

# **MEDIA, COMMUNICATION and SOCIETY EMPOWERMENT**

Foreword:

Dr. Heri Budianto M.Si

(The Chair of International Conference Committee)

Edited by :

Didik Haryadi Santoso | Agustinus Hary Setyawan | Elysa Hartati | Noor Aeni

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# **MEDIA, COMMUNICATION AND SOCIETY EMPOWERMENT**

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## FOREWORD

*Alhamdulillahirobil 'alamiin*, we are the committee would like to express our gratitude for finishing this book. The articles within this book are the collection of panellists' scientific papers joining communication international conference held in Yogyakarta, November 1 – 3, 2016.

This book is the works of the practitioners and academics from 21 universities taking part in the communication international conference hosted by Mercu Buana University of Yogyakarta in order to welcome its 30th Anniversary. This conference is successfully held in cooperation with the Centre for Study of Communication and Literacy of Mercu Buana University of Yogyakarta and the Communication Higher Education Association.

Those works are the results of research and literature review, particularly related to Communication and Global Society Empowerment from diverse perspectives. We hope that this book can be an additional reference for communication science in particular, and other sciences in general. We realize that there are some shortcomings and weaknesses in composing this book. We thank to those who have assisted in finishing this book. In the end, we hope this book can be beneficial for us.

Yogyakarta, October 27, 2016

Dr. Heri Budianto M.Si  
The Chair of International Conference Committee

## FOREWORD

Communication and Global Society Empowerment is a major theme in the 2nd communication international conference hosted by Mercu Buana University of Yogyakarta. The theme is relevant with the current global situation in which the issues concerning society empowerment become very crucial considering the society aspect becomes the core of the effort in developing a civilized and sustained society. This empowerment process can run linear but it also can run as like a circle cycle. The approach is also varied, top down and bottom up.

In the ultra-modern era, the societies are faced in two dimensions at once. First, they take a role actively as the actors in building civilization; second, they are trapped in the circle of exploitation, monopoly, and commodification. Besides, in the global society or cross-regional, communication is one of the keys in the society either in the level of country, company, community, media industry and so on. In this position, it becomes one of very strategic perspectives and studies.

This book is issued and presented for the readers to share ideas from various perspectives. The results of study, thought, idea, and concept within this book are expected to be able to inspire and contribute in realizing the sustained civilization development across regional and global. Have a nice reading!

Yogyakarta, October 27, 2016

Didik Haryadi Santoso M.A  
Editor



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# CHAPTER ONE



# **Media Industry and Ethics of Journalism**

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## **INTRODUCTION**

Freedom of the press is increasingly assured with the appearance of law No. 40 of 1999 concerning the press. With assurance of laws and easy terms getting a publishing license, It is not a surprise if the number of press companies jumped sharply. The Press Council records around 1,008 print, 150 more television media, and 2,000 more radios in Indonesia until the early of 2009

Unfortunately this is not an increasing number of coupled with improved quality of media industry. Simply press company terms cause many companies to stand without fulfilling the eligibility as company press releases and functionality professionalism puts work press. According to Bagir Manan (2011), incomprehension on the code of ethics of journalism which became his profession guidelines resulted in the emergence of journalists who abuse the identity to do a legal infringement.

The Press Council data in 2012 shows that there are 476 public complaints, 164 of them had Journalistic code of ethics violations. This issue affected still many perpetrators of the press that rely solely on learning by doing to acquire knowledge and skills. They do not come from a background of education journalism. This is compounded if editors do not have enough knowledge (Manan, 2011).

The press or the mass media are also often referred as a social institution. UU No. 40 of 1999, concerning the press, defined the press as a social institution and mass communication vehicle that carries out

journalistic activities include finding, gaining features, store, process, and deliver information in the form of text, sound, images, sounds and images, as well as data and charts as well as in any other form with the use of print media, electronic media and all types of available channels.

Though the sense of the press referred as social institution, the word “social” is not the same as social understanding which is inherent in social foundations, such as the non-profit now. The press also has a commercial aspect as a business entity (Mursito, 2006). As a institution, the press requires financing to be able to survive.

In carrying out its functions, the press has what many experts called the communication as a social responsibility. Social responsibility theory articulated Siebert et al (1986) considers that the press should have the mission of social responsibility to the community. Therefore the freedom of the press should be involved responsible freedom. Concerning the social responsibility of the company to the public, the press has a duty to ensure the attainment of professionalism. Despite the attraction of interest among the press as social institutions are profit oriented with the issue of professionalism, however the problem of the responsibility which is reflected in the moral ethics should not be ignored.

Paul Johnson (1994), historian and author of *Modern Times* is a pretty famous in its article entitled *What’s Wrong with the Media and How to Put it Right* exposing some things often done press to far from professionalism and social responsibility. The seven that he termed the seven deadly sins of the media, including distortion, fake pictures of the privacy, theft, murder, sex, exploitation of characters litter the minds of children and abuse of the power of the media. Therefore, to avoid such sins of the media, crew must have ten moral rules of behavior, especially for those who are at the level of policy retrieval.

1. The main desire to find and tell the truth.
2. The journalist should always think about the consequences of what he has to say.
3. The truth telling is not enough, without the decision of the assessment. Therefore the journalist should be educated.
4. A journalist should have the drive to educate the missionary spirit of the alias.



5. An unscrupulous media dialogue to discuss with the community and avoid emotional
6. The media must show a willingness to lead.
7. To train leadership requires courage.
8. A willingness to admit mistakes.
9. Applying justice.
10. Understand if word meaning respect the value and honor.

At the current situation, many thinkers of the world worrying about ethical issues. It is in line with a description of Bill Kovach, a reporter on what is supposed to do by journalists. The thought that formed in the nine elements of journalism have been evocative awareness of many journalists in the world (Kovach, 2001)

1. Obligation of the first journalism is on the truth
2. First Loyalty is to the journalism community
3. The essence of journalism is the verification
4. Journalism practitioners must maintain independence against news sources
5. Journalism should be a supervisory authority
6. Must provide a critical forum Journalism as well as community support
7. Journalism should strive to make the important thing interesting and relevant
8. Journalism must broadcast the news comprehensive and proportional
9. Practitioner of journalism should be allowed to follow their conscience

To make it easy for authors to do the analysis, the data presented will be dissected by the virtue of clauses contained in the Indonesian Code of Conduct (*Kode Etik Jurnalistik*). The 11 points of the article are broken down into three essential parts, i.e. integrity, Engineering News as well as the rights and responsibilities of journalists. Following the grouping made the author are Integrity, Technical News, Rights and Obligations.

**Tabel 1 Code of Conduct Grouping**

Integrity	Technical News	Rights and Obligations
Indonesian journalists behave independently, have an accurate result, balanced news, and do not have bad intention	Indonesian journalists always test information, spread broadly balanced, not mixing facts and opinions that judge, and applies the principle of presumption of innocence	Indonesian reporters respect the speaker about his private life, except for the public interest.
Indonesian journalists attend the ways that professionals in the exercise of journalistic duties.	Indonesian journalists do not make the news lying, slander, sadistic, and obscene.	Indonesian journalists immediately revoke, revise, and correct the erroneous news and inaccurate accompanied by an apology to readers, listeners, and or viewers.
Indonesian journalists are not abusing the profession and do not accept bribes	Indonesian Journalists do not mention and identity crime victims broadcast decency and not mention the identity of children who become perpetrators of evil.	Indonesian journalists serve the right answer and the right correction proportionally.
	Indonesian journalists don't write or broadcast the news based on prejudice or discrimination against a person on the basis of the difference in the tribe, race, color, religion, gender, and language and are not degrading the person is weak, poor, sick, disabled or physical defects of the soul.	Indonesian reporters have the right to protect a resource decline unwillingness to note its existence or identity, respect the provisions of the embargo, background information, and off the record in accordance with the agreement.

## METHODOLOGY

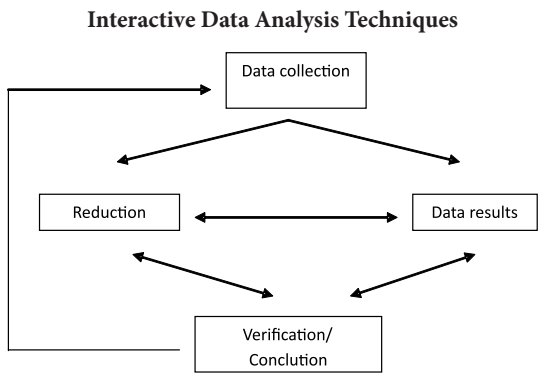
This research was conducted in the city of Solo with qualitative, descriptive methods. Bogdan and Taylor in the Maleong (1991) defines the type of qualitative research as a research procedure that generates descriptive data in the form of the written word or spoken of those

behaviors that can be observed. While the research is descriptive only exposes a situation or event. The study do not look for or explain the relationship, do not test the hypothesis, or make predictions Rakhmad (2001).

The subject in this study is a journalist and editorial direction of the company's press in the city of Solo. The qualitative data was chosen by purposive sampling technique. Informants were selected not based on a large number of population but was deliberately chosen because it is considered capable of providing accurate data related research issues.

Next, in this research, the three techniques of data collection involving participation, observation and interviews were conducted to obtain data as much as possible in answering a problem formulation. The data will be used to add to the document, the journal or book-related research topics. The validity of qualitative research data is generally done by triangulation. Patton in Sutopo (2002) stated that there are four types, namely the Triangulation of Data/source, Triangulation Triangulation method, the researcher, and Theoretical Triangulation. The next three of Triangulation will be used unless Triangulation researchers.

For the data analysis used the interactive analysis belongs to the Miles and Huberman (1994). Interactive data analysis techniques through the process which consists of three principal components, namely the reduction of data, data verification data and cereal or withdrawing the conclusion. The activity of these three components is not linear, but rather an interactive work in the structure of the cycle.



## Understanding Journalists on Journalistic Code of Ethics

Ethics remains a problem in the world of journalism today, both at the local level, nationally or internationally. Himelboim and Limor (2008) in the research entitled the Media Perception of Freedom of the Press by taking samples of worldwide code of conduct code of conduct shows developing countries showing concern about the most basic freedom of all countries studied.

Professionalism demands must be met with journalists in carrying out its work. To be professional, man must first be immoral, (Johnson, 1994). Therefore a professional journalist must have a good moral. Even though it is not a less moral, Journalistic code of ethics present as signs that govern what may and should not be done in carrying out its task of journalists so that leads to the professional work of press workers.

The existence of the code of ethics of journalism as a signpost in the exercise of journalistic work closely related to what is called with the deontologi journalism. B. Libois in Haryatmoko (2004) mentions that there are three main principles of deontologi journalism.

1. The respect and protection of the rights of citizens will be informed and the means necessary to obtain it. This category includes the protection of source of news; might is right, proper, honest and complete; a clear pembendaan between fact and opinion; Upholding honesty in getting information.
2. Respect and protection of the rights of another individual from citizens. Entry in this category right of dignity and honour, the right to physical and mental health, consumer rights to expression in the media and the right answer. Including the presumption of innocence, privacy, reputation, good image, the right sound, as well as secret communication, as well as the spread of identity.
3. Call to maintain the harmony of the community. Prohibition to do a provocation that arouses hatred.

Furthermore, based on the data collected, the next writer to answer the problem formulation of how the understanding of journalists in the city of Solo against the Journalistic code of ethics made grouping, namely a white journalist, grey journalist and black journalist.

#### a. **White Reporter**

Journalists in this group represent those who understand the whole point in the Journalistic code of ethics respect. This understanding is reflected by journalistic efforts to do work without violating the provisions of the ethics of the profession. Based on the principle of deontology of the press, journalists in this group understand well what the professionalism of the press is.

Professionals in journalistic work are meant as do work with journalistic ethics rules are adhered to. Some points about independent attitude, namely upholding a conscience in presenting the facts, are not unfazed against coercion from anywhere, including the interests of the owner of the company press release. It is in line with what articulated Kovack (2001) if the first duty of journalism is on the truth and the first loyalty is to the journalism community.

This obligation which is related with the problems of accuracy and goodwill is good in doing journalistic work which becomes mandatory suiting reporters in presenting news. RVI mentioned problems concern not only the accuracy of the content, but also concern the little things such as writing the name, title, or the speaker. Good faith regards to the absence of intent deliberately to harm any party. It was done solely because of the realization that his primary loyalty journalism is on the community.

In the exercise of journalistic work, journalist also required professionals. Although simply meant professional journalists in the city of Solo as an adherence to a code of ethics and journalism, but in a more detail, professional leads to limits on what should and shouldn't be when journalists do work through journalism process. For the example, it shows the identity, respecting privacy, no bribe, no plagiarism, featuring factual news.

The journalists in Solo city familiar with the term “bandeman”. Although it is not identical with the news of plagiarism, but this issue open spaces the occurrence of plagiarism. For journalists who understand the issues of ethics, tend not to compromise with this phenomenon whatever the reason. It has the isolation from all the activity of “giving” and “receive” news from establishing a peer.

On the issue of bribes, it did not only concern on the attempts of journalists in doing the bribes to the speaker to provide certain

information. In contrast, receiving bribes is also one of the things that affect the integrity of reporter. Among the journalists in Solo, money bribes are familiarly called in some terms, such as “Envelope”, “84”, “Suel” and “Waiki”.

The author conducted observation for those who belongs to the Group of white journalists who do the rejection of the giving of the speaker. Kovach (2001) mentions the nine elements of journalism. The ninth element reveals about the necessity of journalism practitioners are allowed to follow their conscience. The author mentions the rejection of bribes is part of following conscience. Accepting bribes mean as something that would affect independence. However the refusal does not always come for reasons deriving from the rules themselves, participating companies were prohibiting Press reporter received bribes be reason not to accept the bribe. RI and RII never give harsh penalties to the crew of the reaction from the case of bribery.

Furthermore, maintaining the confidentiality of informant is obligatory to do journalists. In the Journalistic code of ethics this is primarily to protect the identity of the victim of the crime of adultery and child perpetrators of crime. In the interview conducted by the author, RVI mentions that the women and children are the parties who should be protected. Because of that attitude of caution directed by journalists in broadcast news about cases of immoral and evil child becomes the reflection of a good understanding of journalistic ethics

The second principle of deontologi journalism offensive is about another individual's rights. This can be meant concerning various obligations towards journalists to his informant. Privacy is the right of every person. It respects the privacy of the private interests of the interviewees regarding becoming a reflection of journalists who understand the ethics of the profession. Although, it could be the reason of public interest disclosure privacy but journalists should know their boundaries. Thus what touted Kovach (2001) the loyalty of journalism in society can be realized.

Other rights that should be filled with journalists are the right answer and the right of correction. This right is given as part of the responsibilities of the press so that those who feel aggrieved over news coverage of the press

can get a chance or a portion of the same in the proclamation. Otherwise a related error made by reporter, the editor has a duty to perform the news correction. Erratum here serves to straighten out the confusion created in the process of making the news. In the city of Solo, an erratum is usually performed because an error writing of the title or name.

The third principle regarding the further deontologi of journalism include the obligation to not create a provocative news and threaten harmony within the community. This is reflected in the journalistic code of ethics that prohibits the preaching of firmly based on prejudice or discrimination on the basis of tribe, religion, language, gender, as well as degrading to the sick and disabled.

Prejudice becomes a forbidden thing in journalism because it is far from the facts and likely to lead to the opinion. But obviously if reporters should be firmly separates opinion and facts. In addition, the verification becomes more important. One of the elements of journalism expressed Kovach (2001) mentions the essence of journalism is the verification. In addition, other elements also mentions that journalism must broadcast the news comprehensive and proportional.

#### **b. Gray Journalists**

Journalists in this group represents those who less understand the ethics of journalism. Some of them even understand the ethics of the profession and a compromise so sometimes in journalistic work still do breach of ethics by a variety of reasons. Lee (2016) in his research entitled Effects of Different Social Norm on Ethical Behavior in Journalism mentions that the journalists could make good moral decisions, but they don't always act ethically even though based on research showing they can do that.

Based on the principles of deontologi journalism, the principle of independent is still compromise. News coverage which should be independent and impartial tarnished with "the task of office" which is not oriented to community interests, but interests of the media owners or advertisers. RIX admitted if the assignment from the law office is mandatory. This means that there is a kind of "coercion" of the company to make the press reporters inevitably that would have to work on that task without being able to compromise.

Meanwhile, RII admitted if in the current state of the application of the line of fire in the media is already somewhat different. The crew should now search advertising media with supervision and permission from the direction of the editor. This also shows that there is an opportunity to shift the independence of journalists. In addition, the emergence of insecurity to disavow the opinion Kovach (2001) which indicated that the primary loyalty of journalists is on society. Because by taking part in the advertising section, the temptation to favor the interests of larger advertisers.

Further, the lack of understanding of the code of ethics also have an impact on the emergence of news which is still with a single speaker, even in the case of news presentation of conflict still proportionately news often missed. It is characterized by a single resource with news habits. Not only that, the presence of awe delaying confirmation also causes the news is not balanced. Whereas, balanced should be embodied in every “news” instead of “annunciation” (understanding news accumulatively) (Sudibyo, 2013).

Another fact that arises due to a lack of understanding of the Journalistic code of ethics is the insecurity of occurrence of plagiarism. The journalists in the city of Solo still have copy paste culture which led to the opening of the journalists possibility for not doing journalistic activities. According to UU No. 40 of 1999, journalistic activities include mention of seeking, acquiring, owning, storing and processing information in the form of text, sound, image or the other through a variety of channels (the media) are available.

Copy paste culture that exists among journalists in Solo city commonly referred with the term “Bandeman”. It is simply the cultural habits of exchange news. RVII copy and paste culture recognizes long alias is not a new culture. The existence of these habits at once gave rise to the diverse attitudes of journalists in act, namely that journalists who do not edit news bandeman news bandeman, remodel, using news bandeman as complementary data as well as using bandeman as a comparison.

Of all it just points the last chance occurrence of plagiarism. Reporters who utilize news bandeman as material comparisons tend to enable the news as learning materials for technical writing. He is not fixated on bandeman when processing the data and the fact that he got on the field. Meanwhile regarding the points mentioned, the use of



bandeman for complete data and remodel the news bandeman, though a small occurrence of plagiarism insecurity persists. Doing an overhaul of unconsciously mindset is affected.

### c. **Black Journalists**

Journalists who entered this group are in addition to the two groups above. These black journalists don't understand the issue of journalistic ethics and conduct violations of ethics in journalism. Board releases since 2010 has been doing the program test the competence of journalists (Uji Kompetensi Wartawan) for all journalists in Indonesia as one of the measuring the professionalism instrument of journalists.

Based on the Press Council Regulation No. 1/Regulations-DP/II/2010 of the standard of competence of journalists aimed at increasing professionalism, system reference work of journalists by the company the press, uphold press freedom, safeguard the dignity and the dignity of journalism, avoid abuse of the profession, as well as putting the strategic position of journalists in the industry press.

According to the author, the abuse of the profession is usually done by the journalists who entered the black category with "squeeze" speaker. In the city of Solo journalist of this type commonly referred to as "Bodrek". Orientation in making news does not convey truth and favour of the community but rather a personal benefit. Because it has different goals, they usually never get together with journalists in General.

The emergence of this type showed reporters still very likely the dignity and the dignity of journalism stained. The absence of a control system was the cause, both from the public and corporate press. Lack of understanding regarding the profession of journalist community made them sometimes attracted to this type of journalist meladeni. Reserved press company, they usually do not have a clear press company.

Not only it, have the bribes also interfered with the professionalism of journalistic work. Pramesti (2014) in her research about the application of a code of conduct among Journalist suggests the reason journalists involved cases of bribery because the company could not give unequivocal sanctions, could not give decent salaries, and professional organizations provide less supervision against the practice. This is in line with findings in Solo with journalists who still make bribes or commonly referred to as

“envelope” as the primary objective when covering the news. Those who enter this category normally only become visible when certain events has prepared “envelope” to journalists. In other words, this group of reporters just wants to come covering an event if there are rewards “envelope”.

### **The Role of the Press in the Company’s Understands of Ethics**

Capital press is the level of trust that is social. Ethical journalism is an effort to build the trust of the community for the presence of the press in the exercise of its functions (Siregar, 2006). So it is important for the press to enforce the code of ethics of journalism through the initial steps insure that code of conduct is understood by the rest of the reporter.

Bagir Manan (2011) mention that there are at least four methods of enhancing the Journalistic code of ethics.

1. Journalism Training. Practices through various simulations with experienced instructors who understand the guided outs the journalistic code of ethics.
2. Education of journalism. The form of the professional education in the basics of expertise and skills. In other words, education and journalism must contain journalistic knowledge, including the code of ethics of journalism.
3. Coaching and journalism. The aim to build character and attitude of professional journalism. Coaching is required due to the high knowledge and skills could be useless or abused if not balanced with professionalism.
4. Actions Journalism. Is the control system, either preventive or repressive.

Looking closely at four points above ideally that every company releases fourth applying this move as an attempt to ensure an understanding of the reporter about the journalistic code of ethics. Johnson (1994) also stressed the importance of education for journalists. He called for preventing the occurrence of “sin” step of the media institutions to tell the truth just isn’t enough, without the decision of the assessment. Therefore the journalist should be educated.

Further based on the results of the interview against the informants and observations, author divided into two groups namely a press company that cares and press companies less concerned. .

#### **a. A press company that cares**

Company press enter this group is a company that understands the importance of the enforcement of the code of conduct so that attempts to do the whole step of good training, education, coaching and penindakan journalism.

The company's concern for the press on the issue of ethics of journalism is basically in line with efforts to create the professionalism of the press. The theory of social responsibility (Siebert, 1986) mentions that the press should have a social responsibility to the community. If it refers to this theory then it becomes the duty of the press to ensure a company function that is running to its full potential.

In the beginning it is important to understand what is referred to as press professionals. Based on research data, RII reveal if professional journalistic work means that is based on UU No. 40 of 1999 concerning the press. In addition, it also based on the rules and regulations of the Press Council of the company. This means that there are three run ways that made the company the press to ensure it applies to professional journalists.

The Press Council regulations referred to refer to the Journalistic code of ethics that applies to all journalists in Indonesia. Related to this, RI argued if the code of conduct of the profession to be signs and gives to reporters when running journalistic duties. Siregar (2006) calls that not only for the profession's ethical guidelines for interpersonal but rather the Foundation for the presence of a social institution in the community. The cornerstone of this detailed and technical regulations are passed down through the company. Therefore understand and execute company regulations could mean understanding the journalistic code of ethics.

Journalism training into the door beginning of a basic understanding of the work of journalists, including understanding of the ethical concerns (Security, 2011). A press company that cares about the understanding of ethics reporter certainly will not miss providing training to would-be journalists. The journalistic code of ethics expresses RIII become important material when coaching session prospective journalists.

On his way in the initial training alone is not enough, given the dynamics of the issue of the press developed very dynamically. Therefore to

upgrade understanding of journalists against the ethics of journalism and journalism education needs to be done. These points according to Bagir Manan (2011) lead to a professionalism that includes on the question of expertise and skills. Therefore companies that care about the ethical issues will be diligent in sending a reporter to follow a variety of education, both held professional organizations and educational institutions.

Further construction of journalism has also become an important point for the company's next press cares about the understanding of ethics reporter. Based on research data, the construction was done through supervision attached through the editor or editorial clinic/workshop conducted at regular intervals. This includes a wide range of coaching points include integrity, engineering news coverage to the issue of rights and responsibilities of journalists.

Philips Tomkins and George Chenney reveals there are four forms of control in the Organization, namely the use of power directly, use of tools or technology, the use of the procedure of organization or formal rules, as well as the use of interpersonal and team work as a means of control (Littlejohn, 2009). The company regulation respects include executed procedures as companies press for control of the reporter in accordance with the mission and vision of the company.

Further control of the interpersonal and team work are also visible in the media is done Solo. RII revealed supervision attached which carried out the ranks of editors including a reprimand if there are indications of irregularities. Not only that RI said the existence of a periodic evaluation of anticipate the occurrence of breach of ethics. Including establish good communication between reporters and editors as expressed RIII. That is, the more the control procedures applied to company press then possible illicit journalists understand and run the code.

Control as mentioned above is part of the journalistic preventive or preventative actions. While if clear violation occurs then the repressive measures were necessary. Assertiveness in the company dropped sanctions against infringement of ethics also became a powerful whip to urge any journalist understand the Journalistic code of ethics. RII mention gives strong warning to dismissal sanctions against the reporter who conducted plagiarism. RI also states about the case of bribery and hoax news.

The company's concern for the press on the issue of ethics is also visible from the how to apply the limit. Because of the press also has a commercial aspect as a business entity (Mursito, 2006). RIII states running editorial interests and business (advertising and marketing) in a professional manner. An obvious limitation also articulated by RI banning reporters looking for advertising.

#### **b. Press Companies less concerned**

Press company enter this group is a company that understands the importance of journalistic code of ethics but do not implement the entire step began training, education, coaching and penindakan journalism. Do not tackle these steps by press for several reasons.

Based on the data presented by dishes of the author before, the press companies has lack of concern against crew chief ethics understanding shown by not providing enough stock to reporters. The question of the training of prospective journalists, for example, and RX RVIII revealed learn directly with the practice field without any supply or training first.

Meanwhile, on the other hand based on the results of the study showed that a good understanding of the company's press release regarding with professionalism. In other words, journalistic training for would-be journalists is not running because the press doesn't understand the importance of an understanding of ethics. But there is another reason which becomes the cause of training is not running. As for the reason it is in the form of human resources needs urges to fill in the blanks so that the activities of the editor is not interrupted.

However, the construction of journalism is still done with an informal approach. RVI admitted should take the time to teach journalism skills as a result of the company dispensed with the training for would-be journalists. He mentioned the skills pertaining to technical writing news to integrity issues, for example the question of accuracy. RVII adding Editor must carefully supervise the product news so as not to get sued-prone.

The existence of this situation is very likely to occur the ineffectiveness of transfer "Science" considering the editor should have been more in control than basic understanding about giving the world of journalism. Because it's very likely points of understanding of journalistic work, including the issue of ethics was not entirely given to reporters recently.

More about the company's dual roles of the press who have business and social vision, RII revealed handling changes between editorial and business interests so that the application of the line of fire in the media business this time is a little different. The differences in the rules applied to the company for example script ads only made upon permission from the editor-in-Chief, prohibited not publish news simply because the client's ad and allow journalists looking for ads with supervision and permission from the direction of the editor.

## CONCLUSION

Understanding of journalists in the city of Solo against the Journalistic code of ethics journalists fall into the category of gray. The exercise of journalistic work is not yet fully understand the issue of ethics. This example looks still a compromise on the issue of the practice of bribes, the practice of plagiarism, the independence of that level violated under certain conditions only.

Understanding journalists who still remain yet thoroughly corroborated the maximum not the role of the press in the company give you a sense of ethics to the reporter. Maximum corporate role of the press is not visible from the prestigious training, education, coaching and action thoroughly to reporters. In addition, the press company opens opportunities of ethics violations by allowing reporters to plunge the search advertising.

Research on the issue of journalistic ethics has a lot of to do. Nine Elements of journalism of Bill Kovach became important in the implementation of basic ethics. This is in line with the Deontologi work which focuses on journalism journalist on the interests of the community. Therefore, based on that understanding ethics became important to have any journalists.

This research is for autocritic for journalists. The role of the press in providing the company an understanding of ethics should take larger portions to maintain the public's trust. Though local media have more complex problems, for example on the issue of funding is closely related to the survival of a company press release, but at least it could be poured in the regulations so that the work culture is formed in line with the ethics of journalism.

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# **The Challenge of Mass Media Industry and Journalism Education in Indonesia a Multiple Case Study About The Challenge in Evaluating Journalist Competency Standard in Rural Areas**

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## **INTRODUCTION**

The world of journalism has always been an inseparable part of the mass media industry. It is almost like to be compulsory for the media to have news program. The program then becomes a factor to determine credibility and prestige of the mass media, although in terms of business – especially in broadcast media – news program is not the number one product that sells.

The cutting edge of making news is the presence of a journalist who does the journalistic activities. Journalist is the one who should possess the ability and skills in seeking and delivering information. A successful journalism is the one that could make it accountable to the public as the party whom a journalist serves. The public with its communities has the right to know and to be informed. It is the duty of journalists to protect those public's rights. As expressed by Bill Kovach and Tom Rosenthal (2003), the main obligation of a journalist is for the truth and the prime loyalty of a journalist is to the society. With such tasks, then the journalistic work must be handled by professional journalists. To do their job professionally, journalists must have special knowledge and skills.

In relation to that, there are some knowledge criteria to be possessed by professional journalists which were formulated by the Department of Journalism Studies, Faculty of Communication Sciences, Universitas Padjadjaran (2002). The criteria are as follow:

- Journalism knowledge includes basic knowledge of communication studies (including philosophy, logic, and language) and knowledge of journalism studies from basic to advanced.
- Social research knowledge covering knowledge of research methods and analysis techniques that are useful for finding and processing the data in a field.
- Relevant knowledge, including sociology, law, economics, politics, psychology, environment, even exact sciences if necessary.

In terms of skills, the Department of Journalism, Faculty of Communication Sciences, Universitas Padjadjaran (2002) stated that professional journalists should have:

- Managerial Skills
- Practical skills, which consists of:
  - Nose of news
  - News gathering
  - News writing (writing, editing, mixing)
  - News presenting
  - News evaluating

In addition to the special knowledge and skills, journalists are expected to have special characters as well, such as:

1. Having an idealism
2. Obeying norms and ethics or complying with norms & ethical journalism
3. Applying standards that means journalists must have a high standard of ability
4. Being critical and skeptic which means that journalists should have the capability of being critical and skeptic towards information they receive and this must be supported by the best capability of exploring the information.

