 2015 and was constructed by the media then consumed by the public.

RESEARCH METHOD

Based on Creswell (2010), this research approach is a qualitative approach with case studies as a research strategy. This is because researchers want to understand how the social construction of reality occurs at: infidelity among Indonesian artists who are then represented on the word actor and commodified on a commercial song. The primary data of the study itself is a video clip of “Sang Penggoda” song which was popularized by Tata Janeeta and Maia Estianty on April 13, 2018 and the results of discussions about the same thing that researchers uploaded on Instagram social media through a personal account @anitashiva88 on May 27 2018 who got 34 comments. Then secondary data is a literature study on the reporting of artist profiles and events that occur to the artist in relation to the issue of ‘pelakor’, which in this case occurred at Maia Estianty-Ahmad Dani-MulanJameela.

RESULTS AND DISCUSSION

After exposure in the background, both the theory and methodology above, the researcher will include a discussion of the research in this section. As mentioned earlier, researchers will uncover the issues of ‘pelakor’ through Berger and Luckmann’s Social Construction Theory which emphasizes the social interaction of the dialectical part of the three forms of reality, namely objective reality, symbolic reality, and reality subjective. The story of the ‘pelakor’ who is contained in the song The “Sang Penggoda” which was popularized by Tata Janeeta and Maia Estianty which lasted 4 minutes 31 seconds was very strong. The presence of this song was quite controversial, because some media linked it to the case of a household that had befallen Maia Estianty. From here, the phenomenon of the actor was examined based on the analysis of Berger and Luckmann’s Social Construction Theory.

Objective Reality

Objective reality is a complexity of the definition of reality (including ideology and beliefs) as well as an established routine of behavior and behavior patterned, and internalized by individuals in general as facts (Nurhadi, 2015: 123). From this definition we are invited to understand the basic concepts in each of the issues discussed. Discussing the actors in

the music industry, that means we must understand the complexity of the reality definition in the two main concepts of this problem. Only then are they framed into a case study that focuses on being discussed this time, namely the song “Sang Penggodan” by Tata Janeeta and Maia Estianty.

The Concept of ‘Pelakor’

The first concept, ‘Pelakor’. ‘Pelakor’ is an acronym for ‘perebutlelaki orang-an action where a woman makes affair with a married man’. This term is identified with a woman who triggers a commotion caused by seizing a man (husband) from his legal wife. Written by Nurdiarsih (2018), the ‘pelakor’ may be crowned as the most popular vocabulary on social media in 2017. Starting from uploading on Instagram, this vocabulary has become increasingly popular since the video of Sarita Harris’s child, Shafa Harris, who hit Jennifer Dunn. At that time, Shafa accused Jennifer of taking her father from his life. After that, there was a lot of public labeling Jennifer as ‘Pelakor’.

Ivan Lanin (Nurdiarsih, 2018), the wikipediawan who is also an Indonesian language speaker reminds us that the word ‘pelakor’ has a negative connotation. This term is very favorable to men because it marginalizes the role of women in a relationship. That is, if we call the word ‘pelakor’, we will automatically blame women for an affair, which actually occurs because of the roles of both parties. Lanin feels more fitting with the old term: WIL (WanitaIdaman Lain-Another Ideal Woman) because the connotation is more neutral.

Junaiyah H.M. (Nurdiarsih, 2018), a retired language linguist, also said that the takers or thieves of men suggest that being taken or stolen is passive. The active is the thief or taker. In fact, the incident was both equally clandestinely active. Both are not loyal to their partners. Because of this, both the ‘pelakor’, the ‘pebinor’ (perebutbini orang-the winners of the people), and ‘letise’ (lelakitidaksetia-unfaithful men) must be used according to the reality.

Indonesian does have a variety of vocabulary words whose meanings are similar to those of ‘pelakor’, such as ‘sundal’, ‘perek’ or ‘wanitajalang’. All put women as objects of sufferers who are most blamed, so that there appears to be gender inequality here. Ivan Lanin said, “The emergence of the word ‘pelakor’ that has a meaning field similar to the words that have appeared before indicates that this is a familiar phenomenon and not something new. The word ‘pelakor’ is

interesting because it is new. According to Lanin, this word has not been used for two more years. He asserted, these seasonal terms will always appear and only time will determine their sustainability.

Concept of the Music Industry

The music industry or music business is selling compositions, recordings and musical performances (Wikipedia, 2018). Among the many people and organizations operating in the industry are musicians who compose and display their music, companies and professionals who create and sell recorded music (eg music publishers, producers, studios, technicians, record labels, online music stores and retail, performance rights organizations), parties that display live music performances (talent agent, promoter, music stage, road crew); professionals who help musicians with their careers (talent managers, business managers, entertainment lawyers); parties who broadcast music (satellite radio and broadcast); journalist; teacher; manufacturer of musical instruments; and others.

Seeing its development, the music industry continues to experience changes according to its time. How the music industry can survive in the middle of the era of digitalization known as disruptive (damaging the old market). Ridho (Hamdani, 2017), Slank's guitarist, admits that there are advantages and disadvantages of the physical album era and the streaming era, like today. He did not deny, the digital era has changed the face of the Indonesian music industry more deeply.

In the past a song and album were as the tastes of producers, now it became a market taste. In the past, media promotion could be counted, now one billion also runs out if we promote in the digital era. Song production in the digital era is easier, can be sent via the internet. The physical album sales era of one million copies is indeed blast. In the digital era, musicians must be more creative when talking about business. Especially the competition is getting tighter with the presence of new talents, who easily viral only with cover songs. Johanna May (Hamdani, 2017), Music Testmaker at Nex Step Inc., London, gave a view on how to survive in the digital era music industry like this. For example, be a music blogger or become a YouTuber.

The concept of the "Sang Penggoda" Song

"Sang Penggoda" song was published under the label Mans Entertainment on April 13, 2018. The lyrics were created by Tata Janeeta, and then it became popular with Maia Estianty. Tata is vocal and Maia is

a piano player. However, Maia also turned out to be a producer for this song. The lyrics of this song tells the story of a harmonious family bond, but must be destroyed because of the presence of a third person aka “Sang Penggoda”. It is understood that this one song is indeed quite controversial, because some media associate it with the case of the household that had befallen Maia Estianty which must end in divorce with Ahmad Dani. Here are the lyrics of the “Sang Penggoda” song itself:

Table 1. Objective Reality Song Lyrics “Sang Penggoda”

Part	Lyrics	Objective Reality
1	You once said I was queen in your heart dear And I am queen in your palace And once you said you Never leave me Oath maybe you forgot	The Queen’s words besides meaning the King’s pair, also reminded of the Queen’s band which had Maia Estianty and MulanJameela.
2	And I’ve been the dearest I’ve ever been the most you love Maybe you forgot And when the teaser came You let her destroy my palace It turns out you forgot my queen	You know that Mulan Jameela was present as the third person in the marriage of Maia Estianty and Ahmad Dani. In 2008, Maia Estianty and Ahmad Dani’s marriage ended.
3	Now I have already gone I told you that you were with him I let him seize everything Oh remember, you said you would never leave me Oath, you may forget	Now, Ahmad Danihas got an unregistered marriages withMulanJameela. They got two children from the marriage, namely Safeea and Aerlangga.
4	And I’ve been the dearest I’ve ever been the one you love the most Maybe you forgot And when the tempter came You let him destroy my palace Now you forget I’m your queen	Previously, Maia Estianty and Ahmad Dani were known as happy families and had three sons. men, namely Al, El, and Dul.
5	I have given all my love for Life and my death but it has never been enough	Maia’s form of disappointment is still single parents.
6	And I’ve been the dearest I’ve ever been the one you love the most Maybe you forgot And when the teaser comes You let him destroy my palace Now you forget I’m your queen You forget I’m your queen	In song lyrics, this temple is repeated three times, namely 2, 4, and 6. The point is to remind the man who is unfaithful to the queen and chooses to go to the tempter’s arms.

Symbolic Reality

After understanding the objective reality of the ‘pelakor’ concept, music industry, “Sang Peggoda” song, made it as an analysis of symbolic reality that focuses on various comments that appear on social media through Instagram researcher posts at @anitashiva88 relating to the research title created by displaying a piece of the video clip of the song “Sang Peggoda” and the caption that invites to discuss the song. Posts uploaded on May 27, 2018 and until this analysis was made as of August 25, 2018, as many as 666 people had seen and received 34 comments.

Symbolic understanding of reality itself is a symbolic expression of what is experienced as an “objective reality” of the media of industrial products such as text, such as news in print or electronic media (Nurhadi, 2015: 123). From the analysis carried out by researchers, many symbolic realities carried out by social media to make this case “bombastically” accepted by the public. This clearly proves that the media has the power to play in the level of social construction. The following table analyzes the results of the symbolic reality that the researcher has made in this case:

Table 2. Symbolic Realities of the Song “The Seducer” at IG @ anitashiva88

No.	Accounts and Comments	Symbolic Realities
1	@jalaluddin_basyir: To me, music is the reality which is very touching the moment @ anitashiva88. In other words, music should carry a moral message because music is one of the media that can touch social or humanitarian issues. There used to be music about humanity that happened in Palestine and had a chance to viral and the singer was even invited to Indonesia. But the main thing is that the song is often played to inspire our humanity attitude and it works so far.	Jalal chose to comment on the role of music that must bring a moral message to his audience. Music for him is media that can touch human hearts.
2	@ ardians_135: Nyeeeeess, I agree with the opinion of my senior lecturer as well as senior @ anitashiva88. Every song will be more meaningful and touching when the lyrics are almost the same or similar to our lives. Without us knowing it, we will automatically like and even be willing to listen to it many times with songs whose lyrics are almost similar to our life story, because we can feel the contents of the meaning of the song.	Ardian stated that he agreed with the research caption stating that a song would be more meaningful if the listener had the same experience as the song.

No.	Accounts and Comments	Symbolic Realities
3	<p>@rinaamir1302: Yes, it's true that a song will be very meaningful if the contents of a song really happen in real life. But in my opinion, there are 2 main ones, namely: 1) Love a song because the song just hits again at that time and will disappear if there is a new song that is more touching. And 2) The song is favored because of real events in the community, for example in the case of the number of households destroyed due to the actors being published by the media. This raises the creativity of musicians to create a song, such as Sang Pengoda by Tata Janeeta and Maia Estianty. I need this enlightenment from Mother for my thesis, please help. Hehehe. Rina also agreed with the research caption.</p>	<p>Rina also added about two main things why listeners like a song, that is because it is being hit and because it fits the phenomenon in the community.</p>
4	<p>@ahmadmukhroji: I have a song about my personal experience, but why doesn't the message feel?</p>	<p>Mukhroji is a local musician who sometimes feels disappointed why the song isn't selling well on the market.</p>
5	<p>@dhianaahermawan: Now it's the season for the acting actor 😊😊😊😊</p>	<p>Diana is a netizen who enjoys information development.</p>
6	<p>@bimmers_boy: Song? Mean? Lyrics? Just a poet's writing. Is that right? Yes. For who? Listener? For the creator himself? Or for the inspiration of the creator? Lyrics are stories that are melted in tone notation so that they become songs to describe the atmosphere of personal experience or other people or just a high-level fantasy.</p>	<p>In the first comment posting, Boy tried to give an opinion on the relationship between the lyrics and meaning in a song.</p>
	<p>@bimmers_boy: Is this beautiful mother sensitive to the effects of the song that fits the feeling of the moment? If so, don't be too often, ntarbaperloh Bu ... 😊😊😊😊</p>	<p>In the second comment posting, Boy included the element of interpersonal communication in the middle of the discussion.</p>
7	<p>@da_carola: Not all songs are good, sometimes the melody is standard, even though the lyrics happen. In fact, it's a good melody, even though the lyrics don't understand more everlasting for me, an example of a Western song: imagine-JH. Luckily I was born at the end of the generation Y era, where not a few songs with melodies and lyrics were very fitting, for example the Kla Project, Ebiat G Ade, Chrisye to children's songs.</p>	<p>His real name is Anton, who chooses to comment on age differences affecting music production.</p>
8	<p>@ arief.budiman.advokat: Cool,</p>	<p>solid, clearly written on Arief's comments, who is also a lawyer: cool.</p>

From those 8 commentators who appeared above, when asked to give an opinion about whether a song would be more meaningful if the listener had the same experience as the song, took a case study of title song “Sang Penggoda”, then each commentator emphasized different things. This shows that when we enjoy music, continued when we comment on someone’s posts, each individual will respond according to their motivations, backgrounds and interests.

Subjective Reality

The third stage of the process is the social construction of subjective reality. The subjective definition of reality is the construction of the definition of individual reality and is built through an internalization process (Nurhadi, 2015:124). The subjective reality of each individual is the basis for being involved in the process of externalization, or the process of social interaction with others in the social structure. It is through the externalization process that individuals are collectively potentially objective, namely creating a new construction of objective reality. From this understanding, researchers will take some findings in symbolic reality to be studied in greater depth in this section to draw conclusions from the research.

Whether it is considered coincidental, but in early 2018, the ‘pelakor’ said it was known to be rising because various cases were rampant uploaded on social media. In the same year, precisely April 13, 2018, Maia Estianty together with Tata Janeeta also compactly released hits of the song title “Sang Penggoda” which from the lyrics of the song seemed to give a representation of the word ‘pelakor’. The word “Ratu” which was repeated in the song was reminiscent of the Duo Ratu, Maia Estianty and MulanJameela.



Picture 2. Ahmad Dani Among Maia Estianty and MulanJameela

Source: <https://www.wowkeren.com/berita/tampil/00147570.html>

The year of 2007 was indeed a hot year for Maia Estianty and Ahmad Dani when it was discovered that she had an affair with MulanJameela who was Maia Estianty’s own colleague in the Duo Ratu music group. Until finally, Maia sued for divorce Ahmad Dani on November 16, 2007 to the Religious Court, and on September 23, 2008 they were officially divorced. Ahmad Dani has got an unregistered marriage with MulanJameela on March 15, 2009. While Maia Estianty chose single parents until now. From the events that are considered surprising by Ahmad Danifans and Maia Estianty, the result of moral sanctions is bestowed on MulanJameela who considers him as the actor between Ahmad Dani and Maia Estianty’s relationship. The response to impartiality arises in the form of a bully against everything displayed by the media against the ‘pelakor’.

<p>And I've been the dearest I've ever been the most you love Maybe you forgot And when the teaser came You let her destroy my palace Now you forget I'm your queen You forget me your queen</p>	<p><i>Dan kupernahjadi yang tersayang Ku pernahjadi yang paling kaucinta Mungkingaulupa Dan di saat sang penggodadatang Kaubiarkandiahancurkanistanaku Sekarangkaulupaakuratumu Kaulupaakuratumu</i></p>
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Pieces of the song lyrics of the “Sang Penggoda” by Tata Janeeta and Maia Estianty above, was understood as a form of commodification of household problems about the ‘pelakor’ that occur in one of the singers who inspired a song and led to the music industry. From this, it was understood that communication ethics comes as a result of the relationship between the media and media users. How to lift the media, frame it, and plan it, will no doubt provide meaningful input in the minds of viewers, listeners and media readers. The phenomenon of the life of the artist, in this case Maia Estianty-Ahmad Dani-MulanJameela when raised to the surface through the mass media itself is indeed not a new drama. Indeed, reading the world community imagined by the art world as sparkling, full of beauty and material wealth - is very interesting. In addition, one of the functions of the media also provides entertainment to the public.

However, the news about the ‘pelakor’ also included in the entertainment category? So it is reasonable if household problems are taken as inspiration for song work? Haryanto (2006:30) says that not

all of these stories are just arguments used by the media to benefit from the lives of rumors from artists, artists throw gimmicks, to continue to be able to write or broadcast anything from the world. The media must be able to find out what is in the public interest and what is personal interest. And for that, the media must be able to prioritize public interests rather than the private interests of the media.

CONCLUSION

From this analysis, the research findings show that through dialectical social interaction from the three forms of reality that are entry concepts, namely objective reality, symbolic reality, and subjective reality, the phenomenon of 'pelakor' also becomes a social problem that can also be used as a story idea in producing works in the Indonesian music industry. The messages conveyed are not just phenomena, but as icons of the meaning of social construction that has been in the community, namely the word 'pelakor'. The artist is a figure of an art worker whose life is also not separated as a story material from the art of the preaching itself, including in the Maia Estianty case study with the story of his life.

In this study, researchers consider Maia Estianty quite intelligent in taking the opportunity to gain sympathy for fans in the realm of the music industry. Collaborating with Tata Janeeta in the song title "Sang Penggoda" (2018), music connoisseurs are invited to gain experience in feeling the song according to the singer's life experience or based on the phenomenon of 'pelakor' in the community. This will lead to story material or just an interesting chat on their respective social media posts. The commodification of the artist's problem is admittedly always interesting to follow in the development of the music industry itself.

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**SPORT, HEALTH
AND ENVIRONMENT**

Analysis of Communication Strategies of Wildlife Trafficking Via Social Media

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ABSTRACT

Wildlife trafficking can be defined as the taking, trading, importing, exporting, processing, possessing, obtaining, and consumption of wild flora and fauna in contravention of national or international law. The illicit trafficking of wildlife and derivatives or parts of wildlife is said to be worth about USD 20 billion globally, although due to the illicit and secretive nature of this trade it is difficult to accurately estimate its value. South East Asia has been identified as a chief supplier of wildlife to the rest of the world and Malaysia has been revealed to be a hub for illegal wildlife trafficking. Certain aspects of illegal wildlife trade are now displaced to the online markets. Traffickers communicate with their clients through the Internet using web applications like Skype and transactions can be easily performed through online banking facilities. This research aims to identify the communication strategies via social media – Facebook and Instagram – that occurs during wildlife trafficking operations, in the Malaysian context. It also aims to discover the communication tactics used by wildlife sellers and buyers and types of advertisement approaches presented via social media. To achieve the aims, grounded theory (GT) method will be applied in conjunction with online ethnography (OE). Online observation of social media groups on Facebook and Instagram accounts and online interview with the members will be conducted in tandem as data is gathered. Besides that, to gain more information, in-depth interviews will be conducted with respondents from government agencies, non-governmental organisations (NGOs), and members of the media. From the gathered data, a communication framework of wildlife trafficking via social media in Malaysia can be suggested.

Keywords: Wildlife trafficking, social media, grounded theory, Malaysia

INTRODUCTION

South East Asia is a chief supplier of wildlife to the rest of the world, besides also being a centre of wildlife consumption (TRAFFIC, 2008). Besides that, South East Asia is also identified as a transit point for plants, animals, and their derivatives (Anak, 2008). This includes Malaysia, known as a hub for illegal wildlife trafficking (Brown, 2017; Whyte, 2011). For example, Malaysia is the source country for tigers, the major transit point for smuggling ivory, and the main exporter of reptiles, mammals, and birds (Sharma, 2017; Fears, 2014; Nijman, 2010).

The Internet is facilitating illegal online wildlife trade (Lavorgna, 2014; Stoner 2014). For example, traffickers communicate with their clients through the Internet using web applications like Skype (Zimmerman, 2003) and transactions too can be easily performed through online banking facilities. More importantly, it is becoming increasingly common to conduct wildlife trade using social networks (Krishnasamy & Stoner, 2016). In Malaysia, trade via the social media, especially through Facebook is increasing; groups such as 'Free/jual/beli/swap haiwanpeliharaan (Labuan)' (free, sell, buy and swap pets) and 'Lamanjualbelihaiwanpeliharaan' (pets trading website) advertised protected and endangered wildlife (like slow lorises, civet cats, and parakeets) for sale and have up to thousands of followers (Malaysian Digest, 2015).

Thus, to curb online wildlife trade, Malaysian Department of Wildlife and National Parks (DWNP or PERHILITAN, under the Natural Resources and Environment Ministry) along with the Malaysian Communications and Multimedia Commission (MCMC), are monitoring social media and e-commerce sites (Arumugam 2015). Non-governmental organisations (NGOs) like The Wildlife Trade Monitoring Network (TRAFFIC) on the other hand, are conducting surveys to determine the extent of the trade online (for example, Krishnasamy & Stoner, 2016). Nonetheless, the communication strategies of illegal online trade in Malaysia has not been examined thus far. Hence, this research aims to study the communication strategies of wildlife trafficking via social media in Malaysia.

Problem Statement

Wildlife trafficking has many devastating effects. It threatens the overall biodiversity of our planet's richest ecosystems (Xie, 2015), since every species on earth plays an important and unique role in

the intricate network of relationships of nature (Still, 2003). Species extinction is at a rate about 1,000 times the historical average (Felbab-Brown & Porter, 2016) and wildlife trafficking is one of the culprits causing this. For example, uncontrolled poaching is the main reason the Sumatran Rhino was declared extinct in the wild in Peninsular Malaysia in 2015 (Sharma, 2017). Additionally, there could be possible loss of undiscovered species, both flora and fauna, with important value, especially plant with medicinal properties (Xie, 2015). Other than that, increased traffic of animals, as noted by experts, will raise the risk of zoonotic disease transmission (Xie, 2015) due to consumption of bushmeat and exotic foods, development of ecotourism, access to petting zoos, and keeping of exotic pets (Chomel, Belotto & Meslin, 2007). Human lives are lost too due to wildlife trafficking; for example, two wildlife rangers were killed and two others seriously injured in a gunfight with poachers in Thailand's Thungyai Naresuan Wildlife Sanctuary (Wildlife Conservation Society [WCS], 2013). Furthermore, profits from illegal wildlife trade is used to fund terrorist activities; The Lord's Resistance Army (Uganda) is reported to trade ivory with Arab businessmen and Sudanese military officers for cash, food, guns, and medical supplies (Anderson & Jooste, 2014). As such, research on wildlife trafficking is crucial to find ways to curb it.

Studies on wildlife trafficking in Malaysia is scarce. A few researches that appeared sporadically in literature focused on the Internet and new media usage in wildlife trafficking (Krishasamy & Stoner, 2016) and online wildlife advertisement (Chng & Bouhuys, 2015; Bouhuys & Van Scherpenzeel, 2015), which particularly examined number of online sites, number of species/wildlife, and value and number of trade and advertisements. Little is known about how communication on wildlife trading is done on new media.

The Internet provides advantages to people and includes speed of communication and transaction, anonymity, and a customer base that spans worldwide (Cleva & Kish, 2010). Search engines have expedited finding of rare species online by providing daily news or publication alerts set for specific keywords (Convention on International Trade in Endangered Species of Wild Fauna and Flora [CITES], 2016). Wildlife products are found to be advertised in auction websites and chat rooms as well (Wu, 2010). All these activities are conducted with specific strategies to blindfold authorities. Not only that, website domains where

trade happens do not necessarily be hosted in the country of origin of a wildlife or wildlife product. For instance, in the Philippines, non-native birds and reptiles were found to be traded online there (Canlas, Sy&Chng, 2017).

Furthermore, Mohamed Idris (2016) has stated that in Asia, wildlife traders are utilising social media sites such as Facebook and Instagram to avoid exposure or being caught when they carry out transactions with clients all over the world. Dubai based-sellers, for instance, frequently posted pictures of exotic animals and supply their WhatsApp numbers for further discussion with potential buyers (Dillon, 2016). In Malaysia, traders recruit customers via popular local Facebook groups for hikers and outdoor lovers and add them in secluded messaging group like WhatsApp for trading (Tan, 2016). Trading are done using special code words known only by buyers and sellers to evade detection by authorities. These rare species are given nicknames such as 'aloo' (potato) for musk deer and 'kola' (banana) for elephant tusk (Shekhar, 2016),and 'fauxivory' to label ivory items (Williams, 2015). These strategies are yet to be researched. Similarly, no past research had examined the advertisement approaches utilised in online trade of wildlife.

As such, this current research aims, in the Malaysian context, to propose a national communication framework that could assist government agencies and NGOs in curbing online wildlife trafficking via social media,based on the results from examining the communication strategies, encompassingthe tactics and advertisement approaches.This framework will assist them in their monitoring of social media sites for illegal wildlife trade in Malaysia. They can detect occurrence of illegal trade faster and more efficiently, for instance, by knowing the code or keywords utilised by buyers and sellers. Overall, this current study can contribute towards filling in the research gap in the field of wildlife trafficking, specifically communication strategies of wildlife trafficking via social media.