5. Being honest.
6. Having curiosity.
7. Being courageous which means that journalists must have the courage to find out the truth.
8. Being discipline and obeying rules which means that journalists must be discipline in doing their job and also follow the rules of the applicable legislation.
9. Having braveries but keeping the respect which means that journalists should be brave to tackle great things that might be dangerous, but also give respect to any information provided. Journalists should not be part of the problem, but it has to be the solution provider.
10. Being open minded which means that journalists must be insightful, not to carelessly give unverified information to the audience.

The formulations above are ideal characteristics that should be able to answer public's demands for professional journalism. However, in reality, the public often encountered mistakes being done by journalists that would harm their interest.

The public, through the Press Council and Broadcasting Commission of Indonesia, has raised many complaints due to the work of journalists that were considered disturbing public interest. The complaints were about improper or incorrect facts, unethical news, objections from certain group who felt aggrieved or cornered by some articles, and so on.

Those complaints described that there is a serious problem in terms of reliability of news and the major factor was the quality of journalist. In other words, there might be problems with the qualifications of journalists and the recruitment process at the media where they work.

In March 2015, Moh. Ridlo Eisy, a former member of Press Council stated, the complaints in 2014 were lesser than 2013. There were 1,000 recorded complaints, while in 2014 there were only 800. Most of the complaints were about news publication containing defamation, inaccuracy and unbalanced facts. But most cases were easily resolved by apologies. (Republika Online, 2015)

Additionally, according to Imam Wahyudi, another former member of the Council, most of the complaints were pointed to online

media. Imam stated, the majority of online media tend to be forced to report at the quickest time and resulting publications with a very weak verification. Whereas the verification aspect is one of significant factor that distinguishes journalism to infotainment, gossip, or conversation in a coffee shop. (Portalsatu.com, 2015)

Creating an online news portal is much easier than making a traditional mass media which requires a large amount of money as well as technology. Unfortunately, there are many online media that to some extent violated the guidelines of the cyber media which has been promoted by the Press Council. This violation is not only carried out by new or infamous media but also by leading and popular mainstream ones. Thus, some questions appear to the surface. Why do these violations of journalistic principles happen? Do journalists have incomprehensive understanding about the code of ethics? Is it because now the certificate of competency is not compulsory for journalists? How did exactly mass media do the journalists' recruitment process?

The questions above have become the crucial based of this research. The main inquiry was: "what are the qualifications required by media from a person who wants to become a journalist?" This is important question, because when all media follow the ideal criteria as previously discussed above, arguably, all the complaints would not appear.

The inquiry becomes very significant to investigate and answer, because the journalistic activity is an activity that is intended for the public interest. The initial qualification will determine whether a journalist can meet the needs of the public or not. It is the responsibility of journalists themselves to maintain their position as public servant. But beyond that, the related media also have an obligation to seriously monitor their journalists in order not to make mistakes. It must be done by the media since the beginning, especially since the journalist is still in the budding stage after the recruitment.

In addition, even though the profession is coming from specialized disciplines within journalism studies, this study is important because in practice journalists associated with various disciplines such as psychology, sociology, law, economics, politics and so on. In other words, this research on qualifications of journalists is important to do because it deals with a multidisciplinary and community life in general.

## LITERATURE REVIEW

Issues of professional qualifications in the recruitment of journalists by the mass media, especially the mainstream media, are the beginning of the formation of good journalistic work and responsibility. The managers of mainstream media certainly do not want to lead their business into a great loss. Therefore, producing a work of journalism as an essential part of the mass media should not be carelessly done. Due to the influence of the mass media in society, the mainstream mass media must obey the rules that have been defined and established.

Credibility becomes the main thing in maintaining the existence of mass media in society. To maintain the credibility, the professionalism of human resources involved in the media industry becomes absolutely necessary. It would require trainings to achieve professional standards. These should be done at the beginning of recruitment process, when journalists are still in the budding stage.

To clarify this, there is a good example from the illustrations in the book “*A9ama SayaadalahJurnalisme*” (My Religion is Journalism) by Andreas Harsono. He tells the story of a senior journalist and editor of *The Philadelphia Inquirer*, Wendel ‘Sonny’ Rawls, who is known as an expert in looking for a good reporter. In the illustrated story, it is pictured that Sonny would usually ask journalist applicants to submit 10 writings. The requested writings are supposed to be news stories, not feature news. Then he would firstly read the lead and the first three paragraphs. If the language is clear, easy to digest and vivid, he will read until the end. It is important to know whether the applicant can connect the lead to the ending of the report. Sonny has the ability to assess the ability of applicants from this lead-ending relationship. (Harsono, 2010: 93 -96)

The story above shows that the media should pay attention to the qualifications or the ability of journalists before they really work for the company. The potential editors and management of the media must have the ability to see their journalist’s potential. Moreover, the media should have a certain standard so that the qualifications brought by the young journalists will be in accordance with journalistic idealism, where at the time will maintain the credibility of the media itself.

In fact, there are many misconducts committed by journalists in the field. It becomes apparent, because the journalistic profession has a form

of ethics guidance that measures the behavior of journalists at the time they do their task, which is so-called the Journalism Code of Conduct. Nevertheless, many journalists, deliberately or not, committed some violations towards the ethics that have been clearly set. Whether it was due to the ignorance of journalists against their own code of ethics?

The Science, Aesthetics and Technology Foundation (YayasanSET) in 2010 conducted a research related to this issue. Based on the research, SET Foundation notices that the ethics violations are the main cause of problems in the news publications. A number of most common violations are related to (1) the principle of balance; (2) the principle of non-judgmental; (3) the principle of covering both sides; and (4) the principle of verification. Most media outlets – either it is national, regional or local – has been violating those principles, which often lead to protests or objections from the people involved in the news and also the public as the audience. (SET 2010)

Based on the research, the Press Council then concluded that the main problem of the breach in journalistic work was not caused by ignorance of the media against the obligations in implementing these ethical principles, but rather by the tight routine work. This has caused the media tend not to have enough time to conduct preventing actions to minimize the possibility of violations, such as verification, interviewing alternative sources, or write impartial news.

However, the principle of non-judgmental, as SET Foundation found, has special case. It is found that there are still many journalists who tend to not understand this principle, especially in terms of writing headlines. The demands to make efficient and attractive headlines are often misleading journalists in making titles. As the result, they end up on judging the information sources.

Actually, the Press Council already has provisions called Journalist Competency Standard which was completed on January 26, 2010. In the Competency Standard (<http://www.dewanpers.or.id/page/kebijakan/peraturan>), it is mentioned that the provision is made for: (1) improve the quality and professionalism of journalists; (2) the reference system of performance evaluation of journalists by the press companies; (3) uphold the freedom of the press by the public interest; (4) maintain the dignity of

journalism as a specific profession that produces intellectual work; (5) to avoid misuse of the journalistic profession; and (6) puts journalists in a strategic position in the media industry.

Nevertheless, the number of complaints and infringement is evidence that both Code of Ethics and Journalist Competency Standard which are supposed to be ratified by the company's regulations have not been applied with maximum press. This evidence obviously is influenced by the policy of mass media in implementing the professionalism of journalism. Of course the qualification issue which is considered incompatible with journalists' responsibilities is something the management and the media need to solve, because journalists are part of the hierarchy of the company.

This framework refers to the model of Shoemaker and Reese about the existence of "hierarchy of influence" in determining the content of the media. This hierarchy consists of the influence of individuals, groups, official organization, competition atmosphere, assignments, regulations, and external media (such as information sources, advertisers or broad audience).

## **RESEARCH METHODOLOGY AND DATA COLLECTION TECHNIQUE**

This scientific article is based on descriptive and qualitative research method. The research was conducted towards mainstream mass media in Indonesia. The mass media involved in this research were print (newspapers or magazines), radio, television and online media that contain news.

The so-called mainstream media according to Noam Chomsky is a medium which is directing the mass audience, which also he calls as the elite media or media with agenda setting. These media operate with enormous resources, whether they are capital, technology or human resources. In general, Chomsky states that the mainstream media are major media that determine the frame of society's beliefs, fully oriented on profit and usually established in the form of corporation. Naturally, corporate form is always hierarchical and controlled from the top.

Media of this kind, of course, is not an independent media. They depend on other institutions, information sources and advertisers. In Chomsky's point of view, the mainstream media are also political machines

to change the society's political views. Therefore, in the war situation, he believes those who want to win must collaborate with mainstream media to get broad support from the public. The larger the media used, the broader support can be expected (Chomsky, 1997).

At the moment, one mainstream media corporation is built by many media. As the consequences, the competition to involve and collaborate with mainstream media has been increasingly harsher and tighter. With the development of technology, one mainstream media corporation has become a kind of octopus with many branches. The practice of media conglomerates makes the mainstream media increasingly dominating the public's life. Furthermore, the media can no longer survive with only one type of media platform. With the help of information and communication technology, the classic media now began to shift into convergence era.

As for this research, some mainstream media in seven cities that has already embraced convergence platform were selected to be investigated. They are as follows:

- a. Jakarta : *Kompas Daily Newspaper*, *Kompas.com*, *Republika Daily Newspaper*, *Tempo Weekly News Magazine*, RRI Head Office Jakarta, KBR 68H, RCTI, ANTV, SCTV-Indosiar
- b. Bandung : *Galamedia Daily Newspaper*, *PRFM*, and *Bandung TV*
- c. Surabaya : *Suara Surabaya FM*
- d. Denpasar : *Bali Post*, *Global FM*, *Bali TV*
- e. Yogyakarta : *Kedaulatan Rakyat Daily Newspaper*, *Sindo Trijaya FM*, and *RBTv*
- f. Banda Aceh : *Serambi Daily Newspaper*, *Antero FM* and *Aceh TV*
- g. Berau : *Berau Post*, *MBSFM*, and *Berau TV*

The data was obtained through a few stages with details as follows:

- a. To find out what sort of qualifications the media need from their journalists, observations were conducted on the performance of young journalists in various media in several cities in Indonesia. The objectives were to identify the weaknesses of journalistic performance that led to the poor results of journalistic work and the causes of the weaknesses.



- b. To strengthen the results of descriptive findings and analysis, some in-depth interviews were done towards persons in charge of the recruitment in each media, such as people from Human Resources Division.
- c. The results of the in-depth interviews were analyzed qualitatively by peer discussions.

## RESULTS AND DISCUSSIONS

There are significant differences in the context of the recruitment of young journalists in media industry in Indonesia. The first phenomenon to be discussed is the recruitment process of young journalists in the large capital city of Jakarta. For Jakarta, the amount of applicants who applied to be a journalist was very large. They generally came from a variety of background. In their opinion, journalist is a glamor profession either financially or ideology. Because of the big number of applicants, the media needed to set a strict admission system. *Tempo Magazine* for example, received 2,000 applicants in every period of recruitment. From the 2,000, *Tempo* would screen into around 15-20 people. After several tests, selected journalists would go into training classes conducted internally by the media.

Most of the media industry in Jakarta would ask for applicant's motivation to be a journalist. However, they would not enquire it if the applicant had Journalism Studies background. Based on the interviews with all informants from the recruitment division, it was considered that motivation is a critical point that determines someone can be accepted or not. In relation to that, *Republika* assessed that technical weaknesses are still tolerable and could be developed after the recruitment. The ability to write, for example, could be developed during the first year of probation. But the most crucial weakness is the motivation of young journalists. Today, there are only few people who have strong motivation to be a real journalist, the other are just looking for a job. Motivation has become crucial since the mental of today's young journalists is different from journalists in the past. Nowadays, many complaints were raised by media editors because of the laziness of young journalists in seeking information directly from the field.

One reason why the young journalists are reluctant to go to the field is their condition as digital natives. This means that they are already

familiar with digital equipment and they already live with digital facilities that make life easier since they were born. This generation is the children of online media and social media, where young people usually prefer to be in their own world, created by digital applications. They do not have passion for observing the real world. There is a possibility that younger generations are more likely to live in the digital world so-called virtual communities.

Howard Rheingold describes virtual communities as “the social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace.” (Rheingold, 1993: 5) Some media have used this trend in their work environment. The editorial board has implemented a virtual meeting and virtual newsroom. According to this study, young journalists were not surprised by these policies. Instead, based on observations, they seemed to enjoy this environment. This might occur because of the nature of their digital culture.

However, this has raised a problem, because a good journalistic work still requires practice to gather real information from the field, not just digital. Moreover, face-to-face coordination meetings are still necessary for the editors. The biggest complaint of the editors is the insufficiency of young journalists to present in the office. Whereas on the side of young journalists the meetings are no longer necessary because they have been able to do everything online.

It can be assumed that the most important problem is to bring those youngsters' culture back to the reality. In the end of the day, they are expected to pay attention to real social problems around them, and hopefully they will be more concerned about the other people in their environment. However, it is not easy to change the nature of the digital natives. This young generation has experienced the ease and fun of digital applications. Using digital devices and online can make them very addictive.

In terms of educational qualification, the standards to apply as a journalist in Jakarta are generally bachelor degrees with the ability to speak English. Then the applicants need to pass the psychological and basic journalism test.

The second phenomenon is the recruitment conditions of journalists in Surabaya, Bandung and Denpasar. It was found that for print media,

the qualification standard demanded is bachelor degrees. For radio and television, diploma degrees would be accepted except in *Suara Surabaya FM* which also sets the bachelor degree standard. *PRFM* Bandung requires diploma degrees for minimum standard, but prefers to have bachelor graduates. For *Suara Surabaya FM* and *PRFM*, Journalism Studies graduates are the priority in recruitment. The amount of applicants who apply for becoming a journalist in each of the media industry in Bandung, Surabaya and Denpasar are not as big as in Jakarta.

*Bali Post* and *Bali TV* in Denpasar admitted that they have difficulty in finding journalists. As for the recruitment, they require the applicant to have bachelor degrees and master English language. But most of graduates in Denpasar are more interested in tourism business and governmental position, because the job opportunity in these two sectors in Bali is very large. Consequently, *Bali Post* and *Bali TV* must rotate their employees' position to fill in the needs for qualified journalists. Dewi, for example, was a finance department staff for three years before becoming a television journalist. She moved to the news department because the management considered that she already mastered everything about mass media business. *Bali Post* and *Bali TV* also have advanced internal training for journalists, but usually combined with the training undertaken by LPDS (Journalism Training Institute Dr. Soetomo).

The condition in *Bandung TV* is so much different with *Bali TV*, although these two stations are equally experiencing difficulties to find applicants. In *Bandung TV*, the news program is not considered as a product that has a high sales value for advertisers. Consequently, the management set low standards in the recruitment of journalists, and this affects the quality of the news program. For instance, *Bandung TV* only sets 1.5 hours per day for the news program duration. The condition makes the position as journalist in *Bandung TV* less favorable.

The third phenomenon is the recruitment conditions in Banda Aceh, Yogyakarta, and Berau. Banda Aceh and Yogyakarta were chosen because they belong to Special Districts in Indonesia. Aceh provincial government has the authority to manage the region under Islamic law, whereas Yogyakarta is managed by the Sultan. Meanwhile, Berau regency was chosen because it is a special region that has strong environmental problems. One of the environmental problems which causing controversy

in Berau is the news media that are not supporting conservation, but more in favor to support businessmen and politicians.

Media in Banda Aceh, as also happening mostly in other places, do not set Journalism Studies graduates as the qualification for recruitment. They require diploma degrees as one of the admission criteria, but in fact, many bachelor graduates registered. The issue of Islamic law is not the obstacle to recruit journalists, because the people of Aceh in general are already familiar with the rules.

This research found that the conditions in Yogyakarta and Berau are quite similar. For print media, *Kedaulatan Rakyat* and *Berau Post* require bachelor degrees as a minimum education qualification for journalists. However, the discipline does not need to be from Journalism Studies, because they conduct internal training on the journalistic basic skills which adjusted with their standards.

Looking at the quality of the news program in TV broadcasting industry, it seemed that *RBTV Yogyakarta* and *Berau TV* are placing their position in the safe zone, because they seemed to avoid the broadcasts that potentially create conflicts. This kind of condition arguably would make people become less critical. They even have a concept of thought that the official government activities are something that have high news values and shall always be covered.

According to the manager of *RBTV Yogyakarta* and *Berau TV*, a TV journalist position can be taken by anyone, not necessarily by those from special school of journalism. The reason is, it would be very difficult to find a journalist who comes from formal journalism education. In East Kalimantan region, there are no special schools for journalism. Because of the difficulties, these two media decided to recruit diploma graduates or even high school graduates to become journalist. These condition has made their journalist less critical. On one side, it is a safe condition since the media is avoiding to be a trigger for the conflict. On the other side, they are also not giving useful enlightenment to the public.

Actually, the management of these two media understood that many journalistic skills to be improved. They hope they can get proper education about the ethics of journalism, broadcasting, and other things that can improve their abilities in the field of journalism.

The fourth phenomenon is the fact that there are not many online media, especially those in rural areas, being complained to the Press Council. Most of the online media are affiliated with their parent traditional media. Those parent media are the ones that have been complained. *Serambi Indonesia* online version, for example, is mostly linked by *Tribunnews.com*, an online media under *Kompas* group. The news link is spread again through *Kompas.com*. This kind of news thread is attracting complaints from *Kompas* audience, because the quality of news as well as the content is in different standards. The problem is the qualification standards of journalists in these media are very different. Each media has different recruitment standards and also different training schemes. Furthermore, it was found from the research that there is a tendency for online media journalists to ignore ethical issues such as those listed in the Code of Ethics of Journalism.

In terms of convergence journalism, *Republika* reckoned that the convergent newsroom like the one has been built at Universitas Padjadjaran is a good thing. This kind of media is not too popular, because according to *Republika*, Indonesia at the moment has not had an expert in the field of digital magazines and media convergence.

The fifth phenomenon is the issue of journalist competency standard which is required by the Press Council. This competency requirement for media in Jakarta with big capital is not an immense problem. Almost all journalists in Jakarta have conducted the test of competency. Even Television broadcasters have been following specific competency test that was conceived by Indonesian Television Journalists Association (Ikatan Jurnalis Televisi Indonesia-IJTI). However, this situation is not followed by media corporations outside Jakarta.

The minimum education background requirement listed in the Competency Standards is not entirely met by journalists in the rural area. Not to mention the requirements of general knowledge, understanding of ethics, and the skills to use updated technology. The Press Council, IJTI, Higher Education Institute of Journalism and journalistic organizations in Indonesia need to work harder to socialize the Journalist Competency Standard in order to create better conditions of journalism in Indonesia.

## CONCLUSIONS

Based on the findings and discussions, some points could be concluded as follows:

1. The mass media need young workers to maintain their journalistic activities, but they face obstacles when dealing with the characteristics of today's youth which are often opposed to the work ethic of journalism that emphasizes discipline, hard work, anti-plagiarism, and unyielding.
2. In general, all research informants stated that the Journalist Competency Standard is important to implement. It means that there is a need for uniformity within the mass media in qualifying journalists in general. The existing Journalist Competency Standard is currently a fascinating material to be reviewed, considering many local media in rural areas so far have not regarded this standard as a crucial element. Some places could not meet some requirements such as the need of formal journalism education background, because the provider of educational programs does not exist in the area.
3. The method of screening of young journalists in all media within this research is generally similar. It basically consists of three aspects: administrative, skill test and interview. Based on the observation towards this filtering method, it is known that journalism education background is not always a priority in recruiting new journalists. Amongst all media in this research, only *Suara Surabaya FM* and *PRFM* explicitly stated that graduates of journalism education are priority.
4. The fact that graduates of journalism education is not a priority in the recruitment illustrates that the world of journalistic work is so open. This profession can be undertaken by from of various backgrounds. However, higher education in journalism studies is still considered to be necessary to achieve the ideal state of journalism. The curriculum should be continuously improved to elevate and promote the development of the society, not just to pacify the media owner.
5. Informants from the local mass media industry in rural areas agreed that the issue of qualification of journalists is important, but the higher education of journalism has not been considered as something

that takes precedence. This is due to the profession of journalism is less popular in these areas.

6. The issues of local cultural policy, both in Aceh and Yogyakarta, do not become obstacles for the implementation of journalistic activities. While in Berau, environmental issues are the major concern that the mass media often collaborate with the local government in dealing with them.
7. In relation with the online media, the ones that most people complain are those that related to the mainstream networks, such as *Kompas.com* and *Tempo.co*. The system of news presentation and the use of the devices in these media are not optimal. Journalists tend to directly upload the news rather than submitted into the newsroom screening. This resulted poor supervision from the editor.

## RECOMMENDATIONS

To anticipate the findings, some suggestions could be recommended as follows:

1. Higher education in journalism studies should develop more curricula in journalistic ethics subjects, particularly related to cyber media. The Press Council, journalism higher education institutions and organizations of journalists should be more active to socialize the competency standards and guidelines for cyber media in colleges and training institutions in local areas.
2. The greater discipline and supervisions are needed for online media journalists. They are supposed to keep the accuracy and verification, not to gain only the speed of publications. Media gatekeeper function needs to be implemented in order to reduce errors.
3. Press Ombudsman should be held in any mass media institutions. Journalists must understand the philosophy and motivation of the Press Ombudsman formation, as well as their role to improve the professionalism of journalists and media responsibilities on the practice of a free press. Press Ombudsman is also a 'container' to resolve any disputes through the mechanism of journalism. The struggle to empower Press Ombudsman is a part of the calling of journalist's professionalism so it could guarantee any journalists to work freely

without fear, and any problems will be resolved in a dignified manner. It is difficult to establish the Ombudsman in the rural areas, because it required the recruitment of people who are considered credible and also financially secure so they can independently work without yielding the financial benefits from the mass media.

4. There should be a system of internship or community service involving journalism students in the areas that experiencing difficulties in finding good journalists.

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# **Perception of Young Voters on Information of Local Government Election (Pilkada) 2015 Through The Mass Media**

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## **BACKGROUND**

The mass media is one of the information channels used by the General Election Commission (KPU) of the Republic of Indonesia in delivering a variety of information about the local elections held simultaneously on December 9, 2015. The important role of the mass media is promoting the implementation of the elections in 2015 submitted by the Chairman KPU RI Husni Kamil Malik. "Participation friends important national broadcaster, which we sincerely hope coordination as in 2014 and then kept going, because the success of the electoral success of many parties." ([www.kpu.go.id](http://www.kpu.go.id): Media Participation Important To Succeed election; June 18, 2015; 14:51:46).

The media has an important role in politics that is expected to provide information for society included political activities such as local government election that were held simultaneously in December 9<sup>th</sup>, 2015. According to Karlinah in Ardianto and Erdinaya (2004), one of the mass communication functions for community or audience is a function of information. The major political event will greatly determine the course of the nation, particularly in the area of leadership.

The presence of voters is crucial in sustainable development in the region. This means that the turnout in the elections will determine the fate of a region next 5 years. Before the choice, we encourage voters to

get information about a lot of things about the elections either on the procedure for selecting, implementing the election, to the track record of candidates for regional heads who participate in local elections.

Adequacy of information is expected in getting through the mass media where the Election Day took place. Depok City is one of the areas that carry the mayor elections on December 9, 2015. As the area has developed very rapidly and close to the state capital, Kota Depok has become a political magnet for political parties to win the elections. Existence and participation of voters are very important in the accomplishment of election, as one of success indicators of the work the Local and Central Commission Election (KPU and KPUD). The quality of democracy is determined by high participation of voters whereas it is a huge problem in Indonesia.

The 17-year-old young voters are electoral participants that are play as generation who will continue the journey of democracy in the nation. At this age the young voters have rights and duties to participate in determining a leader. Furthermore, the data of Depok Electoral Commission is mentioned that the amount of young voters in the city is 19,511 from total 1,223,157 voters. Depok Electoral Commission has targeted 77.75% participations from the total number of young voters in the 2015-election hence the commission has also conducted vigorous socialization (<http://depokbersatu.com/seputar-kpud-depok/19-511-pemilih-pemula-kpud-depok-patok-target-tinggi/>).

The existence of voters indeed is an important element in the democratic process including the elections. One of the key elements is a young voter, who was dominant at this time. The presence of young voters in the city of Depok reached 244,631 or 20% of voter in the city of Depok. The young voters are mostly men, whereas the number shows respectively for men and women 9,945 people and 9,567 people (2015, pikiran-rakyat.com). Therefore research on young voters 'perception of the information of the regional Head election (ELECTIONS) by 2015 through the mass media becomes essential to be carried out. This research was carried out on Young voters ' students in the city of Depok.

But the real count data on NOVEMBER turnout figures of Depok, beginners Elections Depok 2015 only reached 56.86 percent from the initial target of 77.75 percent. This becomes interesting to dig in factor-factor does that affect turnout beginners less than target?.

Political participation it self is a desire of the individual to have a role in political life through administrative involvement to use voting rights, involving himself in various organizations, discussing various issues, discussing various political issues on other parties, participated do a variety of action and movement, join parties or independent organizations, participated in awareness campaigns, providing service to the environment with its own merits (Khamisi in Ruslan 200 : 46).

Participation is closely associated with perception, while perception is the essence of communication. The perception of voters is very decisive in relation to its participation in the elections. Perception of voters on election simultaneous implementation itself, the perception of information regarding the procedures for exercising their right to come to the perception of the candidates to be selected is a series that is in the process of stimulus-response of voters in voter participation.

### **Problem Formulation**

Based on the background of the problems, How did young voters perception on information of Local Government Election (Election) 2015 that were obtained from the Mass Media?

### **Objectives**

The objective of the research is finding out perceptions of young voters in Depok on Information of Local Government Election (Election) that were 2015 obtained from the Mass Media.

### **Political Communication, Mass Media and Citizen**

According to Miriam Budiardjo, politics is an assortment of activities within a political system (State) regarding the process of defining the objectives of the system in implementing the goals. Politics is a collective activity of people who organize their actions in the conditions of social conflict. Politics like communication, is a process and involving talks.

Political communication is a process of transferring communications symbols that contain political messages from a person or group to another person aim to broaden a way of thinking and to influence attitudes and behaviours of audience as political target.

Meadow in Nimmo (1989) states that “political communication refers to any exchange of symbols or messages that to a significant extent have been shaped by or have consequences for the political system.” This statement was strengthening on the arrangement of humanity that carried out under conflicts, as it is mentioned in Meadow’s writing, ‘communication (activity) Considered political by virtue of its consequences (actual or potential) roomates Regulate human conduct, under the condition of conflict.

In Introduction to Political Communication (2003), McNair mentioned that “political communication as pure discussion about the allocation of public resources (revenues), official authority (who is given the power to make-legal, legislative and executive decision), and official sanctions (what the state of reward or punishes)”. So political communication according to McNair is purely talking about the allocation of public resources that have value, whether that value power or economic value, the officer who has the authority to grant power and judgment in making laws or rules, whether the legislature or the executive, as well as sanctions if it is in the form of a gift or a fine.

Based on that description, basically political communication is communication activities that are considered to have consequences-consequences (actual or potential) that regulate human behaviour in conditions of conflict. Communication basically has the same definition to the meaning of the communication itself, only in political communication, the type of message conveyed in the communication process are matters relating to politics.

### **Mass Media and Information Regional Election**

Political communication channel not only includes the tools, means and mechanisms such as print media, radio, television, leaflets and others. In political communication channel is no less important is the man himself, man as a brain formulation of a political message through the means that exist in the media.

The media into a channel that is often used to convey political information even the mass media is seen as a tool capable of justifying the social reality occurring in the community. With the power possessed by the mass media, the political institutions, for example: political parties,

governmental organizations, interest groups, trade unions, NGOs and mass organizations, always use the mass media for political ends.

This above is quite reasonable, because the role of the mass media in an attempt to seize the potential influence (power) within a government. When explored in more depth about the influence of mass media with the power, the mass media is often seen as a tool of effective power because of its ability to do one (or more) to (1) attract and direct attention, (2) to persuade the opinions and assumptions, (3) influence the choice of attitude, (4) provide status and legitimacy, and (5) define and shape the perception of reality.

### **Young Voter perceptions**

According to Deddy Mulyana (2003: 25) “the perception is that we do an internal process to select, evaluate and organize stimuli from the external environment”. The important part of perception is the stimulation or the presence of stimuli received by a person from the external environment. This is in line with the opinion of Eva Latifa (2012: 64) states that “perception is the process of detecting a stimulus”.

Perception is the core of communication, whereas the interpretation or interpretation is the essence of perception that is synonymous with encryption and forth (decoding) in the communication process (Mulyana 2005: 167). Perception is called the core of communication. Therefore, when a person's perception is not accurate, the communication may be less effective. Perception determines people either considering or ignoring the messages. The higher the degree of perception similarity between individuals, the easier and the more frequent they communicate. As a consequence, they are more likely to form a cultural group or group identity (Mulyana, 2005: 168).

In Mulyana (2005: 169), Kenneth K. Sereno and Edward M. Bonaken and Judy C. Pearson and Paul E. Nelson mentioned that perception consists of three activities, namely the selection, organization, and interpretation. Selections include sensation and attention. Organizations attached to the interpretation can be defined as the attachment of a stimulus along with other stimuli to become a meaningful whole.

People perceptions are divided in two groups, namely the perception of the object (physical environment) and the perception of the human

(Mulyana, 2005: 171). Physical environment perception is different from social environment perception. These differences include (a) the perception of objects through the symbols of the physical, while perceptions of through symbols verbal and nonverbal, (b) the perception of the objects respond to its extraordinary properties, while the perception of the people responding to the properties of the outside and inside at the same time and (c) the object did not react, whereas humans react.

It is understood that the perception does not only depend on the properties of physical stimulation, but also on the stimuli of the aspects of experiences and attitudes of individuals. Thus, perception is the process of receiving and processing the information received by the senses and processed into a stimulus that is delivered to a person's mind so that the stimulus is formed into a judgement or interpretation that is usually obtained from the experiences that have happened or obtained from observations and senses that occur in the vicinity.

In our daily lives, perhaps the term “politics” is not so strange. Everything was done on the basis of certain interest groups or political power be vested. So bad political image in the community not only those who are less educated, even sometimes among those who are highly educated.

Hebert Hyman found evidence related to the strength of family influence on the political orientation of children, youth, and adults. The study found that 75 percent of new voters or the first time following the election voted for the party in accordance with the choice of his father. In adults though, the choice still has a lot of similarities as selected by members of his family (Subiakto and Ida, 2014: 66).

Family and mass media influence young voters choice. Therefore, the mass media such as television can present visual images and information that is diverse. The information presented has a big influence in the planting of value to young people. Tapscot in (Subiakto and Ida, 2014: 70) argues that the characteristics of the internet generation or net generation has a tendency smarter, faster, and more tolerant of diversity. They prefer to communicate with the Internet rather than the telephone. Therefore, the Internet can be used in multitasking activities. Net generation has also established new values such as respect for differences and a more vigilant eye on all things in the community.



**RESEARCH METHODS**

The method that is used in the research is a survey by taking a sample from population and a questionnaire as the main data collection.

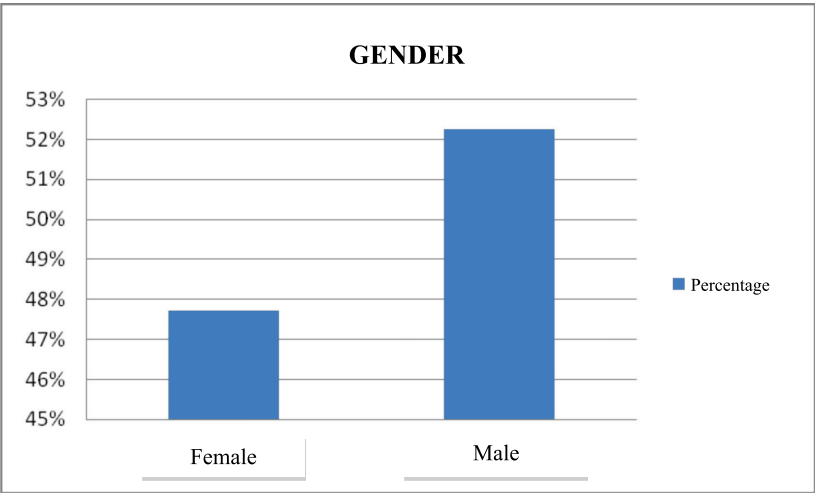
**Population and Sample**

Based on data obtained from the Central Election Commission (KPU) there are approximately 18.232 voters aged 17 -21 years (voters). Proportionally the number of respondents is divided up in five-district-level in the region. The sampling technique used is proportionate stratified random sampling with a total of 100 respondents.

**RESEARCH RESULTS**

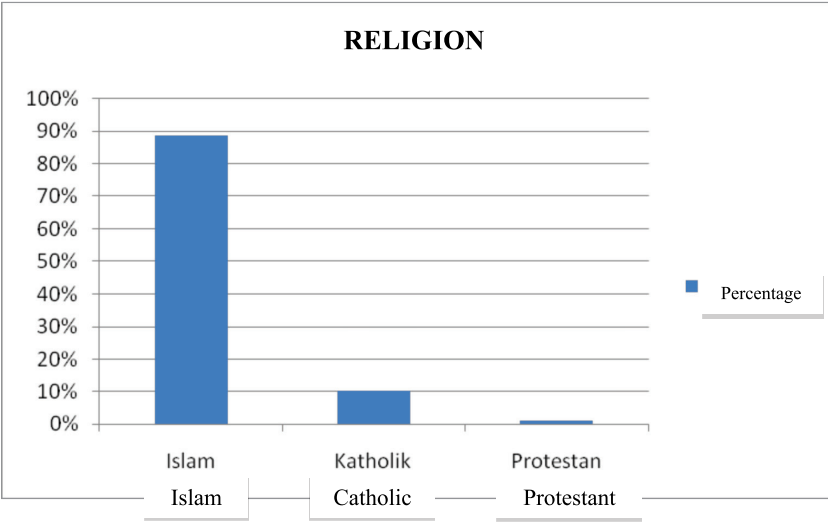
**Characteristics Of Respondents**

**Table 1. Gender Of Respondent**



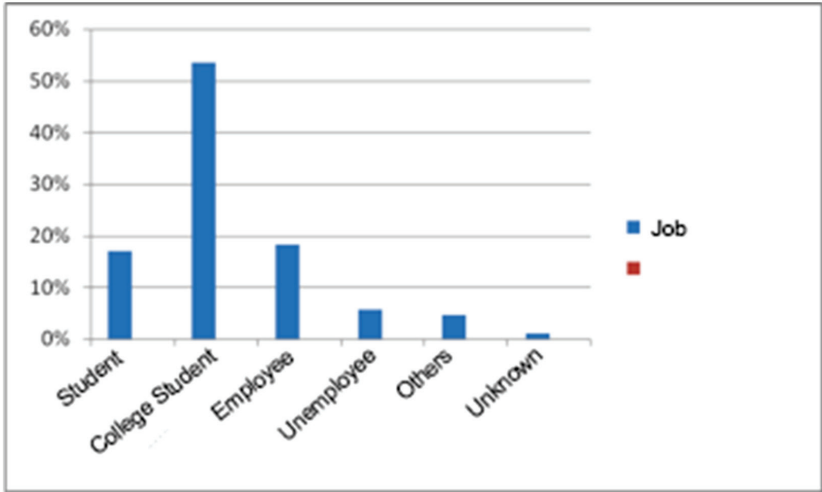
The table shows that the Respondents Men more that by 52%, while respondents at 48% of Women.

Table 2. Respondents Religion



Respondents were more Muslims, amounting to 88%, while 10% Catholic and Protestant of 2%.

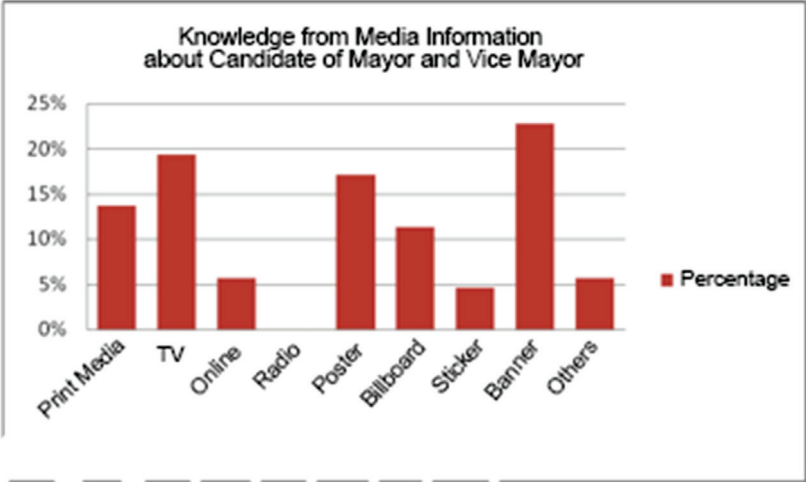
Table 3. Respondents Jobs



When viewed from the status of the job as much as 52% of respondents are college students and employees by 19% and by 18% students.

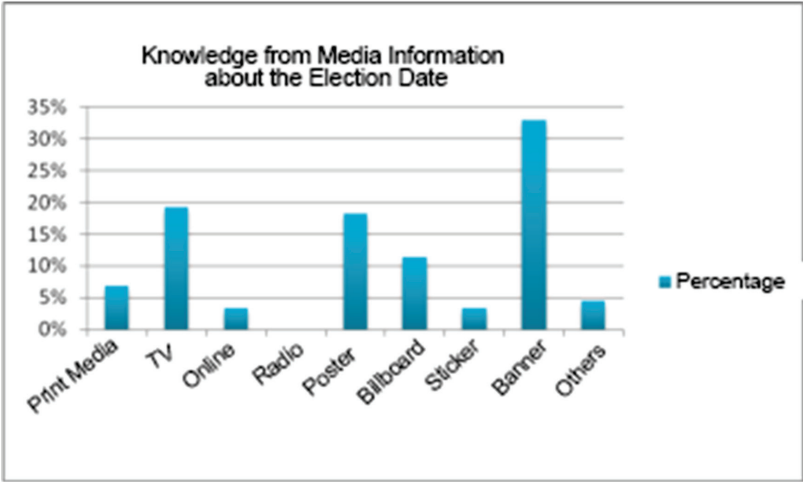
Knowledge from Media Information about Candidate of Mayor and Vice Mayor

Table 4. Knowledge from Media Information about Candidate of Mayor and Vice Mayor



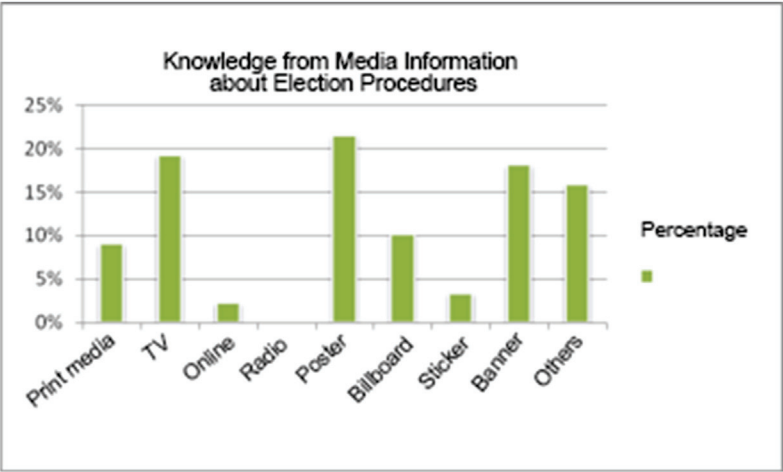
Knowledge of respondents to the most information media to provide information to the public is 23% by the banner, 19% followed by television and posters in 17%. Then the outdoor media such as billboards is still the most effective media in providing information to the public about the election in Depok.

Table 5. Knowledge from Media Information about the Election Date



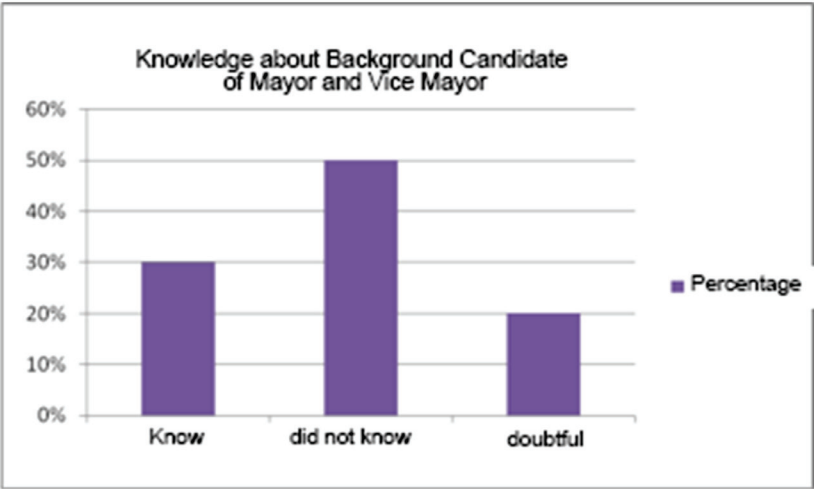
The table shows that information about voting dates more visible to the public through banners is 33%, then 19% by televisions and 17% by posters.

Table 6. Knowledge from Media Information about Election Procedures



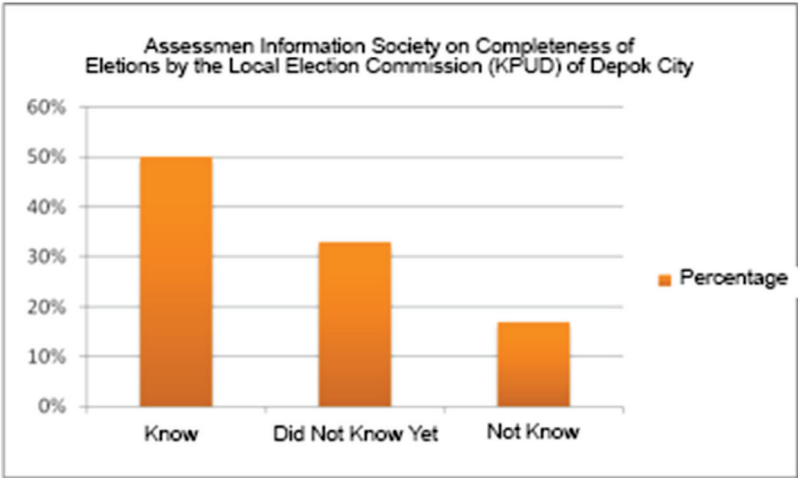
While the procedure of voting more known to the public through posters which amounted to 22%, whereas on television by 19%, in the third place the banner with a percentage of 17% and more namely through society groups (RW/RT) and other society groups by 16%.

Table 7. Knowledge about Background or Track Record Candidate of Mayor and Vice Mayor



Society knowledge about background or track record of mayor candidates or vice mayor by 30% to know, 50% were did not know and 20% were doubtful.

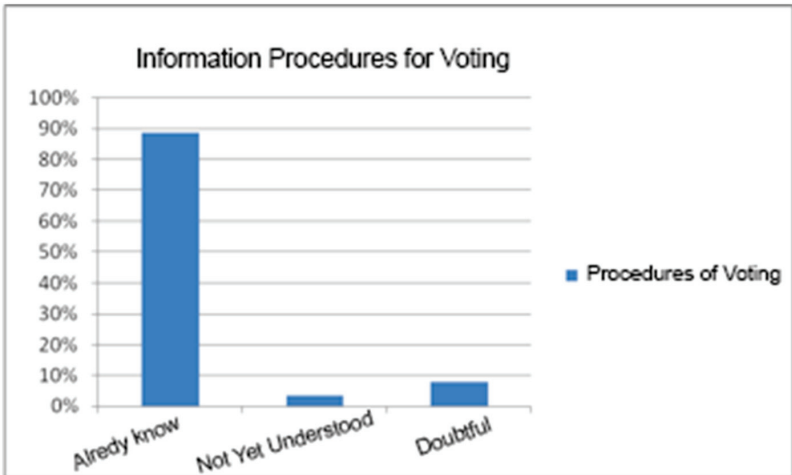
**Table 8. Assessment Information Society on Completeness of Elections by the Local Election Commission (KPUD) of Depok City**



Percentage of people valuation on completeness information from Local Election Commission (KPUD) of Depok City (December 2015), 50% Already Know, 35% Did Not Know yet, and 15% Not Know.

**Understanding About Candidate of Mayor and Vice Mayor**

**Table 9. Information Procedures for voting**



The survey result shows 88% of peoples already know about the procedures for voting, 4% respondents Not Yet Understood, and 8% are still doubtful.

## CONCLUSION

1. Public knowledge about the candidates for mayor and vice mayor in 2015-election was more obtained from outdoor media by 23% while 9% from television.
2. Information about the election time was obtained from outdoor banners by 33% and 19% from television.
3. Knowledge about voting procedures were obtained from posters by 22%.
4. In general, 50% of people in Depok have already known complete information of 2015-election.

## SUGGESTION

1. To the organizers of the election in this case KPU Depok City to be able to maximize the use of various media in the socialization of the election.
2. To the candidates for mayor and deputy mayor are expected to also provide complete information about the candidates.

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# **The Self Image of Indonesian President's Candidate on Media (Analysis of Media Representation of Self Joko Widodo & Prabowo Subianto as Indonesian President's Candidate 2014-2019)**

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## **INTRODUCTION**

The worlds of political communications and the media, in recent years, seem to be tangled in an increasingly complex relationship. Politicians are taken to task for indulging themselves in media exposure of their personal life in an ultimate effort to please some of their communication advisors. This phenomenon is really unique. There was support by trend of mass media (Hassan, 2004; Maarek, 2011). Mass media (especially television) can well be picked out as one of the dozen most important inventions of the second millennium, as symbol of modernization of society (Mazzoleni, 2003). In our case it can be said that media has markedly changed politics and political leadership. The complex relationship on media trend and political communication as a milestone in the history of politics and democracy everywhere (Hassan,2004; Jacobson,2014).

Many description of media effects illustrates how change at the level of media can result in change at the level of media practice whereby individual political actor not only learn to respond to the prerequisites of 'media logic' but also learn to use the media to their advantage. Though political actors may have lost direct control over the media as journalism becomes more independent and critical, they can often find other and different ways to exercise their control over the media (Wykes & Gunter,2005; Negrine & Papathanassopoulos,2011). The images of

politician depend on media's perspective. If the media says 'good', they will good. The media and politicians support each other.

Indonesian's president election in 2014 arise many unique phenomenon. Joko Widodo (Jokowi) and Prabowo as president's candidate support by mass media. The media involved direct and indirect to build 'positive image' both. In Indonesian presidential elections, a presidential candidate is required to have a running mate (the vice-presidential candidate) to form a fixed inseparable pair in the presidential election. Therefore, the choice of running mate is of high strategic importance. Often we see a mix of a technocrat and a former army general, or, a Javanese and a candidate from Eastern Indonesia. Such a mixed composition is important to attract more votes from certain segments of Indonesian society. Jokowi decided to choose Jusuf Kalla (former Indonesian vice-president, businessman, philanthropist and native to the Eastern Indonesian island of Sulawesi).

Similar to Jokowi, Kalla (72 years of age) enjoys widespread popularity and particularly among the non-Muslim and non-Javanese people (although Kalla himself is a Muslim) as he is regarded having a pro-people attitude as well as professionalism. Moreover, he contains ample experience in politics and business. The match Jokowi-Kalla therefore seems solid. Jokowi, who has less experience in governance - particularly on a national scale - can get support from Kalla to push through reforms. Both men are also regarded 'market-friendly' and 'media-darling'. Their popularity start from legislative election moment before.

The Jokowi-Kalla pair is supported by a coalition consisting of PDI-P (winner of the April legislative election), NasDem, PKB and Hanura. A political party or coalition of parties that secure at least 25 percent of the vote in the legislative election is allowed to nominate a presidential and vice-presidential candidate for the presidential election. As the PDI-P only won about 19 percent of the vote, it needed to form a coalition to nominate Jokowi. As long as legislative election, Jokowi get a best media coverage. One of chairman in political party for Jokowi's support is Surya Paloh (innisiator of NasDem party). Paloh is owner Media Group. This group have 1 television station (MetroTV), 2 newspaper (Media Indonesia & Lampung Pos), and 1 online media (MetroTVnews.com).

The other pair consists of Prabowo Subianto together with his running mate Hatta Rajasa. Subianto is a highly controversial person. Although he comes from a corrupt background (the inner Suharto circle) and has been accused of human rights violations - when he was an army general - in 1998 (Jakarta) and early 1980s (East Timor), he enjoys popularity among the Indonesian people because he is regarded a strong leader (many Indonesians feel that the country currently lacks a strong leader who can push for more social justice and economic growth). Prabowo, a Javanese Muslim with a military background, chose Hatta Rajasa (chairman of the PAN and former Coordinating Minister for Economic Affairs) as his running mate. This match is also solid due to the combination of a former army general (regarded as a strong character) and a technocrat, or, a Javanese-Sumatra composition (Rajasa originating from Sumatra). Both men share a populist-nationalist vision and are regarded as less market-friendly, particularly toward foreign businesses.

The Subianto-Rajasa pair is supported by a coalition that consists of Gerindra (Subianto's political vehicle), PAN, PPP, PKS and Golkar. The PAN, PPP and PKS are three Islamic parties (which aim for a larger role of Islam in society and politics). Therefore, this coalition has an Islamic nuance contrary to the other coalition, which can be labeled as a 'secular-nationalist' coalition. One of them have a strategic position on publicity. The main strategic (good and bad) of the Golkar party is that its current chairman Aburizal Bakrie, who had high ambitions, lacks popularity due to several scandals that are related to companies within the Bakrie Group. Since last year, surveys have shown that Bakrie is not popular among the Indonesian electorate. But, whatever electorate said, Aburizal Bakrie have control for many media institution in Indonesia. The Bakrie Group is owner of TVOne (tv station), Vivanews.com (internet news sites), and many things of media publicity.

As such, it is clear that Jokowi and Subianto were not keen to select Bakrie as a vice-presidential candidate as this would have cost them votes. After having had talks with various parties, Golkar eventually joined the Gerindra, PAN, PPP, and PKS coalition (reportedly because Subianto promised Bakrie a high position in the government if Subianto is chosen as president). This decision of Golkar made global investors nervous as it means that the coalition of Subianto is larger than that of Jokowi, and thus

increase political uncertainties. In the other side, decision PDI-P joined the NasDem, made people know the role of Media Group. However, the relations of candidate and the owner of mass media is a significance issues in the presidential election. Several studies (Doyle,2002; Hoskins et al,2004; Freedman,2008) suggest that important elaboration the relations of media institution and the ownership. The socio-political and cultural consequences of permitting concentrations of ownership in the media sector are extremely profound and these are also need to examined and explained.

The aim of this paper is to description about how the media partisan build image of president's candidate (especially for Jokowi and Prabowo). I will explore three issues. *First*, elaborate theoretical framework of self-images in media discourse. *Second*, description about interest of political party as setting of President's election in Indonesia. *Finally*, I'll elaboration framing of Detik.com and Viva.co.id for Joko Widodo and Prabowo Subianto's images as long as political campaign. I describe different of both.

### **Self Image or Self Imagination in Media: the Theory**

The ability to influence the salience of topics on the public agenda has come to be called the agenda-setting role of the news media. Since the Chapel Hill Study, researchers have conducted more than 425 empirical studies on the agenda-setting influence of the news media. The evidence also provides greater detail about the time-order and casual links between the media and public agendas (Bryant & Oliver,2002). As long as we know, the media content and media interest have complex relationship. The political media interest will include on their news. Some of the political orientation can find in their text, and whoever the announcer they uses.

Artist know that the frame placed around a painting can effenct how viewers interpret and react to the painting itself. As a result, some artist take great care in how they present their work, choosing the frame that they hope will help audiences see the image in just the right way (Tewksbury & Schufele,2002). Journalist engage in essentially the same process when they decide how to describe the political world. They choose images and words that have the power to influence how audience interpret and evaluate issues and policies. According to Tewksbury & Schufele

(2002:17), however, the simplicity of this analogy belies the complexity of the process and effects of framing in the news. If we talk about how the images politicians in media, we talk about body image perceptions. The relationship between media content and body image perceptions, it is necessary to move beyond a survey approach (Wykes & Gunter, 2005).

Politician today are often prevailed upon by their communication advisors to take part in non-directly political programs, just as leaders in the past have attended the circus or sport events. In this way, the candidate claims to be close to the recipients of his communication by providing them with elements that enforce a better sense of identification, and thus permits a better penetration of the messages, or that, at least, is what they hope. According to Maarek (2011:132), there are three kinds of such activities, (1). Participation in indirect political broadcast, (2). Participation in programs featuring the private aspects of politicians' lives; (3). Participation in pure entertainment programs.

The participation in indirect political broadcasts is really interesting to describe. As long as we know, the most famous recent example is Bill Clinton's appearance on Arsenio Hall's famous talk show during which he played the saxophone wearing dark glasses (Maarek, 2011:133). The audiences really like for somebody have special skill. In Indonesia, Susilo Bambang Yudhoyono (SBY) get a popularity after try to sing of many song, and talk clever in English in the many event. These societal talk shows and televised debates carry another positive aspect by presenting the politicians in a less constrained framework than the purely political programs.

The 'private life' of politician is something interest to expose in media. In some countries, such as the United States, where moral standart are quite strict, television broadcast and many forms of media were as much seen as investigations into certain aspects of the private lives of politicians competing for public office, as for the public response to any of these inquiries. Bill Clinton's famous appearance with his wife, Hillary, to make a public confession of past adulterous behavior. But that all was now forgiven. In same cases, Probowo Subianto's famous in Indonesia. He is popular as a soldier. Probowo's famous appearance with his father in law, Soeharto, to make of public trust to him as a next Indonesian's president.

Some politician understood how to make happy their voters. They should know what media want. The media have relationship with

audiences as voters. The quest for swing voters has led politicians to agree to appear on pure entertainment television shows. In Indonesia, this transformation of politicians into public entertainments is a new kind of television political show. Jokowi, as a Indonesian president's candidate popular because his story equal with many people in Indonesian. He was poor, humble, and care out for everybody. Politician should thus not be surprised when the process goes on without them, and when they are caricatured by puppets, or when entertainment shows poke fun at them, in the same way as celebrity magazines publish unauthorized pictures of them (Maarek,2011:134). Whatever the politician want, they can create self in media with persuasive information and setting the media issues. This is important part of agenda-setting perspective.

According to Dennis McQuail (2000), agenda-setting is the process by which the relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and attribution of significance. As an extension, effects on public policy may occur. The thesis of agenda-setting is like Bernard Cohen (1963) stated: *"The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about."* Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting: (1). the press and the media do not reflect reality; they filter and shape it; (2). media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. One of the most critical aspects in the concept of an agenda-setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda-setting potential. Agenda-setting theory seems quite appropriate to help us understand the pervasive role of the media (for example on political communication systems).

## **METHODS & DATA ANALYSIS: TWO STEPS**

According to agenda-setting as a perspective, this research is made by two step. *First*, I collect the data from on line media, which is detik.com, and viva.co.id, and categorizing the issues with keyword the name of president candidate (Prabowo Subianto & Joko Widodo). I search issues on July 2014, because the self of both (Prabowo & Jokowi) exposed so much at this month.

Second, after get the list of news, I analysis the data with two ways: qualitative content analysis, and visual content analysis. The qualitative content uses the meaning of news title for elaboration the content. According to Altheide & Johnson (2011) and Siapera (2012), I describe how the self of president candidate figure out with editorial by title of news. For visual content analysis, this technical according to Gillian Rose (2007) to elaborate the meaning of images. Especially issues president election, I just take the images from ‘front stage’ of site (we call this headline in newspaper). I found many images to figure out Prabowo & Jokowi. I chose the images as long as get a relationship with the self constructed by political campaign team.

After uses keyword on media on line (Detik.com & Viva.co.id) for one month (July 2014) I found many title for Joko Widodo (Jokowi) and Prabowo Subianto. The media uses their name to stressing content of news. Sometimes, this trick made a attention and interest from citizen or user. The table below will be present the example of title I found:

**Table 1:**  
**The popularity of Indonesia’s president candidate (1-6 July 2014)**  
**from Viva.co.id & Detik.com**

<b>Prabowo Subianto at Viva.co.id</b>	<b>Joko Widodo at Detik.com</b>
Soal Serangan Fajar, <b>Prabowo</b> : Kita Tidak Bisa Dibeli	Guruh: Kalau Cinta Bung Karno, Pilih <b>Jokowi</b>
<b>Prabowo</b> : 1.000 Kawan Terlalu Sedikit, Satu Musuh Terlalu Banyak	Yovie Widiyanto dan Dee Lestari Ajak Pemilih Muda Tak Golput Pilih <b>Jokowi-JK</b>
Seknas <b>Jokowi</b> Tuding Dua Institusi Pemerintah Tidak Netral	Tim <b>Jokowi-JK</b> Sebut Serangan Kubu Prabowo-Hatta Membabi Buta
Sore Ini <b>Prabowo</b> Silaturahmi dengan Sultan HB X	<b>Prabowo</b> Berkicau Serukan Kampanye Santun
Berkicau soal <b>Jokowi</b> , Fahri Hamzah Dipanggil <b>Tim Prabowo</b>	Klaim Pilpres Banyak Kecurangan, <b>Prabowo</b> Dianggap Gagal <i>Move On</i>
Tim <b>Prabowo</b> -Hatta Laporkan Penyebar Komik FPI Berlogo Garuda	Ramadhan Pohan: Efek SBY Berpengaruh Dongkrak <b>Prabowo-Hatta</b>
Harta <b>Prabowo</b> Rp1,6 Triliun dan US\$7,5 Juta	Kebiasaan Umrah di Masa Tenang dan Kultur Islam Keluarga <b>Jokowi</b>
Elektabilitas <b>Prabowo-Hatta</b> Naik, Serangan Semakin Gencar	Dukungan Tulus Masyarakat Diyakini Bantu <b>Jokowi</b> Menangi Pilpres
Titiek Buka Rahasia Bugar <b>Prabowo</b> Selama Kampanye	SBY ke Prabowo dan Jokowi: Menang Jangan Arogan, Kalah Jangan Ngamuk
Demokrat Izinkan Kadernya Dukung <b>Joko-Kalla</b>	Meski Minggu Tenang, Tim <b>Prabowo</b> Malah Terus Serang Jokowi

## Party Support & Media Setting : Findings

Joko Widodo and Prabowo ran as candidate for 2014-2019 Indonesian President in 2014 presidential election were supported by two large groups of political parties in Indonesia. Joko widodo (Jokowi) were supported by *Partai Demokrasi Indonesia Perjuangan* (PDI-P) which had collaborative support from several parties namely *Nasionalisme Demokrat* (Nasdem), *Partai Kebangkitan Bangsa* (PKB), *Partai Keadilan dan Persatuan Indonesia* (PKPI), and *Partai Hati Nurani Rakyat* (Hanura). Whilst Prabowo Subianto gained support from *Partai Gerakan Indonesia Raya* (Gerindra), *Partai Keadilan Sejahtera* (PKS), *Partai Golongan Karya* (Golkar), and *Partai Persatuan Pembangunan* (PPP). The emmerging two presidential candidate is quite unique, given the fact that this 2014 RI presidential election were the first election ran by only two pairs of candidates. In 2004, there were five pairs of candidates. In 2009 there are three pairs of candidates. Under these conditions, many parties estimated that the 2014 presidential election would be more lively than the previous two periods. The assumption was not wrong. Presidential Election 2014 were filled by the action of mutual support. Not only through concrete activities of daily life, but also strong battle discourse in the media.