Research Questions

The research questions for this study are as below:

1. What national communication framework can be suggested to curb online wildlife trafficking via social media?
2. How are communication tactics used by buyers and sellers in online wildlife trafficking process via social media?

3. How are advertisement approaches in online wildlife trafficking presented via social media?
4. How communication strategies of online wildlife trafficking via social media in Malaysia can be mapped from the analysis?

Research Objectives

Specifically, this research aims:

1. To suggest a national communication framework to curb online wildlife trafficking.
2. To determine use of communication tactics by buyers and sellers in online wildlife trafficking process via social media.
3. To determine advertisement approaches in online wildlife trafficking presented via social media.
4. To map communication strategies of online wildlife trafficking via social media in Malaysia from the analysis.

LITERATURE REVIEW

Online Wildlife Trafficking

Certain aspects of illegal wildlife trade are now displaced to the online markets, since law enforcement has been improving and intelligence-led policing has emerged (Stoner, 2014). This is proven in Lam's (2012) interview with Traditional Chinese Medicine (TCM) traders in China, whereby many of them have branched out to the Internet to trade their TCM products, due to the legal enforcement pressure. Services available via the Internet, like forums, social networks, blogs and so on, which are online peer-to-peer applications, have allowed the creation of a direct pathway of communication and real-time interactions between buyers and sellers (Zabyelina, 2017). Hence, Internet has become a communication medium for people involved in illegal wildlife trade as it offers a swift and extensive source of info to an immense and interconnected audience, with much of the exchange focused on commerce (Wu, 2010).

For example, CITES (2016) has reported that the Internet has become the primary channel to advertise and organise the illegal sales of tortoises and freshwater turtles worldwide. The report further mentioned that for turtle trade, platforms such as company websites, hobbyist forums, and Facebook groups offer a way for potential buyers

to search for their preferred turtle and for sellers to conduct their sale. Unlike traditional method of advertising via printed paper, online adverts reduce the risk of it being used as proof of illegal acts as web pages can be refreshed and ads and posts from bulletin boards can be deleted (CITES, 2016). All these facts show that online trade of wildlife is booming and has become a hindrance for authorities in curbing wildlife trafficking. Table 1 shows the extent of online wildlife trade, based on surveys conducted by International Fund for Animal Welfare (IFAW).

Table 1: IFAW surveys.

Year	Countries	Main Findings	Reference
2008	Argentina, Australia, Canada, China, Colombia, France, Germany, Mexico, Russia, UK, and USA	<ul style="list-style-type: none"> - Advertisements offering USD 3,871,201 in selected CITES Appendix I protected species. - eBay being the leading site for trade in Appendix I species. - Tracked 7,122 online auctions, advertisements, and communiques. 	IFAW, 2008
2013	Australia	<ul style="list-style-type: none"> - 266% increase in the number of endangered wildlife and wildlife parts on sale; since 2008 number of adverts increased from 77 (2008) to 282 (2013). - Value of adverts was \$ 637,387; 23 times higher than the value noted in 2008. 	IFAW, 2014a
2014	Bahrain, Belarus, Belgium, Canada, China, France, Germany, Netherlands, Kazakhstan, Kuwait, Poland, Qatar, Russia, UAE, Ukraine, and UK	<ul style="list-style-type: none"> - In 9,482 advertisements, a total of 33,006 endangered wildlife and wildlife parts, worth at least USD 10,708,137 were discovered (in 6 weeks). 	IFAW,2014b

Previous Research on Online Wildlife Trade in Malaysia

Table 2 lists the studies that have been conducted in the context of Malaysia, regarding online trade of wildlife. These researches show that classified advertisement sites and social networking sites like Facebook are widely used to conduct online wildlife trade.

Table 2: Past research on online wildlife trade in Malaysia.

Year	Research Focus	Method	Main Findings	Limitation	Reference
2015	Trade of Indian Star Tortoise	Online survey (classified advertising sites, thematic websites, and Facebook)	- Classified advertisement sites (Mudah.my) (61%); Facebook (34%). - 78% of advertisements from businesses.	Focus was on one species only	Chng and Bouhuys, 2015
2015	Freshwater turtles and tortoises in Indonesia and Malaysia	Online survey (classified advertising sites, forum, web shop, pet shelter, and social media)	- A majority of the trade shifted from commercial web portals to social media at the beginning of 2012.	Focus was on two types of wildlife only	Bouhuys and Van Scherpenzeel, 2015
2016	Online trade on Facebook	Monitoring of Facebook	- Traders provided contact details. - WhatsApp use noted, in discussing prices and transactions. - Bahasa Malaysia most common language used. - Prices quoted in Malaysian Ringgit. - Delivery options: free delivery (i.e. to buyers' home) or delivery by post.	Only Facebook	Krishnasamy and Stoner, 2016

Nevertheless, as previously mentioned, these studies focused on only determining number of online sites, number of species/wildlife, value of trade, number of advertisement, etc.

RESEACRH METHOD

Sampling

Purposive sampling of online sites was done and two social networking sites, namely Facebook and Instagram were selected. These two were chosen because previous research and reports have stated the use of these sites to conduct online trade of wildlife in the context of Malaysia (Krishnasamy& Stoner, 2016; Chng&Bouhuys, 2015; Abdullah, 2016; Arumugam 2015; Sukumaran, 2015). For Facebook, specifically, the groups 'Free/jual/beli/swap haiwanpeliharaan (Labuan)'and 'Lamanjualbelihaiwanpeliharaan' (Malaysian Digest, 2015) will be observed. These two groups are chosen because it has been reported to conduct advertising and sale of protected wildlife like slow lorises and civet cats (ibid., 2015). For Instagram, details of which users to follow will be procured from PERHILITAN and/or MCMC. These two government bodies are chosen to be approached because they are keeping tabs on Instagram and its use to conduct illicit wildlife trade in Malaysia (Arumugam, 2015). Therefore, they would know which users are advertising and performing sales of wildlife through their Instagram account.

Data Collection

Online Ethnography (OE) and Grounded Theory (GT)

Two methods will be applied for this research, namely, online ethnography (OE) and grounded theory (GT). OE is a method that uses a combination of related online research procedures adapted to the study of communities and cultures that exists via computer-mediated social interaction (Bowler, 2010). For online research, observation involves watching text and images on a computer screen, compared to watching people in offline situations (Garcia et al., 2009). On the other hand, GT is a qualitative research method, whereby collected data and analysis are constantly compared in a systematic approach (Abadi & Alsop, 2011), i.e. data analysis occurs concurrent with data collection. Through the GT method, hypotheses or theories will emerge from the data. Pettigrew (2000) noted that GT formalises and extends 'the limited theoretical component of ethnography'. Hence, applying GT in this research will complement the OE method.

This research will conduct OE on communities present on two different sites i.e. Facebook and Instagram, by conducting active

participant observation (Spradley, 1980), whereby besides observing the communication occurring in the chosen online sites, questions and comments regarding the posts made by online community members will be posed. Observation and online interview will be conducted back and forth, whereby an observation might prompt a new question and an answer can instigate a different angle of observation. Since data analysis will occur in tandem with data collection, the collected data will become increasingly more focused as the research progresses (Charmaz, 1996). In this study, sample size will not be fixed, but will depend on theoretical sampling, which is the application of ideas formed in initial data gathering phase to execute the next data collection phase (Harris, 2015). It will be stopped when theoretical saturation is reached. According to Pandit (1996), a theory is saturated when it is 'stable in the face of new data and rich in detail'. Thus, more online communities will be observed until theoretical saturation is achieved. For online participant observation, Hypercam, a free video screen capture software program, will be used to record the desktop/laptop and activity on it.

Based on Spradley's (1979) 9 Dimensions of Descriptive Observation, an interpretation tailored to answer this study's research questions is prepared, as tabulated in Table 3. Communication process, communication tactics, and advertising approaches can be determined based on observation of text, i.e. conversation between buyers and sellers. Additionally, for advertising approaches, besides text, any accompanying pictures or images (of the wildlife for sale) will be scrutinised too.

Table 3: Dimensions for observation and its interpretation for use in this study.

Dimensions	Spradley's interpretation	Interpretation for this study
Space	The physical setting i.e. rooms, locations, etc.	Check-in data provided in posts. For example: User uses the 'Check in' feature in Facebook to insert a location, as part of a post.
Actors	The individuals involved in the research.	The Facebook group member(s) or Instagram follower(s), and the user who posted.

Activities	The activities carried out by the actors.	Each post's specific intention. For example: Sale of orangutan.
Objects	The physical elements involved in the activities and space that are utilised by the actors.	Items appearing in each post or advert and its characteristics. For example: Text, images, video, etc. Characteristics: Size, quality, coloured/non-coloured, etc.
Acts	The actions undertaken by the actors.	The conversation/communication process that takes place between actors and the tactics used. For example: Code words used, the typical questions posed by interested buyer, etc.
Events	Context of the acts, actors, and space, for instance a meeting.	Context of the act, i.e. purpose of conversation/communication. For example: Enquire about price.
Time	The sequence of events from start to finish.	Sequence of events from start to finish. For example: Starting when a post is available online until no new comments are made.
Goals	What the actors want to achieve in their acts.	What the actors want to achieve through their acts. For example: Successful sale and purchase of wildlife.
Feelings	The emotions expressed by the actors during the event.	Emotions expressed by actors. For example: Expressed using emoticons, likes, gifs, etc.
Interference	Based on Tubbs's Communication Model (Tubbs, 2013).	For example: Language barrier.

Figure 1 shows the research design of this study. It shows that online observation and interview will be conducted back and forth. In accordance to GT, data collection and analysis will continue until no new data appears, i.e. saturation is achieved.

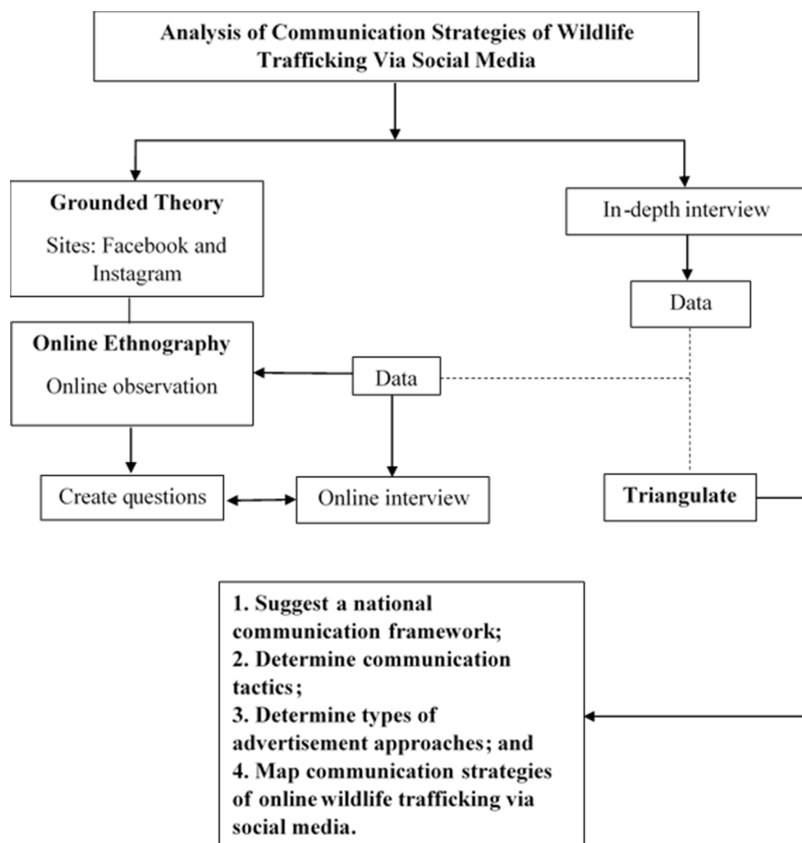


Figure 1: Research design of this study.

In-depth Interview

To gain more information on the research topic, in-depth interviews will be conducted (Figure 1). In depth interview is a technique which utilises thorough individual interviews to explore participants' opinion on a certain idea, program, or situation and is very useful to discover their thoughts and behaviours in detail (Boyce & Neale, 2006). The interview respondents will be government agency officials (PERHILITAN and MCMC), officers from NGOs (TRAFFIC and IFAW), and members of the media. The chosen Malaysian government agencies and NGOs are frontrunners in working towards curbing wildlife trafficking. Members of media will be those who have reported on illegal online trade of wildlife in Malaysia. In-depth interview sessions will be audio and/or videotaped, and transcribed.

Finally, all data will be triangulated to answer the research questions. Triangulation is ‘the use of a range of different methods to offer different angles on the same problem’, to avoid threats to validity that may occur if only one method is used (Iphofen, 2013). Thus, data from in-depth interview will validate the data from OE.

Data Analysis

Based on GT method, codes will be created as the collected data is studied. GT coding involves breaking up of data into their separate sections or properties and describes the actions that form or back up these data (Charmaz, 2012). As recommended by Charmaz (1996, 2012), line-by-line coding will be applied for this research. Memo-writing will also be conducted, whereby some already acquired data and early codes are examined, explored, and elaborated upon systematically (Charmaz, 1990). Data coding and analysis will be carried out with the assistance of the NVivo software (Joffe, 2012). From the analysed data, themes will be identified.

For in-depth interview data, narrative analysis will be conducted. Wiles, Rosenberg and Kearns (2005) have stated that narrative analysis is designed to deduce and comprehend the layers of meaning in interview talk and the connections among them. Data will be analysed using codes and categories to identify similarities and differences between the interviews conducted (Harding, 2013).

Ethics

In this study, consent from participants (i.e. users of Facebook and Instagram) is not possible to be made due to safety reasons, as the focus of this research is on illegal online trade of wildlife. As explained by Convery and Cox (2012), Internet is generally considered to be a public place and thus, it is not necessary to get informed consent for public behaviour. Nevertheless, it is imperative to obtain ethical approval from the university to avoid issues related to the use of materials (like screenshot of communication thread in Facebook and of images in Instagram) without the permission from the users involved and matters concerning invasion of their privacy. Thus, an application to the ethics committee of Universiti Sains Malaysia was made to gain approval to conduct ethnography on the chosen online communities. Obtaining this approval is important because although this research can help to curb illegal online trade of wildlife in Malaysia, review by the ethical

committee can quell any possible violation of human and research ethics. To ensure the anonymity of users, details revealing their identity will be edited out.

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Investigating the Use of Images on the Complex Islamic Environmental Issues in Malaysian Newspapers

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ABSTRACT

This study aims to analyse the use of images regarding Islamic environmental articles in Malaysian newspapers. Two methods were applied in the study including quantitative content analysis and in-depth interview. First, the content analysis was conducted on the Islamic environmental articles published by two mainstream Malay newspapers namely *Utusan Malaysia* and *Berita Harian* from the period of 2012 to 2017. Second, an in-depth interview was conducted with 11 journalists from *Utusan Malaysia* and *Berita Harian* who have experience in writing Islamic environmental articles. The in-depth interviews were conducted to cross-check the results of the content analysis as well as to get an explanation from the journalists to why the images were portrayed in such a way that is impossible to be answered via content analysis. The result of quantitative content analysis discovered that there a high number of images used in Islamic environmental articles published by both newspapers. Based on the interviews, some of the respondents confirmed that the use images are high for the complex Islamic environmental articles as it will help to increase the credibility of the articles as well as attract the readers to read the articles. However, due to the limited spaces in the newspapers, both *Utusan Malaysia* and *Berita Harian* often used only one image with only picture without the use of diagram, graph and illustration. The use of human images was high in Islamic articles for both newspapers as it has human interest value that can attract the attention and emotion of readers.

Keywords: Malaysia, Islam, environmental journalism, images, newspaper

INTRODUCTION

The attempts to communicate about environmental issues including global warming, climate change, landslide, tsunami, and haze to the public are not easy because they are known to be complex

and hard to be translated for public consumption (Revkin, 2007). In fact, a few environmental issues such as climate change is too abstract, broad, and technical which makes it difficult to be communicated to the audiences (Filho, 2009).

In Malaysia, communicating environmental issues are even more challenging due to the common trend showing that certain environmental issues in the media are linked to Islamic perspectives which usually include the citation of verses from Koran and Hadith. For instance, one of the Malay newspapers known as *Sinar Harian* has published an article about the importance of environmental protection as part of Iman (Islamic faith). In this case, the article cited verse 41 of surah *ar-Ruum* as can be found in the Koran which clearly mention about environmental degradation that is caused by human.

Indeed, environmental issues are already complex; hence, its combination with the Islamic point of view has undeniably made it more complex and challenging to be delivered to the public. However, the communication of Islamic environmental issues by the Malaysian media especially the Malay newspapers cannot be avoided considering that their audiences are mostly Malay Muslim despite knowing about its complexity compared to the usual environmental issues. Hence, the use of images is pivotal in communicating Islamic environmental issues using pictures, infographics, or cartoons with the purpose of enhancing the engagement of audiences to the article, and most importantly, to help them to easily understand the information (Nirmala and Aram, 2018), especially regarding the complex environmental issues such as disaster (Weisenfeld, 2015).

In addition, the images do not only help to engage people, but they are also able to invoke emotion such as sadness to the audiences in regard to the seriousness of a particular environmental problem (Schultz, Fielding and Newton, 2018). Therefore, this study aims to analyse the use of images in Islamic environmental articles in Malaysian newspapers considering the fact that images are a powerful tool in environmental communication.

LITERATURE REVIEW

In essence, only a limited number of past studies managed to precisely focus on the area of environmental communication as well as its connection to Islam, especially in Malaysia. In fact, previous studies

have not dealt with the use of images on Islamic environmental articles. In this case, it is important to acknowledge that most prior research were only concerned about the images representation and framing on the conventional environmental issues on media.

Rebich-Hespanha et al. (2015) conducted a study on image framing of climate change in a total of 11 US newspapers and magazines from the period of 1969 to 2009, and it was discovered that the major image frames were represented by government and politics. On the other hand, León and Erviti (2015) studied the climate change images representation on Spain's television news which revealed that images of the impact of climate change were visualized more compared to the images of the cause of climate change. Therefore, it was concluded that images play a pivotal role in the process of shaping public understanding about climate change which indicates that they must be taken seriously.

Additionally, several attempts have been made to focus on the analysis of images representation in regard to disaster issues. Weisenfeld (2015) investigated the images visualization on the great Kantō earthquake in Japan that took place in 1923. In the study, it was highlighted that newspaper along with postcard album play an important role in visualising the disaster through the representation of images. Moreover, the demand on disaster postcard was very high following the Kantō earthquake which caused them to be often sold out because they helped the people to view and remember about the disaster.

On a similar note, Borah (2009) carried out a study to investigate the visual framing on the Indian Ocean Tsunami in 2004 and Hurricane Katrina in 2005 in two American newspapers during the beginning of these disasters. The result of the study revealed that both newspapers presented a huge amount of death images on Tsunami coverage, whereas the coverage for Hurricane Katrina mainly presented the relief work and survivors images. Therefore, it is safe to conclude that the most common visual frames presented by both newspapers are live-saved frame for both natural disaster.

On the other hand, a study conducted by Lyngdoh, Dixit and Sinh (2017) on wildlife coverage on print media found that majority of the articles were accompanied with pictures. However, one out of four of the pictures presented in the articles were found to be irrelevant to the topic at hand.

Research Questions

In this context, the present research seeks to address the following questions:

1. What are the type of images used in the complex Islamic environmental articles as presented by Malaysian newspapers?
2. Why does Malaysian journalists use such images on the Islamic environmental articles?

RESEARCH METHOD

The present study employed the mixed methods of quantitative content analysis and qualitative in-depth interview for the purpose of data collection. The main objective of choosing the mixed methods was based on the fact that it is more thorough compared to adopting a single method (McKim, 2017). More importantly, the mixed methods allow the researchers to triangulate between the results of quantitative and qualitative analysis (O’Cathain, Murphy and Nicholl, 2010) as well as strengthen the findings of a study.

First, the quantitative content analysis is a method that usually involves the coding of data into categories and analysing it using a statistic test (Hsieh and Shannon, 2005). This method was applied on two mainstream Malay newspapers that have the highest circulation and readership in the country for the purpose of investigating the number, type, and form of images that are used in Islamic environmental articles published by both newspapers. According to the latest statistics issued by the Audit Bureau of Circulation Malaysia (ABCM) for July to December 2015, *Utusan Malaysia* recorded the highest circulation of 154,776 copies per day, while *Berita Harian* recorded the second highest ranking with a circulation of 106,754 copies per day. Apart from the fact that both newspapers have high circulation, they also share similar interest in terms of ideological position (Ermolaeva, 2014) considering that Malay newspapers tend to cater Malay and Islamic issues.

The unit of analysis in the present study involved all the Islamic environmental articles published by *Utusan Malaysia* and *Berita Harian* online for a total of a six-year period from 2012 to 2017. The samples were collected from the year 2012 onwards. According to the search for articles published in 2011, there were no environmental articles that are related to Islam presented by both media. In the case of this study,

the articles were discovered and selected by the researchers using the keywords search such as Islam and environment, environment and Allah, and similar terms in the archives of both online newspapers.

An in-depth interview was conducted with the journalists from *Utusan Malaysia* and *Berita Harian* following the content analysis with the purpose of cross-checking and strengthening the result of the quantitative content analysis. The in-depth interview was chosen for this research because it has the ability to assist the research in obtaining a thorough and detailed information on a particular topic (Adams and Cox, 2008), whereby in this case referring to Islamic environmental communication. Meanwhile, the purposive sampling helped the research to select the journalists that possess the experience of covering environmental or Islamic news for the interview session. Apart from that, the snowballing technique was adopted to recruit the respondents based on the introduction of other respondents to their journalist colleague.

In regard to this matter, it should be noted that the interview questions were in open ended format and majority of them were developed based on the results obtained from the quantitative content analysis. All of the interviewees were labelled using pseudonyms such as EJ1 and EJ2 for confidentiality purposes (Andrew et al., 2014). Apart from that, all the interviews were audio recorded with the consent of the respondents, and it was then transcribed verbatim upon completion (Joshi et al., 2017; Cozon et al., 2018). In addition, all respondents were briefed about the focus of this study during the interview (Cridland et al., 2016). The interviews were carried out from September to December 2017 and all of them lasted approximately between 30 to 40 minutes. Other than that, the researchers used the flexible approach by allowing the respondents to freely answer and not answer the questions as well as given the option to leave the interview whenever they want (Chandler, 2017; Joshi et al, 2017). In this case, the interview started with warm up general questions about the respondents' background and continued with more detailed main and sub-questions (de Haan et al., 2015).

The interview stopped at journalist number 11 because there was no longer any new data that emerged from the interview based on the data saturation technique (Fusch and Ness, 2015). In the case of this study, there were a total of 11 respondents whereby six of them were from *Utusan Malaysia*, while another five were from *Berita Harian*. The interview session is conducted in the Malay language based on the fact

that all of the interviewees come from Malay newspapers organisations that use Malay as their main language of communication at work.

Last but not least, in terms of data analysis, the MAXQDA software was adopted to manage the transcription, while the interview data was coded using a thematic analysis method developed by Braun and Clarke (2006) for the purpose of identifying the relevant themes.

RESULTS AND DISCUSSION

The result of the content analysis showed 64 articles on Islamic environmental issues managed to be collected from *Utusan Malaysia*, while a total of 48 articles were gathered from *Berita Harian* for a period of six-years. As presented in Table 1, majority of the articles from both newspapers are accompanied by images (N=54 for *Utusan Malaysia*, and N=37 for *Berita Harian*). Meanwhile, it can be seen that only 10 articles from *Utusan Malaysia* and 11 articles from *Berita Harian* are not attached with images.

Table 1: Distribution of images in the articles

Images	<i>Utusan Malaysia</i> (N)	<i>Berita Harian</i> (N)
Yes	54	37
No	10	11
Total (N)	64	48

In the case of this study, the journalists from both newspapers were asked about their reason of attaching images in the articles due to the fact that majority of the Islamic environmental articles are accompanied by images. The results of the interview revealed that the respondents from *Utusan Malaysia* and *Berita Harian* tend to perceive that images are pivotal in the writing of Islamic environmental articles considering that images are able to support the claim made by the journalists as well as increase the credibility of the articles. In fact, it was also stated that images are crucial in attracting the readers to read the complex Islamic environmental articles. One of the journalists from *Utusan Malaysia* commented on this issue:

Nowadays people are lazy to read. They [the readers] want to see. When we use various interaction things such as colour, caricature, and infographic, it will help to attract their attention (ID EJ1).