The uniqueness of the presidential election in 2014 in connection with the mass media can not be separated from the media's close relationship with each candidate. Both pairing candidates Prabowo-Hatta, and Jokowi-JK have strong media hopper. Prabowo-Hatta as a Presidential candidate number 1 (first) supported by no less than five national television stations; *TVOne*, *ANTV*, *RCTI*, *MNC TV* and *Global TV*. Meanwhile Presidential candidate number 2 (second) supported by one distinguished television media, *MetroTV*. A television recognize with its weighty and credible information in Indonesia. Basically each media aim to be a media advocate creating positive image for each presidential candidate. The two slices of media groups align with the coalition logic embedded by the public towards the two large collaborating parties supporting the presidential candidate. Prabowo coalition calls itself as the Coalition Red and White – *Koalisi Merah Putih* (KMP), and Jokowi's coalition calls itself the Coalition Superb Indonesia – *Koalisi Indonesia Hebat* (KIH).

The strong element of ownership and the political economy of media in the configuration of the mass media in Indonesia is apparent for the public



to easily connect the content of a media with the orientation and political interests. In Indonesia there business conglomerate in the mass media exist. The table below shows some of the giant media group whose ownership is only held by one conglomerate. Name of the conglomerate figure could arise directly or indirectly in the structure of their media commissioner.

**Table 2:**

**Indonesian Media Corporate Monopoly Configuration collected from many sources**

No	MEDIA'S NAME	GROUP	OWNER
1	RCTI, MNC TV, Koran Sindo, Harian Seputar Indonesia, Sindo.com,	Rajawali Citra Indonesia	Harry Tanusudibjo
2	MetroTV, Media Indonesia, MetroTVNews.com	Media Group	Surya Paloh
3	TVOne, antv, Viva.co.id,	Visi Media Asia	Aburizal Bakrie
4	TransTV, Trans7, Detik.com,	Trans Corporation	Chairul Tanjung
5	Jawa Pos, JTV,	Grup Jawa Pos	Dahlan Iskan

The table above shows that the ownership of the media (both conventional and on-line) in Indonesia narrowed to only four to five entrepreneurs name only. Interestingly, the five names above all have a good affiliate interest as government supporting cast (Dahlan Iskan, and Chairul are Minister in the SBY cabinet), as well as political figures (Surya Paloh, Bakrie, and Hary Tanu are figures of Nasdem, Golkar, and Perindro political party officials). This means that all of the media owner’s name in the media group are entwine with political interests in both the party level (legislative) and administration (executive). Throughout the campaign in the 2014 Presidential election process, it is common knowledge that Metro is always impartial and imaging Jokowi as a good figure, while *TVOne* more imaging Prabowo as a respective figure. Although the owners of the above media neglect about their alignments, it is factual that the news and media content published through their media has been affiliated to the specific interests.

**Jokowi Vs Prabowo = Detik.com vs Viva.co.id**

Not only in the conventional broadcast media, the online media also played the role in creating a positive image of the preferred Presidential candidate they support. There are at least a few online media that can be said to be partisan in the 2014 presidential candidate. Tempo.com and

Detik.com are two on-line media portals that strongly supports a positive image of Jokowi in their published news. Meanwhile Viva.co.id and Sindo.com have a tendency to favor the figure of Prabowo. There is a strong enough reason why it is quite easy to put each of the two on-line media in opposition. The main reason is the issue of media's ownership (political economy of media).

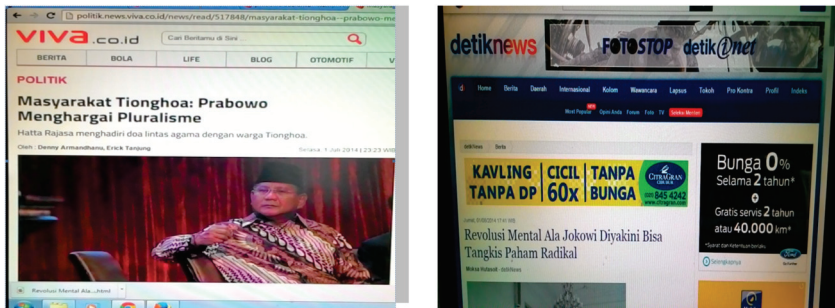
Detik.com is on-line portal in one of the giant media corporations group: Trans Corporation. The owner, Chairul Tanjung is a businessman whom has abundantly disburse funds on the development of the mass media industry in Indonesia. Tanjung is the owner of two television stations in Indonesia (*TransTV* and *Trans7*). In addition to having a majority stakes in Bank Mega, and Carrefour (supermarket), Tanjung brought Detik.com in 2011. Tanjung's relationship proximity to Jokowi were close. Throughout his position serving as Economy Coordinating Minister during the SBY administration, Tanjung has often involve Jokowi in various social activities. Both were close to one another.

Meanwhile, Tempointeraktif.com the official on-line media portal run by Tempo Magazine Corporation. Along with the inclining support from Chinese ethnic in Indonesia towards Jokowi, many of the Chinese businessman (a high population of business owners in Indonesia are Chinese ethnic) provide positive vote on Jokowi. Taipan Ciputra, is one of many. A figure that has historical ties with the establishment of this magazine in 1971, now ultimately better known as entrepreneurs in business property and plantations in Indonesia. Ciputra is very close to the Tempo editorial policy makers. Many news from the two online portals emphasize on the positive side of Jokowi.

Positive news about Prabowo can be found in the on-line portal Viva.co.id and Sindo.com. Both online media is closely related to the Golkar Party Chairman, Bakrie, and also Harry Tanusudibjo, the owner of Rajawali Citra Televisi Indonesia (RCTI) and print media networks, Koran Sindo. Viva.co.id staff structure is fully held by Anindya Bakrie, Bakrie's biological child. It becomes very understandable then that the entire news would highly be profitable for Prabowo, given the Golkar Party offers full support to Prabowo in the presidential election. Meanwhile, Harry Tanu is a figure disappointed with Hanura, and also Nasdem Party, that chose to cross and support Prabowo's coalition. In such a political constellation,

it becomes understandable why the news about Prabowo in Viva.co.id portal, and also Sindo.com seems positive.

Two of Prabowo Subianto's and Joko Widodo's positive image highlighting from Viva.co.id and detik.com can be viewed as bellow:



**Figure 1:**  
**Representation of self of Indonesia's President Candidate**

According two pic above, Viva.co.id support Prabowo with Tionghoa's News. The title right one told about support of 'Tionghoa Society' to Probowo. Tionghoa ethnic is big voters in Indonesian. This item made the positive support to Prabowo. The another side, detik.com explored the campaign's tag line from Jokowi (the Mental Revolution) as something new for Indonesian people. This is equal with Barack Obama's jargon: *Yes, We Can !* The tag line would be dramatism because represent Jokowi's personality. He is a 'clean man', with good track record, humble, and open mind. Actually, two sites (as research object) try to build good personality for every candidate. They support Prabowo and Jokowi by good story. This is a indirect strategy to image building.

## CONCLUSION

Political contestation of 2014 Indonesia presidential election has its own uniqueness. Competition has involved the mass media and on-line media as a tool to gain voters (constituents), both directly and indirectly. Media directly are used as advertorial political campaigns. Whilst indirectly, the media is used as a means of 'storytelling' (story teller) of the figure and personal life of a presidential candidate.

Detik.com and Viva.co.id has become media partisan in different gradations on the positive appearance (positive image) presidential

candidate Joko Widodo, and Prabowo Subianto. Framing a populist figure, honest and 'clean', and the workhorse has been given to Joko Widodo. Positive picture had been framed in such a way by Detik.com. While Prabowo is highlighted as being a hard, firm, determined principle, and responsible by Viva.co.id. In the political constellation binaries, hence Detik.com will proclaim the negative side of Prabowo Subianto, whilst Viva.co.id does the same towards Joko Widodo.

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# Transgender Representation in Mass Media

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## INTRODUCTION

For years, Indonesians are familiar with only a dual identity, male and female. Our society tends to have a negative stigma toward those who possess different identities and transgender. The negative stigma motivates parents to strictly shape the identity of their children within a dual identity. A child having an identity disorientation, for instance a male having female's personalities, will most likely be forced to accept his/her physical identity.

There exists a negative stigma toward women who liked wearing trousers or men piercing their ears in which they were labelled as tomboy or pansy. This kind of stereotyping feels intimidating and forces an identity-disoriented person to bitterly accept their biological nature. Being tomboy or pansy is a serious shame. Society does not recognize this third identity.

Eastern values and religious teachings that are relatively conservative play an important role in shaping how society views the third identity. Social values are frequently tested and adjusted to comply with religious values. When a sharia law rules a matter as unfavorable, it will create a logical consequence that this matter has to be corrected. Religious hegemony becomes dominant and the only standard of truth. Religious teachings, particularly Islam's, rule things related to the third identity with all its consequences. These teachings are rarely communicated and our society is not ready to face the reality of the third identity.

Religious values attached within social situation somehow forbid the recognition of the third identity. Groups related to the third identity remain marginalized, intimidated, and socially suppressed. For the past few decades, they have lived under the shadow and insecure. However, their campaigns for their existence have recently found an oasis through mass media, especially televisions. Media power is able to bring down religious and cultural barriers and more shows on televisions accommodate transgenders idols in their programs at least as extras.

Their presence in media and communication industry might have been started for comedy purposes. Unique and marginalized characters like the third identity are somehow more entertaining. They become the source of laughter and audiences laugh hard at them because they are different and abnormal. With more shows aired and broader areas covered, they are no longer limited in a comedy situation but they expand themselves in daily scenarios.

Audiences are served with the presence of a third identity character in a complete TV program where he/she becomes the story and the main actor. This third identity character even becomes iconic with his/her unique style and gestures. Consequently, transgender representation somewhat finds its existence through messages sent by mass media. Mass media significantly becomes an effective tool to fight for the third identity's existence amongst the society. More recently, the relationship between mass media and the third identity community advances not only in business and economics but also in campaigns, propagandas, and class fight. Transgender representation in mass media attempts to analyze constructed messages along with their potential interests and ideology.

## **Representation**

The word 'representation' was firstly coined by a sociologist, Emile Durkheim, in the context of culture and politics.<sup>1</sup> This word received its popularity when the development of mass media reached to a point where it influenced people's life. Durkheim intentionally used this word in her work "Elementary Form of Religious Life".

The word 'representation' clearly refers to the description of people or groups with unique attributes. This word also specifies the illustration of

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<sup>1</sup> Representing Race "Race" John Downing, Sage Publications, London, 2005:41



an institution and meanings far beneath the deconstructed appearances, not only the surface of appearances.<sup>2</sup>

Burton asserts that representation has simplistic and comprehensive meanings. The simplistic meaning is associated with stereotyping, while the comprehensive meaning has something to do with mass media viewed from a technological perspective.<sup>3</sup> Additionally, Marcel Danesi adds that representation is the use of symbols (pictures, sounds, etc.) in connecting, depicting, capturing, and producing a certain physical form that is seen, heard, imagined, and felt.<sup>4</sup>

Burton's view on surface representation related to groups or organizations lies on perceived appearances and attitudes. Understanding surface matters brings further understanding toward representation meanings. At the same time, dominant meanings are related to cultural beliefs and organizational views about power.

From cultural study, Du Gay introduces a concept of relationship between representation and identity.<sup>5</sup> Representation is essential in giving meanings toward groups, constructing their identity, and labelling meanings toward their products.

Paul Du Gay et al. describe the relationship among representation, identity, production, consumption, and regulation in a cultural circle. The relationship is mutually intertwined although there is no hierarchical order.

Paul Du Gay et al. additionally assert that there is a clear two-way relationship among representation, identity, and production (texts, jargon, culture). The identity concept refers to understanding personal images and groups being followed. Identity can be in the middle of an organizational product, jargons constructed by the organization itself.

From communication science perspective, especially from media effect, Stuart Hall has his own opinion on representation. Hall defines representation as the production of the meaning of the concepts in our minds through language.<sup>6</sup> He further explains:

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<sup>2</sup> Graeme Burton, *Media and Popular Culture*, Jalasutra, Yogyakarta, 2012:137

<sup>3</sup> *Ibid*, p.135

<sup>4</sup> *Message, Symbol, and Meaning: The Text Book of Semiotics and Communication Theories*, Jalasutra, Yogyakarta, 2010:24

<sup>5</sup> *Ibid*, p.32

<sup>6</sup> *Representation: Cultural Representations and Signifying Practice*, Sage Publication, London,

*“Representation means using language to say something meaningful about or to represent, the world meaningfully to other people. Representation is an essential part of the process by which meaning is produced and exchanged between members of culture. It does involve the use of language, of signs and images which stand for a represent thing”.<sup>7</sup>*

According to Hall, there are three approaches in representation theory, which are reflective, intentional, and constructional. Reflective approach views meanings from their objects, people, ideas, and realities in real life. Intentional approach explains the way to understand meanings from their creators. Constructional approach examines meanings from their social and language aspects.<sup>8</sup>

Representation is almost similar to image in many ways, that is the process of creating an image through ways that are accepted directly by publics or mass media. Image is closely related to four objects. First, it is related to representation where image is a reality. Second, it is associated with ideology where image hides and gives false depictions about a reality. Third, image claims that there is no reality. And fourth, image has no relationship with any reality whatsoever.<sup>9</sup>

The basic issue of representation lies on how a reality or object is presented. According to John Fiske<sup>10</sup>, a person will deal with three processes when he/she tries to present an object, event, or idea. The first level of the three is a symbolized event, that is how an event or idea is constructed as a reality. Second is how a reality or idea is depicted. And the third level is how an idea is organized into conventions that are ideologically accepted.

Representational codes are correlated and organized into social coherence and dominant beliefs in the society (patriarchic, materialism, capitalism, etc.). To Fiske<sup>11</sup>, these beliefs are inevitable in the representational processes.

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1997:15

<sup>7</sup> Ibid, p.15

<sup>8</sup> Ibid, p.25

<sup>9</sup> Anwar Arifin, Political Communication, Philosophy, Paradigm, Theory, Purpose, Strategy, and Indonesian Political Communication, Yogyakarta, Graha Ilmu, 2011:178

<sup>10</sup> Eriyanto, Conceptual Analysis Introduction to Media Texts Analysis, Yogyakarta, LKIS, 2012:113

<sup>11</sup> Ibid, p.114-115

Two forms of representation according to Eriyanto in his work “Conceptual Analysis” are, first, whether or not a person or group and their idea are naturally presented. Second is how their representation is presented in photos, sentences, jargons, texts, and accentuations.<sup>12</sup>

Althusser states that ideology defines representational system and ideology is in fact the representational system.<sup>13</sup> Representational processes become the manifestation of authoritarian relationships in the society. Consequently, representation becomes the expression of ideology and concept, especially when it is related to power.

Adam Briggs and Paul Cobley describe representation as a “vehicle” used to transmit ideology in maintaining and expanding authoritarian relationships.<sup>14</sup>

### **Power and Mass Media Hegemony**

Foucault introduces power in a fresh definition as something positive and productive permeating into local spaces. When power permeates, everything will be under its control.<sup>15</sup>

According to this France-born scientist, power should not be defined as “possession” but it is a practice in a certain dimension.<sup>16</sup> Power should not be perceived as something that suppresses but it is production, concept, knowledge, objects, and subjectivity.<sup>17</sup>

Power is very often accumulated into knowledge, and knowledge always affects power. Power produces knowledge as its authoritarian basis because it is almost impossible if power is not supported by political truths.<sup>18</sup>

Foucault does not view truth as something coming down from the sky nor it is an abstract concept. Truth is produced, and each power produces

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<sup>12</sup> Ibid, p.113

<sup>13</sup> Graeme Burton, *Media and Popular Culture*, Yogyakarta, Jalasutra, 2012:138

<sup>14</sup> Ibid, p.138

<sup>15</sup> ListiyonoSantoso et al., *Left Epistemology*, Yogyakarta, ArRuzz, 2003:189

<sup>16</sup> Eriyanto, *Conceptual Analysis Introduction to Media Texts Analysis*, Yogyakarta, LKIS, 2012:65-67

<sup>17</sup> Marianne W Jorgensen and Louise J. Phillips, Translated by Imam Suyitno et al., *Discourse Analysis: Theory and Method*, Yogyakarta, PustakaPelajar, 2007:25

<sup>18</sup> Eriyanto, *Conceptual Analysis Introduction to Media Texts Analysis*, Yogyakarta, LKIS, 2012:66

its own truth by directing publics' belief to follow the determined truth.<sup>19</sup>

*"Truth is the world; it is produced there by virtue of multiple constrain. Each society has its regime of truth; its general politics of truth: that is the types of discourse it harbours and causes to function as true: the mechanisms and instances which enable one to distinguish true from false statements, the way in which each is sanctioned; the techniques and procedures which are valorised for obtaining truth: the status of those who are charged with saying what count as true".<sup>20</sup>*

Power is transmitted through social relationship by producing categories of acts as good or bad. To control one's acts, social relationship produces forms of subjectivity and acts. Thus, publics are ruled not by direct and physical control but instead by concepts and mechanisms in the forms of procedures and regulations.<sup>21</sup>

A number of conclusions can be drawn from above descriptions. First, power based on Foucault's view is not a possession but it is someone's strategy, ideas, and produced texts. Thus, power is not a possession but it is a practice. Second, power does not come with repression, negativity, and suppression structure, but it comes with laws, regulations, and non-physical norms. Third, power cannot be localized, but it exists everywhere. Power is present when laws, norms, and regulations are upheld.<sup>22</sup>

Power is always attached with hegemony. According to Gramsci, hegemony is a relationship of particular social power in which its dominant groups maintain their positions and exclusive rights through consensus.<sup>23</sup>

In a different literature, Gramsci explains that hegemony is about how to implement unseen ideological power. Additionally, hegemony is a number of processes through which someone's ideas become dominant in a society.<sup>24</sup>

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<sup>19</sup> Ibid, p.67

<sup>20</sup> Sara Mills, Discourse, London and New York, Routledge, 1997:18

<sup>21</sup> Michael Foucault, Physical Discipline: Modern Individual Workshop, Paraphrased by Petrus SunuHardiyanto, Yogyakarta, LKIS, 1997

<sup>22</sup> Dudi Iskandar, Authoritarian Representation in KNPI Conflicts, Jakarta, Thesis MercuBuana, 2012:27-28

<sup>23</sup> Jenny Edkins and Nick V. Williams, Critical Theories: Challenging The Major View of International Political Study, Yogyakarta, Pustaka Baca, 2010: 234

<sup>24</sup> Graeme Burton, Media and Popular Culture, Yogyakarta, Jalasutra, 2012:73

Gramsci's epistemological rationale is based on the concept of consciousness. A knowledge or ideology secretly implemented, either through habituation or doctrines in a massive and collective conscious atmosphere, generates a relatively new consciousness.<sup>25</sup>

Gramsci's concept on hegemony is inspired dialectically from traditional dichotomy characterized by Italian thoughts such as Machiavelli (power), Pareto (agreement), and Lenin (Strategy). Gramsci's theory on hegemony is a monumental step after Marxism thought about the definition of passive revolution.<sup>26</sup>

Gramsci changes the definition of hegemony from strategy to a concept of power and relationship among production, class, and state as an effort to understand the society and eventually change it. He develops ideas on leadership and its application as essential requirements in gaining state power.<sup>27</sup>

"A social group has to implement leadership before it gains state power (this is clearly one of few essential requirements to gain the power); the leadership stability will in turn be influential when the group control its power...they have to "lead". (Gramsci, 1976: 57-68)

Gramsci's revolutionary thought that is more exclusive carefully considers the role of structuralism in changing society. Nevertheless, Gramsci is not very convinced if structuralism is able to bring society to the realm of revolution.

Society needs to develop their own revolutionary thought to evoke their motivation in fighting for class. However, revolutionary thought so far can only be initiated by scholars and then transmitted to society. A society-based revolutionary thought will create a social-revolutionary movement.<sup>28</sup>

In the Prison Notebooks, Gramsci uses hegemony to illustrate a dominant group activity and progressive power (groups of fighter). To Gramsci, no matter in which social class groups of people belong to, they have to take on essential steps before they gain their hegemony. Gramsci additionally adds that there are three political developments that a social group needs to surpass in order to advocate changes.

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<sup>25</sup> Listiyono Santoso et al., *Left Epistemology*, Yogyakarta, ArRuzz, 2003:88

<sup>26</sup> Ibid, p.89

<sup>27</sup> Ibid, p.89

<sup>28</sup> George Ritzer-Douglas J. Goodman, *Modern Theories of Sociology*, Jakarta, Kencana, 2010:175

The first development is called “corporation-economics”. Corporation refers to someone who prioritizes individual interests. Someone is affiliated to corporation-economics development due to the function of his/her personal interests. He/she is completely aware of the need for others’ supports in order to gain his/her personal security. He/she joins unions or communities merely for short-term interests, personal interests, and individual benefits. The emphasis in this developmental stage is someone has not yet had a solidarity sense with others in his/her group.

The second developmental stage is when group members realize that there is a broader interest and that they might share similar interest one another now and then. The solidarity sense develops in this stage, but the solidarity is only limited on economics interests. A collective world view is not yet formed. This type of solidarity can lead to efforts initiated for a reformation in laws in order to better adjust a group’s position in the existing system. This group, however, has not anticipated how they can gain optimum benefits from the newly-formed system.

Hegemony can only be accomplished after going through the third developmental stage. In the third stage, social group members become aware of far more important interest and needs beyond their reach in the context of their own class. The essential value in this stage is considering organizational agenda as public’s agenda. This agenda is attached internally within group members and externally with broader scope of people. In this stage, the fighting value becomes more massive.

Gramsci’s theory on hegemony has a special place on gender existent fighting in a dual identity society. Transgender groups try to make use of mass media’s power and hegemony as source of information to shape public opinion on their existence. Society is stormed with transgender-like programs as though the programs are daily reflections stating that transgender exists and blends in the society as the third identity.

## **RESEARCH METHODOLOGY**

This research specifically utilizes ethno-methodological analysis approach. This approach belongs to qualitative approach, particularly phenomenological paradigm. The main characteristic of ethno-methodology lies on its reflective component. This reflective component

views that the way people act and manage their social structure is equal to how they give values on the structure (Santoso, 2001: 122).

In addition to becoming the framework to understand procedural acts, ethno-methodology is also used as a source that produces acts. Ethno-methodology is a means to observe activities in which certain group members produce and manage systematic daily events as well as procedures undertaken to create the events. According to Garfinkel, ethno-methodology is an empirical study on how someone reacts to his/her daily and social experiences and tries to study social realities. This approach is an empirical study on how someone captures his/her social world experiences. In short, ethno-methodology studies the construction of realities created by someone during his/her daily interactions.

Garfinkel proposes three basic keys of ethno-methodology. First, there is a difference between objective utterances and indicated utterances. Second, reflections toward practical acts. Third, analytical ability toward the acts in daily life (Basrowi and Sukidin, 2002). According to Bogdan and Biklen (1982: 37), ethno-methodology refers to a study on how someone in a community acts and tries to understand the daily life of an observed subject. Additionally, ethno-methodology is also an effort to describe and understand society in daily life, for instance their interactional patterns, thoughts, and feelings.

### **Mass Media Power and Leading Sector of Adopted Innovation**

Mass media currently develops as not only the source of information and education but also the source of industry. Mass media as the source of industry considers profit and stakeholders' interests as its primary interest. Mass media owners play an important role as the director of media goals and ideology.

Mass media as source of information is now considered having a two-sided coin. On one hand, mass media represents its humanistic side by delivering proper information to society. On the other hand, it is very often that the delivered information contains certain messages that are of interest of mass media owners. Programs in televisions that show transgender contents and idols through dramas, talk shows, comedy, reality shows and others cannot be simply interpreted as part of entertainment but it is very possible that there are strong messages regarding the existence of transgender in the society.

Tendentious messages which are repeatedly broadcasted will form particular perceptions in viewers' minds. Referring to D. W. Rajecki, opinion formation process happens through three stages. The first stage is affection wherein emotional side of viewers is touched with scenes in mass media. Viewers unconsciously fall into transgender acts that are repeatedly played to the point that the acts seem real. Viewers' affection is tested when seeing transgenders idols being mocked and discredited. This kind of scenario is considered as an oasis in the middle of boring scenes.

The second stage deals with behavior. Scenes involving transgender are easily identified with female-like gestures and specific dictions that belong to transgender community. Viewers are invited to pay a close attention on transgender's gestures, eye contacts, and language. In this stage, society is able to distinguish that transgender and the third identity do exist and have unique characteristics.

The third stage is cognition which is related to understanding information. In this stage, society digests information from scenes displayed. The goal of this stage is a mindset change. Society who initially recognizes dual identity, male and female, begins accepting the third identity such as gay, lesbian, and transgender.

According to Berger and Luckmann, social realities are social constructions created by individuals. These individuals are free to build relationship one another. Individuals are key determiner in a social world that they construct themselves. Individuals are not social victims, instead they are creative production and reproduction machines in constructing their social world. (Bungin, 2001:4)

Social construction theory introduced by Berger and Luckmann is influenced by many sociologists' thoughts. Some of the most influential thoughts come from Schutzian's phenomenology, Weber's subjective meanings (through Carl Meyer), Durkhemian – Parsonian's structure (through Albert Solomon), Marx's dialectics, and Herbert Mead's symbolical interaction. The formation process of the third identity's existence by mass media is based on symbolical and interconnectional communication.

According to Everett M Rogers' diffusional and innovational research, individuals possess new ideas (innovation), including the idea



of the third identity's existence. This new idea tries to spread information and thoughts about changing behavior and individual's view toward the third identity community. The theory of diffusion and innovation attempts to understand information and make a summary whether or not the information is approved or denied.

Of the four basic elements in innovational process, the complexity element is very dominant in constraining the process of innovation related to the third identity's effort for existence. The third identity's existence is difficult to be accepted and understood. Despite the existing constraints, fast and massive information through information networks will be a gate to the existence of the third identity.

Mass media contents about transgender, gay, and lesbian direct public opinion toward the fact that they are now part of social realities. Mass media contents should not only display low content culture or popular culture but also maintain existing cultural and ethical norms. Popular culture very often shows information and scenes of new and popular cultures that are somehow contradictive with local wisdoms.

Kathy S. Stolley mentions that there is no single society without culture. Popular culture promoted by mass media has heavily influenced the life style of youngsters. The tendencies of being up-to-date and popular surpasses local wisdoms and eastern identity. In relation to the transformational thinking over the third identity, televisions become the primary fighting tool. Transgender groups build their existence through scenes in TV shows although they very often only become the extras. Their presence is however very intensive in which they always come along with the main actors.

Images from televisions are more than about existence, will, and interests. According to Yasraf Amir Piliang's postmodern images, images are highly admired in which mass media's images can narrate human's existence. Levin additionally argues that image culture is superior over images themselves, will of using power through production, circulations, and image control.

It becomes relevant when transgender groups (the third identity) build their image through televisions because these are the place where the will to make use of power through audio visual productions are born.

An abstract image of TV show is represented as an ideological process of production in order to control and maintain its transparent representation and keep the assumption that what is seen through televisions is real, not abstract.

The third identity that is initially culturally-unacceptable gradually gains its existence in public space. The society's control function is weakened because society changes their view and is more permissive toward the phenomenon of transgender. The permissive attitude is understandable if it is viewed from Berger and Luckmann's thinking framework. They assert that realities are built socially in which individuals are the ones who form society. Individuals' experiences cannot be separated from society. Berger and Lukmann further view humans as the creator of objective social realities. The creational process passes through three simultaneous dialectics moments, which are externalization, objectivity, and internalization.

1. Externalization is an effort to express one's identity into the world both mentally and physically. This process in a form of expression in order to strengthen individual existence in society. In this stage, society is a human product. The formation of the third identity is not instant but it is designed by those who have interests in the existence of the third identity. The externalization process through mass media programs is an effort to pour the third identity's expression in an abstract space when the externalization in public space is very limited.
2. Objectivity is an achievement both mentally and physically resulted from the externalization. The achievement is an objective reality faced by the achiever as an outside facticity and even different from the achiever him/herself. The objective reality is different from subjective reality. The former is empirical and can happen to anyone. In this stage, society is seen as an objective reality or a social interactional process within the institutionalized intersubjective world.

The objectivity process happens along with the formation of communities affiliated with the third identity. These communities initiate spaces that can accommodate their interests. In this stage, their presence in social world does exist and even blend within the society. In addition to initiating spaces, they are even able to organize multiple events to show their existence.

3. Internalization is prompting the objective world into consciousness. Individual subjectivity is influenced by the structure of social world. Various objectivized elements in the world will be captured as realities beyond one's consciousness as well as internal indication toward one's consciousness. Through this internalization, man is a social product. In this stage, the existence of the third identity in social structure is evident and unquestionable. Several public spaces even place them as a leading sector for instance in fashion world (designers) or spaces related to beauty world.