In terms of the number of images presented in Islamic environmental articles, the result of the quantitative content analysis

found that most of the articles from both *Utusan Malaysia* and *Berita Harian* prefer to use only one image (N=53 for *Utusan Malaysia*, and N=36 for *Berita Harian*). However, one of the articles from *Berita Harian* uses two images, whereas an article from *Utusan Malaysia* is shown to use more than two images.

Table 2: Number of images in the articles

Number	<i>Utusan Malaysia</i> (N)	<i>Berita Harian</i> (N)
One	53	36
Two	0	1
More than two	1	0
No images	10	11
Total (N)	64	48

The interview was also conducted to further explore the respondents' clarification on their reason of attaching only one image in the Islamic environmental articles despite knowing that images play a crucial role in enhancing the readers' understanding on the complex issues. One of the respondents mentioned that it is common to only use one image in the articles due to the space constraint in the newspapers.

This is due to the space constraint in the newspapers. If we use graphic or more than one image is not possible as they are many information to put as well. So, we focus on writing the information on our writing (ID EJ5).

On another note, both *Utusan Malaysia* and *Berita Harian* only use picture instead of other type of images in all of their Islamic environmental articles (N=54 for *Utusan Malaysia*, and N=37 for *Berita Harian*). Therefore, it can be clearly seen that none of the articles in both newspapers uses diagram or any other illustrations

Table 3: Type of images in the articles

Types	<i>Utusan Malaysia</i> (N)	<i>Berita Harian</i> (N)
Picture	54	37
Diagram	0	0
Graph	0	0
Illustration	0	0
No images	10	11
Total (N)	64	48

In regard to this matter, the interview further investigated the reason of the absence of other type of images such as diagram, graph, and illustration in the complex Islamic environmental articles. According to the interview, some of the respondents stated that the decision is usually made by the editorial team by taking into account the suitability of articles and images as well as the available spaces in the newspapers. Moreover, some of them mentioned that picture is better because it can speak a thousand words and better attract the readers. As one interviewee from *Berita Harian* highlighted his view:

If you look at the picture, you can make your own summary. That is why people love to see picture (ID E19).

The current research also conducted an analysis on the form of images used in the Islamic environmental articles. The result of the content analysis revealed that human images mostly appeared in the Islamic environmental articles of both *Utusan Malaysia* and *Berita Harian* (N=26 for *Utusan Malaysia*, and N=23 for *Berita Harian*). Nevertheless, it is important to note that they are other form of images used in the Islamic environmental articles presented by both newspapers including the image of nature, industry, technology, building, activity, and logo as well as the combination of images as presented in Table 4.

Table 4: Form of images in the articles

Forms	<i>Utusan Malaysia</i> (N)	<i>Berita Harian</i> (N)
Image of nature	9	6
Image of industry	2	1
Image of human	26	23
Image of technology	1	0
Image of building	6	3
Image of activity	3	1
Image of logo	1	0
Combination of images	6	3
No images	10	11
Total (N)	64	48

The respondents were further questioned about their reason of using more human images instead of other form of images in the Islamic environmental articles. The analysis of the interview discovered that majority of the respondents just happened to realize that both

newspapers often use human images in the articles. Majority of them emphasized that human images are more preferred in the articles due to the suitability of the context of the articles. In other words, most of the environmental issues are commonly related to human which clearly explains why human images are considered more appropriate to be included in the articles; for example, the images of people being interviewed at a particular site. Most importantly, the wide usage of human images in the articles is able to describe human interest values that can attract readers' attention and shape their emotion. Talking about this issue an interviewee said:

Human images have the human interest [value]. The readers can feel the situation when they see the natural disaster and the hardness of the people [victim] (ID EJ4).

DISCUSSION

In brief, the findings of the present study showed that majority of the complex Islamic environmental articles published by *Utusan Malaysia* and *Berita Harian* tend to attach an image in each of the articles. In this case, the respondents who were involved in the interview consisted of journalists from both newspapers. According to their responses, it was confirmed that images are pivotal for articles because it can help to enhance the credibility of the article and attract the readers to read the article, particularly in regard to Islamic environmental issues. These results are in agreement with the claim made by Hanusch (2012) which states that images are pivotal because it do not only serve as evidence of an event but also allow the reader to believe in the information published by newspapers as “seeing is believing”. In fact, images particularly photographs are considered to be powerful than text considering their ability to help in the construction of reality among the public (Rebich-Hespanha, 2015) as well as to implore the emotion of readers (Hansen and Machin, 2013). Therefore, it is not surprising to find that almost every Islamic environmental article in both newspapers tend to accompany their writings with images.

In regard to the number of images, majority of the Islamic articles published by both newspapers only provide one image due to the space constraint. This issue is common considering that other types of articles including politic, economy, entertainment and others are also faced with the same problem of space constraint. In addition, it should

be noted that the limited space in the newspapers does give a pressure to journalist (Donohue, Olien, and Tichenor, 1989) because they are only allowed to attach only one image. Therefore, it is not a surprise to find that there is only one article from *Berita Harian* that used two images, while only one article from *Utusan Malaysia* used more than two images.

Furthermore, the result of the present study managed to discover one interesting and unique finding whereby photograph is the only type of image that is used in both *Utusan Malaysia* and *Berita Harian* newspapers, particularly in regard to Islamic environmental articles. In other words, none of articles have ever used other types of images such as graph, illustration, and diagram. However, this finding is not consistent with the studies conducted by Mohamad Saifudin (2016) and Rebich-Hespanha et al. (2015) which found that the use of images is more diverse in conventional environmental articles with the inclusion of graph, illustration, and diagram. In one case, the participant thought that the purpose of using picture is due to its suitability to the article provided with the fact that the picture itself is very powerful as it speaks a thousand words. Therefore, it would be great for the journalists to consider using other type of images such as diagram, graph, and illustration in the Islamic environmental articles in the future considering that they are pivotal in ensuring that the message can be communicated effectively (Moody, 2007).

In terms of the form of images, the findings revealed that the use of human image is dominant in Islamic environmental articles published by both *Utusan Malaysia* and *Berita Harian*. Majority of the respondents agreed that human image has been used extensively in the articles due to its ability to promote the aspect of human interest which would make it easier to attract the readers to read complex Islamic environmental articles. For instance, attaching the image of victim of flood or landslide helps the reader to believe and feel close to the event. Nevertheless, it is important to note that other forms of images such as technology, industry, nature, and others are still used by considering the suitability of the content in the Islamic environmental articles.

CONCLUSION

The present study provides crucial insights on the vital use of images in the effort of communicating Islamic environmental issues to

the Malaysian public. To the best of our knowledge, none of the past studies have investigated this particular area, especially the Muslim countries. Hence, the results of the current research have contributed by filling the gap of past studies in the area of environmental and Islamic communication.

As a whole, it is safe to conclude that images are very important in the process of communicating complex Islamic environmental issues in the media due to its ability to attract readers to read the article as well as have a belief in it. As has been mentioned, it is hard for the readers to understand the message without the attachment of any image, especially when the article is complex with the combination of environment and Islamic messages that are often cited with verses from the Koran and Hadith. In terms of directions for future research, further work could study the use of images in other types of environmental communication medium such as environmental non-governmental organizations (ENGOS) or newsletter published by scientists. In fact, more research is required to focus on the analysis of images in Islamic environmental articles in other Muslim countries such as Indonesia and Brunei by providing further comparison to the result of the present study.

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ELEMENTS OF RHETORIC ON THE COMMENTATOR OF INDOONESIAN FOOTBALL

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ABSTRACT

This study is based on a unique phenomenon that has occurred in Indonesian television especially on live broadcast of football matches. This is due to the communication style used by the commentators on television are very unique. During the game, the commentators shows a very attractive communication style by exaggerate everything that happens on the field to describe an ongoing game that makes the game atmosphere more exciting. The purpose of this study is to observe the commentator's rhetorical communications during live broadcast of football match on television. This study using descriptive qualitative method that aims to analyze the rhetoric communications from commentator during live broadcast on television. The theory used in this study is the five canons of rhetoric as the main discussion which are invention, arrangement, style, memory and delivery. The results of this study indicate that commentator's rhetorical communication is not only entertaining but also can expand the knowledge of audience through informative discussion about the ongoing game by using unusual style of language.

Keywords: rhetoric, commentator, football, live broadcast

INTRODUCTION

Football is a very popular sport in Indonesia. The people of Indonesia loves football very much. Today, football fans in Indonesia who can not come directly to the stadium can now easily enjoy the live broadcast of Indonesian football league through various platforms such as television, radio, and streaming applications via smartphone. Speaking about football live broadcast will also be related to the commentators. In Indonesia, public familiar with such names such as Hadi Gunawan, Iwan Sukmawan, Valentino Simanjuntak, Rendra

Soejono etc. These commentators usually will make appearance on television during live broadcast of Liga 1 (Indonesian Football League) or Indonesian National Football Team playing in major competition or in friendly match. Their style commentary also entertained the audience by energetic and expressive reaction. Indonesian commentators shows a communication style by exaggerate things that happens on the field to describe an ongoing game that makes the game atmosphere more exciting. Meanwhile, English speaking commentators in European top football league such as Premier League, La Liga, Serie A, Bundesliga or even UEFA Champions League and FIFA World Cup mostly focusing on the analysis on the field and sometimes talking about the details of the game. But then again, their commentary style not so expressive and energetic.

Beside the commentator must have an extensive knowledge. It's very important for commentator have good ability to speak because public will listening their voice during the game. So, the starting point of rhetoric is to speak and have a good knowledge especially about football. The question of this study is how is the Indonesian commentators rhetorical communications during live broadcast ?. While, the purpose of this study is to observe the Indonesian commentators rhetorical communications during live broadcast on television.

LITERATURE REVIEW

Rhetoric

The early history of rhetoric came from Greece. At that time, rhetoric called *technē retorikē* which means the science about the art of speaking (Abidin, 2013:25). According to Aristotle in Rakhmat (2011:7), rhetoric have three parts, which are :

1. *ethos* (ethical), is the character of the speaker could be seen from the way he talks, it shows to the audience that we have extensive knowledge and reliable personality.
2. *pathos* (emotional), is the emotional feelings of audiences that can be understood by the approach of mass psychology, therefore, we must be able to play the feelings of the listener
3. *logos* (logical), is the selection of words or sentences or expressions by speakers correctly, in the sense of having evidence and concrete examples to the audience.

A modern rhetoric is a harmonious combination of knowledge, thought, art, and the ability to speak. In popular language, rhetoric means in the right place, at the right time, on a more effective way, speaking the right words, true and impressive. That means someone must be able to speak clearly, concisely and effectively (Hendrikus, 1991:14). The starting point of rhetoric is speaking. Words or sentences to a person or group to achieve a particular goal. Speaking is one of the special abilities that humans have (Hendrikus, 1991:14). According to Tarigan (1990:15), speaking is the ability to pronounce the articulation of sounds or words to express, to say, and also conveying thoughts, ideas, and feelings. The main purpose of speaking is to communicate. To deliver information effectively, the speaker must understand the contents of his speech, in addition to evaluating the effect of communication to the listener (Abidin, 2013:55).

Commentator

In his seminal study of baseball commentary on radio, Ferguson (1983:155-156) posited that the commentators role is essentially twofold: reporting the ongoing activity of the game (“play-by-play”) and providing background information and analysis. The play-by-play commentator is usually a professional broadcaster employed by the network which broadcast the game, whereas the colour commentator is often a pundit (typically former coach or player) (Lewandowski, 2012:67). Ryan (1993:141) identifies further role of commentator is the “demand for continuous entertainment”. Meanwhile, Beard (1998:61) notes that sports commentary is “unscripted, spontaneous talk aiming to capture the ongoing excitement of the event. Beard writes of the importance specialized language in sports commentary and states that such language “can act as a bond, a mutual link between those play, those who commentate, and to extent those who watch” (1998:63).

RESEARCH METHOD

This study’s using descriptive qualitative method. Bogdan and Taylor in Moleong (2008:3) said “qualitative methodology” as a research procedure that produces descriptive data in the form of written or oral words of observable persons and behaviors. According to Sukmadinata (2009: 53) qualitative research is a study used to describe and analyze phenomenon, events, social activities, attitudes, beliefs, perceptions,

and people as individually or as a group. Furthermore, Sukmadinata (2009:18) also said if descriptive research aimed at defining a condition or phenomenon as it is. Meanwhile, the type of data in this study using qualitative data. The qualitative data is data in the form of words, sentences, schemes and images (Sugiyono, 2013:14). Data in this study itself obtained by watching available video recording on internet platform such Youtube to observe the rhetorical communication from commentator. Secondary data from literature also used in this study which are from books, journal and articles that related to this study.

RESULTS AND DISCUSSION

This section will explain five rhetorical canons by Aristotle. Aristotle's rhetorical canons actually related to speech. However, in context of this study rhetorical canons related to a commentator during football live broadcast. According to Aristotle in West & Turner (2008:11) five rhetorical canons are invention, arrangement, delivery, style, and memory. Here are the results of this study :

a. Invention

Foss (2004:30) explained invention is the location and creation of ideas and materials for speech. In this matter, invention means something new that the commentators brought up to the audience. The result of observation in this study found that the invention of Indonesian commentators is creating unique terms in live commentary. In recent years, Indonesian commentators are creative producing new terms. Their unique terms will come in certain moment such as when a player keep the ball, when some player have a good skill, or when a player scoring a goal etc.

One of popular commentator in Indonesia who often make appearance on television is Valentino Simanjuntak during interview with CNN Indonesia says :

“Before create a new terms, we (my team) are preparing, segmentation of the audience now is a segment of youth, women and netizen. They started not to watch football. While the audience who have been watched football for a long time though they do not like my style but still watching football. So, we (my team) are try to doing some research, the result from the research is we made it to create unique terms, in order to attract the audience attention to watch football”.

Based on the statement above, invention from commentator is obtained from the research that has been conducted before the game. Conducting research to create unique terms is creative thought, in order to make something new and fresh for the audience especially when they're saturated when watching sports programme.

b. Arrangement

Foss (2004:32) explained the organization or arrangement means the structure or arrangement of the speech. In live commentary there is no particular arrangement because live commentary is different than speech. Live commentary tend to play-by-play which reporting the ongoing activity of the game which are unscripted and spontaneous. However, the only arrangement could do by commentator is preparing data about the game. The following sentence is an interview quote from Valentino Simanjuntak about how long he takes to do a research before a game :

“How long do you take to do a research before the game?”

“It depends, one thing for sure the preparation have to be quick, Indonesia national team only have one day rest, the next day they have to play again. At least, a day before the game I already prepare the words I'm gonna use when the day is coming for me to commenting)” (Source:<https://beritagar.id/artikel/bincang/valentino-jebret-simanjuntak-gue-terpaksa-lebay>)

Data preparation for commentator before the game is so important. Their function also could provide the information and analysis about the teams who are playing. And also It's going to be useful for the audience because they can expand their knowledge about football clubs or national teams that playing in upcoming game.

c. Style

According to Foss (2004:32) the cannon of style deals with the language used by the rhetor. The language used in this context is the language of sports which is the language of football .Characteriscally, the language of sports includes a great number of vocabulary items related to military and warfare, e.g. attack, offensive, defensive, shooting, surrender, etc., as well as specific phrases and expression which are then often transferred to general lexicon, e.g. below the belt, breasting the tape, hitting for six or jumping the gun (Kowalikowa, 2009:65).

During observation of Indonesian football live broadcast, there is one particular style often used by the Indonesian commentators to describe ongoing game, that style is hyperbolic style. Hyperbolic is a style of language that contains exaggerating statements by exaggerating things (Keraf, 2005:135). These are some comment by commentators that containing hyperbolic style :

“Kita lihat pergerakan anak-anak Indonesia, Oowwhh... umpan membelah lautan kepada Egy”.(we see the Indonesian boys are moving, oowwhh... that passing split the ocean heading to Egy). (Valentino Simanjuntak on AFF U-18 Championship 2017 between Phillipines vs Indonesia broadcast by Indosiar).

“Kita lihat lari antar kota antar provinsi yang coba dilakukan oleh Feby, dari sebelah kiri berbahaya, jebret, oowwhh” / (We see Feby attempt to running through inter-provincial and inter-city, from the left side, it’s dangerous, jebret, oowwhh).

(Valentino Simanjuntak on AFF U-18 Championship 2017 between Phillipines vs Indonesia broadcast by Indosiar).

“Serangan tujuh hari tujuh malam dilakukan oleh Vietnam”(Seven days and seven nights offensive by Vietnam) (Hadi Gunawan on AFF Cup 2016 Semifinal between Vietnam vs Indonesia broadcast by RCTI).

Those are hyperbolic comments from commentator during live broadcast. It shows that these commentators exaggerating everything on the field during the game in order to make the atmosphere of the game more entertaining.

d. Delivery

Foss (2004:32) explained the canon of delivery is concerned with the speaker’s manner of presentation. However, the speaker in this case means the commentator who commentating the game during live broadcast. The observation through watching available video on Youtube indicate that Indonesian commentators have energetic and dynamic delivery to audience. Live broadcast of AFF U-18 Championship 2017 between Indonesia vs Phillipines by Indosiar was good example, Valentino Simanjuntak as a main commentator showing energetic performance throughout the game. Another example is Hadi Gunawan when commenting Indonesia National Team playing in some competition. Hadi Gunawan speaking really fast when commenting

the game. His live commentary could be watched when Hadi Gunawan became main commentator during AFC U-19 Championship Qualifiers 2013 between Indonesia vs Republic Of Korea. During interview with CNN Indonesia, Valentino Simanjuntak explained his material commentary in live broadcast:

“There are some models that made my commentary popular which are jargon, vocabulary, quote from national heroes, motivational quote, our national song, and supportive quote. Not anybody can do that”. (Source: https://www.youtube.com/watch?v=kyXg1o_6V9U)

He used those materials for his commentary during live broadcast on television. Public known Valentino’s commentary is super expressive and attractive that makes the atmosphere of the game become intense and entertaining.

e. *Memory*

Foss (2004:32) explained memory is mastery of the subject matter, which may include the actual memorizing of the speech. In this matter, memory is about how to memorizing fact or data about the game. The commentator should know the details before making appearance on television because commentator also have to provide the information to the audience. Commentators must preparing the data before live broadcast In memory, the commentator must know the details about the game. As Iwan Sukmawan mentioned in TVOne sport news programme “Arena Sepakbola Indonesia” about his preparation before the game :

“When I’m gonna do my job, I have a special ritual which are reading and understanding the data, when the time is come I pretend that as if I’m on the field”. (<https://www.youtube.com/watch?v=EU0T1FmrhTk>)

Commentator must preparing the data about the game then reviewing it before live broadcast. Commentator must have extensive knowledge and know the details about the teams who are playing, in order to make the audience not having misinformation.

CONCLUSION

The following conclusion based on the canons of rhetoric from results and discussion above which are :

- a. The result of invention found the Indonesian commentator's creating unique terms in live commentary. The terms obtained from the research that has been conducted before the game
- b. There is no particular arrangement from commentator during live commentary. Sports commentary is different than speech because It's unscripted and spontaneous. The only arrangement could do by commentator is the preparing the data about the game.
- c. There is particular style often used by the Indonesian commentators to describe ongoing game, that style is hyperbolic style, in order to make the atmosphere of the game more entertaining.
- d. Indonesian commentators have energetic and dynamic delivery style such as Valentino Simanjuntak and Hadi Gunawan. Public known their energetic and dynamic style during live commentary.
- e. In memory, commentator must preparing the data about the game then reviewing it before live broadcast. In order to make the audience not having misinformation.

According to the conclusion above, indicating that commentator's rhetorical communication is not only entertaining but also can expand the knowledge of audience through informative discussion about the ongoing game by using unusual style of language.

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Understanding Risk Perceptions of Youth on the Lynas Project: A Socio-Cultural Outlook

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ABSTRACT

In 2011, Lynas Corporation Australia, put up Lynas Advanced Materials Plant (LAMP) at Gebeng Port, Malaysia to process rare earth mined from the Mount Weld, Australia. Various local interest groups claimed that the project would bring in hazardous risks to the people and environment. Some associated it with nuclear risks. Since then many studies have been conducted in different aspects on Lynas project, but not on locals' perception. The main question to be discussed in this paper is how students' construct risk perceptions on Lynas Project. Mary Douglas' Cultural Theory (1978) is used to guide the discussion on risk perception among the students. The findings from focus group discussions and in-depth interviews indicate that respondents view Lynas Project as an 'uncertain danger' – a danger with high potential to happen but they are unsure about the type and shape of the said 'danger'. At the same they agree that Lynas project is beneficial to the locals by providing job opportunities. Students' construction of risk is very much influenced by social tendency and contextual processing especially during interactions with parents and teachers on the possible danger of Lynas Project. Interestingly, these sources are not fully trusted by the respondents and in many occasions respondents would do factual cross-check by comparing the sources' information with friends and through internet. Based on Cultural Theory, most respondents can be grouped as Egalitarians. They tend to have negative perception on risk and development that evolved around them. They too are concerned on society well-being, equality in community and have small trust on their own sources of information, partly because they are exposed to too many sources of information which can be referred to.

Keywords: Risk perception, Lynas project, risk communication, environment, Malaysia

INTRODUCTION

The Lynas Advanced Materials Plant (LAMP), which processes Rare Earth Elements (REEs) at Gebeng, Kuantan, Malaysia, is a subsidiary of the Australian firm, Lynas Corporation Ltd. Rare earth consists of 17 types of different mineral elements (Kolo et al., 2015). The demand for REEs continues to rise due to technological advancements and its growing demand for the manufacture of electronics and equipment like cellphones, computers, firearms and military hardware, hybrid cars and wind turbine generators and other renewable energy technologies (Gholamreza, 2011; Ellisha & Reevany, 2013; Husna, 2017). The increase in global demand for REEs is also due to its applications for high-end technological innovations. Thus, the inception of the Lynas rare earth project in Malaysia was an effort by the Malaysian government to capitalize on opportunities from such technological advancements while increasing Foreign Direct Investments (FDIs) to boost the nation's economy (Phua, 2016). The announcement of the award of a license for the LAMP in 2009 by the [Malaysian] Atomic Energy Licensing Board (AELB) paved the way for debates in public sphere among politicians, environmental activists, Non-Governmental Organizations (NGOs) and academics. The debates spread assumptions on risks and impacts to the people and environment. There were also opinions that the project involved the development of a nuclear reactor that may lead to disastrous risks (Gholamreza, 2011). However, until date, there are no verifiable reports or incidences to prove any of those assumptions. The few existing past researches on the Lynas project mainly focused on newspaper reports, clashes in opinion between 'anti-government' groups regarding its dangerous consequences, and the use of social media by activists and voters in discussing the risks posed by Lynas (Sharafa & Nik Norma, 2015; Kaur, 2015; Tengku Hanidza, 2015; Phua, 2017). However, the perception of risks among local communities, who reside around the Lynas project was neglected. Yet, if a disaster occurs at the plant, the local communities would experience the greatest impact. Therefore, a research on the perception of risks from the Lynas project by the Gebeng community is important to understand their perception of risks therefrom.

Notably, the Gebeng community rejected the proposal for the Lynas project due to health and safety concerns (Kaur, 2015). Nonetheless, how was the perception of the Gebeng community stimulated to cause public fear of danger and rejection of the Lynas project? This question formed the basis of our research. Past research (e.g. Dauda & Nik Norma, 2015)

proved that conflicting information from stakeholders were published in the Malaysian news media. Though their research was not linked to the position of the Gebeng community, it can be argued that information shared through the news media may cause confusion and generate poor understanding on risks from the LAMP. In addition to the misinformation spread through the news media, social interaction can also influence students' understanding regarding the Lynas project (Tengku Hanidza, 2015; Zhang, 2012). Therefore, this study on the perception of youth on risks from the Lynas project explored the process of developing the perception of risk on the Lynas project; and understanding how social and contextual influences helped respondents to develop risk perception.

LITERATURE REVIEW

Risk connotes a wide range of meanings depending on the field of study, which encompasses aspects of health, safety, environment and technology (Sjoberg, 2000, Kollmuss & Agyeman, 2002, Fischhoff, 1995, Patton, 1998). It is a possibility of danger, which can occur due to an inescapable incident (Slovic, 1999). Meanwhile, the perception of risk refers to the cognitive process that influences the action of a person in valuing risk (Denham, 2014).

In Western economies, research on the perception of risk is important to understand how society responds to events or issues that pose negative risks (Oltra & Sala, 2014). Most research on the perception of risk among students were conducted on daily social activities of students' health and safety (Murphy, 2004, Dupas, 2011, Eren, 2015). In contrast, research in Malaysia regarding the perception of risk, especially in the field of communication, is scarce. Most past studies on the Lynas project in Malaysia were conducted in research areas related to geology, economy, medical anthropology, management and political science (Phua, 2016, Ali, S. 2014, Azman et al. 2015, Tengku Hanidza 2015, Husna, 2017). In the field of communication, the two existing studies (Kaur, 2015; Sharafa & Nik Norma 2015) focused on how alternative media – social media provide activists with alternative platforms to create public sentiment around the Lynas project; and the roles of Malaysian alternative online newspapers in the representation of risks from events like the Lynas project. Thus, research on perception of risk, especially among the youth, as stakeholders and decision-makers in the future (Bulus, 2011; Zhang, 2013) can be explored to

understand the process of developing risk perception and how social and contextual factors influence stakeholders on the Lynas project.

Meanwhile, students' perception needs to be explored further to uncover their support or rejection of decisions of the political class. A study by Ma *et al.* (2016) proved that parents and teachers who have a close bond to students are the main sources of information for the students. This process is a social tendency that can influence public opinion besides socio-cultural and environmental factors, belief, as well as, experiential and educational backgrounds (Hanifah *et al.*, 2014; Norliana 2014). The sharing of information between parents and students can indirectly influence students' perceptions contextually towards the meaning of risk on a topic (Robelia & Murphy, 2012). This is considered an indirect learning process to understand the culture and tendencies of society on an issue, which can also lead the youth to agree with the issue at stake. This factor plays an important role in shaping risk perception of students since they will later develop the meaning of 'risk' contextually based on that understanding. Thus, this research can help to discover how social and contextual tendencies of students shape the meaning of risk towards the Lynas project.

In terms of theoretical underpinning, this study used the Cultural Theory by Mary Douglas (1978, cited in Mamadouh, 1999) (Figure 1) to identify respondents' perception of risk based on the four-category Grid and Group model, which are: *Hierarchy*, *Egalitarianism*, *Individualism* and *Fatalism*. These group categories have different perspectives in viewing risk. Firstly, *individualism* considers danger as risk and opportunities in their lives. This group believes that society should be given a chance to explore their abilities without the control of any ruler. *Egalitarianism* considers existing risk in development and advancements towards increasing diversity in society. This group is prejudiced and suspicious towards rulers because they believe rulers will use their power to take advantage of the people. Those in the *Hierarchy* grid are concerned with the chaos that occurs and take the easy path of giving full trust to the ruler. They are also completely dependent on the ruler to make decisions. In contrast, those who are categorised in the *Fatalism* group, which is the minority group, knows about the existing risk but choose to stay silent and keep away from the risk. They believe that humans have limitations in controlling and determining what happens around them.

<i>Fatalism</i>	<i>Hierarchy</i>
<i>Individualism</i>	<i>Egalitarianism</i>

Figure 1: *Grid and Group* by Douglas (1978), cited in Mamadouh (1999)

RESEARCH METHOD

This study used two methods – Focused Group Discussions (FGDs) and In-depth interviews consecutively. The sample consists of 30 upper and lower secondary school students from Sekolah Menengah Kebangsaan Pelabuhan, Gebeng, located ten kilometres away from the Lynas project. Firstly, six respondents per session participated in a total of five FGD sessions. Subsequently, in-depth interviews were conducted with 10 respondents selected from the FGDs. The findings from the two methods were triangulated and compared to strengthen the research. Narrative analysis by Labov (1972) was used to explore the development of the meaning of risk for the respondents. Thematic analysis by Braun & Clark (2006) was used to analyze the themes of social and contextual tendencies for shaping the perception of risk.

Table 1: Interview questions for FGDs and In-depth Interview

Research Question	FGD Questions	In-depth interview
RQ1: What is the perception of students regarding the risk behind the Lynas project?	1. What is your opinion regarding the development and operation of the Lynas project?	1. Do you feel the Lynas project poses a risk to the community?
RQ2: How is the meaning of risk developed by students?	2. How do you understand the operations of the Lynas project?	2. How can the Lynas project impact on the community?
RQ3: How do social and contextual tendencies shape the development of the meaning of risk among students?	3. How did you obtain information regarding the Lynas project?	3. Do you believe in the sources that you have? Why?

RESULT AND DISCUSSION

Generally, the respondents viewed the Lynas project as ‘dangerous’. They also assumed that the danger is imminent in the future. The narrative analysis also showed that the respondents were unsure of the form of imminent danger from the LAMP. They referred to the threat as ‘unknown danger’ and equated the imminent risk with a nuclear explosion and radiation that can cause death, permanent deformity and chronic diseases. ‘Unknown danger’ exists in communities that have low knowledge regarding a risk according to a study by Yoshida (2017) on the perception of student dentists towards the risk of radiation exposure from the use of nuclear energy in Japan. The findings showed that educational background and respondents’ knowledge resulted in positive perception towards the risk of the danger. Moreover, efforts of the Japanese government to emphasize the importance of sharing information to the public also increased their confidence towards the government and the information provided.

The development of the meaning of risk by the respondents in the current study was based on early assumptions received from parents, teachers and peers. Examples of early information on the danger and risk from the Lynas project were: explosions, radiation and chronic diseases that can lead to death. However, the three assumptions of risk were not personally experienced, and this caused the respondents to doubt their sources of information. Regardless, the process of developing the meaning of risk from the Lynas project began when the respondents experienced first-hand the change in their surroundings such as presence of heavy smoke from the Lynas project, which stunk of toxins. This caused the respondents to link the meaning of risk with nuclear sources and radiation that can affect their health.

Relatedly, past studies on students’ understanding of the dangers from nuclear effects showed that there were no early assumptions made on the risk of danger (Eren, 2016, Anilan, 2014, Ahmet, 2013) if the students were exposed to knowledge and beliefs on the risk of danger linked to nuclear effects earlier in education from school (Daromala & Odunsi 2017; Bulus 2011). Thus, students build the meaning of positive risk based on the education received in school as a guide to assess the level of risk faced in their daily lives (Hossain, 2010). In this study, the respondents built the meaning of more negative than positive risks due to low basic knowledge regarding the real meaning of nuclear and radiation risks.

Furthermore, the feedback from the respondents on the influence of social tendencies towards the development of the meaning of risk were sub-divided into three themes. Theoretically, social tendencies are environmental conditions that exist in society encompassing culture, beliefs, attitudes, backgrounds and education (Gleave, 2009), whereas contextual tendency is the assignment of meaning based on understanding gained by an individual/group in a society (Anilan, 2014; Davtyan, 2014). Consequently, the social and contextual tendencies discovered from the findings of the current study were: type of source, perception of source and credibility of source. This research showed that interactions between respondents with two sources, which were parents and teachers such as conversations and discussions were some of the forms of social tendencies that played dominant roles in influencing the students' development of the meaning of risk. This was preceded by peers. Secondly, negative information was gained from both sources as they went through an objection process during the early days in the development of the Lynas project. The sources believed that the Lynas project could incur risk but were not able to clarify the type of risk. Thirdly, most of the students were suspicious of the information from their parents and teachers because they believed it was not based on facts and truth. Hence, they doubted the credibility of their sources. This led the students to form a different contextual understanding of the meaning of risk of danger from the intended meaning from their sources. Subsequently, they compared both information to determine the authenticity of the facts.

The above findings are consistent with previous findings from the study by Akwara (2003) on the perception of university students in Turkey on the risk of danger from Human Immunodeficiency Virus (HIV). The students regarded HIV with high risk based on information received from their lecturers and friends. Besides that, Altunoglu and Atav (2009) stated that strong belief on information from a source by the students increases the support and agreement towards the information received. Therefore, the results of this study proved that social tendencies influenced the development of the meaning of risk among students through the information received from sources.

In addition, students' understanding of the meaning of danger was also shaped contextually based on early information from sources. Two themes identified from the findings were: understanding based on reality

and imagination. The students saw the reality of the danger of risk from the Lynas project based on the heavy toxic-smelly smoke billowing from the plant. This situation triggered the possibility of an imminent danger like explosions, radiation exposure and pollution. In relation to this, the research by Le & Acordia (2018) showed that youth have a different perception regarding risks when compared to adults. Therefore, this study proved that students' understanding regarding dangers from the Lynas project was based on the reality they experienced. Nevertheless, danger such as explosions and radiation pollution were considered through imaginations from the assumptions conveyed by sources since no risk event had occurred and was witnessed at the plant by the students.

In summary, the findings from this study based on the Cultural Theory perspective of the Grid and Group model by Douglas (1978, cited in Mamadouh, 1999) showed that dominant respondents (18) were *Egalitarians* in nature because they visualized the risk of danger from the Lynas project. This categorization emerged through the triangulation of findings using narrative and thematic analysis. *Egalitarians* hold the opinion that Lynas Corporation and the Malaysian government, who are key stakeholders of the Lynas project, were less concerned with the safety of the community and its exposure to the risk of danger from the project. Another 10 respondents were *Fatalists* because they were unknowledgeable and cared less to know the risk of danger from the LAMP in their vicinity. Only two respondents from the lower secondary school were categorized as *Individualists* who saw risk as a chance that can be fully utilized. None of the respondents fulfilled the criteria of the *Hierarchy* category because they were independent of the government and were not expecting government to cater for their well-being. These findings showed that, though the respondents stated their concerns toward the unknown danger, they also held the opinion that the Lynas project provided benefits in terms of job opportunities to the community and generated revenue to contribute to the nation's economy as an industry with a multiplier effect. However, they hoped that Lynas could be moved to a different location far from their community so that they are not exposed to any imminent danger.

CONCLUSION

This study explored how students, a sub-set of the Malaysian youth population developed their perception of risk from the Lynas project in Gebeng, Kuantan. The youth were influenced through negative

information from sources such as parents and teachers and developed a different perception regarding the risk of danger from the Lynas project. Likewise, the study showed that the participants are liberal-minded and curious about occurrences around them. They also employ mechanisms to filter information received from various sources to determine which sources provide in-depth and factual information. Therefore, the Malaysian government needs to play an important role in providing correct and consistent information to youth and other stakeholders directly in Gebeng and neighbouring communities on the Lynas project. The involvement of other stakeholders in related areas is also important to ensure cooperation and proper understanding.

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Effectiveness of Communication Campaign towards Self-preservation Preventive Behavior in Vulnerable Community Group of Merapi Disaster

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ABSTRACT

One of the disasters that contribute to the many numbers of victims other than flood is volcanic eruptions. One of them is Mount Merapi that has been categorized as one of the active volcano in Indonesia because in every certain period it erupts as a part of its volcanic activity. Disaster Campaign is one of the very strategic aspects to be well managed by the government and other elements of society. The use of integrated communication campaign media will easily help to deliver information and embed knowledge to the people so that it shapes positive attitude towards disaster. Campaign is the usage of various communication media to change certain behaviors of audience; if it being related to the context of handling natural disasters that happen particularly in Central Java, does the government already done the campaign activity that well planned so it can press and decrease the amount of victims. If in this case the government already done the disaster communication campaign activity well enough, what are the media that being use in that campaign activity. Mostly communication activities use community radio media as a means of socialization. This usage is strategic enough for certain segment; it is questionable whether the other segments also have the same media habit?

Keywords: communication campaign, media, preventive behavior

INTRODUCTION

A survey conducted by Badan Nasional Penanggulangan Bencana (BNPB) during 1815 – 2014 the distribution of disasters and deaths in Indonesia reached a very fantastic number; there are about 6.000 disasters with the number of victims reached 170 million people became victims and died. This survey presents data of the type of disasters that happening most in Indonesia is volcanic disaster. This condition is an implication of Indonesian geographical contours that have many

volcanoes and rivers and also areas that have poor water systems.

Tracking back on the survey that conducted by Badan Nasional Penanggulangan Bencana during 1815 – 2014 there are 126 incidents related to lava eruption with the number of victims reached 78.627 people. The result of BNPB research on the distribution of frequency based on the Province category with the highest occurrence of disaster was occupied by Central Java Province with 3.184 disasters, followed by West Java with 2.100, and East Java 1.630 events. One of the disaster events that resulted in the number of victims other than flood was volcanic eruption of Mount Merapi. At a certain periods the mountain erupted as a part of its volcanic activity. Geographically, Mount Merapi is located in three regions of Central Java Province that are Kabupaten Klaten, Kabupaten Boyolali, and Kabupaten Magelang. Here is the figure of the number of victims caused by Mount Merapi disaster:

Tabel 1.1 Victims and Events of Mount Merapi Eruption

KABUPATEN	DIED	INJURED	MISSING	EVACUATE	HOUSES HEAVILY DAMAGED
BANJARNEGARA	155	65	0	17	0
MAGELANG	56	84	0	111	
WONOSOBO	155	0	0	0	0
MAGELANG	0	0	0	12256	0
BOYOLALI	0	0	0	916	0
KLATEN	0	0	0	3569	0
KOTA MAGELANG	0	23	0	4	
KLATEN	0	0	0	4533	0
BANJARNEGARA	0	0	0	853	
MAGELANG	25	0	3	0	252
KLATEN	41	51	0	107	
MAGELANG	0	0	0	9053	0
BOYOLALI	12	37	0	66	
MAGELANG	0	0	0	0	2

source: http://dibi.bnpb.go.id/DesInventar/simple_results.jsp

The distribution numbers above show a very significant number that the eruption of Mount Merapi disaster is related to the losses experienced by the community in terms of the number of victims and also in ownership of objects and valuables. BNPB in 2010 reported a

statistic data of the victims of Mount Merapi eruption that recorded the number of dead victims in Daerah Istimewa Yogyakarta and Central Java with 232 people. It was consist of Yogyakarta 116 people, Sleman 104 people, Klaten 2 people, Boyolali 3 people, and Magelang 7 people. Meanwhile, the last data of injured victims who were undergoing hospitalized in the hospitals recorded 723 people, and outpatients 6,474 people, and evacuees with 561.328 people. (<http://www.voa-islam.com/read/indonesiana/2010/11/07>)

The high number of victims is influenced by so many factors such as the government's unpreparedness to manage disaster and anticipate the emergence of disasters. The government focuses more on developing and managing physical infrastructure rather than non-physical aspect, whereas both have a very important role on handling natural disasters. Communication techniques to educate the community in order to recognize the dangers of Merapi have been done around the slopes of Merapi, but that communication activity is mostly using community radio media as a means of socialization. The usage of community radio is indeed strategic enough for a certain segment groups like farmers and rural communities, but do other segment groups also have the same media habit?

Disaster awareness campaign movements that have been launched by the government and disaster activists have not been fully able to change the attitude of the people around Merapi. The process of building awareness attitude requires relatively long time and tough challenges, especially when it comes to touching the values that have been believed by the community around. The case of Mbah Marijan became phenomenal in 2010 Merapi eruption. In an article written by Sutrisno Budiharto that was quoted in the citizen journalism website Kompasiana, January 17th 2014 edition told a unique story about Epilog Mbah Marijan and Merapi, which tells about the success of Mbah Marijan on predicting that Merapi's activity will not harm the local people in 2006 and succeed. The power of Mbah Marijan on predicting the eruption later believes as a precise and effective prediction by the community around, and it made the people were not willingly evacuate before they got the instruction from Mbah Marijan as an eternal keeper of Merapi. But unfortunately in 2010 eruption, Mbah Marijan's prediction missed, the people of Kinahrejo Sleman Yogyakarta and Mbah Marijan were died and swept away by the hot lava. In a note of Suara Pembaruan, October 30th 2010 edition, the local people's belief

on Mbah Marijan is based on two values that Mbah Marijan as a mirror of loyalty, modesty, and responsibility for his call of duty, an example of obedience and submission although his life is at stake. According to the lecturer of Sociology of Gajah Mada University, Dr Mohammad Supraja, there is cultural aspect that makes local people strongly believe not to evacuate, Mount Merapi is the source of life for their living in agriculture and farming. That cultural value has formed because all this time Mount Merapi provide security and economic comfort so that the local people feel unwillingly to leave the source of their life that gives value to the welfare and then just stay in the evacuation camp. For them, evacuation camp is not a feasible place and full of suffering where evacuees have to fight for food, drinks, beds and unrepresentative toilet facilities and their lack of readiness to face conflicts with each other.

(http://www.bbc.co.uk/indonesia/berita_indonesia/2010/10/101029_budayamerapi.shtm). Table 1.2 below presents an overview of disaster campaigns that have been done on Handling Merapi Disaster.

Table 1.2 BPBD Central Java Communication Activity on Handling Merapi Disaster*)

No	Activity	Implementer and Location	Source
1	Socialization on Disaster Preparedness	BPBD Central Java on Sidorejo village, Kecamatan Kemalang, Klaten, Tuesday (17/4/2012)	Http://Www.Solopos.Com/2012/04/17/
2	<ul style="list-style-type: none"> Community Radio across Merapi Information Media: Community Radio across Merapi 107.9 FM, with 40 Watt power transmit airing during 06.00 – 24.00 always starts the show with information about Merapi situation and the activity of the people around. 	PASAG Deles activists, Sidorejo, Kemalang, Klaten, Central Java	Http://Jalinmerapi.Net/

No	Activity	Implementer and Location	Source
	<ul style="list-style-type: none"> In a regular situation, its contents are dominated by entertainment, but in a state of alert this radio activates its function as a communication media on dealing with disaster hazards. 		
3	Socialization of Status and Activity Threats of Mount Merapi Through Radio Communication	Ministry of ESDM	Http://Www.Merapi.Bgl.Esdm.Go.Id/Informasi_Merapi
4	Film Screening in Evacuation Sites and Villages on Merapi Slope Kabupaten Magelang, Sleman, and Klaten	WALHI	Http://Jalinmerapi.Net/Baca/82/Pemutaran-Film-Siaga-Merapi-Dan-Film-Hiburan-Di-Lereng-Merapi.Html

*) Processed from various sources

Communication has a very important role on disaster handling activity. An appropriate usage of communication activity will help the government to press the number of victims after the disaster. Ideally, the government has a good model of campaign activity guidance. This research that focuses on campaign will give exposure about the effectiveness of media that were being used so far can change people's behavior in disaster prone areas.

This research has a purpose to measure campaign effectiveness, cultural value beliefs, threat awareness, attitudes about disasters toward intention behavior of self preservation in vulnerable communities of Merapi disaster eruption in Kabupaten Magelang, Central Java.

LITERATURE REVIEW

Being an exchange student in Turkey: Adaptation to a new culture – Mehmet Ali Ichbay & Ercan Koca Yoruk, International Journal Progressive Education-vol.7 number 3,2011. This research aims to describe 50 undergraduate and postgraduate students in Turkey University that come from some countries like European Union, North America, Australia and Ukraine. Time like this is included in

to critical period of the growing of important changes in social life to adulthood. Some growth happens during this transition period as the adolescent ends to reach adulthood in order to develop healthy social and psychological functions. One of the significant changes that the students have to face in this growing stage is developing the ability to adapt with new environment, including the process of blending themselves into new culture, how they can be a part of the new culture, and how they feel belong to the new culture. To develop the ability to adapt, this study aims to describe the type of experience exchange that the students get during their study abroad. Other than through interview the data gathering using focus group discussion where the researcher also as a participant observer. The result of this study basically shows that there has been a modification on the new culture which its elements are against the original culture, modified through adjustments with the rules enacted by the host culture.

Developing the ability to adapt with new environment, through a blending process with the new culture, being able to become a part of the new culture, and also how they can feel belong to the new culture as what the students have experienced in the research above is assumed it can be implemented in this research, although it is a long and tough process, but this kind of process must be passed by the people who live in disaster prone areas.

RESEARCH METHOD

Type of Research

Research on the topic of Campaign Effectiveness, Cultural Value Beliefs, Threat Awareness, Attitudes about Disasters toward Intention Behavior of Self Preservation in Vulnerable Communities of Merapi Disaster Eruption Kecamatan Salam Kabupaten Magelang, Jawa Tengah, using explanatory approach that test the interrelations between variables.

Sample and Population

This research population is community groups who live in disaster prone areas of Mount Merapi eruption in Kecamatan Salam Kabupaten Magelang of 13.019 people. The target population in this research is the number of families in Kecamatan Salam Kabupaten Magelang as many as 13.019 families. The retrieval technique is done by using stratified random sampling approach.

Research Data Source

The form of the primary data is numbers data as a result of questionnaire coding which has been filled by respondent. The secondary data using literature study from books, mass media articles, and journals.

Data Collection Technique

Data collection technique is done by interview using questionnaire tool to the target which is one of family member it can be father/mother/oldest child.

Data Analysis Technique

Data analysis technique is done through coding process, editing and tabulation then continued with Correlation Test using Path Analysis to know the interrelation and contribution between variables.

Goodness Criteria

The research using positivistic approach and the goodness criteria is validity and reliability.

RESULT AND DISCUSSIONS

1. Things that are still believed by respondent

Respondents in the community around the disaster fully believe that the existence of Mount Merapi is the source of welfare in their daily lives. There are 117 people or 77 percent of all the respondents strongly agreed to this reality. This belief is shown by an increasingly strong attitude to not evacuate when disaster strikes. Besides as a source of life for their living in farming and agriculture, all this time Mount Merapi also gives a sense of security and economic comfort and gives value to the welfare. That cultural value is formed because there is a strong economic bond between the local people and Mount Merapi.

The respondents also believe that the signs shown by Mount Merapi are not a sign of danger, but more as a celebration from the 'Bahureksa' or the guard of Mount Merapi; therefore the ongoing activity is not something to be avoided or even to be scared of, but it is an activity to be witnessed and accompanied with a prayer of salvation. The answers data of respondents who show this belief shows relatively high percentage, that is as many as 30.3 percent who stated strongly believe if Mount Merapi is in 'celebration' when there is a rumbling sound of Mount Merapi that should be avoided. Another 35.1 percent

shows high belief, even 9 percent believed very highly about the ongoing celebration in Mount Merapi. Although 25.2 percent of respondents stated their lack of belief on the ongoing celebration in Mount Merapi, all of their statements show an attitude that the ongoing signs of nature at that time is not a condition to be scared of, moreover have to leave their house immediately to evacuate.

The respondents also believe if Mbah Marijan is a human figure that they make as a symbol of greatness. The people's belief in Mbah Marijan has been based on two values of belief that Mbah Marijan as a mirror of loyalty, modesty, and responsibility for his call of duty and as an example of obedience and submission although his life is at stake. This belief has a strong impact on the unwillingness of the community around to evacuate even though the status of Merapi has been increased to become alert; because in fact in 2006 that was not proven while they have already evacuated. How strong their belief was imprinted has made Mbah Marijan as a symbol of greatness in their lives, it is proven with the high answer of respondents who agreed to that, in numbers, high percentage is on 55 percent, even 18 percent is on very high percentage and 44 percent pointed to be alternative answer on quite high. The percentage of respondents who are relatively in a position of high belief level is a proof of symbol that Mbah Marijan is a figure of greatness and a caretaker of Mount Merapi. The late Mbah Marijan has been believed to be able to have a dialogue in spiritual version that can only be done by super-resigned, innocent, and sincere people, like Mbah Marijan, to something invisible and covering around Mount Merapi. Of course, the spiritual communication is done using Javanese rituals. Opinions that support the activities of the caretaker (*kuncen*), usually come from cultural humanist, human rights activists or the more liberal Ulama. They consider what is done by the caretaker is a part of the culture and local wisdom that must be preserved. It is undeniable that the role of a caretaker in Javanese society is very important that they are believed and obeyed by the community so that all restrictions and suggestions from them will usually become kind of unwritten rules among the local people. (source: [http://elexyoben.wordpress.com/Diakses tanggal 21 Mei 2011](http://elexyoben.wordpress.com/Diakses_tanggal_21_Mei_2011))

The respondents believe that the value of a family is on top of everything. Their opinion about the well being of a family rather than wealth also as an implementation of "*mangan ora mangan sing*

penting kumpul”, which means whether they eat or not but the most important thing is they can still gather. This philosophy is probably based on a principle of mutual cooperation (*gotong royong*) that is so high and rooted in the Javanese community (possibly also throughout Indonesia) at that time. Family is considered as an important element that cannot be separated from each other so it seems it is hard when one must leave the tie. The strong ties within the family in turn give an impact on the spirit of mutual cooperation in social life. It seems that this also wants to be implemented by the majority of people living in the disaster area. Since they live close enough to one another in one area make them united like a family. This sense of unity then what makes them more concern about the safety of the family than their property when disaster strikes. Majority of respondents, as many as 199 people or 78,9 percent agreed if family safety is more important over property in the event of a disaster. Although the safety of the property may also still be considered, but the number of respondents who include in this category are relatively small that is only 9,3 percent.