The presence of the third identity is eventually inevitable. They emerge and give a unique color in social world. They nicely blend and share life in diverse identities although at some point governmental regulations, religious norms, and social norms have not yet recognized their existence. The third identity including transgender, gay, and lesbian is like an iceberg phenomenon. Their realities so far are only seen on the surface, while many more realities are not yet exposed.

## CONCLUSION

Mass media as part of public space does not provide various information without interests and tendencies. Many information produced in mass media is based on interests and hegemony. In light of the existence of the third identity including transgender, gay, and lesbian, mass media plays an essential role in affecting society's view, which initially considers the third identity as unacceptable.

Historically, the discussion of the third identity is forbidden in society with dual identity when it is viewed from cultural perspectives, religious norms, and social norms. With endless fight for existence, ability to make use of mass media, and opportunities offered by mass media, the third identity is able to have their images represented in mass media programs. It causes a gradual change of thinking on the third identity.

It can be concluded that televisions and other mass media forms are well-known as means of class fight. Mass media is a means used to show self-existence through a certain process of what Burger and Luckmann call as social constructional process, which includes externalization, objectivity, and internalization.

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# **The Value of Media Freedom: Indonesia-Malaysia**

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## **INTRODUCTION**

Newspaper is one of the oldest mass media before the creation of film, radio and television. As a print media, newspaper is responsible to fight and secure a country's independence through dissemination of information of economy, politic and culture imperialism. The print media has progressed and evolved over time. As an independent entity, newspapers are constantly scrutinized and controlled by the rulers through the creation of law of freedom. The laws however are not to be created following anyone's whim and fancy, or the law will because of chaos and a society's destruction. The law of freedom to express opinions and newspapers freedom are seen by the communication scholars as the fundamental element in cultivating human relationships. The idea of freedom and independence are something inborn for human. From a wider scope, the concept of freedom are ingrained in all human activities and relationships (whether relationship with another individual or relationships with physical materials) to build an acceptable economical, social and political system for survival purposes. The freedom of press therefore must be understood as it is closely related to human democracy. If we fail to understand press freedom, it means we have failed to understand democracy.

Mohd. Safar (2005:24-25) states that each country has its own law of freedom and system for its newspapers. This is because newspaper entity in each country differs in its purposes, function and social-political

background that support it bring difference to the laws that are outlined. Clause 19 of Universal Declaration of Human Rights (UDHR) 1984 clearly states freedom of speech and expression of opinion, without mentioning press freedom. However, Universal Declaration of Human Rights' Clause 19 becomes the focal reference for parties who are fighting for world press freedom. The latest important document extended from Universal Declaration of Human Rights Clause 19 is the Windhoek Declaration on 3rd of May 1991.

This writing aims to study the value of press freedom in Indonesia and the fine balance between press independence, freedom and responsibility held by Indonesia as an information channel, knowledge dissemination and channel for opinion expression based on Universal Declaration of Human Rights 1984.

## **METHODOLOGY**

For this research, the researchers use historical comparative approach through document analysis and in-depth interview. The combination of the document analysis and interview will reflect the freedom, independence and responsibility activities by the Indonesia's press with Universal Declaration of Human Rights 1984 as its foundation. The researchers interview reporters and political elites for the in-depth interview. In conducting the study, researchers using the historical method. This assessment technique is able to describe the process of formation of the realization of freedom of the press in Indonesia - Malaysia and the factors that influence the development of the press system. This rule is used to study systematically the existence of a free press Indonesia-Malaysia from 1999 to 2015.

The method of this study can give a social reality and be able to explain the processes that occur in it, and explain the various events such as the background context (Geertz 1973). In this case McQuail (1987) named this approach as a form of research or community-centered approach to community perspective. Through this approach, the media in this study, the paper system, is the creation and formation that occurs in history. This study not only traces the development of the press system with changes in history, but also traces the development of the press system from the perspective of government institutions themselves. This situation can be

seen from the introduction and growth stage, thus becoming one of the few media institutions within the larger community institutions.

Historical method is a method that can be used in all kinds of disciplines (Gottchalk, Kluckhohn and Anggel 1945; Gorrgham 1948; and Shafer, 1974). This research is the study of the history of the press is one of the key aspects of science communication. Schudson (1993:76) has divided the study into three categories of communication history; macro history, common history (proper) and its institutions. Review common history according to Schudson, the modalities of the relationship with the media and its surroundings to emphasize how changes in the environment affect communication and vice versa. The study of history is emphasized macro media relationship with human evolution.

In this context, it explains what to do to people communication, in terms of progress and modernity. While the study of the history of institutions refers to the research development and growth media. If researched the definition Schudson (1993) about the categories study the history of communication and research approach taken by this study, it was found that the study of the history of the press and the freedom of the media who do this are included in the first category and third.

### **Approach Methods History**

Like the other methods used in studies of social science, the historical method is a systematic methodology developed based on specific principles to help the effectiveness of the process of information gathering historical materials, evaluate, and wrote critically (Garraghan 1948).

The same meaning is given by Kerlinger (1973) who said that the historical method is a method of looking at the events of the past are critical and need to be evaluated in detail. Even Grawranski (1975) added that all matter of collecting information on the sources that have been identified, the preparation and presentation should be done based on the characteristics of a scientific and systematic.

The statement given by the scholars have explained that, the historical method, like other methods of investigation have the scientific, systematic, and critical. Thus, users of this method is required to follow the foundations for a meaningful conclusion.

This is because, according to Shafer (1974) events that happened in history involves a number of variables that tend to have higher multiple and interconnected. These variables also by Shafer (1974) were the independent variables that are difficult to be measured and controlled. If the lines of scientific, systematic and it is not followed, it not only creates difficulties in the review process, but the results are collected and presented also in doubt.

**TABLE 1. Evidence assaying methods into categories and sub categories in the method of historical research**

Main Category	Sub Kategori	Sub-Sub Kategori
Pertama Nilai Kebebasan Media Indonesia 1966-1973	a. Proses Pembentukan Sistem Akhbar b. Dasar dan peraturan yang terbentuk c. Faktor-faktor yang mempengaruhi perkembangan sistem dasar akhbar	1. Ideologi 2. Perspektif 3. Institusi Orde Baru 1. UU No.11/1966, 4/1967, Kepmenpen No.03/1969 2. Akhbar yg sehat 1. Sosial budaya 2. Politik 3. ekonomi
Kedua Nilai Kebebasan Media Indonesia 1974-1983	a. Proses Pembentukan b. Sistem akhbar c. Dasar dan Peraturan yang terbentuk d. Faktor-faktor yang mempengaruhi perkembangan sistem dan dasar akhbar	1. Malari 1974 2. TAP MPR No.II/1978 1. UU Akhbar No.21/1982 2. Interaksi Positif 1. Sosial budaya 2. Politik 3. Ekonomi
Ketiga Nilai Kebebasan Media Indonesia 1984-2015	a. Proses Pembentukan Sistem akhbar b. Dasar dan Peraturan Yang terbentuk c. Faktor-faktor Yang mempengaruhi Perkembangan Sistem dan Dasar akhbar	1. UU Ormas 2. Akhbar Pancasila 1. Kepmenpen No.01/1984, UU Akhbar No.40/1999 2. Akhbar Niaga 1. Sosial budaya 2. Politik 3. Ekonomi



## *Social Responsibility Theory*

The theory started from United States during the 20th century, written by W.E. Hocking together with the Press Freedom Council and media code and practitioners for the purpose of informing, telling and selling. But its main purpose is to bring conflict for public debate and negotiation. Everyone has an opinion and that includes the aspects of public opinion, consumers, professional ethics, human rights activist and social interest. Ownerships are independent and private unless the government take over to protect public interest. Under this system, the media must assume their social responsibility and if they do not, an intervention must be made to ensure it is done.

Social responsibility theory is an extension from libertarian media theory and this theory came about to address the concern by the press freedom councils. This theory is conceived due to technology and industry revolution that changes together with the changes in American's lifestyle that in turn changes the media. What remains to be seen in the social responsibility theory is the understanding of media and rulers relationship.

The list of social responsibility covered aspects mentioned below:

- Government protecting the society interest
- No press control by government
- Anyone can own newspapers
- A tool to entertain, disseminate information and to sell as well as overcome conflict
- Control by press itself and society
- Control by ethical code
- News publication and open content but with self control
- Private and advertisement support

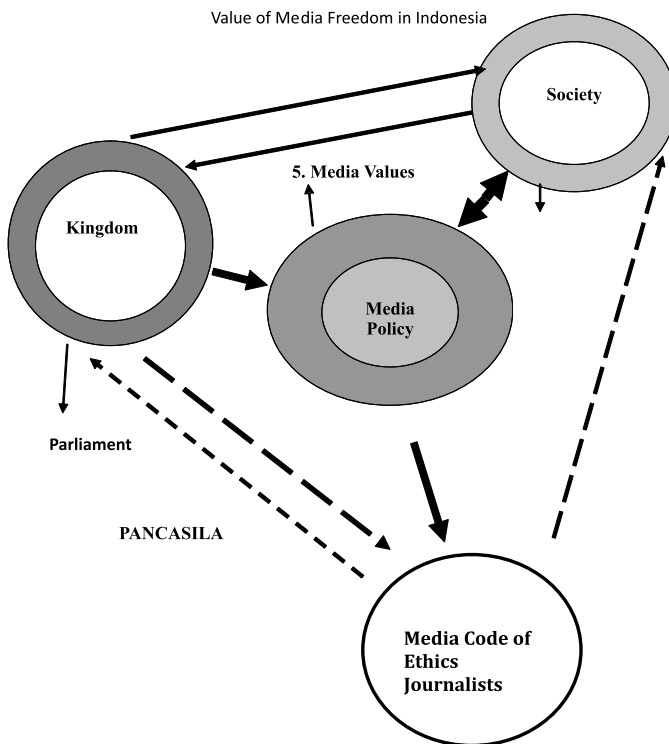
## **FINDINGS AND DISCUSSION**

### **Media responsibility and value of freedom**

Indonesia as an island country have citizens with diverse background and culture, with 400 tribes and approximately 200 languages and dialects. Indonesian language is the national language used to unite the people. Due to the diversity, Indonesia has a motto, which is “Bhinneka Tunggal Ika” basically translated as Unity in Diversity. The Indonesia race consists of

the Mongoloid, Australoid and Negroid Oseanik. There are 6 religions in Indonesia that are acknowledged by the country, namely Islam, Catholics Christian, Protestant Christian, Hindu, Kong Hu Cu and Buddhism. Islam is the religion for 90% of its citizens.

Since Indonesia proclaimed its independence on 17<sup>th</sup> August 1945, Indonesia went through a few constitution system amendments, from Republic of Indonesia 1945, United Indonesia Republic (RIS) using the federal system from 27 December 1949, then on August 1950, RIS changed to be the Republic of Indonesia (RI) that is using the union system. As the constitution changed, so does the media development and its relationship with authorities in Indonesia. Anom (2010) concluded that through the revolution and independence, the press in Indonesia went through phases, namely Pre-Nasionalisme Race Press, Soekarno Era Press (1945-1965), Soeharto Era Press (1966-1998) and lastly 1999-2015 Press.



**Figure.1**  
**Patterns of Policy and Media Control in Indonesia (Anom, 2006)**

### Establishment of the Kingdom

- Persuade the strong government power and there is no problems;
- The values of Indonesian or Javanese society that used to be used as the basis of government: principles and rule of law in the maintenance parlimen;
- For the required tools that can help strengthen and maintain power;
- The tools is media
- For the government media, government and the society should work together to help maintain power;
- To establish cooperation and understanding they need a frame of reference that can be understood by both à rules and laws in the form of media by the government.
- The government also felt the media should be on a voluntary basis, on the advice of the government to create their own code of journalistic ethics.

### FIVE VALUES of MEDIA

- God the Almighty
- Public interest and national security
- Continuity and resolve the national struggle to realize
- National goals
- Morality and ethics
- Personality race

Figure 1 describes the properties of the system and media policy in Indonesia, with reference to the diagram, the presentation of conclusions based on small titles. Figure 1 can help predict, and can be used as a policy and media system for the future by strengthening the role of the society. In this regard, the society played an important role in the regulation of the media. This can be done by making society groups control the media.

Reviews in Figure 1. found to enhance cooperation and understanding in the development of policies and systems they need to release a frame of reference that can be understood together. By the rules and regulations

set by the government daily tree. The Indonesian government also felt that the media should be on a voluntary basis, on the advice of the government to create their own code of journalistic ethics.

The basis of five daily more clear about the function of the media, the media function to society and media functions of government as represented by the dashed line. In this context, the media is seen by Soeharto as a platform to give his views and thoughts as rights of every citizen. Daily is also seen as a tool of national struggle, a tool of social control, a tool educators, spare hose and shapers of public opinion and mass mover tool. The five basic values of the newspaper. Daily basis while referring to Pancasila was formed from the five media policy. Pancasila state policies designed to help the newspaper that has the responsibility to build the Indonesians that they may become citizens who harbor and adopt Pancasila. Figure 1 shows that there is a direct relationship between the government and the media and society. Society raised as a factor why the media and government relations should be a profound.

Reporting details of this study were prepared based on the issues raised in the research problem and the research objectives. The key issues that drive the process of this research is how the formation of a press system that occurred under Suharto from 1965 to 1998. In addition identify how certain policies and rules were formed, so how factors affecting the development of the system and press policy , and identifying the basic system design and the press.

In TAP MPRS No. XXXII / MPRS / 1966 concluded that “Indonesian Press Freedom is the freedom to express and uphold truth and justice, and not freedom in the sense of liberalism”. TAP MPR No. IV / MPR / 1973 on Guidelines of State Policy, formulated more clearly that: “The press is healthy, namely a free and responsible press.” Soeharto Government’s view that releases a healthy, free and responsible press the press to perform its function ideal.

Press free and responsible can be executed, when the press fit material, economically viable, and to be a tool of struggle and partners, by the government of Suharto press built and given the ease of setting up in terms of material, should be healthy economically by not dampen the spirit of idealism. Therefore this study discovered under the foundation Suharto government newspaper based on the values of the culture and

the cultural values of the press for the truth, justice and freedom of the press in accordance with the fundamental rights of citizens. Press freedom is closely linked to the necessity of accountability to the nation's cultural values (five the media).

To perform five of media and creating a press of a healthy, free and responsible is a heavy for the government of Suharto because the government Soeharto creating the Press was given the function of the development of the press and control the implementation of the arrangement of the code of ethics of journalism and help the Indonesian Journalists Association sets the code of ethics of journalism to preserve the principle of press freedom with responsibility. The government together with the Press Council and Journalists Association also established a journalist must have devotion to God Almighty. Values inculcated devotion to control yourself for every journalist, as a journalist in performing the duties of news will always remember God and be accountable for all activities to God. Features the Soeharto government newspaper system does not appear in the paper system of authoritarian, libertarian, Soviet communism, social responsibility, media development, media democratic participation. This feature is the strength of the Soeharto government press system. In conclusion, this study found a positive interaction between the government, the press and the public are listed in clause 2, paragraph 3 of Law No. Tree Press 21 in 1982, and MPR No.IV / MPR / 1978.

In the Suharto era of positive relationships formed between journalists so enshrined in law is acceptable because the government's own promises Soeharto press must be spreaders of objective information, the aspirations of the people, expand communication and community participation and to build social control. Aspects of this agreement are concerned with the public. In this case the Indonesian Journalists Association agreed to support the government of Suharto because of the initial commitment shown Soeharto government.

Furthermore, to establish a free and responsible press Soeharto government, adopted the ideology of positive interaction. This ideology created the concept of positive interaction between the government, the press and the public. This is done so that government intervention is accepted voluntarily by the press. Soeharto government always says, a healthy interaction between the government, the press and the public, can

not be separated from the development of the nation based on the pillars of the country, Pancasila. The foundation for positive interaction between the government, the press and the public have in the culture of Indonesia, namely collaboration, the partners in the spirit of mutual cooperation and respect.

The study found, the policy in the era of the leadership of Soeharto taken by the government against the press that tight government control and economic growth, due to economic and political factors, the process of implementation of the press to change and shape the process of establishing the system of the new newspaper to be adapted to the economic and political the effect of economic and political world and local, and economic pressures in the country, so he set up a press system that can exist and flourish with their own capital and expects to be industrial (business newspaper).

In the Basic Law No.21 of 1982 Press releases need to set the Business License Issuance Press (this license), but the law is not subject to the provisions of the termination of this license, thus making the Ministry of Information (Permenpen) No. 1 of 1984, which gives authority to the Ministry of Information to terminate this license. The existence of weapons of license was the Soeharto government to control the press and the breath of the newspaper company. The license was created for political stability in development. License was required in newspaper publishing company managed on a family basis, with mutual kegotong exist in business management as well as the participation of journalists, newspaper employees in the ownership of capital.

This license was born to build a life for the press, particularly newspapers protect from threats related to capitalization, the rival of the elements of a strong capital and communist elements, elements abroad in ways veiled. Kepmenpen No. 1 of 1984 on the Business License Issuance Release into the breath of the development of newspaper publishing company and the foundation laid archetype of the newspaper business in the growth of the newspaper healthy and responsible in terms of the essential and material and equipment to run misionya as a press tool of the national struggle, it is necessary for the letter newspaper business license, as is usually the business field.

Soeharto government, the press should have idealism and encouraged the growth of a business newspaper. McQuail (1987) that the media have a dependency on other forces in society, especially politics and money. Newspapers can be a tool of political power or economic power, whether indirectly or informally (by individuals) and became the mouthpiece of the political and economic power. In the Soeharto government, business press releases developed is oriented to the interests of readers and advertising, put the interests of business, dominated by professional journalists, trying neutral, has a large circulation. Graphic newspaper, newspapers, advertising media and journalist organizations in the organization of the press. This policy was established to facilitate the control and give force of law to be a business newspaper. This study found that in the era of Soeharto's leadership 1966-1998 press system has the following characteristics:

- (i) The newspaper has ranked as a national struggle that put the interests and security of the nation, and has a social function to position ourselves as a Press Development, in the sense of willing and committed to carry out tasks in line with the development of policies nationally;
- (ii) (Ii) Press freedom and responsibility at the same time, that is free of censorship and termination of the license, independent criticism and constructive social control. But in order to implement the responsibility to God, the people's interests and national security, national struggles, moral and ethics, as well as the personality of the nation, the press is ready to deliberate consensus.
- (iii) Release may be issued by the government or by social organizations, political organizations and the private sector, namely the publishing company that registered, so that the newspaper can grow as the business while maintaining the superior properties, managed by the family with the obligation to provide 20 percent of its shares to reporters, and employees;
- (iv) Press can accept supervision and guidance of the government, including through the Business License Issuance Press (this license), and do not refuse help and facilities from the government in order to press the healthy development.

- (v) The positive interaction between the press and the government and the community to create a relationship that is a partner, and mutual life-support one another, to create community and national life that are harmonious and balanced;
- (vi) Press recognizes the importance of devotion to God, as the source and strength of moral and ethics in the implementation of the code of ethics of journalism, advertising and business, so it does not justify all means to achieve the goal;
- (V) The newspaper has a sense of togetherness and solidarity of the profession, so there is always a constant effort must be developed, to help each other and each switch between newspaper publishing. Press to accept the principle of self-control as a reflection on the importance of a sense of responsibility and common prosperity.

President Soeharto stepped down from his reign on Mei 1997 to BJ Habibi as the third President. On 23<sup>rd</sup> September 1999, Habibi confirmed Press Law Num. 40 year 1999 in replacement of Press Law Num. 11/1966 and Press Law Num. 21/1982 that are considered as irrelevant with the changes of current times. In line with Article 5 Clause (1), Article 20 Clause (1), Article 27 and Article 28 Constitution 45, and Constitutional Committee Decree Num XVII/MPR/1998 about Human Fundamental Rights, with the agreement of the Constitutional Committee, Press Law Num. 40/1999 was established. After the Era of Reformation, newspapers publication no longer need Press License or SIT, the Department of Information was replaced with INFOKOM (Informationa and Communication), and now known as Information and Communication Ministry.

Eventhough Press Law No.40/1999 has been hailed as the guideline for press, we still see the press submission to the courts, as the law used are Criminal Code and not Press Law Num. 40/1999. The Press Court can not do much in this matter, therefore, in anticipation of this, the press committee formed its own institution (Ombusman) to protect their interest in the court of justice that uses Criminal Code to restrain the press in all its clauses regarding press. Ideal press freedom is one that is wholesome, without any restrain and limitation from any parties be it the authorities, political parties and even peace. However, press freedom must have its limitation as their social responsibility with the society demands them to present news professionally and responsibly. Press must also



practice discernment in deciding news that causes unrest or disunity in the society that damages national stability. Indonesia press freedom is a freedom bound with responsibility and obligation based on the Pancasila values. Every reporting must not offend all tribes, religion, race and inter-group or in Indonesia language acronym, SARA; Suku, Agama, Ras and Antar-golongan” (ethnicity, religion, race and inter-group ). Reportings must not incite unrest in society and cause friction among the nation. Press independence will then move the declining democracy forward.

In an interview with Hiru R. Muhamad (February 2015), he said that UU Num. 40/1999 is born as the law that governs press freedom and independence value, as well as to protect the professional interest of journalism within a responsible limit. Besides given independence and freedom in reporting all information that concern public interest, press are also given a heavy responsibility to ensure information originality and accuracy to prove its professionalisme in executing its role.

*”...lahir UU No.40/1999 upaya hukum untuk melindungi kepentingan profesi jurnalistik dan mengikat pemerintah supaya tidak sewenang-wenang kepada pers....jaminan profesionalisme jurnalistik dalam menjalankan tugasnya dan bebas memberitakan segala informasi yang terkait dengan kepentingan publik, pers juga dituntut tanggung jawab lebih besar...”*

[Translation: UU Num. 40/1999 was born as a law to govern the journalistic professional interest and restrain authorities to not abuse the press...the guarantee of journalistic professionalism in executing its task and press freedom to report every information that is of public interests, press are demanded of higher level of responsibility..]

In an interview with Koespradono Gantyo (January 2015), press since 1999 to 2015 has improved in terms of reporting quality and quantity. Besides given independence and freedom in information reporting, press are also highly responsible.

*”...UU No.40/1999 dan landasan Deklarasi Hak Asasi Manusia 1984 nilai kebebasan dan kemerdekaan media untuk memberitakan informasi kepada publik tanpa menyampingkan tanggung jawabnya...”*

[Translation: ”...UU Num. 40/1999 and the Universal Declaration of Human Rights 1984 give media a freedom and independence to inform the public without neglecting its responsibility....”]

In an interview with Emrus (January 2015), media politic and press freedom value can be seen by the example of Indonesia and Malaysia relationship whereby independent Indonesia media are handled by modal owner and are very much attached to a certain group. Indonesia media and Indonesia government has different agenda, to a point it is hard for the authorities to control the media on issues raised by the media.

*"...Nilai kebebasan media hanya dikendalikan pemilik modal dan sangat tergantung pada group, pemerintah sulit mengendalikan media..."*

[ "...The value of press freedom are handled by the modal owner and are very much dependent on group and authorities to handle them....]

The dynamic of press freedom value and media law order in Indonesia.

1. Press was introduced by the Dutch in Indonesia along with its Civil Law.
2. Since independence, Indonesia had 4 different press system, that is Revolution Press, Liberal Press, Pancasila Press and Reformation Press.
3. The value of press freedom was stated in UUD 1945, in Article 28, Article 28 E Clause (2) and 3 and Article 28 F. Therefore it is clear the country acknowledged the freedom of expression and freedom to think as part of a democracy and fair country.
4. Press are not officially owned by authorities. All media are expected to give fair coverage to all political parties and presidency candidates during political campaign, even if the press is owned by one of the party members.
5. Indonesia Press as a value and system are closely related with other aspects and view of Indonesia value of freedom and independence.
6. The law that govern mass media in Indonesia is different from the print media as stated in Press Law Num.40/1999 while the broadcasting media abide by Broadcasting Law Num. 32 year 2002.
7. Universal Declaration of Human Rights 1984, that advocate freedom of speech and expression, with press freedom as part of it.

The value of press freedom in Indonesia is in the amended Indonesia Constitution 1945, Article 28, Article 28 E Clause (2) and (3) and Article 28 F. However, it is to be noted that the press practitioners are not any different from the common people in the eyes of Indonesia law. Indonesia practise equality before the law for all its citizen, including the journalists. The equality of everyone before the law are stated clearly in the Amended 1945 Constitution, Article 27 Clause (1) and Article 28 D Clause (1). Therefore, no one has immunity and are subject to The Book of Criminal Law ("KUHP") of Indonesia.

However, that does mean that press freedom are restrained by the law. Rather, press freedom should be expanded to uphold the law with the intention to create a balanced, transparent and professional press who juggles the interest of authorities, media and society. However, in recent days for the era of 1999-2015, the Indonesia press have not fully apply a high level of professionalism and responsibility in their reporting. It is important therefore to note that not all Indonesian have sufficient education and level of intelligence. If the press are let off without control and responsibility, it can lead to media agitation that influences the psychology of the uneducated citizens that make up the larger portion of the society compared to the educated ones. Therefore the value of press freedom must be given legal boundaries until they learn responsible reporting.

It becomes a problem when press reporting are used as a tool to slander or defame someone or an institution, does not have news value, done on purpose and has intention of crime offense. The emphasis here is that a crime is committed when a person intentionally slander or defame another party using the press as the medium. A press that is responsible and professional in its reporting will not be charged if there are mistakes in the factual reporting. For example, *Newsweek* article regarding the Qu'ran issue in Guantanamo was the mistake of the news source and *Newsweek* apologized and promised to be more careful in their reporting. Law Num. 40 Year 1999 For Press itself did not consider the issue. In the Press Law itself, there are only punishments in the form of fines if the press organization violate the societal norm with the presumption of innocence or any advertisements issue that is prohibited by the law (Article 18, Clause 2 of Press Law). The press are only responsible to regulate the

rights to answer and correct problematic reporting. This is where the it is considered to be not balanced. The press are not to be blamed for the weakness lies in the Press Law that could not regulate potential complex legal issues that can occur in news reporting.

Based on the description above, it is clear that freedom of expression and the press in mind is essential for a country's democratization process. However, such freedom is not absolute and indefinitely. To prevent misuse of press as a tool to insult, slander, and vilification, there is a need for another enforcement body that are intended not to curb freedom of the press but to ensure that the Indonesia press are more professional and responsible as well as respectful of human rights.

In the latest Criminal Code Draft, Article 511 to Article 515 of the Criminal Code is inclusive insult and libel issues that can occur in press reporting. In regards of libel issues, Article 511 Clause (1) of the Criminal Code has expounded systematically on the criteria of offensive and libel issues, and described as ever person, verbally, insult, smear a person's honor or reputation, falsely accuse a person with the intention of making the accusation public.

Written in Article 511 Clause 2 of Criminal Code, a crime is committed if a person committed an insult with published writing or picture open for viewing or if it is put on public display. Therefore, the act of insult done through press reporting falls under Article 511 Clause (2) of Criminal Code. However in Article 511 Clause (3) of Criminal Code. However, Article 511 Clause (3) of Criminal Code also set the policy justification for doing things that are set in Article 511 paragraph (1) and (2), such as if the act was committed in view of public interest or self defense.

For the offense of defamation, it is stated in Article 512 of Criminal Code. The act of defamation is an extension of offensive insult from Article 511 Clause (1) and (2) of Criminal Code. The act of defamation is an act of insult with the added responsibility of the accuser to prove the truth of the accusation, and if the accusation can not be proven, the person has committed defamation offense. When the offense was committed through press, the defamation hence fulfills Article 511 Clause (2) of Criminal Code. Therefore the Criminal Code itself is sufficient to preserve press freedom, thereafter giving the chance to the source of defamation or libel

to prove the truth of the accusation. In the case of defamation through press reporting, the reporter responsible for it is given rights to prove the truth of its reporting. The right is stated in Article 512 Clause (2) of Criminal Code, whereby the truth of allegations made can be made under a few circumstances. Firstly, the judge need to examine the truth of the allegation to judge if the accused is doing the act for public interest or self defense. Secondly, in the case of civil servant accused of offense in their service.

Next, in Article 513 Clause (1) of Criminal Code, if the source of libel and defamation, hence the accused, is proven to be right in his or her accusation based on the judge's verdict, the source are not to be charged for defamation. This is a common scenario for defamation act through press reporting. If a press news deemed defamatory is proven to be the truth, the accused reporter can not be charged for defamation or libel. However, if proven otherwise by the decision of the court, the defamed party will be cleared of all accusation and the court's decision become proof that the accusation is not true. The decision requires a judge or panel of judges with in depth understanding of libel laws especially on defamation and slander.

In the case of defamation and slander, the proceeding process will be postponed if the judge decides to prove the truth of the accusation (Article 513 Clause 3 of Criminal Code) whether verbally or written (including press reports). After the proceeding could not prove the truth of the accusation, only then will the proceeding of defamation be extended. This is done when the proving of truth become the instrumental proof in the case of defamation or slander.

It should be stressed also that the insult and criminal defamation complaint is an offense (Article 518 of the Criminal Code Bill) for criminal contempt and slander will not be prosecuted, if there are no complaints from people who have a right to complain unless the insulted or defamed is a public servant with legitimate duties (Article 515 of the Criminal Code bill). Therefore, it is proven that press freedom in covering a news is protected, but it does not mean that they are above the law. In the case if the press become a tool for defamation and slander, the person can be charged. Therefore, the responsibility does not lie only on the press, but rather the person using the press for deceitful interest that will be charged. So what is judged is the person and not the press.