Although for some residents, farm animals are considered as an asset, for those who do farming and make the farm animals as their savings which can be sold at any time on the market, often times this become a thought for them during the eruption. The result of this research inform that the respondent’s belief to bring the farm animals while evacuating is 37,5 percent. This number is also being understood that the farm animals are a part of their lives, especially for those who do farming. Although there is also 40 percent among those who have low beliefs to bring the farm animals while evacuating, this is due to a more preferred choice to save themselves, besides, the consideration of limited evacuation area. The answers of the respondents who have high belief (23,8 percent), very high (11,9 percent).

2. Respondents’ Attitudes to Disaster

Although their belief when receiving disaster information from the government is very high, but their attitudes when the disaster strikes can be said as bad. That is 42,4 percent of respondents are in this category. While the attitudes of respondents who can be categorized as quite good, good, and very good each of them are 29,1 percent, 16,6 percent and 11,9 percent. The poor attitude of respondents is related to relatively slow on decision making when the disaster occurs. If it linked

to the level of attitude, it can be categorized in the lowest level that is receiving, which means that they are receiving information given by the government but have not been able to quickly make a decision. In a disaster case, that kind of attitude is not recommended because it relates to their own safety. The poor attitude of the respondents in decision making is apparently also shown in the bad evacuation of Merapi eruption, as many as 74,2 percent of respondents are included in this answer category. While for a very good self preservation attitude the percentage is only 3,3 percent. This result later has an effect on another bad attitudes such as self preservation attitude with 75,5 percent, the attitude on hearing danger siren 75,5 percent.

Attitudes toward information given by government about the dangers of Merapi, even shows worse numbers. The figure that shows the numbers of respondents' bad attitude relatively consistent on the highest percentage compare to the answers in different categories. This condition also become an input when the rescue campaign is about to be done for the residents so that in the future when the same disaster occurs, then the government is expected to anticipate the numbers of residents who become victims, considering Merapi eruptions still can be happening at any time.

3. Campaign Effectiveness

The poor attitudes toward government information are the impact of low information about eruption disaster they receive (65.6%); each respondent has only been exposed from 1 to 2 media. The most frequent media that shares information about the exposure of Merapi disaster is TV commercial that in the appraisal the respondents gave interesting story settings (46,1%) because the information is packed in a story that portrays visual of the condition of Merapi and the progress that happen. While radio in terms of story setting, the majority gave not interesting appraisal (59,6%) because the information is packed monotonous and read by the radio announcer without any illustration, settings, and facts supporting data. Besides, they said that the radio announcers in Community Radio Across Merapi basically don't have the ability to presenting well, so the announcing style seems rigid and less alive.

The exposure of printed media information like newspaper in terms of the story about Merapi eruption, the majority gave not

interesting appraisal (79,5%). This statement was stated for a reason that the majority of respondents did not subscribe to newspaper and claimed that they only read newspaper when they walked pass through kelurahan office where there is a wall magazine and they just read the headlines. They have no interest on reading newspaper because it only consist of information without any picture as illustration, besides all that have been informed inside, they already got from television.

Internet is the least used media by the respondents in searching for information about Merapi eruption disaster, 86 percent of them gave not interesting appraisal other than because not all the respondent have a gadget and gadget for them is not for searching information but more as an entertainment. So for them, information from the internet that comes from social media account such as Facebook and Instagram are considered as least credible because they come from unaccountable sources and also lack of accuracy because they do not link any supporting facts in a form of pictures or link from the official government website.

The exposure of socialization information in terms of story setting of Merapi eruption disaster gave an unattractive appraisal (80,8%). Only few respondents who chose the exposure through socialization media, usually attended by respondents who become a volunteers when disaster occurs, and then that volunteers spread the information through RT, RW or somebody that most respected to spread the information to the their residents. All the socialization materials they already got from TV commercials so they are not interested in following the socialization because it usually done at night whereas night is a work hours. Most of the residents do the sand mining activities start at 19.00 – 03.00, it is done at night because they avoid raids and restrictions from government as it threatens the safety of miners.

Among those media that have been mentioned above, television service commercials that present Merapi eruption disaster is on a category that suits the fact (42,4%). Therefore the exposure of commercials in terms of delivering the information about Merapi eruption disaster is on the highest category (64%) because itis announced by people who have capability and accurate competence such as the head of Badan Meteorologi dan Geofisika, Social Minister, and head of Badan Nasional Penanggulangan Bencana. Respondents prefer a spoke person who mastered the material and dealt directly with the

event of Merapi eruption. A statement from Sultan Hamengkubuwono becomes the most awaited information related to the help distribution plan when the eruption of Mount Merapi happens. While a statement from BKMKG is awaited especially when it shares the activity status of Mount Merapi starting from normal, beware, standby, and alert.

CONCLUSION

Along with the purpose of this research that wants to measure The Effectiveness of Communication Campaign towards Self-preservation Preventive Behavior in Vulnerable Community Group of Merapi Disaster therefore that can be concluded:

- An effective communication campaign has contribution to self-preservation preventive behavior in vulnerable community group of Merapi disaster, that can be seen from influence test where the result of correlation test shows $< 0,05$ that is 0.
- The effectiveness of exposure has an influence to self-preservation preventive behavior in vulnerable community group of Merapi disaster, it shows $< 0,05$ that is 0,000. Vulnerable community group of Merapi disaster is basically not a passive group of information disaster news, when there is a campaign activity that is done by the government or LSM, people have the tendency to pay attention and do some of the information given.
- Attitudes about disaster have influence toward self-preservation preventive behavior in vulnerable community groups; attitudes are represented with a good knowledge of the dangers of Merapi disaster, signs of Merapi eruption, and also the belief in the government's warning that shows $> 0,005$ that is 0,000. A very varied respondents in the age scale show varied answers.

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Health Promotion Exposure, Communication Intensity of Peer Group, Interest in Vaccination of Cervical Cancer (HPV)

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ABSTRACT

Cervical cancer is a deadly disease caused by Human Papilloma Virus infection. Each year, there are 20,928 Indonesian women diagnosed with cervical cancer, and 45% of them died. Nowadays, the proportion of women under 35 years who suffer from cervical cancer increased from 9% to 25%, whereas it was discovered how to prevent it by vaccination. HPV vaccination can be used to prevent and reduce cervical cancer patients leading to death. Governments and non-governmental organizations make various efforts through health promotion in social media. Intensity of communication in peer group is also expected to foster an interest for cervical cancer vaccination. Researcher used cognitive response theory and role of peer group. The researcher used explanatory survey method, purposive sample technique, took 80 students as respondents, and analyzed data using Pearson correlation. The results of the study showed there was correlation between health promotion exposure in social media and interest in HPV vaccination, in addition, there was correlation between intensity of communication in peer group and interest in HPV vaccination.

Keywords: health promotion exposure, peer group, cervical cancer (HPV) vaccination

INTRODUCTION

Cervical cancer is one of the deadly diseases for women. According to WHO, this type of cancer ranks second place as a cancer that often affects women. Nowadays in developing countries, cervical cancer is the top rank among the various types of cancer that causes death of women in the world at productive age. In Indonesia, cervical cancer is currently ranks first place as the most deadly disease for women (kumparan.com). Each year, there are 20,928 Indonesian women diagnosed with

cervical cancer, and 45% of them died. According to the Chairman of the Indonesian Cancer Foundation, cervical cancer is the No. 1 disease killer of women in Indonesia. Data from the Directorate General of P2P, Ministry of Health RI 201, indicated that Central Java was the province with the highest number of cervical cancer patients, 20,548 people in 2007-2016. This condition must be very concerned by various parties.

Proportion of women under 35 years with cervical cancer increased from 9% to 25%. High risk in women start from the age of 20 years. It indicated that female teens who had menstruation should start paying attention to their reproductive health (Rachmani, et al, 2012). Discovery and introduction of a new vaccine against Human Papilloma Virus (HPV), a virus that causes cervical cancer, at least provides new hope for women's health. The available vaccine was very effective in young women especially if it was given to them before they engage in sexual activity (Shafei, et al: 2013). Unfortunately, at this time, the HPV vaccine has not become a national immunization program of the government, even though cervical cancer is a type of cancer that can be prevented through HPV vaccination.

People are more aware the danger of cervical cancer when one of public figures, Julia Perez died in June 2017 due to stage 4 cervical cancer. Before her death, Julia Perez said that initially he did not find any sign of cancer that had attacked her since 2014. Cervical cancer health promotion to its prevention was further enhanced in conjunction with the sad news. Various health institutions, non-profit organizations to public figures Indonesia intensively conduct health promotion of cervical cancer. Various health institutions, non-profit organizations to Indonesian public figures are heavily promoting the health concerning cervical cancer.

According to guidelines of health promotion of health ministry (2011), health promotion was an effort to improve the community's ability through learning from, by, for and with communities, so that they can help themselves and develop community-based activities, in accordance with the socio-cultural conditions of local communities supported by public health policy. Familmaleki, et al (2015:80) concluded that promotional strategies were used to increase customer attention, generated customer interest and ultimately led customer action to buy. Health promotion has been done through various media, even at this time is mostly done through online media. Ibrahim, Akhmad (2014: 3) stated that social media as belief constructors (or shapers) that the

content propagated by the media had power to influence the future of society. One method to improve public knowledge about cervical cancer is through social media. Klapper (in Rivers 2003) explained that the media had the ability in “awareness design”, which the media had important power in the world that can be used for any purposes. Rivers (2003) argued that media was not only a powerful clue, but it can also deflected patterns of behavior or attitudes toward things. The power of media as a powerful persuader makes a lot of social media used for promotion of various sciences, one of them is health promotion. Social media examples that provide information about cervical cancer are Instagram and website of Koalisi Indonesia Cegah Kanker Serviks (KICKS). The information presented is more targeted to young women that provides knowledge to prevent cervical cancer infection, one of them by HPV vaccination.

Health promotion was defined as efforts of marketing, propagating, introducing or “selling” or “presenting” of health messages or health “efforts” so that people are “receiving” or “buying” (in the sense of accepting healthy life behavior) or “getting to know” health messages, which ultimately people want to live healthy (Notoatmodjo, 2005). Familmaleki, et al (2015) stated promotion strategy was used to increase customer attention, customer interest and desire, and ultimately lead customer action to buy.

Graeff, Elder, and Booth (1996: 18) stated that health communication was a communication effort that systematically influenced health practices in large population. The main target of health communication is to improve health-related practices and opportunities to health status. Various health promotions on cervical cancer are continuously conducted as an effort to develop interest of teenagers to vaccinate, considering there are still a few number of teenagers who have cervical cancer vaccination. The HPV vaccine is already available since 10 years ago in Indonesia, but immunization is actually not run perfectly as prevention efforts.

Various parties make promotion to awaken public about the danger of cervical cancer and its prevention efforts. Koalisi Indonesia Cegah Kanker Serviks (KICKS) on August 14, 2017 launched public advocacy activities #Cegahkankerserviks, digital-based communication activities which aimed to educate and socialize public related to cervical cancer and how to prevent it. The main mission of KICKS was to advocate the public about the importance of vaccination

and early detection of cervical cancer in Indonesia. KICKS also asked for support from public figures to assist the education and socialization efforts to public, especially through digital activities and a series of social media campaigns #CegahKankerServiks. In addition, through the official website KICKS, social campaigns were also conducted through other media such as online magazines and Instagram. Kartini is an online magazine that provides information about cervical cancer health promotion in the form of social campaign. Instagram as a social media that currently has 53 million users in Indonesia also become one of distribution media channel of cervical cancer health promotion. (databoks.katadata.co.id)

LITERATURE REVIEW

Interest is a desire to do something, Mowen and Minor (2002: 322) argued that desire to behave (behavioral intention) is the desire of consumers to behave in a certain way in order to possess, dispose and use products and services. Desire, as well as other cognitive factors can change all the time. Basically, the desire to behave, is proportion that connects itself with the upcoming action (Peter & Olson, 1999). Vaccination is the process of entering vaccine into body to get effects of immunity to particular diseases. Cervical cancer is a cancer that appears in the women's cervix caused by infection of human papilloma virus (HPV) (Rasyidi and Sulistiyanto, 2007)

Correlation between health promotion exposure in social media and interest in cervical cancer vaccination (HPV)..

To explain the correlation between health promotion exposure and interest in cervical cancer (HPV) vaccination, the researchers used Cognitive Response Theory proposed by Belch & Belch (2009). This theory explains the process of message cognition, through stage of cognition, stage of affection, which ultimately leads to stage of purchasing interest (conation). Cognitive Response theory is widely used by marketers to find out how consumers react to delivered communication messages and how these reactions affect their attitude toward persuasion messages and brand as well as the desire to buy. This concept reflects process or recipients cognitive reactions and helps to shape acceptance or rejection of the message. This theory focuses on determination the type of response generated by the message, which in this study is health promotion exposure.

The first category in the cognitive response is Product / Message Thoughts, a thought about the product / message of advertisement / promotion received by consumers. The reaction that occurs in support argument, the recipient's reaction to the product / message is the same as the message delivered by the marketer. Thought is the result of a cognitive process or as a response that comes from experience and creates acceptance of the obtained information. Knowledge gained from health promotion will create a positive attitude, in this case is a students' positive attitude to HPV vaccination.

This theory is supported by research conducted by Familmaleki, Aghighi, and Hamidi (2015). The study aimed to determine impact of sales promotions on the buyer's decision making process. The conclusion was promotion strategies were used to increase customer attention, awaken customer interest and desire, ultimately lead customer action.

Hypothesis 1: There is correlation between health promotion exposure in social media and interest in cervical cancer (HPV) vaccination.

Correlation of communication intensity in peer group and interest in cervical cancer (HPV) vaccination.

Almost everyone has a peer group, peer group is not just a place of humor or laughter, but also a place of information exchange. Besides, peer group has also become a reference point to behave. Term of reference group was first introduced by Hyman and defined as "person or group of people who significantly influence individual behavior. Reference group provided standards and values that can be a decisive perspective on how someone thinks or behaves (Engel, Blackwell, Miniard, 1994) Peer group can also be regarded as the reference group. Reference group also has direct influence (face to face) or indirect influence on a person's attitudes and habits. Beliefs, attitudes and consumer behavior are influenced when others are used as reference group. Reference group can influence others in three ways (Kotler & Keller, in Martinez-Lopez, 2015), i.e.: 1) introduce habits and lifestyles to unknown individuals, 2) change how a person sees himself in terms of attitudes and self-concept, 3) give effect to the products and brands they choose.

There are three ways of reference group in influencing consumer choices, i.e.: utilitarian influence, expressive value influence, and information influence (Engel, Blackwell, Miniard, 1994). The utilitarian influence of reference group can be expressed through pressure to

comply with group norms (normative influence). The influence of expressive value, in which a need for a psychological relationship with a group is apparent with acceptance of group norms, values, or behaviors and self adjustment response is made. The influence of information, consumers often accept opinions of others while providing reliable and necessary evidence of reality.

Someone interacts and communicates with groups that have similarities, either the similarity of gender, age or similarity of expected goals. Through communication between peer group, each individual shared information and comparison about outside world, so they can know the outside world from the family environment and peers (Santrock, 2009). Each group had reference norms to regulate behavior (Goldberg and Larson, 1985). Peer group can be one factor associated with a person's attitude toward a problem or an option, or inclination and behavior in everyday life. Intensity of communication in the peer group is communication power that occurs among members. Learning process associated with health problems can occur through the information exchange within the group.

Hypothesis 2: There is correlation between intensity of communication in peer groups and interest in cervical cancer (HPV) vaccination.

RESEARCH METHOD

Type of research is explanatory survey, research population is students of Diponegoro University in Semarang city. Sampling by non random sampling method with purposive technique with 80 respondents. Data were analyzed using SPSS with Pearson Correlation analysis techniques.

RESULT AND DISCUSSION

1. Correlation between health promotion exposure and students interest in cervical cancer (HPV) vaccination.

Health promotion exposure through social media is activities of listening, watching and reading media messages or having experience and attention toward message to individual or group. Health promotion exposure of cervical cancer, measured by 9 questions, i.e.: (1) social media used, (2) social media visited to see information of cervical cancer, (3) respondents can mention the virus causes cervical cancer,

(4) information of cervical cancer from social media, (5) knowledge of those who promote cervical cancer health, (6) health promotion of cervical cancer, (7) knowledge of cervical cancer causes, (8) knowledge of cervical cancer early symptoms, (9) way to prevent cervical cancer early.

The results showed the using of social media in respondents' daily life, (11.3% using 1 social media, 33.7% using 2, 41.3% using 3, and 13.7% using 4 social media). They used social media such as instagram, youtube, facebook and twitter. Many social media offer information related to cervical cancer. Social media that was known to provide information about cervical cancer were 1 media (30%), 2 media (56,3%), 3 media (11,25%) and 4 media (2,5%). Furthermore, the knowledge of respondents about the name of virus causes cervical cancer, majority of respondents knew (86%), namely Human Papilloma Virus and the rest (14%) of respondents who did not know the name of the virus. Related to respondents' knowledge about cervical cancer information content, respondents were able to mention 1 information (15%), mention 2 information (37,5%), mention 3 information (31,25%), and respondent were able to mention 4 information (16,25%). Respondents' knowledge about the parties that they had known promoting cervical cancer was as follows, 1 party (13.8%), 2 parties (51.2%), 3 parties (22.5%) and 4 parties (12.5%). Parties informed cervical cancer include government and non-government, and public figures. Knowledge of cervical cancer promotion that they had known, 1 party (5%), 2 parties (52.5%), 3 parties (25%), and 4 informing parties (17.5%). Health promotion of cervical cancer that they had known was Prevention and Early Detection of Cervical Cancer (cervix) Week by the Ministry of Health, while for Video, "Yulia Perez Not Should Died, Why? by Deddy Corbuzier, Social Campaign by Koalisi Indonesia Cegah Kanker Servik (KICKS), Cervical Cancer Prevention Campaign by GAVI, and Education Talkshow "Love Yourself and Your Family" by the Ministry of SOEs.

Knowledge of cervical cancer causes, respondents were able to mention 1 correct answer about the cause of cervical cancer (15%), answer 2 (37,5%), answer 3 (31,25%), and the rest answer 4 correctly (16,25%). Most of the respondents answered that cervical cancer due to HPV virus, low immune system, free sex, and smoking that also can cause cervical cancer. Knowledge of cervical cancer symptoms, majority of respondents were able to mention 1 correct answer (27.5%),

mention 2 (52.5%), mention 3 (5%), and mention 4 answers correctly (5%). Respondents were able to explain that the symptoms of cervical cancer were unusual fluid discharge from vagina, blood discharge outside menstrual cycle, vaginal bleeding, and pain during urination. Hereinafter, knowledge of early prevention of cervical cancer. All respondents knew how to prevent of cervical cancer early, but there were respondents who only able to answer 1 correctly (23,7%), 2 ways (42,5%), 3 ways (17,5%) able to mention 4 ways correctly (16.3%). The most widely way mentioned by respondents is vaccination for HPV, other ways were keep the vagina clean, maintain a healthy lifestyle, safe sex and avoid smoking.

Calculation using Pearson correlation, the researchers obtained result that there was correlation between health promotion exposure through social media and students interest in doing HPV vaccination. Correlation value indicated a value of 0.579 which meant positive correlation, with moderate level of proximity, while for the value of sig (p-value) of 0,000, it meant the hypothesis was accepted, that there was correlation between health promotion exposure and interest in HPV vaccination.

The finding in the field is in accordance with the Cognitive Response Theory, (Belch and Belch 2009). This theory assumes that thought is a cognitive process or as a response that comes from experience and creates the acceptance of obtained information. The process of message cognition is received through 3 stages, the stage of cognition, affection, which ultimately leads to conation. Students received information from health promotion exposure associated with cervical cancer through social media, and finally interested in doing HPV vaccination.

2. Communication intensity correlation in peer group and interest in HPV vaccination.

Communication intensity in peer group is measured by 9 questions, i.e.: (1) discussion of health issues in peer group, (2) discussion of issues related cancer. (3) discussion of issues related to cervical cancer. (4) discussion of the dangers of cervical cancer. (5) discussion of virus that causes cervical cancer. (6) discussion of who is potentially affected by cervical cancer. (7) trust in the peer group. (8) discussion of tendency to support cervical cancer prevention. (9) discussion of the need for HPV vaccination. The finding of the study showed the interconnectedness

with frequency of health issues discussion in peer groups, the results were as follows; 11.25% of respondents hardly ever discussed, 33.75% rarely, 41.25% often, and the rest 13.75% usually discussed. Discussion about cancer in peer group; 17.5% said hardly ever, 55% rarely, 22.5% often, and 5% stated usually. Discussion about cervical cancer in peer group, the results were as follows; 21.25% stated hardly ever, 52.5% rarely, 23.75% often, and the rest, 2.5% said usually discussed about cervical cancer. The danger of cervical cancer has also become a topic of conversation; 16.25% stated hardly ever, 50% rarely, 30% often, and 3.75% usually discussed in peer group. Discussion about the virus that causes cervical cancer also occurred in the peer group; 21.25% said hardly ever, 50% rarely, 20% often, and 8.75% of respondents stated usually discussed. Discussion about who was potentially affected by cervical cancer was also a topic of conversation in peer groups; 13.75% said hardly ever, 51.25% rarely, 21.25% often, and the rest 13.75% of respondents stated usually discussed. Trust in the peer group friends related to health issues: 25% of respondents said hardly ever, 52.5% rarely, 18.75% often, and 3.75% usually discussed. Discussion about the tendency to support cervical cancer prevention, 23.75% said hardly ever, 52.5% rarely, 20% often, and 3.75% usually discussed. Discussion the need for HPV vaccination in peer groups, the results were as follows, 22.5% of respondents hardly ever, 42.5% rarely, 17.5% often, 17.5% usually discussed about the need for HPV vaccination.

Calculation using correlation technique of Pearson correlation showed there was correlation between the intensity of communication in peer group and students interest in HPV vaccination. This is evidenced by correlation value that indicated the value of 0.497, while for sig (p-value) of 0.000 which meant the hypothesis was accepted. The research finding was in accordance with theory used by researcher. According to the reference group theory, communication within the peer group becomes one of the factors associated with choice, tendency, and person's behavior in everyday life, in this study is doing HPV vaccination. Reference group according to Kotler and Keller (in Martines-Lopez, 2015) could affect people in 3 ways: (1) introducing habits and lifestyle, (2) changing the way of person sees himself in terms of attitudes and self-concept. (3) giving effect to selected product and brand. Engel, Blackwell and Minard (1994) peer group, was people or group that significantly influenced individual behavior. Trust, attitude and consumer behavior are influenced by the intensity of communication in peer group.

The intensity of communication in the peer group, members of the group share information and experiences related to health issues, particularly the issue of cervical cancer. Information and experience communicated in peer group were what will become a reference for students to make choice, whether they were interested in HPV vaccination or not. Based on study of Familmaleki, Aghighi, and Hamidi (2015) that the promotion Strategy was used to improve customer's attention, awaken customers' interest and desire and ultimately lead customer action.

CONCLUSION

1. There was correlation between health promotion exposure in social media and interest of cervical cancer (HPV) vaccination .
2. There was correlation between intensity of communication in peer group and interest in cervical cancer (HPV) vaccination.

RECOMMENDATION

Health promotion exposure proven to be related to interest in HPV vaccination. The existence of several accounts in social media that discuss cervical cancer is expected to become an education for teenagers so that it can generate their interest in HPV vaccination. In future, the government and non-government, as well as other parties who concern about health issues more maximize the social media as one of health promotion tool.