In proving the act of defamation and slander through press reporting, there must be intentionality and offense in the act. Therefore, it not the press reporting that are subject to judgement, but rather the act of defamation and slandering. It must be admitted not all Indonesian press are handled professionally and report responsibly. There are many press organization that publishes gossips and untrue or bias statements. For the public interest, low quality media are a waste as it does not educate nor shape the public. Press can be a dangerous tool under the hand of those with ill motive and intention. Therefore, from the law point of view, especially the Criminal Code, there must be a balance between press freedom and press responsibility in their reporting. Clauses on defamation and slander in Criminal Code are clauses that touched on defamation and slander generally and not specifically on press reporting. Therefore with the clauses on defamation and slander in the Criminal Code, the Indonesia press are encouraged to be more professional and responsible in news publication. They have the responsibility to provide information with transparency to the public, to educate the society and shape public opinion especially on sociopolitical situation of a country like Indonesia.

However there are certain clauses regarding defamation and slander in the Criminal Code that seems weak. For example the establishment of the truth of accusation by the source based on public interest and self defence. Upon Article 512 Clause (2) of Criminal Code, establishment of truth by the source of slander or defamation rely solely on the judge's decision, whereas the establishment of truth should be done no matter what as the establishment of truth will be the evidence whether the accused has committed an offence or not. The other concern will be the inefficiency of the proceeding as the proceeding to establish the truth of slander and defamation take such a long time that a speedy and cheap proceeding for slander and defamation cases are just not possible.

### ***Value of Media Freedom during the Era in Malaysia.***

Malaysia is a country that embraced democracy. In addition, Malaysia upholds the values of the democratic freedom of the press because the press plays a role in managing the government by forming public opinion. Pers can create and destroy national policy and government leaders. Government in Malaysia, based on the Parliament democracy and

constitutional monarchy. Through this system, the power is in the hands of the people to elect their representatives on the state and national levels.

Malaysia is a democratic country that is developing and has a diverse population in terms of race, culture, language and religion. Malaysia has managed to create a stable country and the people who are intolerant. As a former British colony that has been independent on August 31, 1957, do not be surprised if they were to inherit the system left by the British press. The first release in 1806 was grown in Malaysia in Penang in the press that the symbolic form English, which the Prince of Wales Island Gazette introduced by A.B Bone. He is an editor, publisher and printer pers. Famous equation works in Madras, The Hircarrah and Madras Gazette, which has obtained the consent of the English East India Company. Eighteen years later, in 1824 issued a second press in Singapore, known as the Singapore Chronicle. With the increasing need to disseminate information, some pers published in Malaysia, the first of which, The Straits Times, which was established in July 15, 1845, and is known in Singapore, while in Malaysia known as The New Straits Times is produced by Catchick Moses, a merchant nation Armenia's leading, and Robert Carr Woods, one of the authors of the first pers. Second, the Daily News started on 1 July 1957 Initial formation, significant daily news as "carbon copy". News focused on political news, world news, plans and public opinion. In 1959, The Straits Times moved its headquarters from Singapore to Kuala Lumpur. Third, Utusan Melayu, established in 1971, is a pure Malay spearheaded and supported by the Malay people. The press, which was launched in 1939, initially championed, nation and religion in Malaysia. The fourth, born a Malay Jawi was established in 1876 in Singapore and published by hybrid India. Fifth, Eeq Lat Pau grown in 1881 in the Chinese language. This release provides significant milestone for the growth of licensing laws presses in the Straits Settlements in 1920 and in Malaya in 1924 Mohd. Safar said, it is important that experienced by Malaysia's national press, including the time of controlling the physical (1806-1835), the age of freedom of the press (1835-1920), and the time of controlling by law from 1920 to the present (Mohd. Safar, 2005: 20).

The most dominant law system in carrying out controlling the press in this country at the beginning of independence was made by the British East India Company, in which some companies press owned by the parties

of the political party whose members are from the government. However, ownership of the press is dominated by the private sector, as Nationality United Malays Organization (UMNO), which took over the Malay delegation in 1961 Mohd. Safar, measures of political parties dominate the press is not something new. In fact, the origin is made by Kuomintang party when it moves in the Straits Settlements and Federated Malay States in the 20s again (Mohd. Safar, 2004: 5).

In addition to the press owned by the ruling political parties, there is also a press owned by the opposition political parties, as my fellow Malay Islamic Party (PAS) has Movement and DAP have The Rocket. To maintain stability in the country, the government has made a policy controlling the press so that the events do not recur again in 1986-1987, such as the expulsion of two journalists of The Asian Wall Street Journal, the question of the application of the Association of National Consciousness flows (flows) to publish a magazine in Malaysia and the arrest of 106 people and leave the issue of disarmament four releases (the Star, The Sunday Star, Watan and Sin Chew Jit Poh in 1987).

Since the fourth Prime Minister of Malaysia, Tun Dr. Mahathir took the reins of government, the growth of the press and the number of sales increased in the market compared to 1981 can be seen from various print media industry establishment frontages colorful character in issue. According to Mohd. Safar, this growth was attributable to government policies that pro-Business, which would encourage the growth of business and the liberal policy of the government to grant the permit issuance in the country (Mohd. Safar, 1996: 9).

Freedom of expression is guaranteed by the constitution of Malaysia in item 10 (1) (a) and Article 10 (2) (a) clearly provides guidelines in terms of freedom of speech and opinion, the opinion expressed shall take into account the interests of national security, interests and privileges certain parties. Freedom of speech includes speech whether symbolic, spoken, nature writing, in the form of political, cultural or commercial (Faridah Jalil, 2001: 23).

In the Malaysian context, freedom of expression and the right to give the national press, the press plays a vital role in disseminating information and news that is accurate, true and correct. However, this freedom is not absolute, but can be blocked if it involves federal security interests of



public order and morality. Freedom of wise speech law made by this man shows are not free.

Prime Minister Tun Dr. Mahathir say, freedom of the press, trying to show that the press is free to criticize the government or government support. He said that only a press denounced the government nor independent means. He added:

“Freedom of the press does not mean if often publish lies about something as dictated by political goals of a party opposed to the government. A press that is so often compromised by the owners, directors and parties willing to refuse permission for the fame and preserve their financial mere “(Othman Muhammad, 1992: 20).

[Translation.... “Freedom of the press does not mean that if often publish lies about something as dictated by the political goals of a party opposed to the government. The press is so often compromised by the owners, directors and certain parties who reject the truth in order to preserve their financial and fame alone “(Othman Muhammad, 1992: 20). ”]

Recently, several national press rather biased in their coverage of certain issues. There is no doubt that there is some sort of controlling of the parties to conceal certain facts while publishing news about the objective approach. When some of the national press does not meet the “taste”, then the audience turned to the press issued by the opposition on purpose to get press featuring aspects of reporting a more balanced, accurate and fair.

Malaysia adopts the principle of freedom of the press freedom of the press, however, freedom of the press in question here is not completely free, but subject to the rules and laws. Freedom of policies by the rules, laws involving acts and publishing company that has been set by the government. While we are free to speak, but the press publishing company in particular, should adhere to the policy rules. Press in Malaysia are generally issued and controlled by those who have two main purposes. First, in order for the business. Second, in order to disseminate graced the penguasa in context to understand, strengthen the power and so on. Next, the press will have a purpose that combines power and profit factors. Therefore, do not confusing the press, national press in Malaysia founded by people associated with the government in an effort to find the importance of the nation or the party.

If there are those who say that Malaysia does not have freedom of the press, it is wrong. If viewed from a general perspective, the independence of the national press were present, only the angle of approach is seen almost in favor of the government. There is a public voice channeled, just a different angle of approach used. There is also some flexibility in the national press news reports, even indirectly controlled by certain parties.

In news coverage, writing should be subject to follow the law as the country's Constitution, the Official Secrets Act, the Copyright Act 1972, the Sedition Act of 1984, the Printing Presses and Publications Act 1984, Election 1954, Ethics and Journalism. Ethics introduced on May 20, 1989, among others, set the task of journalists to report the truth and respect the right of people to get the right information.

According to Sri Mohamed Hashim press sales in Malaysia grew by 4% in the same period. There is more press purchased at present compared to 1991's in Malaysia. Market research data shows that 2.6 million sold daily press in Malaysia compared to 2.2 million in 1996, the press has a bright future if they continue to improve their products. Measuring tabloid press introduction as "The Times" and press digger free fire around London for example, has revived the industry in the UK press. In Europe and America, the press has begun to use tabloid size to meet the needs of readers who want content that is fast, simple, interesting and easy to understand. On the home front, "New Straits Times" has started to become the size of a tabloid after 160 years as a "broadsheet" (Sri Mohamed Hashim, 2005: 2).

#### Malaysia Media Features

1. The country inherited a system left by the British press and the law *Common Law*.
2. State authority to regulate the freedom of the press policy law.
3. Is owned press by party.
4. Freedom of expression is guaranteed by the constitution of Malaysia in article 10 (1) (a) and Article 10 (2) (a) of the press has been arranged.
5. Although the code of ethics of journalists has been set, but the press is still bound by some law mengkontrol releases, such as the constitution of Malaysia Act, Printing Presses and Publications (1984), Act, libel, 1957, and the Copyright Act 1987.

## **Factors Affecting Freedom of Media Indonesia**

This study revealed that the system releases the Netherlands, Japan, nationalists, and the 1999-2015 era of Sukarno and affect the freedom of the press in Indonesia. In the Dutch colonial era, the basic control of the press, which began gently as mandatory reporting of minimum capital to grow the company to a solid as the termination of the license issue can not be separated from the history of Dutch colonists. Ultimately, the policy was codified in the colony contained *Wetboek van strafrecht* (Book of Law Criminal Law) in 1918. The Dutch in control of the paper is divided into various forms of legal advice which are recommendations in the form of preventive censorship, repressive criminal provisions, and the obligation to shut up for government employees; administration in the form of a circle; recommendations on the tax on newsprint, advertising, minimal capital growth and a newspaper company; social and cultural recommendations.

In the era of Japanese occupation, the press Indonesia to learn about the capabilities of the press as a means of mobilizing the masses to achieve the goal of Japan. In this era newspapers are progressing in terms of technique, but effective newspaper publishing license, as security recommendations made by the Japanese authorities. Era of the nationalist struggle, the leaders of the movement of the press inflame the spirit of achieving the goal of independence. Press into one of struggle to achieve the ideals of independent Indonesia. Press the unifier of the Indonesian struggle. Press *menggelompokan* themselves according to political trends and tendencies in the organization.

Soekarno era leadership in 1945-1956, the government gazette newspaper policy as an independent newspaper asserted that the mind of the general or common opinion is that the government track joint sovereignty of the people, so that no independent press is not possible to state the public mind, but the mind of some people in power only. During the years of the independent press in terms of writing news, editorials, while the ownership or commercial terms had been brought up in a liberal. Of a news sensation, agitation and the like grow. Liberal political situation at that time also provide ample opportunities for extremists. In the 1957-1965 era of Sukarno's leadership, the press having a democratic political system guided, directed newspaper in political and social life happens. Press serves to strengthen information activities as driving media people and the revolutionary groups. It was given to the press facilities and

assistance to improve quality, in order to truly fulfill its function as a tool of revolution. Control of the press was very tight, the paper will be required to support government policy Soekarno and requires a permit issued to the press throughout Indonesia with such Regulation No. 10/1960 issued by the Supreme War Lord on October 12, 1960. The study also found that environmental factors social, cultural, political, economic, affecting the development of the system and basic freedom of the press and the media from 1966 to 2015. Social and cultural environment, government and dibanyangi Soeharto still scared by the power of the communists and followers of Sukarno. Still it appears in the life of the press socialist ideology Pancasila and the press as a means of revolution so that no current impact on political communication in the society, while the Soeharto government has the determination to implement Pancasila and the 1945 Constitution is pure and true.

Political factors appear at the beginning of Soeharto's government still enjoys public life during the era of freedom, democracy guided controlled and shackled. Make consensus government to lay the foundation of understanding about the real meaning of freedom, including the freedom of the press consensus. Freedom of the press is the freedom to express and uphold truth, justice, and not freedom in the sense of liberalism (MPRS No.xx / 1966). In the next period, political factors, economic hugely resistance to the demands of the student movement held open against the leadership of Soeharto. Soeharto government assess the student movement did a lot of corruption and development are conducted only benefit relatives, cronies and family members. Whereas injustice occurs imbalance in economic development, because the concentration of economic development in cities, rural development less done, many built in industrial areas, especially in Java. However, the Soeharto government's efforts to maintain political stability not only through economic development, but also includes a persuasion, consensus, consensus, including with the use of the press. Essentially Soeharto government always uses the press as a means of persuasion to maintain the political structures that have been built. All media that have strived to not only be a partner of the government, but also as a means to support his rule.

Press as a support tool is expected to make every citizen put ourselves in thinking horizon Soeharto government, accept Pancasila as an ideology, and because it perceives that there is economic prosperity in the political

structure of the Suharto government as an objective reality, natural, natural. To maintain continuity and efektivitinya newspaper as a tool of power, the control was created and founded an association and the press system. Soeharto Government's ability to propose improvements in the situation of what is known as the concept of stability, economic growth, equitable distribution "Development Trilogy" adds political support of the people against Soeharto. But the development of established government raised new issues about social justice, because it was felt that economic growth does not coincide with social interests and at the expense of social justice. The laws of economics can not always avoid the negative consequences or implications in other sectors of life, including the life of the press. Development trilogy created for the prosperity of society towards a just and prosperous social and economic progress in accordance with Pancasila Democracy. Democracy is not only political democracy but also economic democracy. Democratic control of the economy by the people to the development of the country's wealth and money.

Great economic development but is not seen as unfair, unequal, then raised mounting social discontent and spread the urgent reform and forced the government to change its strategic economic development to the benefit of the people. Politically factors that cause a state change occurs is the creation of new regulations and policy that is based on Pancasila, for it created a positive interaction between the government, the press, and the public. Positive interaction between the government, the press, and the public, here in the context of responsible freedom but freedom still exist hidden or covert control, the system is controlled press. In the newspaper business, there is a push factor, which led to government support and continue the business press as a national struggle and idealism that has grown into a business newspaper which is administered as a family. In this era everyone can make the paper but must have a business license publication (Kepmenpen No. 01 / Per / campaigns / 1984).

## CONCLUSION

Press freedom value in Indonesia is something absolute, governed and guaranteed under the law. However, the press as part of democracy institute, must be professional and responsible in doing its duty. The value of press freedom is undeniably one of the most important element in

shaping a democratic, open and transparent country system. Press as the information hub is a democracy that works in parallel with the upholding of law to achieve balance in the country. Therefore, the press is guaranteed its freedom in executing the journalism professionalism. This is important to guard the objectivity and transparency of the press without fear and threat from authorities. Without freedom of speech, there will be no opposition against cruelty and that leads to destruction. However, freedom of speech does not mean the freedom to shame others and offend others.

In conclusion, the press freedom value in Indonesia is strongly based on the Universal Declaration of Human Rights 1948, that consigned the freedom of speech and expression, mentioning press freedom. The Declaration of Human Rights is the focal reference point for all who fight for global press freedom and independence. The study reflected this in Indonesia, where the media walk the line of press freedom and responsibility with caution, juggling the delicate relationship of the press, authorities and people.

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# **Stringer Practices in National Television Industry: Stringer Practice Case Study in National Television Media of Yogyakarta Period 2014-2016**

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## **INTRODUCTION**

The field of media industry is growing fast. This is demonstrated by emerging many new media both conventional television and online media. The rapidly evolving media industry is sustained by the presence of media workers who are competent, ready and able to work outdoor. The workers of this media are not only to be in the control room and newsroom, but workers search of all news outdoors as well.

The media industry, in this case, is the television. In the past era, the emerging and the presence of TVRI as the first television always recruited bound media workers. This meant that the rights of media workers took precedence. However, in the last period, the media workers are no longer under contract, even separated from employment system with the media company. They become as called “freelance” who is tasked finding and digging television news media without being tied explicitly to the media company. This practice is known as stringer. Stringer is an “invisible” media worker but the role and journalistic works are in local and even national television industry.

From this, it appears the issues that media workers who are involved in the field are not bound to any contract so that their rights as a media worker

are not obtained. Though, their video journalism works have shown in national television industry. Regarding the legislations of media worker, until present, have not realized, but those are in the stage of discourse both in scientific forums and daily discussions in the environment of media workers. Another issue is whether journalistic activities undertaken by the stringer appropriate with the rules of journalistic ethics which is the main foundation in each of journalist activities.

The presence of stringers is one trick of the media industry of television news in order to cut production costs. In the outcome of funds, the television industry could save more than to recruit a lot of media workers accompanied with the rights, facilities and benefits as media workers. This practice has been running for so long even though there is no definitive data about the time of the first practice of the commodification of media workers have started.

Until present, there is no exact data about the number of “invisible” media workers that have bounded a contract or status as permanent workers. One point of this research object is to help map the media workers at least for the actors of the national television industry operating in the Yogyakarta region. This is not only about the amount but also how the practice of the commodification of the workers happens is an important point of this study.

Yogyakarta is chosen in this study with the consideration that Yogyakarta is a layover city with wide variety news that often appears in national TV industry. In addition, the activity of journalism in Yogyakarta is high. Data from the Press Council and the United Press Company in 2010, there were five newspapers, three weekly newspapers, 8 monthly newspaper, 20 radio stations and four television stations. That number is certainly much higher than in the 2016's.

There are almost all national television media operating in this region. As a result, this can be used as a starting point for research on the practice of the commodification of media workers in the television industry in Indonesia. Through this research, it is expected to receive the widespread and profound findings in order to be taken into consideration in formulating the laws of media workers that until now has not been realized.

## **Problem Formulation**

How are the stringer practices in national television media in Yogyakarta period 2014-2016?

### ***Stringer: Legality of Work and Creation***

In the practice of journalism, especially television media, the term “stringer” has become a familiar word for journalists. Although there is no reference standard that says the meaning, this term “stringer” is often understood as an assistant of contributors or someone who helps the television contributors in the region. Contributor is a national television journalist who is commonly placed in a particular region or region in the place where their media opens representative offices or agencies, as well as a representative media in a region without the bureau. The specific differences of the contributor and the stringer are associated with the legality or bondage of media companies where they work. A contributor is usually a permanent employee of a media. Although, in practice, many contributors that only have a status as contract workers but at least, there is recognition of the media companies that they have a crew of workers in the region that is legally permitted to conduct journalistic activities under the media companies. A contributor is provided with a letter of assignment, press card and get clear rights and duties of the media company. The responsibility of the contributors is under the media company.

As with the stringer, because this is often also referred to as a contributor assistant or people who help contributors, a stringer has a direct responsibility to the contributors. On the legality of bondage, the media company does not assume the existence of the stringer as part of their media workers. Stringer is a freelance worker that is only paid by contributor to every piece of news they produce even then only for news broadcasted on television. Meanwhile, if it is not broadcasted, then the hard work they do of reporting in the field will not have a price. Status which is valid among media companies, contributors and stringer is tacit.

Stringer recruitment systems are also often without specific standards. The contributors mostly just assess the stringers in terms of the closeness of friendship. As they could operate a video camera or camcorder, they are considered cooperative and the stringers can already be employed. The fee for one stringer is also not standardized; this is depending on the agreement

between the contributors and the stringers. For one broadcasted news, if the basic salary and paid news of contributor are worth 350,000 rupiah, for example, the stringers will be paid to the news 150,000 rupiah. Meanwhile, the risks associated with working in the field, the stringers do not have the protection of the media company. In contrast, the violence and intimidation in the field are also possible to be accepted by the stringers in their searching news process in the field of news.

In other issues, the validity of the stringers which is not recognized as media workers, in reality, they produce journalistic work which has been the public consumption. In fact, the result of the news shown on the television media never recognizes that it is the work of stringers but as news made by contributors. Actually, the stringers often work in a package; looking for information coverage, searching news outdoor, editing images, writing the script of the result news and sending to the newsroom media with the name of the contributor. This is where the ethical problems arise. In accordance with the Ethic Codes of Journalism, Article 2 states: Indonesian Journalists has pursued a professional manner in carrying out journalistic duties. The article is reinforced by the interpretation of the letter "g"; those are not doing plagiarism, including stating the coverage of other journalists as their own work.

### **The Characteristic, Type and Approach of The Research**

The characteristic of this research is qualitative. While this type of research is explanatory that attempt to dig deeper into related object studied. In order to gain in-depth findings associated with the practice of commodification and stringer practices in producing works of television journalism, this research uses explanatory case study approach. This approach is chosen with consideration that it has loading and chased power in answering research questions. In this study, it always uses question "how" and "why". By the question "how" and "why, this study is expected to gain full description of the object under investigation

### **Method of Data Collection**

Methods of data collection of this research were created by six sources of evidence that were a focused point for data collection of this case study; those were interview, observation, documentation, archival transcription

and physical device. Interview, in this study, was open-ended and focused type. This means that researchers can ask key informants about the facts of an event without following the flow and the series of specific questions that has been handed down in the protocol of the case study. (Robert K Yin, 2012: 109) In other terms, the interview had a similarity toward an informal interview used to explore various aspects or important topics to the investigation.

By observing, the researchers can freely ask questions as much as possible in accordance with the knowledge of the studied subject. (Sari Wahyuni, 2012: 57). The observation has more flexibility in framing the idea into reality. In addition, when the observation is combined with other methods, it will produce deep findings and have a broader scope so this can strengthen the consistency and validity of the findings (Sari Wahyuni, 2012: 57).

Through the study of documentation, archival transcription and physical device, the researchers collected data on both documents and data from the field related to the research problem. To explore more about the focused point in this study, the researchers observed directly bureaus national television operating in the Yogyakarta region.

## **Subject and Object Research**

The subject of this research was the stringers of national television media that were doing journalistic activities in Yogyakarta. Stringer used in this study was not only limited to the stringers that were still actively producing works of journalism but also inactive stringers. This was conducted in order to obtain more extensive and profound data. The object of this study was the national television media operating in the territory of Yogyakarta.

## ***Stringer Workers : Between Meaning and Discourse***

Term of journalists in the broadcasting field is well known. In the press law states that journalists are people who regularly carry out journalistic activities. (Law number 40 of 1999 press). In its development, there are emerging variant media workers in the television media industry. Contributors include the terms frequently used in the media industry in Indonesia. In contrast to the stringers, stringer term appears with a different job description from contributors.

In abroad, the term of stringer refers to the term for a freelance journalist who contributes formally for a media company. Different from Indonesia, the term stringer is synonymous with the contributors' staff or contributors' men. The key word is on the word "official" and "unofficial". Certainly, this has each essential and sociological context. In foreign televisions, rewards and accountability for media workers and their work are quite high, so naturally if Rev. J says that in foreign television, the stringers have honor place. In Indonesia, the stringers become side job employed by a contributor together with the division of fees and the distribution of varied tasks.

In the division of tasks, most of the contributors often asked the stringers looking for news, editing, creating the script and even sending news. All stringers did the contributors' direction, but some were released without direction from contributors. All the news production from stringers and contributors were sent to the central office in Jakarta for broadcasting nationally. In practice, the office in Jakarta only paid attention to the contributors. The term "stringer" did not become part of the media workers who helped supply the nationally broadcasted news. The stringers was the responsibility of the contributors based on an unwritten agreement. The way of thinking "if the news is broadcasted, pay" was economically transactional logic but they did not consider the legality of journalists, the legality of the works and so forth. Among headquarters, regional contributors and stringers pressed one another. On one hand, the office in Jakarta wanted the supply news to stay awake, on the other sides, the target encouraged the contributors to employ stringers in order to sustain the supply.

Regarding working hours, generally the working hours between official journalists and the stringers were not much different; that was flexible. But there was a point of difference between the official reporter with stringers of which was a matter of obligation to send news. For the official reporters, on average of a day, they sent 1-3 news per day with a monthly-payroll system. There was news or not that was covered or broadcasted, it was the same as when there was no news; payroll-system continued. While the stringers depended on the news obtained and broadcasted. News obtained only was not enough, because the calculation was if it passed through to be broadcasted.

In the practice, the time off between official journalists and stringers had no quite differences. Holiday hours was more flexible, for example, there was regional broadcasting on Monday to Friday, and then Saturday and Sunday could be a holiday. However, these conditions did not apply the same in every month, considering the agendas in each region that were also diverse kinds. Regarding protection of media companies for stringers was not really paid attention considering that the stringer status was not fixed and under the coordination of the contributors and not under directly the media company. For official journalists, the protection of Media Company in cases of intimidation and violence was submitted directly to the institutions of journalism organizations such as the Alliance of Independent Journalists (AJI), PWI and others.

There were many differences between the official journalists and the stringers. Stringers became the frontline in finding and producing content news. In this position, these stringer practices gradually entered into two (2) commodification; those were media worker commodification and content commodification with motifs of capital accumulation and profit calculations.

### **Stringer Workers in Whirls of Commodification**

Examining the media and media workers were always in connection with social relations, especially relations of power or interrelations of authority.

In addition, it also contained how processes and practices of the production and distribution of information. For Vincent Mosco, the process is not only on the dimensions of production and distribution, but also on how the consumption of resources (Vincent Mosco, 1996: 25). The process of production and distribution of the information often got into the vortex of the conglomerate, monopoly and commodification.

Before discussing further of the commodification practice, a simple question that often arose was how the point of distinguishing between the practice of commodification and non-commodification, especially on the dimensions of media workers. In the practice of non-commodification, there was no or minimal control either vertically or horizontally. While the practice of commodification, there was a control, centralization even in a certain point until the colonization of consciousness, in a broader

sense. The practice of non-commodification tended not exploitative, while the practice of commodification particularly commodification of media workers, encouraging the work practices that tended to exploitative. This study was certainly not intended to seek appeal point between non commoditization and commodification. Furthermore, this study attempted to review the commodification practice of media content and media workers.

The observations in the field, it appeared that energy and thoughts of media workers, especially stringers, are optimized to enhance capital accumulation and profit calculations. To work efficiency and profit, the stringers were encouraged to seek and produce news. It was even common sort of “small exploitation” of the spaces of news production in the region. In this position, the commodification practices did not only occur on a wider scale with the involvement of big players; they also occurred in small units from the whole of the media industry mechanism in national scale.

“Small Exploitation” came with a variety of forms. Borrowing terms of flexible accumulation David Harvey in his book *The Condition of Post modernity*; optimizing the flexibility of media workers aimed to cut production costs and increased capital accumulation and profit calculation, David Harvey called it flexible accumulation. (David Harvey, 1991: 294). Flexibility referred to the optimization of media workers’ power and mind to work with a variety of media in order to produce a wide range of news content for distribution to the various ways and media platforms.

In addition, the flexibility of media workers moved into other forms e.g. duplicating tasks and roles, disposition assignment of a regular contributor to the stringers, stringer recruitment of students and others. For the stringers of the students, on the one hand, this could help provide the knowledge of the field for them, but on the other, the students were chosen to be a stringer also with consideration of low operational costs. In written agreement, the stringers were not considered as official journalists of the media company where they sent their news through a contributor although their works were broadcasted nationally. The salary system of freelance Contributor or stringers was based on news broadcasted, which was different from a regular contributor that was by monthly salary system.

In stringer practices, the tendency of commodification practice occurred in two aspects of division; the first was task division and the



second was the fee-sharing. This had not been added copyright of works or could also include on the matter of the legality of the content of journalistic works done. All the works of stringers would be recognized as the regular contributors' works. In the fee-sharing, the initial prediction of this research, the research team predicted that the material value of one news was 350 thousand rupiah / news with division 150 thousand rupiah for the stringers. However, in observations and findings in the field, it was different; that was 250,000 / news with details of 150,000 for contributors and 100,000 for the stringers as news searcher. This price depended on the amount of agreement between contributors and stringers. Nevertheless, in the field, there were also unfair practices of dishonest contributors such as the news was broadcasted but the contributors informed not running, even then regarding *copy* of news works by moving the different media platforms such as online media.

This unfair division of duties and fees then caused toward the vortex of commodification practice of media workers. However, if explored further, these stringer practices were able to be profitable for 2 (two) sides, first, for contributor and second, for media company. In the first dimension, it was obvious that the contributors' journalistic works were no longer heavy by the existence of the stringers. Energy and time could be processed by fixed duties as contributors and still earned the commitment fee from the central office. In the second dimension, the company was also benefited because by not recruiting media workers formally, then the charge and corporate responsibility of media for media workers would also be reduced. That meant companies could cut operating costs while still getting the benefits of advertising through news content sent by the stringers.

In short, the stringer practices had become symbiotic mutualism with a variety of apparent benefits and advantages for media companies and contributors in the region, while the stringers still run "mandate of the civilization task" with their various ideals and imaginations. This was equal with Vincent Mosco's thinking of workers, especially media workers. According to Mosco, workers are prepared by the unity of conception, the force to fill out the vision or ideals, imagination, design and execution of work.

Stringer practices were on the stage of media labor commodification related with services. In the research findings, the commodification

practices did not only arise on the media labor commodification of dimensional services but continued in commodification practices of content where the power of signs and symbols became a commodity that was different from commodity goods and services. In one article of Jean Baudrillard says that Marx's analysis of commodity production is quite outdated since most of capitalism now focuses on its attention not only of goods and services but also in the production of signs, the image and the sign system. (David Harvey, 1991,287). Coincidentally, one characteristic of postmodern society was the power consumption to very high signs, so the signs and symbols were produced continuously to become commodity sign. In this point, the commodification of content could not be avoided.

### **Exploitation of Media Workers**

The stringers who had the same task with the other television journalists also had high burden of risk job. These conditions contradicted with the uncertainty regarding the status of personnel, lack of benefits and minimal payroll of the company. In these conditions, the stringers in performing journalistic tasks was often faced with a dilemma; between still working in the media company to meet the needs of the economy, while on the one hand, they became the victims of exploitation Media Company with many work demands without welfare.

Exploitation was also done by the media company either by demanding the target of coverage for each contributor, where that would determine the amount of remuneration or bonus that could be disbursed. In addition, to heavy job demands with minimum salaries, media workers were also often faced with great risks they themselves should accept and face. One of them was when they were assigned by the media to do investigative reporting in troubled places by going undercover and hidden cameras. Life-threatening condition also occurred in the field, especially when the media workers were reporting in the unrest or conflict. Besides they themselves responsible for all their risks, the media workers in performing their duties were also not provided with adequate equipment. Both the stringers and the contributors should use reporting tools such as their own cameras and laptops. There were no insurance or care benefits or repair of the appliance if damaged. There was also no compensation for the cost of sending images from the region to the editor in the center. Including there was no medical benefits and retirement benefits

for families and themselves. In fact, there was no guarantee anyway if the next day they were still used by media companies to search and send the news or not. Media workers were in a position of powerlessness that they could not be against.

## CONCLUSIONS

Stringer practices in the field of television media journalism increased significantly together with the absence of media labor laws guarantee. The stringers became a commodity moved from beneficial values towards the exchange rate of the material dimension. Power relations, the process of production and distribution of news content finally encouraged the two forms of commodification as well; those are the commodification of media labor and the commodification of content.

*First*, the practices of the commodification of media workers, especially in the stringer practices generated advantages for 2 (two) sides at once, the first was for the contributor and the second was for the media company. For contributors, stringer practices could be defined as work efficiency. As for the company, the practice of stringers could be interpreted as the efficiency of the operational budget of the media. Media companies did not have the responsibility and obligation whatsoever to the stringers.

Stringer practices in the television media industry became practice into a kind of symbiotic mutualism with various benefits and advantages for both media companies and contributors in the region. In practice, the stringers work based on the task division and the fee-sharing from contributors. The mechanism of the task division and the fee-sharing for stringers was quite varied by agreement of both parties without any knowing of the office in Jakarta. In addition, the stringers were positioned as informal and flexible media workers. The flexibility of media workers was intended to cut production costs and increase capital accumulation and profit calculation, David Harvey calls it as flexible accumulation. Stringer practices were not only conducted in the stage of the media labor commodification which was only related with services, but this continued in practice of content commodification where the power of signs and symbols becomes a commodity that was different from commodity goods and services. Most of capitalism now focused its attention not only on goods and services but also in the production of signs, visual imagery.

*Secondly*, in terms of content commodification practices, issue or theme of the news content that had bargaining power to be commodified was the actually social, political and cultural theme. Then the other commodified themes were such magnitude impact of volcanic eruptions, floods and so forth. Recently, themes with the focused point of human interest also became commodified. Content commodification in stringer practice appeared in a variety of different forms. There are at least three (3) forms of the content commodification occurs in stringer practice. First, the practice of the content commodification of television news in the same media conglomerate business. This happened when the broadcasted news of television in a media was also used / broadcasted by other media in the same group without providing any compensation for journalists or stringers who has made. The second one was the practice of content commodification in multiple programs. The stringer's content News which was considered to have high ratings were chosen and shown in several programs that exist on the same television. However, the stringers did not get more compensation for the playback of content news in the multiple programs. The last one was the commodification of content news in online media platform. Shown news of stringer's work broadcasted in conventional media changed into a text format with platform and multiplatform online media. In this case, the stringers got compensation but with very small amount. In short, the stringer practices created two commodification practices once; those were commodification of media workers and commodification of content news. All focused and oriented on profit, capital accumulation and profit calculations with a variety of dimensions.

## RECOMMENDATIONS

Through this research, there come and presents some recommendations to the parties related to the issues of media workers and media journalism practice. The recommendations are:

1. There needs for further studies on the legal aspects of media workers and the legality of journalistic work produced.
2. There should be initiated regarding the draft laws of media workers. Therefore, the rights and obligations of media activists are protected and become an official part of the media company.
3. It needs policies and control systems on who and how can be a journalist criteria and allowed to cover the news.

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# **Attitude and Response to Capitalism Parents Children Display Advertising on Television in Preparing The Precious Characteron Child Education**

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## **PRELIMINARY**

Television in Indonesian society has functioned like a family friend. In the midst of the use of new media in the public internet media, television still serves as a medium of entertainment. The television show is very diverse including broadcast information, music and ads. The television ad is one of the shows that are not classified as eye main event. Ads are only presented as a distraction or present on the sidelines of the agenda of the core. Interestingly, these impress enough on the attention of viewers. Television ad that originally is as a distraction from the sponsor to introduce advertorial messages slowly has the function as entertainment. It is proven that the messages broadcasted in advertising of certain products often become popular to the public through the typical jargon of the creative product advertising department.

There are several things that make television advertising very interesting for viewers. In addition, providing information about the products, featuring today's lifestyle, and also entertaining, television commercials or commercials featuring characters have a role model for the viewers. So is the theme and the idea of the ad itself are the phenomena of everyday life that are close to people's expectations. As an example of a harmonious family life, youth active, healthy cheerful children and parents complete with attributes imply a pattern of contemporary life which is too modern and easy.

Television is one medium that has an advantage in advertising, because television appeal has caused an element of words, music and sound effects. In addition to these three elements, the television also has a visual element in the form of images. It is not only a drawing but live image is capable of inflicting a deep impression, and appeals to viewers (Effendi, 2000: p.177).

This opinion is also confirmed by Raymond Williams and Simon During quoted by Burhan Bungin. Television advertising medium has been raised within the context of a very complex yet clear, but contextual imagination; full of fantasy, but real (Bungin, 2001: p.122).

One interesting phenomenon on television ad impression is advertising child. Ad child is ads featuring children as commercials or involving them as an *icon* in delivering commercial messages advertised. Children appear as commercials to convey the message of products consumed by children such as milk, medicines, sweets, packaged foods, soft drinks, toys, school equipment, children's cosmetics, tourist attractions and so on. Some ads with a target market of adults also use the figure of children to deliver commercial messages, for example, electronic product ads, car ads, housing ads, paint ads, insect repellent advertising and so on.

The emergence of children in television commercials at the same time shows strong image of modern, the all-new, beautiful and not outdated lifestyle. These impressions also imply a characteristic of a society that has a certain class of rich people or groups of *the haves*. An ad impression child is assessed by parents, teachers, and NGO activists; child protection has deviated from the original functions that deliver the right information about the product children and parents. Children are deliberately involved in the ad with the specific purpose of the product owner to attract sympathy among children and parents.

In fact, children rated ads have featured the exploitation of children for the benefit of the media, markets, firms, and capitalist. Children are exploited for profit by involving them in delivering the message products of adults which they do not understand. Children also appear particular lifestyle class which means teaching the split with *fragmented* lifestyle. Kids are exploited by the capitalists as a means to reap as much profit or capital accumulation (Marhaeni, 2005, p: 125). Here's what the researchers mean by capitalism of children in advertising.



Capitalism is an ideology or doctrine that can make backfire for children. According to Calvinism Weber, capitalism must be able to overcome traditional attitudes and highlight the reality; it is reflected clearly in the ad. Ad shifting traditional attitudes serve saving, simple, into the hedonic attitude that prioritize spending. Reinforced also by Stuart Ewen as quoted by Ratna Noviani that traditional norms like puritan, ascetic, frugal, patient, steadfast, unyielding collapse in the industrial era (Ratna, 2002, p: 17).

Children as the successor generation of people are expected to be independent and keep the unity of the nation. The age of the children is the most sensitive period in the formation of the mind and the child individual. At this age, children are very impressionable through their minds or behavior towards their surrounding environment; no exception by television advertising impressions, and the general impression that the audience is also children.

Parental guidance is needed to accompany children when watching broadcast television advertising. Although these impressions at a particular time are devoted to deliver the message to children, the message was often not educating. For commercial, television shows deliberately package to meet the tastes of the market and meet the target of advertising.

Necessary attitude and positive feedback for parents guide children to behave wisely. Parents are required to educate children of noble character. Socio-economic factors or family relate significantly with parents' education as an important tool in building attitudes and responses to media content, which will then be forwarded to guide and educate their children. Socioeconomic level has independently created positive attention from parents to children's activities. Less educated people rarely read the newspapers, but often watch television. It has been observed that the middle class tends to favor educational shows, news and information (Jalaluddin Rachmat, 1991, p 2004).

Perception is the core of communication, the greater the cultural differences between the two, the greater the difference in their perception of some relations (Mulyana, 2001, p: 197). Perception is what will determine the establishment attitudes and responses. With this background, researchers are inspired to examine further how the attitudes and responses of parents towards capitalism ad impressions children on television.

Previous research on community perceptions of television advertising impressions conducted by Hartanto (2000) found that some cases of multivitamin, powerful drugs, condoms, and soapads are incorrect public perception in interpreting the ad. A similar study conducted by Sari (2007) concluded that there were certain perceptions of consumers towards advertising. The capitalism on advertising had been investigated by Marhaeni (2006) that concluded there had been a practice of capitalism among children in child ad impressions on television.

Research on the impact of advertising done by Tan (2007) concluded that “The personal experience of belief factor of ‘product information’ was positively related to A<sub>PRINT</sub> while personal experience of belief factors like ‘hedonic’ and ‘falsity / no sense’ were related positively, and ‘social image’ was negatively related to a<sub>TV</sub>. Research on the impact of rent was also performed in America by the Academy of Pediatrics (2006) which concluded that advertising had an effect for children and adolescents. This study was also reinforced by Bajde (2008) with the conclusion of the impact of cigarette advertising on teens.

This study attempts to go back to uncover the problems of capitalist on children’s advertising on television, which is how the attitude and the public response to the phenomenon of the ad.

The existence of the phenomenon of capitalism on children ad impressions in need of television media should become attention among older people. It is important for parents to understand their practices of capitalism in the children’s advertising on television because they are responsible for playing the function of parenting and education for their children. These problems become key issues that will be studied in this study.

- a. What are the forms of capitalism children in child ad impressions on television?
- b. What are the perceptions of parents of children in television ad impressions?
- c. How do the perceptions of parents play a role in directing children to watch television commercials?
- d. How do socio-economic factors play a role in shaping the perception of parents?

Because of the wide scope of the variables to be studied, the researchers limit the problem to:

- a. Impressions on childrentelevision advertising, which is defined as a child on television advertising impressions. This study is limited to advertising children in all national private television channels for three months from the start of the study.
- b. Ad child selected and referred to in this study is ads featuring children as an icon in conveying messages of commercial, but the researchers limit the types of ads that display only children with a message or show the lifestyle of children, or the visual dominance of a particular class.
- c. Parents as a research subject in this study are the parents of children in communities in the municipality of Semarang.
- d. Children referred to this study are preschoolers such as Play Group, and the children of Kindergarten and elementary school (SD) which are often used for the icon ads roughly aged 3 up to 13 years.

### **Research Sites**

In this study, researchers examine the attitudes and responses of parents of ad impressions. This study is planned to be done among the elderly in the community Municipality of Semarang. Taking into account the socioeconomic and geographic location, it is obtained the following considerations.

1. Semarang municipality has several national residence locations and large housing. The condition is relatively homogeneous societies with the status of jobs in the formal sector.
2. Relatively educated society and the views of the socio-economic level are in the middle socioeconomic level.

### **Research Procedures**

The type of research is qualitative research verification. It constructs as much as data obtained in the field. In this study, the role of the data is more important than theory (Bungin, 2007, p: 147).

The strategies used is quoted from Seiddel (Sutopo, 2002, p: 33), as follows:

No	DESCRIPTION
1	Noting that generates field notes, with its code so that the source data can still be traced;
2	Collecting, sorting, classifying, synthesizing, summarizing, and creating the index;
3	Thinking, by making categories of data that have meaning, searching for and finding patterns and relationships;and
4	Making its findings public

Stages of this research are entirely planned as follows:

No.	Preparation	Data collection	Data analysis	Preparation of reports
1	Determining the location of the study area: in consultation with community leaders about the condition of people or the elderly who have characteristics in accordance with the selection. Then choose some parents of the child who is deemed most appropriate for the case studies.	Collecting the data in the study area by observation, interview and record the document.	Conduct a preliminary analysis, when the data unit is complete enough parents.	The preparation of the initial report  Review report: meetings are held with less inviting more people who understand enough research to discuss the interim report has been prepared
2	Reviewing the houses as a test site to study the situation at a glance, as well as the possibility of choosing the appropriate informants, especially the parents.	Do a review and discussion of a variety of data that has been collected to carry out reflection.Specifies the data collection strategies deemed most appropriate, and to determine the focus, as well as deepening and consolidation of the data, the next data collection process.	Developing forms of data presentation, writing and coding matrix for further analysis purposes.	Repair reports, and structured as the final report of the study.

3	Develop research protocols, development of guidelines for data collection (questionnaires and instructions observations), and also the preparation of a detailed schedule of activities.	Organize data into groups for analysis, taking into account all the variables involved are illustrated in the conceptual framework.	Perform analysis of informants, and develop matrix.	Propagation report in accordance with the needs, and send it to the sponsor.
4	Selecting ad copy and to take them directly from the television media ad impressions child to be used as an ingredient interview.		To verify, enrichment and deepening of the data. When in the preparation of the analysis of the data was found to be incomplete or unclear, it is necessary to further data collection is more focused.	
5	Selecting and training research helpers to be able to accurately collect data and record is complete and correct.		Perform analysis. All analytical results informant united, and the grain structure developed for the arrangement of the data report.	
6			Formulate a final conclusion as the study's findings.	
7			Formulating policy implications as part of the development of the suggestions in the final report of the study.	

## **Data source**

Data or information that is most important to be collected and examined in this study are mostly in the form of qualitative data. Information is obtained and studied from multiple data sources. Types of data sources used in this study include:

### **Primary data**

Primary data in this study are obtained from:

- 1) Informant consisting of parents of children
  1. Documents record the results of television advertising impressions which contain elements of the capitalist.

### **Secondary data**

Secondary data in this study are obtained from:

1. Activities, namely the activities of parents in the educational process which are assisting and directing children when watching television at home
2. Archives and official documents television media, the data on the parents of children.

## **Analysis and Data Collection**

Mechanical analysis is conducted by using an interactive model (Miles & Huberman, in Sutopo, 2002, p: 186). In this analysis model, there are three components: data reduction, data presentation, and drawing conclusions or verification. Activities are conducted in an interactive form with the data collection process as a cyclic process. Data reduction is a process of selection, focusing, simplification and abstraction of data from field notes. This process takes place during the course of the study. Data reduction is done by making a summary of the field notes. Researchers also make coding, concentrating theme, define the boundaries of the problem, and also write the memo. The presentation of data is organizational assembly information whereas the description is in narrative form which allows the conclusion of research to do.

Presentation of data other than in the form of a narrative sentence, also matrices, drawings or schematics, network connection and activity tables. The conclusion and verification carried out since the start of data collection by

recording rules, patterns, statements, configurations are possible, the direction of causation and various propositions. The conclusions need to be verified in order to truly be accountable to do repetitions activity for the purpose of stabilization, search the data back quickly or discussion.

In the process of this cycle remain engaged in the activities of researchers between the components of the analysis with the data collection during the data collection process is still ongoing. Then the researchers only move between the three components of the analysis after data collection is completed.

### **Data collection technique**

Then in accordance with the form of qualitative research and also the type of data sources used, data collection techniques used in this study is

#### **1) In-depth interviews (in-depth interviewing)**

This interview is very flexible and open, the question is not structured, not in a formal atmosphere, and can be done repeatedly on the same informant (Patton, in Sutopo, 2002, p: 184). The questions asked can be more focused so that information can be collected more detailed and in-depth. Leniency and flexibility in this way will be able to scrape honesty informants to provide factual information, especially with regard to feelings, attitudes, and their views on child advertising on television. And interview techniques will be conducted on all informants.

#### **2) direct observation**

Observations in qualitative research will be done by direct observation in which researchers selected parts passive role of direct observation (Spradley, in Sutopo, 2002, p: 185). In observation role of this research, observations conducted with the event, the presence of researchers at the site will show the role of the most passive, because his presence later as a stranger had obviously would note is observed, and however it had an impact on the observed (Sutopo, 2002 case: 65). Direct observation of this will be done by way of informal (Sutopo, 2002, p 66). Direct observation aimed to observe directly the activities of parents and children, family environment and the environment of play. Also activities when they watch on television advertising of children at home.

Formally researchers will analyze official documents such as record television ads from the ad copy private television station and ask the

perception to the informants who are in work or school in accordance with the activities of the child's parents. Informally that visit in a family environment, socialize in informal interviews with the parents of the child and observe the surrounding area activities parents and children.

### **3) Noting document (*Content analysis*)**

This technique will be made to collect data from archive documents and advertisements contained in the television media, and data from interviews with parents.

Archives of television media in the form of advertising copy will be analyzed by the method of discourse analysis. In the analysis of discourse researchers are trying to uncover something that is implied behind the ad impression, whether in pictures, music and words. The analysis will be directed to reveal the values of capitalism in the children's broadcast advertising.

Family data would be needed to strengthen our analysis if found to be a parent discount data about the actions of their children, either in the form of achievement data, behavior or remarks that could strengthen primary data

### **4) Footage techniques (sampling)**

Qualitative research tends to use a technique that is selective snippets with judgment based on the theoretical concepts used, personal curiosity of researchers, empirical characteristics, and others. Therefore, it is "purposive sampling", or snippets "criterion-based selection" (Goetz & LaCompte in Sutopo, 2002, p: 185). In this case the researchers will select informants were deemed most know, so it's likely choice of informants can develop according to the needs and stability of researchers in obtaining the data (Patton, in Sutopo, 2002, p: 185). Such footage is more likely as an "internal sampling" (Bogdan & Biklen, in Sutopo, 2002, p: 185) that gives the chance that a decision could be taken so researchers have common thoughts that arise about what is being studied, with a ready will speak, when need to do a proper observation or sampling time, and also the number of documents to be studied.

### **5) Data validity**

To ensure and develop the validity of the data to be collected, in this qualitative study using the technique of the validity of the data that



triangulation techniques. Of the four types of triangulation techniques, which include data triangulation, researcher triangulation, triangulation methodological and theoretical triangulation, (Patton, in Sutopo, 2002, p: 186) will be used triangulation or a triangulation of data sources. Been this way for directing research in order to collect data, he is obliged to use a variety of available data sources. This means that the same or similar data will be more stable if the truth be extracted from several different data sources. In this source triangulation techniques will also be able to use one type of data source, for example informant, but some informant or informants who used to be a group or different levels. Triangulation sources that utilize the type of data source that is different, the emphasis is on different data sources rather than on data collection techniques. How triangulation other sources can be done with the information from the sources specified, from the condition of the location, of the activity that describes the behavior of people or citizens or from sources such as notes or records and documents containing records relating to the intended data researchers ( Sutopo, 2002, p: 79).

In this study later because the informant was a parent, the researchers will use a variety of data sources available, so the same data will be sought from multiple data sources.

## **RESULTS AND DISCUSSION**

Reinforced by the theories of socio-culture of mass communication expressed by George Gerbner and his colleagues believe that because television is owned by almost everyone, the effect becomes like looking at the world the same way: Television is a centralized system of storytelling. It is part and parcel of our daily lives. Drama, advertising and other programs on television brings the world relatively coherent with images and messages similar to any home. (Littlejohn, 2001, p: 435).

This theory envisages a different state in the social reality of a heavy addict television with the audience that was mediocre. The addict will hold on reality as aired on television, though not necessarily reflect the real world. (Littlejohn, 2001, p: 36). Even different groups affected differently growth anyway, Explained interactions with others affect the tendency to accept the reality of television. Young people who interact with their parents on a television show is not affected by television images compared with younger children who do not discuss television with their parents.

(Littlejohn, 2001, p: 437). Interaction with other people, such as parents and teachers will affect the child's perception of the media impressions.

In the perspective of human nature theory states that humans have the ability to rationally and decide when receiving stimulus response. Humans are able to rationally consider the stimulus that comes to him and to look for solutions in a rational way. (Deddy Mulyana, 1996, p 45).

Furthermore, as the audience research studies that are new again in the field of science communication (Oliver Boyd-Barrett, 1995, p: 498), seeing human beings not inanimate object that easily influenced by the mass media. Humans can take the initiative to do something about media messages, ie the selection or selections can be made public to the media. Audiences then select the messages that launched the mass media. While the theory Utilitarian (Jalalludin Rachmat, 1993, p: 49), looked at individuals as people who treat every situation as an opportunity to obtain useful information or new skills required in the face of life's challenges. In this theory, life is seen as a challenging field, but can be overcome with the relevant information. Here the audience is actively select the program.

The above opinion focuses on the audience's attention. Audiences have a notch more than the message itself. Therefore why audiences have responded. While on the other hand media and behavioral theory states that the media has an influence on people's behavior changes (Denis McQuail, 2002, p: 100).

Next on rent. The first emphasizes the theory of advertising messages periklanann is the most *persuasive* sales directed to prospective buyers with the most potential of the products of certain goods with cheap-cheap fees (Jefkins, 1997, p 5). Advertising is the communication process, in which there are: *first*, the person is referred to as the source of the emergence of advertising ideas; *secondly*, the media as a medium, and *the third*, the audience (Bovee in Bungin, 2001, p: 123). The main characteristics of advertising is very large in number and clearly driven by the interests of the sender, rather than the interests of the recipient. Although advertising has always planned on purpose, but the objective can be varied (Mc Quail, 1987, p: 264). The three aspects of advertising substantial namely:

1. Their expenditures by sources that can be identified
2. Nonpersonal and persuasive form of communication
3. Through a variety of media (in Marhaeni Schewe & Smith, 2003, p: 86).

Good advertising purposes must be able to demonstrate the relationship of the level of direct sales. However, ads can not directly affect the level of sales. Rhenald Kasali, 1992, p: 46). The fact of the impact of advertising is also stated by Al Ries. According to him this is the era where advertising is already lacks credibility. Al Ries looked at advertising has lost its function to increase sales, but it does not mean that periklan will disappear, but the function of advertising has been transformed into art functionality. It is said that when a loss of communication techniques functional purpose, he turned into an art form (Al Ries and Laura Ries, 2003, p: 13).

Furthermore, about capitalism. Capitalism by Karl Marx is dedicated to the production activities conducted market by both individuals and together with the aim to make a profit. As according to Weber was quoted Peter L. Berger capitalism implies actions that involves a great individual control over the sources of comprehensive financial and generate wealth to the master as a result of speculation, money lending, commercial enterprises, piracy and war (Berger, 1990, p.18). The term also refers to the term capitalism formation *class system and individualism*. Berger said that the *class* is the ladder of success for capitalism. What is meant here is a group class that received the privilege of his role in the production process as well as shaped by the public interest and cultural characteristics are the same. A class society is a society where class is the dominant form of stratification. Lloyd Warner was quoted Berger also added that the cultural dimension of this class appear in lifestyle.

In the world of advertising to meet the ambitions of the capitalist is then built jargon ads. For example capitalism has pushed to make advertising as imaging medium. The advertising creative believes that the advertisements were great and the powerful imaging will influence viewers (Tomagola, 1998, p: 333). Imaging technology has been a mainstay of moralists capitalist jargon. And aesthetic commodities and commodification purely aesthetic rooted in capitalist moralist has operated on an ideology that, all things must be “all new” and “all the young” and plus “greatness”. The new product has become a lifestyle. Likewise, the term “greatness” we have to have a product that “pitch” or “most” kindest, most wonderful, most beautiful, and so on (Idi Subandy, 1997, p: 362).

While the theory of perception in the disciplines of psychology known as attention (*attention*). Attention is actually a condition for the occurrence of perception or preliminary step will be the willingness of the individual doing

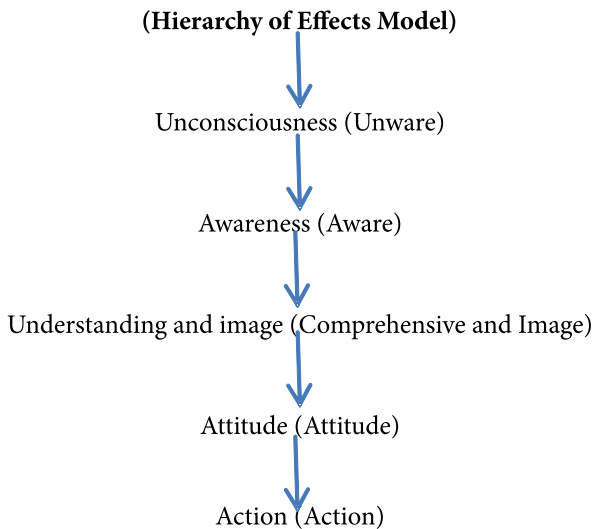
the perception. Attention occurs when the dominant consciousness on certain stimuli, or in other words, the activity of the soul which is directed at an object something both inside and outside of himself. Another understanding defines attention as centralization or concentration of all individual activities directed to one or a set of objects.

In the process of perception that any stimulus will comeform a picture of the human soul that does not disappear after the observation is done, it's stored in the individual soul which will be imagined and responded back. So imagine the process and respond to a stimulus occurs after an extensive vetting process is completed and live impressions alone. This function is in psychology called the response function is defined as a picture memory in the human psyche that occur after the object being observed is not to be longer in time and space observations.

Perception in the disciplines of communication closer to the opinion of Brian Fellows says that perception is a process that allows an organism to receive and analyze information (Mulyana, 2007, p: 180).

To perceive ads with Dagmar approach known method of communication process

### **Process Communication Model**



(Rhenald Kasali, 1992, p: 52)

The process of understanding the ads using elements in a formula consisting of AIDCA

1. Attention (attention)
2. Interest (interest)
3. Desire (needs / desires)
4. Conviction (trust)
5. Action (action)

(RhenaldKasali, 1992, p 83)

In the case of the formation of perceptions, social and economic factors will affect the formation of perception. Socio-economic factors can be the foundations of the perception of parents in understanding their understanding of capitalism in the children's television ad impressions. From the understanding of this perception will be the basis for the formation of attitudes and responses of parents.

### **Conceptual framework**

Framework above starting from the issues raised in the study of how the perception of parents towards capitalism ad impressions children on television. First the phenomenon of children's advertising impressions containing capitalism. Ads watched by viewers that parents with the purpose of influencing, either at the level of cognitive, affective or psychomotor. Instead of ad impressions kids though it will be perceived among older people. Perception will affect the attitudes and responses of parents in educating children. Attitudes and responses of parents in their children's education will be influenced by socio-economic factors.

This study aims to determine whether the understanding of parents about capitalism in television advertising child is able to give effect to the discretion of parents in educating children of noble character. The first part will discuss about the understanding of parents of children on television advertising capitalism, the two discussed the concept of education of children of noble character by the respondent and the third section discusses the policy of parents in educating children is associated with the understanding of parents of children in television advertisements capitalism. The results were as follows:

### **a. Understanding of parents about child ad capitalism**

Fifth informants understand more about their child on television advertising capitalism. They argued that capitalism ads will encourage people to be consumptive. And led the audience to purchase products that are not needed. This understanding shows the awareness of parents that real children's advertising on television loaded with capitalism. Since early child be directed to private consumption. Kids can not distinguishing between real needs and desires arising from watching commercials on television. Respondents agreed to declare the children's advertising on television more negatively charged instead of positively charged. If premature since children can not distinguish between real needs and desires of the child's life in the future will grow into a labile, consumptive and wasteful. Children's advertising laden capitalism is not only related to the product offering of consumer goods. Ad child also begins with the persuasion of important tidk something must be done. For example, before offering the importance of the holiday to a certain place, the ad will begin with the story of the beauty and importance of school libuarna season vacation to a certain holiday. At a later stage then the ad invites children to a vacation somewhere. Ad products are also often associated with the telenovela, a movie or a cartoon which was followed by the appearance of a product. For example, in television was airing the animated film Frozen or Soap Opera Street Children was followed by a second pictorial impressions diverse products such as bags, clothes, shoes and other products. Ad tries to enter and modify lifestyle of the child so easily directed to buy the product. The respondents understand this groove and children aware of the dangers of capitalism ads on television.

### **b. he concept of children's education**

The concept of education of children raised by respondents is about the same, namely to make their children a person who balanced between the science of religion, science, has character. To achieve this goal they judged that religious-based education is the right choice. They chose a school with a religious curriculum as a foundation for the education of their children.

### **c. Policies parents in educating**

Policies of parents in educating children to realize the education of children of noble character was challenged by the presence of the strong

influence of television. Therefore the discussion about the policy of parents in educating children in this study will be focused on discussion about the presence of television in the home, caring parents when children watch television and parents about the ethical policy of the spectacle to be watched by children.

The consequences of the presence of a television in the house is orang parents to be willing to accompany children to watch. Mentoring is important in order for a child to watch received a briefing on the contents of the display. Although an event reserved for children does not mean it overall good for the child so that assistance when the watch is still needed. For example, a cartoon show devoted to the child or children's advertising turned out to contain a payload that is not good for children. Violence, konsumtifisme and other bad influences appear in a special program for children.

#### **d. Just watch a particular event**

One way to keep children from the adverse effects of television shows is to limit the types of impressions to be watched by children. Respondents stated that they only allow their children to watch cartoons and other impressions. This restriction is important that children can share their time in the school, learning, lessons, play and social life in the neighborhood. Selection limiting the types of impressions to be watched by children as well as an attempt to alienate the child from the effects of television shows.