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POLITICAL COMMUNICATION

Politics of Cleavage in the News Construction of Election of Governor of Central Java 2018 in Suara Merdeka Daily Newspaper

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ABSTRACT

Important political communications are made political entities to convey ideas, thoughts, messages, or political agendas to the public. Printed mainstream mass media, in the internet age, is still strategic as a communication channel. There are at least three processes in the agenda setting agenda. First, the media agenda itself must be composed by the media crew. Second, the media agenda in some way influences or interacts with the public agenda. Third, the political agenda is what political policy makers think about public policy or that are deemed important by the public. Agenda setting theory is used by researcher to dissect the content of Suara Merdeka, daily newspaper in Central Java related to the democratic process, namely the election of governor 2018. The largest print media in Central Java presents a special rubric during the election of governor campaign, the Rubric "Menuju Jateng Satu" Based on the results of study on the news that the media constructed during the campaign period of more than two months (14 February – 30 April 2018) two pairs of candidates for governor and candidate for vice governor, Ganjar Pranowo-Taj Yasin and Sudirman Said-Ida Fauziah dominant pair represented with political of cleavage. This study finds the dominance of messages in the coverage of mutual fight over the support of certain majority groups, in this case Islam, and specifically affiliated to Nahdlatul Ulama (NU) mass organizations. Thus, the position of Suara Merdeka as a market leader in Central Java has not yet fully constructed the news that reflects the portrait of public empowerment. Political communication from two pairs of candidates detected in the news is still minimal idea of a rational and comprehensive work program.

Keywords: Agenda setting, media, political communication, election of governor, politics cleavage.

INTRODUCTION

Daily newspaper SuaraMerdeka in Central Java took a redaction policy by opening a special section on the national page, the Rubric “Menuju Jateng Satu”. Interviews conducted by researchers in mid-March 2018 to some policy makers in the newsroom of SuaraMerdeka, explained that the rubric is made to serve the reader in finding all information governor election / vice governor of Central Java 2018. The information presented in the rubric may come from the Central Java Election Commission (KPU) on technical and non-technical election preparations, or from the Central Java Election Supervisory Board (Bawaslu) on the course of supervision in various regions during the campaign period, the end of gubernatorial election.

Outside the news of the two institutions, the news quantity in the rubric is dominated by the dynamics of campaign activities of the two pairs of candidates for governor and candidate for governor, namely pair number 1 GanjarPranowo-TajYasin and pair number 2 Sudirman Said-Ida Fauziyah. The gathering of all election news of governor in one page from the dynamics of the Central Java was conducted by SuaraMerdeka to facilitate the reader to find the whole news of governor election. KPU of Central Java set the campaign period lasting from 15 to 23 June 2018, which was then responded by SuaraMerdeka by making the beginning of the campaign as the beginning of the publication of rubrikasi Towards Central Java One. The news system in the rubrication is to accommodate the activities of all candidates in areas throughout Central Java. The newsroom selects as needed with the standards and principles of journalism. Agenda setting conducted SuaraMerdeka in every news in the rubric “Menuju Jateng Satu” that provides construction of how the candidate is presented in the middle of the reader. The mass media has a role in shaping public opinion (Bernard Cohen: 1963).

LITERATURE REVIEW

The role of the media, particularly the mass media, in the construction of social reality in everyday life can't be ignored. The mass media influences the way audiences see the world. In addition, the presence of media also affect the behavior and response patterns provided by the audience.

Social construction theory refers to the process by which audiences together form their understanding of the world. Experts

assume meaningful processes are developed through inter-group coordination. Various terminology has been used by experts to identify this thinking of social construction of reality, social constructionism, social constructionist, social constructivism, social constructivist, but the most frequently used is social construction that can refer to the process and movement of researchers who use the approach this.

The social construction terminology was introduced by Peter Berger and Thomas Luckmann in his book *The Social Construction of Reality*. According to Berger and Luckmann, humans form their own environment through speech. The basic assumption of the social construction theory initiated by Berger and Luckmann is that humans and society are constantly dialectic, dynamic, and plural products. It is not a single, static and final reality, but a dynamic and dialectical reality. (Eriyanto, 2002: 14-19). The agenda setting theory proposed by Max McCombs and Donald Shaw (1972) focuses on how the media dictate the importance of an issue to audiences. Author use the agenda theory of this setting in the realm of constructivism. This theory considers the mass media to pay attention to a particular issue by ignoring the others and having influence on public opinion.

Maxwell McCombs and Donald Shaw write the audience not only to learn the news and other things through the mass media but also to learn how important importance is given to an issue or topic from how the media stresses the topic. Theorists also assume that if prospective voters can be convinced of the importance of an issue they will select the most competent projected candidate or party addressing the issue.

Interpretations of McCombs and Donald Shaw (1972) related to the agenda setting theory of mass media is in the position of selecting and loading news, editor selection, and newsroom staff. They have an important role in shaping the political realities. Agenda setting is a theory in the realm of constructivism developed again into the theory of framing. McCombs called the agenda setting theory to have two levels of reach. First, the object. It's about how the mass media covers the issues, candidates, activities, and issues that surround them. Second, attribute level. This is related to how the issues, candidates, and activities reported can influence public opinion. In the theory of framing, more broadly because it also entered the level of how the framing of the dynamics of the settlement agenda process, and the possible effects. Both are combined and the media has a significant role in the concept of the theory.

Stephen W. Littlejohn & Karen Foss (2017) quotes from Rogers & Dearing that the agenda setting function is a linear process consisting of three parts. First, the media agenda itself must be composed by the media crew. Second, the media agenda in some way affects or interacts with the public agenda. Third, the political agenda is what political policymakers think about in terms of public policy or that are considered important by the public.

RESEARCH METHODS

Based on the theoretical framework, author review the content of news in the rubric “Menuju Jateng Satu”. There are several issues raised in the rubric, whether economic, cultural, public service, religion, or consolidation of supporting political organs. This research method uses qualitative approach with case study as a methodology developed by Robert K. Yin (2005: 1). There are two major dimensions of framing, namely the selection of issues, and the emphasis or projection of aspects of reality. Framing is a strategy for the formation and operation of media discourse. Mass media is basically a public discussion space on issues involving three parties, namely journalists, news sources, and audience.

This research uses analysis of models of Zhondang Pan and Gerald Kosicki. Kosicki said framing analysis is a constructivist approach in testing the media discourse that is empirical and operational in the form of syntactical structures, script structures, thematic structures, and rethoric structures (Zen, 2004: 107-115). The author in this study focuses only on the construction of news of election related to how the candidates are represented in the rubric “Menuju Jateng Satu”.

RESULTS AND DISCUSSION

News Election of Governor / Vice Governor of Central Java 2018

The news in Rubric “Menuju Jateng Satu” contains the activities of the two pairs of candidate governor / deputy governor who became the research base of researchers can be seen in the following discussion. On the 17th of February the couple Ganjar-Yasin displayed in the form of news and photos were visiting KH Mustofa Bisri (Gus Mus) in Rembang. Taj Yasin was preached Friday prayers at the Great Mosque of Holy Kudus, then to the Chief Executive of Nahdlatul Ulama (PCNU) Branch KH Abdul Hadi, go to KH Sya’roni Achmadi and

KH UlinNuhaArwani. TajYasin also met volunteer santriPesantren al Anwar, Sarang, Rembang. In the same edition, another cagub couple, SudirmanSaid, was preached Friday prayer at Masjid Kauman Semarang and received by Takmir Masjid, KH Hanief Ismail. Cawagub Ida Fauziyah in the same edition reportedly gave motivation to the students at Pesantren Roudlotul Quran in Banyumas Regency, and at Pesantren IhyaUlumuddinCilacap. Ida also reportedly asked for blessing to religious leaders in Cilacap.

The news option by highlighting Ganjar's encounter with Gus Mus has the potential to greet the audience considering Gus Mus has his own magnet. Gus Mus not only became an elder in NU, but also attached as a cultural figure with a cross-group appeal. Similarly, the choice of news by displaying TajYasin to KiaiSyar'oni in Kudus.KiaiSha'roni is a charismatic cleric and becomes an elder in Kudus and beyond. While KiaiUlinNuhaArwani is the son of KiaiArwani who has a boarding Qur'an recitation with a wide network of students, especially in Central Java.

Similarly, the choice of news Sudirman Said met with Chairman of Takmir Masjid Kauman Semarang, and Ida Fauziyah with some scholars in Banyumas and Cilacap pretend to bring the image of PKB politician's closeness with the Islamic group in this case represented by the ulama.

In the 18th of February issue, Ganjar was reported to be attending an event at Mushala PCNU Jepara attended by NU officials, also came to Masyitah Clinic owned by PC Muslimat NU Jepara. In this edition, the Sudirman-Ida couple represented Ali Khamdi as a resource person. Ali Khamdi is the volunteer leader Sudirman-Ida claims his candidate is supported by NU Muslims, Fatayat NU, and NasyyatulAisyiyah (Muhammadiyah).

In the 19th of February edition of the Sudirman Said-Ida camp, there was a report entitled: "Ida Kader NU, NahdliyinWajib Mendukung". In the news, the identity of NU was attached to Sudirman and Ida several times. In the issue of February 20th, there is news of Ganjar-Yasin present at conference of PPP of Central Java. There is a statement from the Chairman of PPP's PPP that PPP is not directly born NU and Muhammadiyah.

On the 24th of February, TajYasin news came to PCNU Pemasang Office and asked for prayers and blessings of NU figures. Although

news only mentions TajYasin came to PCNU Office. February 25th edition announces the presence of PPP Romahurmuzy Chairman in Purbalingga. He set up the SantriGayeng network in the villages. There is no mention of the word “NU” in this news, but the diction of SantriGayeng is referring to the group of santri with NU culture.

March 6th edition there is a report titled: Pilgub, Arena Bagi PKB and PPP “. This news quotes the Chairman of the Central Java PPP Central Java MasruhanSamsurie targeted to capture 2.5 million votes with a voice base from among nadliyin.

Dirman-Ida accommodated in the same news by quoting the Chairman of DPW PKB Central Java Gus Yusuf. Here’s the direct quote: “NU Citizens I think it’s smart and politically literate. Where are the political parties that make the program beneficial to NU. Maybe the base is the same, but the niche is different .. “. The March 7th edition of TajYasin was reported to stay in touch with the ponpes caregivers, and the caretakers of the Central Java Taklim assembly in Semarang. Meanwhile, Ida Fauziyah in this edition was reported to be in touch with the female teachers who are teaching in Taman Pendidikan Qur’an. The forum was organized by Muslimat and Fatayat NU in Demak. Identity of Ida referred to as chairman of the institution in PBNU.

On March 8th Edition TajYasin met 50 kiai from Banyumas. In this edition Ida reported come to Chief of Pesantren anNawawi, Purworejo KH Chalwani to ask for blessing. Mentioned in the news was Ida as former chairman of Fatayat NU.

March 12 edition of Ida was reported to stay in touch with NU Jateng women figures on International Women’s Day. Ida’s comments cited in the report: “NU has taken steps to fight. Only, if relying on the cultural path is not enough. As a cadre I must also be ready for the benefit of NU and the nation .. “

This report focuses on how Ida Fauziyah as vice governor candidate presented SuaraMerdeka as: 1). prospective leaders who care about the economic future of women. 2). Candidate leaders in Central Java who declare their readiness to fight for the interests of NU.

In the title “PCNU KebumenSiap Dukung Sudirman-Ida” March 13 edition quoted the speaker of PCNU Kebumen Chairman. Issue 14 March, Ganjar reported to meet BuyaSyafiiMaarif in GrahaSuaraMuhammadiyah building in Yogyakarta. The news was

completed with a photo of BuyaSyafiiMaarif accompanied by Ganjar. March 15th edition entitled: “Ulama Besar Syuriah Doakan Ganjar-Yasin “. This news is related to the presence of Rector Ahmad Kaffaro Damascus University Muhammad SyarifAsshowaf while visiting the post of SantriGayeng in Semarang. While the pair Sudirman-Ida to RabithahMaahid Al Islamiyah (RMI), Maarif NU Educational Institutions, Communication Forum Madrasah DiniyahTakmiliyah, and Teacher Association of NU Central Java. March 19th edition of Ida Fauziyah was preached to attend NU prayer in Sragen. Then on the 24th of March there was Yasin preaching with KiaiRokhibSokaweraPadamara, Purbalingga. In the title “Kampanye di Medsos Dibatasi sampai Masa Tenang” March 27th edition, there is a Yasinnarrative to the grave of KH Syahid Rembang. Yasin also visited the great scholars of Rembang. Meanwhile Ida went to the Chairman of PCNU Batang Ahmad Taufiq.

Meanwhile, these other news headlines in the March 28th to 30th April 2018 edition of SuaraMerdeka in which he mentioned the related matters, the culture and the identity of the two mass organizations, namely NU and Muhammadiyah. Here are the titles: Ganjar ke Pesantren Tunas Bangsa (March 28th), IdaAmati Proses Pembuatan Opak di Batang (March 29th), Sudirman Tunjukkan Kartu Muhammadiyah (April 2th), Ganjar Dua Hari di Rembang (April 6th), Difitnah, Ganjar Maafkan Pembawa Acara TVOne (April 9th), Ida ke Rakerwil, Ganjar Ikut Shalawat (April 10th), Sudirman Tumpengan di Kantor PWNU Jateng (April 17th), Spanduk Kampanye Hitam Dipasang di Basis NU (April 19th), Wakil Bisa Jadi Penentu (April 20th), Ida Ajak Teladani Semangat Kartini (April 22th). There are the titles Ida Hadiri Harlah Fatayat di Purworejo (April 26th), and Ida Sambangi PW Aisyiyah Jateng (30 April).

Politics of Cleavage

The setting agenda approach begins with the assumption of mass media filtering out its journalistic products. The filtering determines what news to load and hide. Each issue is given a certain weight. Standard weight can be about placement, completeness of data, infographic support or photos and others.

This protrusion of issues in the mass media is called the media agenda, which will correlate with the public agenda. In that context, based on data obtained by author from the newsroom of SuaraMerdeka,

the principle of balance applied is things that can be measured in quantity, such as space, photos, headlines or not, and page placement. The researcher's personal interview with the editor-in-chief is also a reality in every publication, quantity, placement of news pages of two candidates treated relatively the same. Matters related to the quality or substance of the news depends on the dynamics of choice of political communication activities conducted by the candidates.

Based on the principles that can be measured from the construction of news in the rubric "Menuju Jateng Satu" 17th February-30th April 2018, it appears that the domination of news from both camps is their close relationship with Islamic groups, especially among the NU. Politics of cleavages is a socio-cultural group that forms in an organized political movement (William Liddle: 2005, 108). Clifford Geertz refers to the flow as a political party surrounded by voluntary organizational units, both formal and informal regarding it having the same ideological direction (Bahtiar Efendi: 1998, 36).

Representation was presented by two vice-governor candidates from each camp. In the camp Ganjar Pranowo more politics cleavage represented Taj Yasin in the news. Taj Yasin is the son of KH Maemoen Zubair. Kiai Maemoen is also a member of Mustasyar (stewardship structure in PBNU), and also chairman of Majelis Syariah the DPP PPP Assembly. Yasin is a PPP politician who is currently sitting as chairman of PPP of Jepara Regency. Taj Yasin, with such background, is represented as an Islamic group with a strong NU culture. Several times the political marketing shown is the movements performed by Santri Gayeng, a kind of volunteer from among the santri who move and actively campaigning and is presented in the news in Rubric "Menuju Jateng Satu".

While Ganjar Pranowo better known by nationalists, PDI-P politician, and former politicians in the House of Representatives. Ganjar-Taj Yasin pair advanced in Central Java election carried five political parties, namely PDI-P, Nasdem Party, PPP, Golkar Party, and the Democratic Party. While Ida Fauziyah, a Mojokerto-born woman who before becoming candidate of vice governor he is a member of the House of Representatives from the Partai Kebangkitan Bangsa (PKB). Ida background factors that exist in PKB, plus traces of his record who once led the women's organization in PBNU, namely Fatayat, making it as a representation of NU residents

From the analysis of the news during the two months of the campaign period, the political representation of the cleavage, in this case the identity of the NU dominated the news through Ida Fauziyah. Although Ida, in news, also approached Aisiyiah, a women's organization in Muhammadiyah as seen in the April 30, 2018 edition. Sudirman Said was known as a former minister of Energy and Mineral Resources (ESDM) in the Jokowi era in several articles representing his Muhammadiyah's.

The prediction that the NU community will be the central space of political communication from the two pairs of candidates with representation of each candidate for deputy governor, evidenced by their appearance in the rubric Towards Central Java One. David L Poletz (1981), related to media with politics in the United States in his book says: "Media has the power to decide with the issues will be brought before the public, the terms in which they will be presented, and who will participate, under what conditions, in the presentation ..".

Poletz's statement reinforces how the mass media has a dominant role in constructing content related to political dynamics. There is a process of choosing issues before they are presented to the public, the terms presented, the parties involved, the conditions, all of which are presented to the public, which in this case is the reader so that it can have an effect.

In the editions in Rubric "menuju Jateng Satu" mentioned above, the choice of NU words, clerics, kiai, and santri is called over and over again. All candidates are represented from the circles mentioned in these words. Related to this, the paradigm Peter D. Moss (1999) interesting enough to be listened to. He said the media discourse is a cultural construct generated by ideology. Therefore, news in the mass media uses certain frames to understand social reality. Through the narrative, the mass media offers certain definitions of human life.

Interesting representation of candidates in the Rubric Menuju Jateng Satu for example, can be seen in the news of 6th March 2018 edition. NU is a social and religious organization that gave birth to PKB. So ideologically, it has similarities with NU. The mass base of PKB is nahdliyin (NU). While the PPP, in which there are people who are culturally NU, especially in Central Java. In addition to the March 6th edition, also with news that contains the relationship to the scholars of

NU, mentioning the names of scholars and some photos of religious leaders in this organization. Including the reporting of SantriGayeng in GanjarYasin camp, and proclamation of budget policy of pro-pesantren in Sudirman-Ida camp. The mention of Ida's identity as the former chairman of Fatayat NU is repeatedly found throughout the 17th March to 30th April edition.

Tuckman (1978,1) through his influential book *Making News* declared that news was the window of the world. In the news, that window is called a frame or frame (See Durham, 1998; Entman, 1993; Fisher, 1997). The politics of the cleavage in the construction of the news of both candidates is represented as an Islamic group close to the NU (also some towards Muhammadiyah) very closely in the rubric "Menuju Jateng Satu". Framing is dependent on political communication of candidates who tend to use the flow politics marketing approach, whose narratives are chosen / constructed by the media.

CONCLUSION

The daily *SuaraMerdeka* gave space for the election of Central Java Governor of Central Java 2018 in a special room, namely Towards Central Java One. Various dynamics of election contained in the rubric. Research conducted by researchers on the 17th of February to 30th April 2018 edition shows that there is a news construction where both candidates for governor and vice governor are both represented by Islam, especially NU (although some Muhammadiyah). Construction in the form of an agenda of repetitive news settings displaying the identity of NU, as well as Muhammadiyah that strengthens the indication of politics of cleavage. This research is only limited to analyze the construction of *SuaraMerdeka* news coverage printed, as one of medium mainstream which has the biggest market share in Central Java. So it does not reach framing-framing in other media, also social media that also bring its own reality.

Agenda setting in the mainstreammedia has its own segmentation in the middle of the development of information technology with the emergence of platforms such as google, twitter, facebook and others. There is a growing assumption that the setting agenda is becoming more complex where social media has influenced the process. This complexity has not been studied in this research.

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Digging the Digital Broadcasting Regulation in Indonesia

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ABSTRACT

Broadcasting digitalization is an inevitability that will bring a new era of Indonesian broadcasting. Digital technology is a precise solution to solve the frequency limited problem on analog broadcasting. However, Indonesia hasn't realized digital broadcasting due to the absence of regulation. While applicable broadcasting regulation hasn't included that rules. This paper examines descriptively qualitative political economic issues underlying the process of digital broadcasting regulation making delayed. Besides, this paper also gives notion on how digital broadcasting regulation should be made. Based on the observation, there is a clout process between agents and structures that is illustrated by a very strong interest attraction between the public, the capitalist, and the government behind the digital broadcasting regulation being delayed. The multiplexing model to be used for digital broadcasting becomes a fierce problem. Single multiplexing is the most appropriate model to use. By the government frequency mastery, it creates a public sphere that contains a balance between private and public interest. Therefore, there will be diversity of ownership and diversity of content broadcasting.

Keywords: digital broadcasting, regulation, political economic issues, multiplexing, public sphere

INTRODUCTION

Global condition shows that 85% country of the world has begun to implement digital television. They have set the analog to digital broadcast migration year. European countries and the United States have even done the analog switch-off/ASO and switched into digital broadcasts. In Asia, Japan conducted ASO in July 2011, Korea in December 2012, China in 2012, Brunei in June 2014, Malaysia in December 2015, Singapore, Thailand and Philippines in 2015, while Vietnam in 2020 (Prabowo and Arofah 2017:256).

The 2006 International Telecommunication Union (ITU) Conference in Geneva agreed that the transition from analog to digital broadcasting began on June 17, 2006 and ended on June 17, 2015 or the so-called The Millennium Development Goals. However, the developing countries are given additional time until 2020. Indonesian Ministry of Communication and Information has targeted to Total Analog Switch-Off in 2018 through 3 phases that started 7 years earlier (Adnjani and Mubarok, 2018:757). Thirteen years have passed since the agreement, however, until now Indonesia has not been able to realize it because the digital broadcasting regulation is still discussed in the Parliament.

In Indonesia, television is still dominating media penetration, although new media is everywhere now. The Nielsen's Survey on 3rd quarter 2017 shows that 96% (52 million) of Indonesians still use television as their primary media. Television is the media with the largest number of viewers. For the public/audience, digital television is expected to be the entity of information and entertainment center.

Since the Law No. 32/2002 about Broadcasting is made effective, Indonesian television broadcasting develops rapidly with the emerging number of local televisions in various regions. However, the limited channel allocation of analog frequency in each broadcast region becomes an obstacle. As the scarcity theory which states that the radio frequencies used as media in broadcasting are actually limited in number (Eadie, 2009:97). The implementation of digital television broadcasting that requires smaller bandwidth on every television channel is very appropriate to overcome the limited number of channel frequency allocation in analog broadcasting. With digital systems, some television may join broadcasting in a digital frequency channel (Djamal and Fachuddin 2011:322). If used optimally there can be 72 digital television in one broadcast region (Prabowo 2012: 309). This technology opens the dream of Indonesian diversity of ownership and diversity of content broadcasting.

The frequencies abundance on digital broadcasting system has economic value as a very lucrative business field. For the rookie, this will be a golden opportunity to pioneer new powers in broadcasting. For the existing, these frequencies can be used for widening their broadcast business wings as a form of spatialization, so they can still dominate the market. From the political motives, the broadcasting

frequency is a medium for hegemony their ideologies to the public. This abundance also will increase the Broadcaster competition and can lead to some disruption. Considering that, a law supplemented by technical regulation needed to safeguard the public concerns because television is mass media that-use public frequency and should be for public prosperity.

Habermass's public sphere, the space of ideas that gives autonomy and an arena open to public debate, becomes the fundamental base of broadcasting policy. Access to the space is free and there is a public guarantee to express the freedoms. Media should be a space that accommodates many speak and presents an information balance (McQuail, 2010:179). Law No.32/2002 about Broadcasting also states "The radio frequency spectrum is the electromagnetic wave used for broadcasting and propagating in the air and space without artificial means of delivery, is the public sphere and limited natural resources."

No doubt, there are several issues that lie behind the regulation making, both technical and non technical constraints. The main focus of the debate in digital broadcasting regulatioin is the implementation model of multiplexing that will be used. The question is whether multiplexing is entirely mandated by the state/government, meaning that single multiplexing model should be used. The other question is whether hybrid multiplexing model is better to be used, where the Private Broadcaster (LPS) is also allowed to become a Multiplexing Institution (LPPM) together with the government.

There is not much digital broadcasting research in Indonesia, especially those using critical political economic perspective to see what is going on behind it. Prabowo (2012) and Ashrianto (2015) take a critical view about Ministry of Communication and Information Regulation about digital broadcasting by taking side with the existence of threatened local TV. Budiman (2015) describes digital broadcasting and its regulation normatively on the surface. Other studies have given their insight into how to socialize effectively the analog to digital broadcasting migration (Prabowo and Arofah, 2017; Mubarok and Adnjani, 2018).

Based on the above explanation, this paper is trying to get into the discourse by knowing what lie behind the digital broadcasting regulation making, and how digital broadcasting policies and regulations should

be made by the government. This paper uses the descriptive qualitative method with the critical paradigm and political economic as a theoretical foundation. The data are obtained from literature review in the form of digital broadcasting regulation in Indonesia and some related articles.

RESULT AND DISCUSSION

Political Economic of Communication

Political economic research has incised historical records on the communications research development, particularly with the opposition's view of the dominant forces existing in the communications industry and its relationship with government/politicians (see Mosco, 2009:109-113). The political economic study is now often used to assess the existence of mass media in society and is deemed to have a critical significance in relation to ownership and control of media that connect media industry with other industries, political elites, economy, and the social environment. Wasko (2004) takes a critical view from Mosco and Golding-Murdock, that political economy is holistic, sustainable and centered on the interplay of interests between capitalists and the public. Critical political economic studies include ownership and control, power relations, social class systems and structural injustices, strategies for staying in power and influencing (Wasko, 2004: 311-314).

Practically, mass media has transformed to become information producer. Information is like commodities, produced by the capitalist companies that surely prioritize corporate profits. On the other hand, mass media is a powerful force that can conduce powerful influence. In some analyzes of social, economic and political life, media are often placed as one of the determinant variables. Anthony Giddens and Margareth S. Archer describe the interplay between structure and agent. Dynamic process behind norms constructing is determined by the attractiveness and mutual influence between structures (in the form of systems, rules, social classes) and agents (actors). This process by Giddens is called "structuration". It is probably that this process was the main cause behind the slow pace of digital broadcasting regulationmaking. There is a very strong interest-pulling process between the public interest, the capitalist and the government.

The political economic structuration approach can be used as a way of view in this paper. Political economic as a theory puts the media

as an integral part of the economic, political and social processes of society.

Ownership Concentration Alliance: The Strongest Agent

Law No. 32/2002 about Broadcasting has successfully opened up a wide media (television) market. It causes the establishment of many media companies (media privatization). However, it also raises the problem, the centralization of media company ownership that leads to the conglomeration practice by buying shares, joint venture / merger, or acquisition (take over). Currently there is mass media overlapping in terms of ownership. In Indonesia, 8 big media groups control the channels ranging from newspapers, magazines, radio, television, and online news network from Aceh to Papua. They are Vision Media Asia, MNC Group, Kompas Gramedia Group, Elang Mahkota Teknologi, Jawa Pos Group, CT Group, BeritaSatu Media Holdings, and Media Group.

From the 8 ownership concentration, 5 of them are incorporated into an alliance of the Association of Private Indonesian Television/Broadcaster (ATVSI). They are Visi Media Asia with ANTV and Tvone; MNC Group with RCTI, MNCTV and GTV; Elang Mahkota Teknologi with SCTV and Indosiar; CT Group with TransTV and Trans7; and Media Group with MetroTV. These television stations are also the widest range terrestrial broadcasters in Indonesia. RCTI has 54 transmission stations, TransTv has 48, SCTV has 47, Trans7 has 40, Indosiar and ANTV has 33 to cover entire Indonesia territory.

This shows that ATVSI is a very large economic business alliance and with huge effect on the country's economic stability. Of course, any regulations relating to their business field, ie broadcasting, requires consideration opinion from them. This shows that ATVSI also has a strong political influence on the norm/rule making. Mosco with his critical political economic outlook paid attention to the strength of the alliance could affect government regulation making (Mosco, 2009:165). Of course, this influence is directed in order to survive and control. (see the general definition of political economy according to Mosco, 2009:25)

Influence by the Strong Agent

In 2011 to 2013, Ministry of Communication and Information issued Regulations concerning digital broadcasting, among others:

Regulation No. 22/2011 about the Implementation of Digitalization of Broadcasting, followed by Regulation No. 23/2011 about the Digitalization of Broadcasting Master Plan. This Regulation manages the technical issues analog to digital broadcasting migration. The multiplexing model that should be used based on Regulation No. 22/2011 is hybrid multiplexing, in which the Public Broadcaster (LPP) and Private Broadcaster (LPS) that has technological capabilities are appointed as digital broadcaster operators or Multiplexing Broadcaster (LPPM) based on open selection by the ministries before. Each of them manages the frequency channels and infrastructure that will be used by the Broadcasters, through channels and infrastructure lease. In each broadcast region, there will be 6 multiplex channels, except the province of Riau Islands that has only 4 channels. One channel in each region will be given to LPP TVRI as a Public Broadcaster and the rest will be given to the selected Private Broadcasters. The selection results of 7 broadcast regions are as follows:

Table 1. Multiplexing Broadcaster Selection Result

Coverage Area	Private Broadcaster as Multiplexing Broadcaster	Coverage Area	Private Broadcaster as Multiplexing Broadcaster
Broadcast Region 1 (Aceh and North Sumatera)	RCTI Network ANTV Medan Trans7 Medan Metro TV Aceh Indosiar Medan	Broadcast Region 6 (Central Java and Jogjakarta)	Global TV Indosiar Semarang TVOne Semarang Metro TV Jawa Tengah Trans TV Semarang
Broadcast Region 4 (Jakarta and Banten)	BSTV TVOne Metro TV SCTV Trans TV	Broadcast Region 7 (East Java)	ANTV Global TV Metro TV SCTV Trans TV
Broadcast Region 5 (West Java)	ANTV Bandung Indosiar Bandung Metro TV Jabar RCTI Network Trans TV Bandung	Broadcast Region 14 (East Borneo and South Borneo)	Trans7 Samarinda Global TV TVOne Samarinda Metro TV Kalsel SCTV Banjarmasin
Broadcast Region 15 (Riau Island)	RCTI Network SCTV Batam Trans TV Batam		

Source: Siaran Pers No.65/PIH/KOMINFO/7/2012 dan Siaran Pers No. 34/PIH/KOMINFO/4/2013

Table 1 shows that selected Multiplexing Broadcaster is dominated by ATVSI members that currently control the Indonesian television. They are RCTI, MNCTV, GTV, TransTV, Trans7, MetroTV, ANTV, Tvone, SCTV and Indosiar. There is only one local Private Broadcaster BSTV (BantenTV) that participates in the Jakarta and Banten region. This shows the political effect of ATVSI in the regulation making with the aim to survive and control the television broadcasting in Indonesia. This condition shows that media is seen as an instrument of dominance that can be used entirely for the benefit of capitalist.

The frequency channels mastery and the digital broadcasting management by Private Broadcaster will have a potential conflict with the emergence of new norms. Selected Private Broadcaster will calculate economically, profit and loss, in form business rules related to the lease of the frequency channel. The 5 selected Private Broadcasters as Multiplexing Broadcaster, of course, will have power over 12 channels of other broadcasters incorporated in their frequency channel. This condition may eventually lead to the potential of Local Private Broadcaster with relatively weak economic capabilities fall off. This can be interpreted as the eradication of Local Private Broadcaster (see Prabowo, 2012:314). Ashrianto's findings also show that Local Private Broadcaster is not quite ready yet in technology, human resources and management to carry out digital broadcasting (see Ashrianto, 2015:171). The very limited capacity of Local Private Broadcaster should be the government's concern, so the published policy is not only profitable to big Broadcaster.

Multi/Hybrid Multiplexing vs Single Multiplexing

Those Ministry of Communication and Information Regulations gets contradiction from many parties. The reason is the regulation about digital broadcasting should be contained in the Law. However, the Law No. 32/2002 about Broadcasting have not yet accommodated it and the new Law about Broadcasting to replace the Law No. 32/2002 has not been finished and still being discussed in the Parliament. Finally the Supreme Court granted the judicial review from the public on April 13, 2013, and the digital broadcasting implementation in Indonesia is awaiting for the new Law completion. The discussion of the new Law course in the Parliament is also complex and tough. There are several drafts produced that have been discussed. Each draft contains regulation

that is different fundamentally related to the digital broadcasting model (multiplexing system) which will be used.

There are two groups that insist each other in the Parliament, hybrid multiplexing group supported by ATVSI and single multiplexing group supported by Association of Indonesian National Broadcaster (ATVNI) and Association of Indonesian Local Broadcaster (ATVLI). The Associations become the agents that give equal influence to the structure (state / government) with contrary opinions to each other. It makes more complicated and takes more time for the journey of the new Law.

Single multiplexing refer to only one digital multiplexing service providers, in this case, the government through Public Broadcaster (LPP). Private Broadcaster (LPS) hires frequency channels for broadcasting activities. Single multiplexing appropriate to Golding-Murdock state that the government must stand and be in the top position with its regulatory power to organize all social elements in communication in order to realize the balance and regularity between public interest and commercial interests, just like Habermass public sphere concept. The government is not only as a regulator of media companies, but also as an institution of communicator that has enormous power (see Curran and Gurevitch, 1991: 24-25). In addition, the preamble of Law no. 32/2002 about Broadcasting also writes "frequency is a limited natural resource and national wealth that must be protected by the state and used for the greatest public prosperity."

Based on that rationale, the frequency should be controlled and managed by the state/government. Single multiplexing is the most appropriate digital broadcasting model used in Indonesia, where all Broadcaster both big, small and local will lease frequency channel to the government. Any regulations regarding the use and lease of frequency channels will also be determined by the government. From the economic views, there will be no business oligopoly by Private Broadcaster alliance and it will make fair business competition. Certainly single multiplexing model will be closer to the principle of open access, equal opportunity and fair price that more take sides to the public interest compared to the hybrid multiplexing system.

Indonesian Digital Broadcasting Regulation: Additional Notion

Shoemaker-Reese (1996:7) divides media into two based on the content inside. Market Approach media, is a media that contains

content with a market approach, by giving what the audience wants, thereby bringing a lot of viewers and with the media ultimate goal is profit from the advertisers. In Indonesia, this type of media is Private Broadcaster. While Social Responsibility Approach media has content to provide what the audience needs, rather than what the audience wants. This type of media is refer to Public Broadcaster.

Meanwhile, the Public and Private Broadcaster ratio in Indonesia is unbalanced. The Private Broadcaster domination causes the circulation of television content/program on a broadcast region, which is a public sphere, dominated by anentertainment programs which is commercial. From the data collected, based on the daily program schedule of several Private Broadcaster, the comparison between the entertainment program and the information program in the one-day schedule is as follows:

Table 2. Programme Comparison of Some Broadcasters

Private Broadcaster	Entertainment	Information
Indosiar	73%	27%
ANTV	87%	13%
SCTV	73%	27%
TransTV	70%	30%
RCTI	86%	14%
RTV	76%	24%

Source: www.jadwaltv.net

Table 2 shows that the entertainment program dominates. This will lead to content homogeneity, which is the entertainment program. And this situation will make society quality of life far from the nation aim.

Digital broadcasting technology, that enables multiple television channels in a broadcast area, becomes the entrance of broadcasting regulations to control the balance of broadcast programs circulation. Golding-Murdock sees the public sphere as a space that provides a

balance of information (broadcast program), a balance between the private and public interest. To achieve the ideal state of communication requires central role of the government by empowering government agencies as a means of control and fulfillment of information needs for the public (Curran and Gurevitch, 1991:24).

Based on the above explanation, considering the Golding-Murdock concept related to the fulfillment of information needs for the public and seeing the advantages of digital broadcasting technology that can bring many television channels on a broadcast region, it is necessary to re-establish a number of Public Broadcaster (LPP) that will bring more various aspects of life information to society. For example, TV Edukasi, under the Ministry of Education and Culture, is developed for education aspect with a lot of educational television program. For the political aspect, KPUTV held by The Commission of Election (KPU) will contain political information in Indonesia. KPUTV will be the only one broadcaster that may broadcast political television programs from the parties. The program schedule management shall be under the KPU full authority where each party shall have equal rights in broadcasting their program. In the economic sector, OJKTV under the Financial Services Authority (OJK) containing information about financial services in Indonesia. Of course there are many more Public Broadcasters (LPP) that can be developed based on society life aspects.

Public Broadcaster presence will certainly change the composition of Public and Private Broadcaster to be more proper. It will also add variety of broadcast programs that circulate in the public sphere. Public Broadcaster with the audience needs priority programs will certainly contain more information in order to educate the society in line with the nation aim.

CONCLUSION

The digital broadcast regulation presence is highly awaited by all broadcasting elements in Indonesia. It is the entrance of the Indonesian broadcasting future. The long duration of the process is caused by the political economic motive behind it. The influence of agents, ie broadcasters, is enormous and makes the state/government as a structure can not function as easily as turning the hand in making norms/rules with social ecosystem sustainability. This show a process of mutual influence between the structure and the agent.

Single multiplexing is the most ideal model for the digital broadcasting in Indonesia, where the frequency is fully controlled and managed by the government. It will ensure the public sphere that contains private and public interest balance, and the absence of business oligopoly in Indonesian broadcasting. However, the regulation must be based on a win-win solution between agents and structures to maintain the continuity of agents and structures in carrying out their respective roles in broadcasting. The formed digital broadcasting regulation must be based on private and public interest balance. That is broadcast program circulation balance, between market approach and social responsibility approach programs. Surely this is the true essence of broadcasting with diversity of ownership and diversity of content.

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Social Analysis in the Role of Women in Politic

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ABSTRACT

Women not only act as mothers who take care of the household, but also mothers who are aware of current facts in the community accompanied by full awareness as a superior generation printer in the future. So this Mother's Day which, when judged by its history, is derived from a women's political movement, through the Women's Congress - it should also be a momentum that will awaken the role of mothers and young women today to keep moving and being called to continue to follow the political constellation and then able to require the right opinion, against all the bad narratives that poison future generations opinion. Mothers and women who do not live Silently when they see the mundane are manifestly displayed in front of them, who have strong militancy against generation of generations. Persistence and clarity of political vision must be owned by a woman today. Women are not only busy in the affairs of wells, kitchens, and mattresses, but are broadly capable of becoming future drivers through their roles, able to color the environment with their patterns of thought.

Keywords : Analysis, Social, Role, Women, Politics

INTRODUCTION

The representation of women in the political world in Indonesia can be said to be still minimal. women can be involved in making decisions if they are able to maximize their role and potential by entering into the political sphere. If for example masculinity is left and then politics is considered something far from women, it is considered a male job then women will never be involved in every decision decision. Nowadays, empowerment of women and partnerships on the basis of men and women in various dimensions of life gets global attention. This is due to the fact that women are subordinated and discriminated against from men from various community groups, including in the fields of

political. . However, it is very concerning that despite the various rules documents provided by the existing parties, widespread discrimination and injustice against women still exists, including in political parties.

Given that discrimination against women that violates the principle of equality between men and respect for human dignity is an obstacle to women's participation, on the basis of equality with men in their political, social, economic and cultural life. Through this Law Number 7 of 1984, Indonesia has ratified a convention on the elimination of all forms of discrimination against women which was approved by the UN General Assembly on December 18, 1997; in addition, it is also explained in detail in Law Number 2 of 1999 concerning political parties; it was clarified again in Law No. 31 of 2002, the same thing was also explained in the Propernas and Presidential Instruction No. 9 of 2001, concerning political parties, and in it explained more how to empower women in order to participate, and the position of women and the role carried out by women so as not to discriminate and gender injustice.

For women to be part of a political elite group is very irregular and full of cultural obstacles. The patriarchal system that has been socialized since women were born to adulthood, slowly but surely forms a self-concept in women themselves. They become unprepared to lead, depend and become number two human in society. Women are the second priority in various matters, including politics. Women in the world of politics have become one of the interesting topics to study. How not, 49% of Indonesia's population are women, but in reality, only a handful of women have an interest in plunging into politics. Many factors are behind this phenomenon. Starting from discursive or ideological challenges that color Indonesian culture to economic challenges.

However, not a few women also see that the political sphere is a soft land to be able to contribute to the development of the Indonesian nation. In the case of various policies concerning the dignity and lives of many people including women and children carried out by the executive and legislative institutions. So that if women are not represented in the two institutions, it will be difficult to expect the birth of legal products with a gender perspective and women's participation in the policy-making process is a prerequisite for the growth of democratic governance. Therefore, research needs to be done. Starting

from the background above, then this problem is limited in terms of “How far is the participation and role of women in political parties and what obstacles are experienced by women in political parties”

LITERATURE REVIEW

Social Analysis Theory

Social analysis was first used (implemented) by pastors in Latin America in service to the people, by making the people as subjects who participated in the planning, implementation and evaluation of a social change activity. With this, it is hoped that Christians at that time will be able to get out of the poverty confines experienced by seeing: why are they poor and what makes them poor. Of the two questions aimed at this social condition, the next step can be explained in an analysis called social analysis.

Social analysis, as the term holds, is a tool for analyzing social situations and conditions. As an analytical tool, of course ANSOS is not a tool for solving social problems. In more detail said, ANSOS is: Effort to obtain a complete picture of the social situation by exploring and seeing the events (history) and its structure. Social situations need to be analyzed both according to time (historical / historical analysis), as well as by space (structural analysis). Historical analysis is the study of changes in social systems in a certain period of time. While structural analysis presents a part of activities in a social structure.

Social analysis explores the reality of various dimensions. Sometimes it focuses on specific problems such as unemployment, hunger and so on. On the other hand also discuss the issues of policies. Social analysis allows a person to further examine the economic, social, political and cultural structure, which is the source of problems in a policy.

Elements of social analysis

There are four elements in conducting social analysis:

1. The historical dimension, the most important problem from anywhere is a historical problem; where we go from, and where we go. Although sometimes we use it also nonhistorically, this step is an establishment-oriented approach (status quo) because it raises what is out of context.

2. Structural, what is meant by structural is the structure of the community where, there are governments, laws, trade, churches, mosques, families and so on. Social justice itself is a structural rather than personal problem.
3. Community division. However, social analysis allows us to see the division of society according to race, sex, age, class, ethnicity, religion and others.
4. Level (level) of existing problems, namely regarding the problem local, regional, national or international.

Women and politics

A little to explore the history of the existence and role of women in the life of nation and state in Indonesia, of course we are familiar with the name RA Kartini who became one of the heroes of women in liberating Indonesia from Dutch colonialism. In addition, there are also Tjut Nyak Dien, Dewi Sartika, Kristina Martha Tiahahu, Maria W. Maramis, Nyi Akmad Dahlan, Nyi Ageng Serang, and many more. History has enshrined their name as a person who has contributed to the country.

In the context of democracy it is clear that this position does not benefit women in the patriarchal value system, placing women under the subordination of men. Participation of Women in Political Parties In general participation means taking part of a stage or more than a process. The process referred to is of course the development process. Whereas the concept of participation according to Pamuji (1985) in Dawy (1992: 10) includes collaboration between all related elements and is an agreement, hope, perception and communication system, where the level of ability and education also influence the attitude and way of behaving. The patriarchal system can be found in everyday life, both for lower class and upper class women.

At home at work, and the wider community. male MPs' fears and doubts about the idea of increasing women's representation represent three things:

1. First, they underestimate women's abilities and potential in politics.
2. Second, they do not understand that women have different experiences with men that are needed and which are useful in a democratic process.

3. Third, they are afraid of being rivaled by women if the number is in political parties or in political institutions such as city and district DPRs up to 30%

Women's human rights in politics

General Election Commission Regulation (PKPU) No. 7/2013 article 27 paragraph (1) letter b concerning a 30 percent quota of representation of female legislative candidates in each electoral district needs to be strengthened. The reason, according to the Law, political parties) must meet these requirements if political parties want to be participants in the 2014 election. The above rules have shown how women have rights that must be fought for in order to take part in politics. From all legal systems on human rights, we can find the types of women's rights contained in the legal system. Same with a man, a woman also has the same rights to participate in government. Women's rights that are recognized and protected against them are related to women's rights in the political field, including:

- a. The right to participate in government by participating in government policy formulation and policy implementation.
- b. The right to be elected and choose in periodic elections that are free to determine the people's representatives in the government.
- c. The right to take part in government and non-government organizations and associations related to the government and political life of the country.

The legal basis for women's rights in the political field can also be found in international instruments. Where these rights can be found in the common language in Article 21 of the UDHR points 1 and 2, Article 25, ICCPR. Whereas the legal basis which specifically mentions women's rights can be found in Articles 7 and 8 of CEDAW, Articles 1, 2 and 3 of the Convention on Women's Political Rights. While the legal basis for women's rights can also be found in our national instruments. In Law Number 39 1999 concerning Human Rights can be found in Article 46 which reads as follows: "the system of elections, parties, election of legislative members, and the executive, judicial, and appointment system must guarantee the representation of women according to the requirements determined" Legal basis for international instruments on women's rights As a democratic country, of course Indonesia upholds

human rights where women and men have equal opportunities in everything including politics.

This was reflected in the Election Law No. 12, 2003 concerning Political Parties article 65 paragraph (1) which encouraged political parties to nominate as many as 30% of women to sit in the DPR-DPD, DPR I and DPR II. This effort is seen as a positive step as well as fresh air for women to be able to take a significant role in the political sphere. So that the existence of women is no longer underestimated and is only used as a political object but increases to become a political subject. In general, it can be found in Article 7 of the Universal Declaration of Human Rights, Article 14 paragraph (1) and Article 26 of the International Covenant on Civil and Political Rights and specifically in Articles 2 and 15 of CEDAW.

In the legal basis national instruments for these rights can be found in Article 50 of the Human Rights Law which reads “women who have grown up and or are married have the right to carry out their own legal actions, unless determined otherwise by their religious law”. The increasingly complex problems of women, demanding women to take part in sitting in parliament with other legislative members discuss and find solutions to the complex problems of women themselves. In relation to the guarantee of women’s rights related to law and society, there are several problems affecting women in Indonesia, including :

1. Violence against women
2. Women as victims of rape
3. Women as commercial sex workers in the practice of prostitution
4. Women and abortion
5. Women and pornography and pornoaction
6. Trading women

Not only that, if we see women today, many have realized the importance of women in the political sphere. Like Megawati Soekarnoputri who became the first female president in Indonesia. After that began to emerge other female leaders such as Tri Risma, a Mayor of Surabaya, who shocked Indonesia with the closing action of Gang Dolly and its relaxed but firm leadership style. In other parts of Indonesia, Sri Mulyani, whose career skyrocketed to international level, was trusted to be the Managing Director of the World Bank and

upon her return to Indonesia she was entrusted to become Minister of Finance. These three names are only a handful of women who have a role in the Indonesian political scene which shows that at all times women can play an active role in the political world.

RESEARCH METHOD

The method used in this paper is a Qualitative method with the Analysis Method used is the Social Elements Analysis. Data collection techniques use observation as primary data and library data from books and other sources as secondary data.

RESULT AND DISCUSSION

When given the statement of women as members of political parties, as many as 81 percent of respondents also claimed to support. This survey shows that the majority of Indonesia's population agrees with the role of women in Indonesia's political atmosphere. It's not an easy matter for women to plunge into politics. However, the problem that occurs in the field is that many women have not yet realized this. On the other hand, some women who were aware were not even given the space to participate.

Some factors that led to the lack of women's participation in politics:

1. First, there is a social construction or discursive culture in which women are in an inferior position in all fields including politics. Women are always identified with weak creatures who when they are in the political realm cannot be assertive about existing problems. This assumption is quite firmly embedded in the mind, both women and men that ultimately affect women's psychology. No doubt if many women still see politics as a masculine realm and impress 'dirty', thus encouraging women to keep their distance from the world of politics and prefer to only struggle in three places, namely 'well, kitchen and bed'. Even though there is a career, most women feel comfortable in professions that are considered feminine, such as teachers, doctors, designers, or others.
2. The second factor is the existence of political institutional barriers themselves. Although it has been given a 30% chance of women's representation from political parties, the party's socialization is considered low so that not many women act as party cadres.

3. Furthermore, the Third Factor, leadership is always dominated by men who are believed to have great potential to win elections. In addition, there is a tendency for women members to be elected based on their proximity to party leaders so as to close opportunities for other women to participate.
4. The last is the economic factor. Politics is famous for its 'political costs' which are relatively expensive for the purposes of campaigns and so forth to get legislative seats. This is what makes the women feel embarrassed to plunge into politics. Because women legislative candidates generally do not come from independent circles, it feels difficult to participate in politics.

Obstacles to Women in politics

The obstacles experienced by women to enter and remain in the political field are quite numerous, both internal constraints namely personal and family as well as external constraints namely the system and culture, both of which have a very strong influence on patriarchal culture, limited opportunities, weak competitiveness, and a culture of silence (Anonymous , 1999)

1. Education Issues Education for women is a force that can improve their standard of living to a better level. Because with education women can struggle to implement party programs. Education is a matter that is very urgent to carry out actions that are meaningful for themselves and for the political parties they fight for. A result of the study shows that giving women greater opportunities to get education, generally results in increased "sharing" of power in the family, increased employment in the profession, decreased fertility rate, and increased participation in social and political activities (Smock, 1997). Likewise with women involved in political parties where the tasks given by political parties are always relevant to the education owned by women as administrators of the Al-Maiyyah Journal, Volume 8 No. 2 July-December 2015 Participation and Role of Women in Political Parties 354 parties, namely 100 percent. This means that all women involved as administrators of political parties actually have no difficulty in carrying out their duties because in general they are educated, the women are mostly undergraduate qualifications. It can be concluded that low participation women in political parties are not due to educational

factors, even in this case women's participation is very high when viewed from the relevance between education and duty.

2. Job Problems Article 3 of Law No. 8 of 1974 concerning the Principles of Employment stipulates that civil servants are elements of the state apparatus, state servants and public servants who with full loyalty and obedience to the Pancasila and the 1945 Constitution, the State and the Government, carry out the duties of government and development properly, then he must be neutral and not take sides with political parties and not engage in practical political activities. Civil servants who are members or administrators of political parties must be dismissed from office. Thus civil servants can carry out government and development tasks efficiently and effectively. A person who is active in one political party actually does not disturb his main activities / work. In connection with this matter, if a woman active in a political party turns out not to interfere with her basic work if they become administrators of a political party, none of the female respondents interviewed said that it interfered with their basic work. They remain active in political parties even though they have basic jobs.

Even so the existence of Government Regulation No. 5 of 1999 caused the lack of young women who involved themselves in political parties because they were more concerned with a career in their jobs as civil servants rather than in politics. Although the Government Regulation applies not only to women but to all civil servants who are members of political parties. Stereotypes are labeling of a particular group or type of work (Mansoer Fakhri, 1998: 23).

Sex stereotype is categorize someone as a certain gender group that has distinctive characteristics. The stereotype of women is as someone who is weak, emotional, sensitive, dependent, passive, submissive, flexible, requires protection and so on. Whereas stereotypical images of women are physically strong, aggressive, more rational, want to lead, protect, actively competitive, rigid, hard, etc., Raven and Rubin revealed as written. Utami, (1995: 54). Through this stereotype concept, it can be analyzed why the quantity of women in the political world which is described as a hard world, the right elbow of the left elbow, using all means to achieve the goal, is considered a male world. Women with

stereotypes Journal Al-Maiyyah, Volume 8 No. 2 July-December 2015 Participants and the Role of Women in Political Parties 356 which have already been labeled as if they do not have the potential to be strong enough to plunge into them. Based on these stereotypes, women are considered too emotional, sensitive to decide people's problems. So that to enter a political party is not easy for women, he must work hard twice as much as a man, until he can meet various criteria that are used as male standards. In the end, very few women can fulfill these criteria and make women a minority in this region.

In terms of, not only because of the amount, as revealed by Maria Hartiningsih (2000) but because the potential of women in various aspects of life cannot be ignored. The experience of women is very rich, and if you take Latin American political experience for example, stereotypes that are considered to weaken women such as caring for children and families, maintaining and protecting the surrounding environment, finding solutions to problems by peaceful means can be very effective weapons, which makes them able to survive and even against the most refractive government.

3. This Gender Justice and Equality Issue is an obstacle experienced by many women in acting in political parties, because all this time women are very depressed by those who have an interest in diluting and eliminating women's position in various parties or who want to nominate themselves as legislators . Therefore, it is expected that awareness of all political party administrators to carry out a movement that is humane so that women in participating in politics are not blocked.
4. Domestic Role Issues (Household) Women's roles and functions are natural (reproductive) roles, economic (productive) roles, and social roles (social based on women's nature that leads to biological aspects (Rasdiyanah, 1999). women who are involved in the political field are not spared from domestic matters even though they have become administrators of political parties, so that there may be obstacles faced by women, both in the household and in political parties.
5. Patriarchal Culture Issues Customs have to do with the role of women in political parties, in this case on the one hand talking

about the existence of women as housewives and on the other hand as administrators of political parties, therefore it is interesting to study, where the culture of South Sulawesi there are still many who do not want women to take part fully in political parties.

This shows that how difficult the position of women in the household is, so that they are able to position the two activities without neglecting the aspects of their families. Kramarae and Paula (1985) in his book *A Feminist Dictionary* explains that patriarchy is an important term that is used as a way to elaborate oppressed women based on the structure and structure of society. This ideology was built on the basis of male strength, as a symbol of male principle and father's power, as well as men's control of women's sex and thoughts (1985: 223). The patriarchal system is a mechanism that places more men in key positions or more roles. The system mainly places the status and role of women under male guardianship. The consequence then is the limited opportunities and women's access to matters related to public activities (public sphere), especially in the political sphere, women are only in periphery (periphery zone). Efforts to increase women's participation in the political arena.

These obstacles to this moment still haunt women. There must be an effort that can overcome this so that women can maximize their role not only in social but also political elements. These efforts can be started from the body of the political party itself. Political parties become the right place to increase women's participation, especially

CONCLUSION

Women have a very important meaning in the political world to provide understanding and unify perceptions about the importance of building a healthy, fair and realistic democracy. Because of that women must enter politics if they want to fight for women's rights because every decision is in politics the role of women in the world of politics as a form of gender equality where both men and women are in the same position.

Concern over the condition of women in fighting for and fulfilling women's rights, is not spared from the assumption that the condition of women in Indonesia is very unbalanced in terms of fulfilling the

aspirations to fight for the rights of Indonesian women. This is inversely proportional to the number of men sitting in parliamentary seats to discuss and discuss public issues which of course they are less sensitive to the condition of Indonesian women which is actually very crucial. So that this makes Indonesian women receive less attention from the government in terms of policy. In addition, attention to the presence of women in the political stage was colored by at least two views.

The constraints experienced by women in political parties are through several issues including education, employment, gender justice and equality, domestic roles, patriarchal culture, religion and family relations. All that is recorded is a problem that is often faced by women in political parties both in Golkar, PPP and PDIP. So impressed that so far many women who do not want to be involved with party issues, and then other obstacles that often occur in several parties namely the occurrence of discrimination against women and even injustice experienced by women in political parties. As a closing suggestion, gender domination is a necessity reviewed by ideas and ideas in nation building. The government is obliged to fulfill all the interests of women. Must!

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Political Communication Strategy of Party Democracy Indonesia Struggle Process of Determining the Representative Candidate Governor of Central Java 2018

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ABSTRACT

The democracy process through the electoral process makes political parties generate new figures. The political parties are continuously conducting internal and cross-party political communication. The main goal is to achieve the winning results in the election contestation process. Facing *Pilkada Serentak* 2018, PDI-P establishes political communication between coalition parties in determining persons who will come forward as the candidate of the Vice Governor of Central Java 2018 paired with Ganjar Pranowo as incumbent. Political communication is a way of pursuing good political goals, efficient, and capable of winning the hearts of the people. This research uses descriptive qualitative research method. The data collection process is done through in-depth interview. The theory used by this research is taken from Maswadi Rauf who explained the political communication, stating that the process and activities will form the attitudes and also the integrated political behavior into a political system by using a set of symbols by involving political actors and political messages, or related to power, government, and policies. Snowball sampling is the technique used to determine the informants with the help of key informants. With the help of informants in DPD PDI-P of Central Java, further it can be identified other informants based on the suggestions from the previous ones. The findings shows that there are some strategies used by PDI-P in political communication,: 1) maintaining candidate's personality and image, 2) improving the performance of institution, 3) understanding potential voters, 4) preparing persuasive messages, and 5) building consensus. The communicators who have good image and strong ability to lead will more easily influence the behavior of individuals or voters.

Keywords: Political Party, PDI-P, Central Java Governor Election, Political Communication Strategy.

INTRODUCTION

Political communication strategy is strongly required for every political party that is going to participate in an election process. The ever-changing political dynamic makes the parties must choose the right of political communication media. Nimmo defines communication as a process of social interaction and the core of politics as a social conflict. Then, Nimmo explains the political communication as an activity that has political elements based on actual and potential consequences, which organize behavior in a conflict condition.¹ Dahlan explains political communication is a field or discipline that observes political behavior and communication activities, having political consequences and influencing on people's political behavior.²

The political dynamics of the election of the Governor (*Pilgub*) of Central Java tends to run slowly. Not all political parties in the Central Java Governor Election are able to carry their own pair of candidates. This rule refers to the Regulation of General Election Commission (KPU) Number 9 Year 2016 on the Election of Governor and Vice Governor, Regent and Vice Regent, and Mayor and Vice Mayor. The first requirement for a political party if it wants to carry its own candidate for the Governor and Vice Governor is having at least 20% of total number of chairs in Central Java's Regional Representatives (DPRD), or having 25 percent of the vote accumulation valid in the last legislative election. The political parties should have at least 20 chairs to carry their own candidates for the regional election.

Partai Demorasi Indonesia Perjuangan (PDI-P) is the only one which is able to nominate its couple of candidates without any coalition. Of the 100 chairs in *DPRD* of Central Java, PDI-P has 27 in the first rank, followed by PKB with 13, then there is Gerindra with 11, PKS and Golkar both have 10, followed by Partai Demokrat with 9, while PPP and PAN respectively got 8 chairs.³ Therefore, except PDI-P, other parties should form a coalition if they want to carry other figures as the governor and vice governor.

¹ Arifin, Anwar. 2003. *Komunikasi Politik : Paradigma, Teori, Aplikasi, Strategi, dan Komunikasi Politik Indonesia*. Jakarta : PT. Balai Pustaka. Page 9.

² Mufti, Muslim. 2013. *Teori-Teori Politik*. Bandung : CV Pustaka Setia. Page 169.

³ Safuan, Akhmad. 2017. *Partai Nasdem Pastikan Gandeng PDIP di Jateng*. access link <http://mediaindonesia.com/read/detail/117131-partai-nasdem-pastikan-gandeng-pdip-di-jateng>, 7 June 2018.

PDI-P has started registration for prospective governors and prospective vice-governor candidates. The registration generates six names as a candidate for governor, including Ganjar Pranowo who is also as an incumbent. Meanwhile, there are 14 names proposed as the candidate for vice governor. All of them will follow series of internal mechanism which ultimately gets final recommendation from the Chairman of the Central Executive Board (*DPP*) of PDI-P, Megawati Soekarnoputri.

The internal process of PDI-P becomes an interesting observation field from other political parties and they just wait and see, especially for opponents who wish to carry other candidate pairs against the one carried by PDI-P. This condition makes non PDI-P parties get quite serious difficulty, because they have time limits for consolidation and socialization of the candidates to be proposed for democratic competition. The second problem is that the DPP PDI-P has not yet raised the names of the candidate pairs officially, which makes it difficult for other political parties to measure the power of the candidates from PDI-P.

The final decision or recommendation from Megawati is still mysterious. Ganjar Pranowo and Heru Sudjatmoko as the incumbents do have high popularity and electability, but there are still some weaknesses and need to be improved especially on the issue of increasing level of poverty in Central Java.

There are a number of cases that make Ganjar's position is not yet secured. E-KTP corruption that is still being processed by the Corruption Eradication Commission (KPK) and a controversy of building a cement factory in Rembang also raise Ganjar as the main highlight. These problems make DPP PDI-P is forced to just wait and see the conditions. Hasto Kristianto as Secretary General of DPP PDI-P once said the E-KTP case became the main consideration of the party to carry Ganjar once again into the election.⁴ On the other hand, Ganjar Pranowo still has a strong support base in the downstream people.

Based on the research background, it is interesting to investigate the issue about how the political communication strategy of the PDI-P in determining the candidate for Vice Governor of Central Java in the regional election 2018. The political communication strategy in question is how the party retains its power in Central Java as the main basis of the party's votes.

⁴ Santoso, Joko. 2017. Arah Rekomendasi Mega di Pilgub Jateng. Access link, <http://www.wawasan.co/home/detail/1701/Arah-Rekomendasi-Mega-di-Pilgub-Jateng>, 6 June 2018.

LITERATURE REVIEW

Communication Strategy

Communication strategy is a combination between communication planning and management for the achievement of specified objectives and targets. The communication strategy requires practical operations, depending on the conditions or circumstances.

According to R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnett, there are three main objectives of communication strategy: to secure understanding, to ensure that communicants can understand the message clearly. If the message has been understood and accepted, its acceptance must be maintained. The last is motivating activities.⁵ Communication strategy activities are macro; the process is going pyramidal and vertical.

Political Communication Strategy

Political communication strategy as a tactics has an important role in order to be victorious in the elections. The success of a political communication strategy contributes significantly in applying and planning a candidate's or political party's strategy to generate not only secured electoral process, but also the post-election impacts.

Essentially, strategy is a planning and management in achieving certain goals, but in the achievement of the goals, the strategy does not work as a road map; it is more like a provider of direction only and should be able to show how its operational tactics.⁶

Politics and strategy must go hand in hand if we want to win an electoral competition. A strategy requires tactics, and in the tactical planning, there should be a strategic planning. Planning tactics and taking an action are only meaningful when a strategy is carefully planned. Planning tactics will provide answers to questions about who, what is going to do, when, where, how, and why. Strategic objectives are the main reasons for tactical decisions. Each decision depends on recognition of the scope, as well as supporting personal capabilities, because the tactical planning is not arranged from the strategic level but by the leaders who are at the tactical level because here, the knowledge

⁵ Uchjana Effendy, Onong. 2006. Ilmu Komunikasi: Teori dan Praktek. Bandung: PT Remaja Rosdakarya Offset. Page 32.

⁶ Uchjana Effendy, Onong. 1995. Ilmu, Teori, dan Filsafat Komunikasi. Bandung: PT Remaja Rosdakarya. Page 32.

plays its vital roles.⁷

Political communication strategies in the context of elections have a central role in the victorious agendas. A candidate cannot only rely on his popularity, but there is a specific strategy of political communication which can then be applied based on the situation and condition of the election process.

Laswell's analysis has a formula in explaining political communication by understanding who, what to say, to whom, through what channel, and how its effect helps in the study of political communication.⁸ Political communication is an important function in the political system. In every political process, political communication has a strategic role. The act of political communication is meaningful, on all of its actions, people can observe, interpret, read the meaning, and use them to build the impression and image.⁹

A supporting theory of Maswadi Rauf stated that the communication is a series of of political activities process in the form of messages delivery done by political actors to certain parties, and certain activities to form political attitudes and behavior. Maswadi Rauf also stated that political communication is as an object of political science study, because the messages conveyed in the communication process are always political, related to the political system with the use of a set of symbols involving the political power of the state, government, and communicators' activities as the political agents.¹⁰

RESEARCH METHOD

This research uses descriptive qualitative approach method, where the data are analyzed by grouping and selecting the data obtained from the field, which are then connected with the theories obtained from the literature review that can answer the proposed questions. According to Bogdan, qualitative methodology is a series of research procedures

⁷ Jamil, Fadly. 2016. Strategi Komunikasi Politik Pilkada Gowa 2015 (Studi Kasus Kemenangan Adnan Purichta Ichsan Yasin Limpo dan Abd Rauf Malaganni). Skripsi. Makasar: Fakultass Dakwah dan Komunikasi UIN Alauddin. Page 24.

⁸ Arifin, Anwar. 2003. Komunikasi Politik : Paradigma, Teori, Aplikasi, Strategi, dan Komunikasi Politik Indonesia. Jakarta : PT. Balai Pustaka. Page 10.

⁹ Nimmo, Dan. 2004. Komunikasi Politik: Komunikator, Pesan, dan Media. Bandung: PT Remaja Rosdakarya. Page 7

¹⁰ Harun, Rochajat dan Sumarmo. 2006. Komunikasi Politik Sebagai Suatu Pengantar. Bandung: Mandar Maju. Page 3.

used to generate descriptive data (written or verbal), participants and the behaviors can be observed.¹¹ The data collection technique used is in-depth interview. The determination of informants to obtain the data sources uses Snowball Sampling. It is a sampling technique by asking questions to the informants to identify another one who is recommended for further investigation.¹²The focus of this research is more how communicator party (PDI-P) doing delivery message through political **communication**.

RESULT AND DISCUSSION

PDI-P has the opportunity to nominate its own candidates of Governor and Vice Governor without joining any coalition. This political dynamics begins with the party's internal regulatory process on the recruitment process conducted openly to get potential figures from either cadres or non-cadres of the party. Recruitment mechanisms generate internal survey results about the political figures that have required criteria standards. Ganjar-Heru's incumbent couple is listed as the candidates registered in DPD PDI-P.

This political communicator plays a major social role related to the conditional decision process for future goals. The process of political communication in the general election of the Governor in Central Java is obviously shown at the central level of DPP PDI-P.

“Political communication and dynamic political process getting intense at the elite level (DPP), DPD is only limited to implement the central policies”¹³

The establishment of current political communication is not just a political message but it also connects politicians, professional figures and agencies who deliver the same thing. The planned communication should concern aspirations, suggestions, and considerations at DPD PDI-P level for the goals achievement based on accordance with the circumstances, especially the prospective voters. PDI-P Party has prioritized Ganjar Pranowo as the candidate of the Governor of

¹¹ Pawito. 2008. *Penelitian Komunikasi Kualitatif*. Yogyakarta : LKIS Pelangi Aksara. Page 84

¹² Harrison, Lisa. 2007. *Metodologi Penelitian Politik*. Jakarta: Prenada Media Group. Page 25

¹³ Bambang Hariyanto, Interview. The leader of the Ganjar-Yasin winning team. June 2018.

Central Java. Ganjar, during his tenure, is considered successfully demonstrated credible characteristics during the period 2013-2018. Those characteristics are performed by Ganjar through skills, honesty, and courage during the lead. This is also a form of the establishment of communication strategy. Another reason is that there is supporting tradition of the party so that the party still considers Ganjar already obtained high trust from the public.

“For those who have served in recent years, it is guaranteed by party tradition, but the political atmosphere in Central Java is not profitable if PDI-P appoints a candidate pair without going through a coalition.”¹⁴

The next strategy is by strengthening the institution. Political communication at DPD level brings a message that for the Central Java Governor Elections, the party should pay attention more to the expectations of the community. The purpose is to form good public perceptions and image that the institution is willing to meet their needs. Establish good political communication for the election of governor candidates will catch the voters’ attention.

Understanding the voters is an effective way to establish strong political communication. Creating a sense of togetherness from the politicians creates warm connection with the potential voters by composing a similar message and understanding the meaning received. It’s important to know who is behind it. In understanding the voters, there are components that have strong influence for the voters, such as belief and ideology, including religion and tradition.¹⁵

“People in Central Java are religious, especially the greatness of *Nahdlatul Ulama* (NU), *Nahdliyin* people is more obedient and respectful to a religious figure or *Kyai*”¹⁶

Developing persuasive messages is part of PDI-P’s communication strategy. These messages will be helpful after knowing the conditions of the voters. The messages conveyed is a persuasive for by using a tagline “*mboten korupsi, mboten ngapusi*” which shows that the government led by the incumbent is clean, open, and honest to the people. This tagline is re-emerged to maintain the success of the current leadership.

¹⁴ Ibid.

¹⁵ Arifin, Anwar. 2003. *Komunikasi Politik : Paradigma, Teori, Aplikasi, Strategi, dan Komunikasi Politik Indonesia*. Jakarta : PT. Balai Pustaka. Page 155.

¹⁶ Sutjipto, Interview. Deputy DPD PDI-P Central Java. June 2018

The strategic moves lie within the central elite of DPP PDI-P, which means Megawati Soekarnoputri must determine a momentum. A vital move has been taken by Megawati by approaching a great cleric Maimun Zubair who directly asked his son, Taj Yasin to pair up with Ganjar. Jokowi Widodo also confirmed by phone out the truth of Ganjar-Taj Yasin nomination to Kyai Maimun. This event is included as a political communication strategy in building consensus.

“Megawati and Mbah Maimun have a historical closeness when Megawati becomes President, and Jokowi also asked for his permission to step forward as the candidate of President in 2014. When Gus Yasin was in Magelang, his father called him to face him immediately. Mbah Maimun told Gus Yasin, “If you don’t want to be paired with Ganjar on Megawati’s request, then you hurt me”.¹⁷

Megawati’s political communication succeeded because Taj Yasin approved his father’s request. Megawati’s decision was taken based on communication management from some information that he political opponent also made contact with Kyai Maimun Zubair to ask one of his children to go along with Sudirman Said as the candidate from Gerindra party.¹⁸ After conducting political communication with Kyai Maimoen Zubair, Megawati, through the Secretary General Hasto Kristiyanto, requested to contact the chairman of *Partai Persatuan Pembangunan* (PPP) party, Muhammad Romahurmuziy to request one of the cadres of PPP, Taj Yasin, to accompany Ganjar Pranowo as the candidate of vice governor, and this message was finally forwarded to DPD PPP of Central Java.¹⁹ This strategy brings a nationalist - religious pair to be brought to the contest of the Central Java Governor’s election, and both of them also symbolize the party’s ideology.

The PDI-P General Chairperson’s decision to choose Taj Yasin also gives a message and stepstone to avoid obstacles from reaching the victory goal. DPP elites as the communicators of political activities wants to send a signal that this couple is ideal for the needs of Central Java where there are many religious communities, especially *Nahdlatul Ulama* (NU). There are internal regulations that justify DPP can recommend people who are not firstly registered.²⁰ The election of Taj

¹⁷ Ibid.

¹⁸ Kirno, Interview. Head of recruitment team of DPD PDI-P Central Java. June 2018.

¹⁹ Sutjipto, Interview. Deputy DPD PDI-P Central Java. June 2018.

²⁰ Bambang Hariyanto, Interview. The leader of the Ganjar-Yasin winning team. June 2018.

Yasin, according to internal party of PDI-P, is caused by a consideration that he is the son of religious and charismatic figure of Nadhlatul Ulama (PBNU). Maimun Zubair, Chairman of DPC PPP of Jepara District, a politician of Central Java Representatives (DPRD) from PPP party, and a *Nahdliyin* member.

“There is a signal of the atmosphere of election of DKI Jakarta, and there are some who want to bring the same way and atmosphere to other places including Central Java, and also try to avoid our coalition not to work well here”²¹

The decision to recommend Ganjar-Taj Yasin brings a positive impact for public trust. After the decision to bring the two names, a number of political parties joining into the coalition with PDI-P. Some parties such as *Nasdem*, *Demokrat*, *Golkar*, *PPP*, *Hanura* and non-parliamentary parties such as *PSI* and *Perindo* provide stronger coalition.²² The communication strategy studied in this research emphasizes on how the operational tactics conducted by the communicators. PDI-P’s political communications contain political elements, because its activities bring certain influences and behavioral changes, especially those based on the theory of Maswadi Rauf which involves political power of the state. This mode of communication plays the role of a figure that has an image in his political communication. The public conditions also determine the message or strategy that will be determined by the internal of the party. The conditions outside of the conditions the internal of the party has to build consensus for greater efforts of achievement.

CONCLUSION

The process of determining the candidates for the vice governor of Central Java from PDI-P is conducted by the chairman Megawati Soekarnoputri through internal communication according to various considerations and current situations. The internal party determines Ganjar who will fight as one of the candidates of Central Java governor and also as a representative of the party. To achieve this objective, there are several strategies carried out by the internal party through some following ways: 1) maintaining the credibility characteristic of Ganjar Pranowo by paying attention to some performance during the previous

²¹ Sutjipto, Interview. Deputy DPD PDI-P Central Java. June 2018

²² Ibid.

period of leadership, 2) strengthening the institution by finding solution on how to improve the performance of the party and the candidate to be proposed, 3) identifying the conditions of society at regional level where there live many Nahdliyin members, 4) developing a persuasive message through good image formation of a figure through the tagline “*mboten korupsi, mboten ngapusi*” that shows clean and transparent leadership, 5) building a consensus to interact with other parties to create togetherness and good coalition.

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