### **CONCLUSION**

1. Respondents realize capitalism children's advertising on television
2. Capitalism children's advertising makes children become consumptive
3. Respondents realize the importance of mentoring children when watching television

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# **Media and Cultural Industries Production**

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## **BACKGROUND**

Information is the integral part of human life. Wherever man is, the information will be continuously hit man. So that the information presented by the media massa change behavior of human social life, including culture change or give birth to a new culture in the midst of human life. Information received human derived mostly from the mass media. The media with various forms such as print (newspapers, magazines, etc.), electronics (television, radio) and online (website, social media). The mass media is the result of a media industry continues to grow. In Indonesia, the industry has developed since the end of the 1980s that reached its peak in the era of reform. In the last fifteen years, the growth of the media industry in Indonesia has been driven by the interests of capital which leads to oligopoly and concentration of ownership.

For the media industry in Indonesia, there are 12 major media group controls almost all media channels in Indonesia, including broadcast, print and online media. They are MNC Group, the Kompas Gramedia Group, Elang Mahkota Teknologi, Visi Media Asia, the Jawa Pos Group, Mahaka Media, CT Group, BeritaSatu Media Holdings, the Media Group, MRA Media, Femina Group and Tempo Inti Media. MNC Group has three television channels free-to-air, the most ever owned by the media group, also 20 local television networks and 22 radio networks under their subsidiary, Sindo Radio. Jawa Pos Group has 171 print media companies, including Radar Group. COMPASS, the most influential newspaper in Indonesia, has expansion network by setting up a content provider that is Kompas TV, in addition to 12 radio broadcasting under its subsidiary

Radio Sonora, and 89 other print media company. Visi Media Asia has developed into a powerful media group with two terrestrial television channels (quiz and AFP) as well as online media are growing rapidly [vivanews.com](http://vivanews.com). A media company under the Lippo Group, namely Berita Satu Media Holding, has set up Internet Protocol Television (IPTV) BeritaSatu TV, channels, online media [beritasatu.com](http://beritasatu.com) and also has a number of newspapers and magazines.

For the media industry abroad, some names such as Rupert Murdoch has Fox TV, the New York Post, London Times, Nickelodeon, Steve Jobs (Iphone, Ios), Bill Gates (Microsoft), Jordan Levin, (Warner Bros. Entertainment), Terry Semel (Yahoo, Warner Bros.), Howard Stinger (Sony Corp. of America), Michael Einser (Walt Disney, Capitol Cities, News of the World), Brian Graden (MTV). The media industry is built with the spirit of capitalism would produce a message or product oriented media capital increase. Evidence for capital-oriented media products is the amount of commercial advertising and the influence of advertising in the determination of a majority of the content media program Perhaps most media contents are not explicitly supportive of. But subtly messages capitalism that led to the behavior of the consumer society is inserted through the telenovela, gossip show, a quiz with prizes, SMS polling and so forth.

In addition to messaging / media products that pro-capitalism, on the contrary there are also anti-capitalist media messages that will be received by the audience. Messages can be shaped anti-capitalist critique of messages / media products of capitalism or of capitalism by the media. The mass media can expand the horizons of thought. Also, can concentrate mass media attention. Concentration can be performed when a culture eroded by globalization and modernization, so in this case media can deliver impressions to strengthen their cultural presence tersebut. Apart the media massa capable increasing community aspirations through information which aired, will indirectly cause aspiration or desire of society (Paul et al, 2013).

Based on the advantages and the important role of media massa, if the existing information be delivered continuously conducted through the mass media it is sooner or later will be able to affect mindset people who will continue to the social changes in behavior.

Social change is one that affects concept development social systems, including social values, attitudes and mindset group (Selosumarjan in Rini, 2011). Sosial change occurs because their willingnwee community members to abandon cultural elements and systems sosial old and began to switch to using element social or cultural elements of the new system. The factors driving social change one of which is participation from the mass media (Daniel Lerner in Rini, 2011). Variations in the mass media are increasingly diverse newspaper, tabloids, radio, television, internet, social media (facebook, twitter, instagram) and lainsebagainya certainly a large impact on the phenomenon of social change in the community. Added to this are no limits or control of the state of the press, causing massive community and can immediately access all information conveyed by the mass media that they are positive and negative. Through the freedom of the mass media is gradually bring people into the patterns of the new system.

The influence of the mass media to social change in thinking and behaving strengthened by the presence of three paradigms stating that the mass media are agents of change. Paradigms, among others: first, the mass media as an institution lightening society has a role to educate the public, think open and create an advanced society. The mass media as a medium of information every day convey information to the public. The mass media as a medium of entertainment and mass media as agents of change media institutions every time a mouthpiece culture. Social change as a result of the contribution of the media massa can include some context. As for social change lately is social change in cultural context. When correlated with the paradigm of mass media as an agent of change, the relationship between the presence of mass media and social change in the context of the paradigm budayamenggunakan which the mass media as a medium of entertainment.

Whatever is produced by a medium with its program will be accepted by the public as a value, in this case the value of culture. Media power in this case is none other than the media with the aim of constructing reality one of which is the financial gain of the public who consume all kinds of commodities offered. According Sunarti, 2003, the cultural industry perspective, "that popular culture is a culture that is born of the will of the media" (Sunarti 2003). It is considered that the Media has been producing

all kinds of products of popular culture that is influenced by the culture of imports and the results have been disseminated through a global network of media up people unconsciously absorb it. The impact of it, causing born behaviors that tend to invite a million questions, because the presence of popular culture in our society, not separated from its parent media that had given birth and upbringing.

Media in carrying out its functions, as well as a disseminator of information and entertainment, as well as the creator and controller of the institution market in an environment of commodity products masyarakat. In operation, the media is always instill ideology on each product to be provoked by propaganda target object is hidden behind the impressions. As a result, the product type and in any situation that is produced and distributed by a media, will be absorbed by the public as a cultural product, and it has implications for the process of the interaction between the media and the public. This incident took place continuously until the birth of a new culture. Popular culture will continue to bear and show something new cultural forms, as long as human civilization continues to transform the environment following the lap times.

For a cultural change as a result of media exposure massa can seen from a loss of form or communication patterns Minangkabau society, especially young people. Formerly, in Minangkabau, every child is taught how to communicate that “Tau in kato nan Ampek” (see the word four) or “Road nan Ampek” (street four). The four said it was Kato mandaki (word climb), Kato malereang, kato Mandhatri (horizontal) and kato manurun (downhill). Kato Mandaki an expression or how to speak and behave to people who are more tua. Kato mandaki words and attitude are addressed to older people as if talking does not yell, do not rough, listen to the advice of parents, not denied talks or said teaching. Expression of this hike is the way the association to an older person like a child to his parents, nephew (niece) to the mamak (uncle), pupil to teacher and brother to kak

Kato malereang (slope) is an expression of attitudes, actions, and how to talk with people we respect him, respect. This expression is intended in daily communication between mando jo sumando (husband's sister and another man, who are husband and family environment or tribe), ipa jo run out (in law and besan). Kato manurun (words decreases) expression that describes how where how

to behave, speak to a younger person dengannya. di mean also to the action nurturing, loving smaller than us. This kind of communication used by the parent to child, teacher to pupil, mamak to nephew. Kato Mandhatri (horizontal word), is the act or acts, how to talk to an equally large. Communication patterns are used to playmates, where mutual respect and the respect of peers.

The phrase kato nan ampek or also called The Four words have become the hallmark of the Minangkabau community association ancestors to the present day. Minangkabau people will be very angry if called Tau Dak Nan Jo Ampek (Never Know by The Four) or so-called photo Baradaik (Not Civilized). How Mass Media influence on cultural change in Minangkabau? To determine the influence of mass media on cultural change in Minangkabau. The scope of this paper is related to the media industry, mass media, cultural changes in Minangkabau.

### **Theory of Mass Communication**

Process communication using mass media such as print and non-print media such as newspapers, magazines, while the non-print media such as film, radio and internet. The process by which media organizations create and spread the message to the audience a lot of (public). Mediamassa will disseminate messages that will affect and reflect the culture of a society, then this information will they present simultaneously at widely diverse audiences. Therefore, media massa into part of a powerful institution in society. In mass communication, mass media become the sole authority to select, produce the message and deliver it to the audience.

According to Bitner (Rachmat, 2003: 188) mass communication is a message that is communicated through the mass media on a large number of people (mass communication is the message communicated through a mass medium to a large number of people) of these definitions can be in the know that mass communication should using the mass media. so even if the communication was delivered to the audience much like a vast field that rallies attended by thousands of people. If not using the mass media then it is not the media. Media which includes the communications media are: radio broadcasts and televisi both known elektronik. Surat media magazines and publications, both called the print media. Definition of mass communication by Gerbner (1967) "Mass

communication is the tehnologically and institutionally based production and distribution of the most broadly shared continuous flow of messages in industrial societies” mass communication is the production and distribution are grounded in technology and institutions from the current message is continuous and the most widely owned in industrial societies (Rakhmat.2003: 188).

So of the two above definition that mass communication is communication that is delivered through the mass media that produces a product in the form of the communication messages. The production is distributed to the audience continuously within a fixed time, such as daily, weekly, monthly and so produce a message can not through individuals but should require a specific technology so that the mass communication will be done by the community. While the characteristics of mass communication, according to Elizabeth Noelle Neumann in the book Jalaluddin Rachmat, 1994 is as follows:

1. Characteristically indirectly, that means having to go through the technical media.
2. It was one-way, meaning there is no interaction between participants of communication.
3. Characteristically open, meaning that aimed at the public unlimited and anonymous.
4. Having public are scattered.

When popularize a product of culture, the media play a role as a disseminator of information according to its function and forming public opinion, which later developed into a uniformity of opinion and taste. Consequently, whatever is produced by a medium will be accepted by the public as a value, in this case the value of culture. The problem is, during these popular cultural stigma that comes with it is a culture that tends to create an image that simply meaningless, superficial and not valuable. Media power in this case is nothing but the media in constructing reality is a reality that is constructed based system that is engineered by the media with the aim of one of them is financial gain from the public that consumes all kinds of commodities offered.



## Understanding Media

The mass media interpreted as a tool, an instrument of communication that allows a person to record and send information and experiences quickly to a wide audience, scattered and heterogeneous (Ahmad, 1992: 10). Rowland Lorimer and Paddi Scannel (1994: 22) defines the mass media more broadly by associating with the functions and role of the media. The mass media as a means of mass communication have the following elements:

1. The mass media is an activity of mass communication-oriented based media content.
2. The mass media uses technology configuration (television, radio, videotex, magazines and books).
3. The system of mass media, whether formal or non-formal (concerning the media system, the central office, publishing system, and so on).
4. Operated under the provisions of the law and an agreement between professionals and practitioners, audiences and social trends of the society;
5. Published by the group consisting of: Capital owners, editors, distributors, advertising and customers;
6. Convey information, entertainment, thoughts and symbols
7. Addressed to the audience a lot.

Media management determine the orientation of the media. Owners of private sector, in profit-oriented, public sector ownership is being subsidized by the State or a merger between the private and the public. Meanwhile, the operation of the mass media under the provisions of the laws, regulations and agreements. This is to guard against the negative bias, such as copyright infringement and legal intelektual. Ketentuan also useful for organizing tax and subsidy distribution.

The mass media is influenced by a variety of segments, including business considerations, the government's influence with the orientation of the political problems, the effect of the legislation in force, influence the tendency audiences and influence of media owners as well as professional. The mass media, in addition to conveying information, entertainment, impression-impression and symbols Also based on the orientation of the media. However, in principle, the mass media scattered intended for mass audiences, large and spacious.

## **Intercultural Communication Theory**

Intercultural Communication Theory or Also known as Cross-Cultural Theory (Cross Cultural Communication). A society is a complex social system consisting of a large number of diversity. Separated geographically, accompanied by interdependence Among individuals, between groups and between organisasi working to Achieve the goals related. Society each other, as well as other social system is created, defined and maintained through communication.

E. B Taylor in Soekanto (1996: 55) Gives a definition of culture is: "Culture is a complex that includes knowledge belief, art, morals, law, customs and other capabilities acquired by man as a member of society". Selo Soemardjan and Soelaeman Somardi in Soekanto (1996: 55) defines "culture as all the work, taste and creativity of society. While Koentjaraningra, Cultural Studies derived from the word "Colere" "later" culture ", defined as all the power and activities of humans to cultivate and changing nature (Koentjaraningrat in Soekanto, 1969: 55).

### **Forms of Cultural Change.**

Associated with the development of mass media, Wilson (2002), divides the stages of cultural development on:

#### **1. *Stage Elitist.***

Some period of time ago, the culture was divided into clear categories, namely Cultural Elite (Elite Culture) the culture of well-educated people, aristocrats and the elite. Culture sometimes categorized as high culture (high culture). To less than 200 years ago, there is a difference and the separation between high culture and other cultures that is the culture of the farmers, which is known by folk culture (folk culture). The elite class, are people whose lives are surrounded by art, books and music klasik. Farmers with folk culture, in direct contact with the carnival in the streets, songs and folklore popular.

#### **2. *Tahap Stage.***

In the 19th century, the difference between the People's Culture and Cultural Elites become blurred with the construction of political democracy, public education in the masses and the Industrial Revolution. These forces that created the Popular Culture and Mass Culture. The

existence of the mass media also stimulate Popular Culture (Staubhaar and La Rose, 1996: 4). Popular Culture, Ray B. Browne is defined as:

The cultural world around us. Our attitudes, habits and actions; why we act how we act. What we eat, wear, buildings, roads and means to travel, out entertainment, sport, our politicts, religion, medical practices, our beliefs and activities and what shapes and control them. It is, in other words, to us what water is to fish; it is the worlds, we live in?

(The face of the world around us. Our attitude, habits and behavior; how we act and why we act. What we eat, wear, buildings, streets and what the purpose of our journey, entertainments us, sports, politics us and activities, what form and how to control it. In other words, like water and fish that can not be separated, as the world in the which we live).

The use of the term popular culture portrayed as everything that surrounds our lives every day. Popular culture culture with the which we are guided towards fashion, fashion, and all the activities that we do. Culture Popular Culture roomates IS ALSO called the Mass, made possible by the combination of industrial technology and economics, entered mass production culture to a large number of audience. Cultures were maintained for a long time by people who are educated and the wealthy elite, became a cultural product mass through books, newspapers, magazines, records, CDs, cinema, radio, and other mass media , Due to industrialization media is essentially the creation of mass culture. Paul Willis (1990), named the mass media as “media culture”, because it implies a mass media source “resulted in a missal” messages sent to “mass audience”. In the minds of some critics, this condition has created “mass culture” inferior (Paul Willis in James Lull, 1998: 194). The strength of large mass media in transforming these messages, so it is not an exaggeration to call the McLuhan “the medium is the massage” (the medium is the message) (McLuhan in Rowland Lorimer, 19904: 4).

### **3. *Phase Specialization***

Phase specialization began in the late twentieth century is marked by numerous US media breakthrough in reaching this stage. This stage futurologist Alvin Toffler described as “demassifikasi mass media”. At this level, the mass media is consumed piecemeal by the population, each

person with their own interests and cultural activities. This condition is possible with the many choices of society towards the media, as well as for television, for example, one can choose a program that favored just by pressing a remote control. Although, this context is not evenly distributed throughout the country in world. For Countries that have not yet Reached the stage of development as the State Americans, its stages are still at the stage of the popular (Stan Le Roy Wilson, 1993: 4- 6).

Another form of cultural changes caused by the mass media is that the media creates cultural imperialism and cultural power (Staubhaar, 1996: 138-139). This is possible because the mass media today is easy to break through national boundaries and cultures (Lull, 1998: 136). With this power, the power of the Western media that was driven by American transnational corporations, have monopolized the world of communication to such an extent, that is very detrimental to the economy and identity of nations less powerful (James Lull, 1998: 136). Monopoly is made possible by powerful countries against countries that are less powerful, among others, are also caused by the lack of subsidies from local authorities to broadcast television programs. The solution of this problem is that they have imported broadcast at a cheaper price than producing sendri, and be a film series such as Dallas, consumed almost the entire world (Joseph Staubhaar, 1996: 138-139).

Cultural domination also stated by Lull, that the sale of “pop culture” is rapidly becoming a major industry, especially in the United States. Towards the 1990s when advances in communications technology advancing by leaps and bounds, transnational companies re-gain the most benefit materially enhances the capacity to collect, store, manage and send information. Transnational corporations gobble up all the satellite channels, a powerful mainframe computer, and multi-media configuration to facsimile machines, voice mail systems and mobile phones. By using sophisticated communications technology, transnational corporations monopolize the flow of information internationally, colony Third World cultures are not helpless in that way (James Lull, 1998: 143-145). The role of the mass media in cultural change, further advanced by Lull (1998: 186-192), as the role of transculturation, hybridisation and indigenization. Transculturation, refers to a process by which cultural forms are literally moving through space and time to interact with other cultures, mutual

influence and generate new forms of culture. Transculturation process generated by the process of physical movement of people from one geographical location to other geographic locations. But now, crossing cultures more possible by the mass media and the culture industry. Modern technology rebuild cutting essential cultural distance, ie, space and time. With information technology, transmitting, receiving information and entertainment from one part of the world to another world to produce synthetic-synthetic new culture.

Meanwhile, transculturation produce hybrid culture, namely the unification (fusion) of cultural forms. The forms and genres hybrid by definition can be said of Pop Culture (Lull, 1998: 187). Indigenization, is part of the hybridization. Indigenization meant that the cultural forms of import accept local elements that stand out. This can be seen for example on certain types of music into Indonesia and emerge as a new kind of music. For example rap music, which liirknya already referred to the personality, the conditions and the local situation in Indonesia.

## **CONCLUSION**

From the description above, the media industry that gave birth to the mass media to give effect to the social life of the community, one of which is cultural. What happens in Minangkabau, West Sumatra, where youth and no longer ignore or use the idiom Tau in Nan Ampek (Know the four) as the communication patterns are always held in high esteem by the people of Minangkabau, West Sumatra. Changes due to the influence of the mass media that continually throws Minangkabau society.

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# **ETHNOGRAPHIC NEWSROOM TELEVISION STATION OF CORRUPTION NEWS EDITORIAL ON METRO TV**

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## **Background**

Television station in Indonesia which is eminently focusing on news programs on television station is Metro TV. Metro TV had claimed long as a television news station in Indonesia since it was inaugurated by the third President of the Republic of Indonesia Abdurahman Wahid on 25 November of 2000. Apart from that, there is also a claim in Indonesia as news television called TV One which took over the name of Lativion 14 February 2008 and Kompas TV as a TV news aired on 9 September 2011. Television news station is highly essential in Indonesia due to the development of the mass media industry now at its peak. Investment in the broadcasting industry is supported by the community needs to get information quickly and newsworthy.

Indonesian society began critical to select and determine the source of the information. Unlike in the New Order era, people are not given the option to acquire information only from TVRI station owned by the government as the source of information is audio visual. Editorial news on television remains vital, because the editors are the horns of a television station to convey the information which is required in the regular news program every day. News program is typical of the television station today. Instead of the television station claim as a television news station. Newsroom is where all the elements of the television news production is packed. The editorial team to struggle with many activities related to exploration, collecting and packaging of news that will be conveyed

simultaneously through the broadcast media in audio visual. There is a culture in the newsroom of television news station. The culture formed by practices that occurred between the editorial team news.

Newsroom culture created in television news station namely, Metro TV, TV One and Kompas TV, that can be described as an editorial team that meets the completeness of the organizational structure newsroom. Elements of editorial news television station have a competency as television journalist, in accordance with the experience and ability in the activity television journalism. Consequently, cultural communication is occurred which structured and well-plan in the arrangement of a television news production. Indeed in the production of regular news aired every day. Cultural communication that happens is a process for producing television news. Television stations in producing the news tied to the systematic production of pre-production television news, production and post-production. In this activity, the editorial team will understand the responsibility as a member of the editorial team as well as the obligations as the editorial team. In this case, a great responsibility as an editorial team that has the authority deliver a message with the rules of journalism and ideologies that are owned by broadcasters that specializes as a television news station.

Professionalism in the field of television journalism is at stake on each self-editorial team of television news station. Idealism defended the editorial team to convey a message of truth. Corruption news is committed by officials in Indonesia which can be described by various interests, whether political, social and economic. The idealism of television news editorial team is maintained in order to avoid imbalances of interests. Idealism is to uphold truth in any submission of television news.

### **Research focus**

Ethnographic Research Focusing on News Editorial Production of Corruption in Television News Metro TV. “How Ethnography Newsroom Production on Metro TV”?

### **Literature Review**

In the journal entitled *Ethnography and News Production: New (s) Developments in the Field* By Simon Cottle from Cardiff University,



published in international journals of 2007. The Author Journal Compilation © 2007 Blackwell Publishing Ltd. Ethnographic study of news production provides invaluable insights on the environment and the determinants of news production and should be improved in the future. The theory of news media and previous studies more down to earth with a variety of probing activities, daily routines, bureaucratic nature, competitive ethos, professional ideology, resource dependency and practices of cultural activities in the newsroom media. Today, in the era of globalization of news production and journalistic practices and ethnography rapidly changing news production is still important to clarify and understand the complexities that occur in the newsroom. This article provides an overview of the study field on news production and mark the case why the ethnographic studies need to be done in the future. It describes past studies and their findings, reflecting the fundamental strength and the gaps open, ethnography as a method of research, finally considered as new developments in the field of activities and challenge to emphasis on academic researchers. Study of news production related to professional practice provides in-depth understanding of the nature of contemporary journalism community. The productive editorial team, full of enthusiasm, such as, routine activities, bureaucratic nature, competitive ethos, professional ideology constructed on the dependence of news media and cultural practices. The study 'behind the scenes' is as an expression of gratitude to all the media personnel, to understand the unusual workings especially the news media and the editorial team involved in the field of social power and cultural.

Generating claim and generalization about the news media, for example, (i) The argument about elite control over the news media and the output, (ii) a claim of media conspiracy involving the news media, (iii) the social composition of media performance based on the demographic characteristics of the recruitment of journalists, (iv) economic politics arguments about how news shaped and constrained by market forces, (v) the theory of cultural studies and discourse analysis is embedded in a text message, (vi) the postmodernist speculation about the meaning through the media spectacle. An depth overview of news production and news makers.

## Research Methodology

This research utilized qualitative research methods, because researchers looked at the interactive nature of this study, and minimize the level of subjectivity. Researchers conducted interviews directly and being observer on communication behavior in the television news station of Metro TV. This study used descriptive qualitative with newsroom ethnographic approach. This approach is felt by researcher more appropriate to obtain valid and reliable data about the aspects that is studied, which observe and understand communicative events in the newsroom Metro TV. Researcher immediately met with the informant and hang out with informants as well as mingle and follow the daily activities in the newsroom to find new things and what happens in the newsroom. John. W Creswell (1998: 15) in his book *Qualitative Inquiry and Research Design Choosing Among Five Traditions*, explained that, “The qualitative approach is a process of research and understanding based on a methodology that investigates a phenomenon of social and human problems. In this approach, researcher created a complex picture, studying words, a detailed report of the views of respondents, and conducted a study on the situation experienced. “

Qualitative research conducted in the state of nature and discovery or exploration. In this qualitative study, the researcher is a key instrument. Therefore, I am as a researcher must have the provision of comprehensive theories and insights, analyze, and construct the object under study becomes clearer. This study emphasizes the significance and value attached. Qualitative research is used if the problem is unclear, to find the hidden meaning, to understand social interactions, to develop a theory, to ensure the correctness of the data, and researching the history of the development. As described in the book *Qualitative Research Methodology*, the work of Deddy Mulyana (2001: 161-162), he noted that “Ethnography, used to examine human behavior in a specific natural environment. Ethnographer attempts to possibly capture, and based on the perspective of people which is studied, the way people use symbols in a specific context. Ethnography is often associated with “live intimately and for a long time with an indigenous community who studied the language mastered researchers.” Meanwhile, according to the book of Engkus Kuswarno *Ethnography of Communication* (2008: 60), Ethnography of Communication as the research method is as follows:

“As an observer of social life, ethnographers must choose a high sensitivity to the object of research, either the written data (in the form of words), the data objects (artifacts), and the image data (such as photos and videos). Sometimes the artifacts and pictures is not something that lives in words, but it illustrates more than just a collection of sentences. Therefore, ethnographers often use the image in his explanation. Photos and videos can even capture the natural life, yet not the photo scene that has been set in advance. “

The purpose of qualitative research is to understand a social situation, events, roles, groups or specific interactions (Locke, Spirdusi, Silverman, 1987). In general, this study is an investigation process in which researcher is gradually trying to understand social phenomena by distinguishing, comparing, imitating, and classifying the object of study (Miles & Huberman, 1984) (Creswell, 150: 2002).

### **Research Result**

Communicative events in the newsroom television news station were structured and planned. Workflow can be explained that the editorial team has planned an activity that used to be done by the editors of television stations. As in Metro TV, editorial meeting was held every morning. Exactly at 07.00 pm which is conducted at the News Room. Any news that will be broadcasted is planned comprehensively. The meeting team consists of the Executive Producer and Producer of economic, political, social, legal and cultural events. The meeting itself chaired by the executive producer and was not attended by reporters and cameramen.

In this activity, communicative events in the meeting room of Metro TV newsroom, the average room is approximately 12 x 6 square meters. In the meeting room is also equipped by desks, chairs, computers, in focus, and White Board (blackboard). Executive producer as a senior producer has the full responsibility to the project, production, and to the production of news. In a meeting of senior editorial producer convey (wish list) listing performance expectations of news that should get the coverage team in the field. Ideally, all the planning coverage should be obtained both planned events and resources that will be in the interview.

Communicative events that happened when the producers questioned in the preparation of the reporter in the field. The field producer gives a

statement in order to, the court reporter team working vigorously and timely. Employment discipline in a communicative event can be plotted on the display editorial team present at the meeting, the overall attendance using work uniforms Metro TV newsroom, colored navy blue, ivory and yellow pants. The rules of editorial team uniform that should be used is the provision of rules that must be obeyed by the editorial team of Metro TV. This culture of special uniform came into effect on Metro TV stand. Even in the era of 2000 to 2012, the apparent editorial team of the man is obliged to use a tie in journalistic activities in the office or while on duty in the field. Since 2012, the editorial development policy changes and a tie has not become something sacred for editorial crew men.

### **Discussion Newsroom**

In the event of communicative meeting projections on Corruption cases, the Executive Producer has decisive position on the achievements of news production. An illustration in news editorial meetings Metro TV for instance, corruption case of former Minister of Religious Affairs, Surya Dharma Ali (SDA) which the occasion is handled by the Corruption Eradication Commission (KPK). Executive Producer gives statements in order to trace the corruption problem on Hajj funds in a comprehensive manner, the field team must find the authentic data, and get direct sources of the various elements, both the Commission and the alleged corruption Surya Dharma Ali. Statement of Executive producer in the record must be understood by the Coordinating Coverage present at the meeting report project. Coverage Coordinator later ordered reporters and cameramen to carry out the reporting.

In the discussion, executive producer does not speak for himself, but the producer can convey his view. An opinion in the form of the proposed appropriate sources or ways to facilitate field team in searching for data and get a resource.

### **The debate in the Newsroom**

The ambiance of communication that occurs during a meeting in the newsroom is a disagreement between the executive producer and producer, or producer with another producer. Disputes arise from disagreements about the focus of the news theme or issue selecting the resource. In terms of choosing the newsroom sources may trigger dispute,

it is due to that not all the sources can become news on Metro TV. There is a criterion - specific criteria, which cause debate. Safriadi, News Producer on Metro TV, as an informant study revealed that the debate in the newsroom as follows: "The debate often arise, because each producer has an opinion on their own about the news focus for corruption, yet it does not cause the disputes, because the underlying mutual respect and maturity. "

### **Editorial Political Culture**

Cultures were grown in Metro TV newsroom can be explained is conveying a truth of an event in the underlying facts. News that is submitted by the editorial team is the facts and not lies. Metro TV News Producer Safriadi explained, in the level editor of Metro TV there are rules that have been outlined by ethical and journalistic principles. "As a television journalist we use the precautionary principle and not provocation, protecting the truth, as has been emphasized by the company." The pressure on the editorial team of the company to interfere the editorial does not occur in Metro TV. Yet explained that Executive Producer has the responsibility and authority to not broadcast the interview the persons as resource with a certain considerations. *Drof* is a term if the results of interviews with one of the sources are not aired, due to certain considerations.

Political editor is where the coverage cannot fully aired, there is a special consideration, regarding social, economic, political and even corruption. Political editor, can be interpreted as strength in the editorial leadership of Metro TV, in determining news worthy or unworthy to be aired. The reason is the policy of the chief editor that has the full power of the reporting process to the delivery news. The interviews result with resource could be not shown, or a message may not aired because of political considerations editor.

### **Conclusion**

In newsproduction of Newsroom has the power to determine corruption news can be delivered into television news. Communicative events in news production of the newsroom are a space for discussion so that an agreement between the editorial chief with the production team in producing the news. In communicative events may occur debate among the editorial team which aims to reach news production of an

underlying truth principle and the precautionary principle, not agitation. Communicative events happen in politics editorial, where the messages conveyed by the editor to the production team were represented by the producer that the news of corruption in the process of production consider very strict in the newsroom to be shown in television news.

### **Suggestion**

The autonomous principle in the newsroom remains to be implemented and handled closely by all of the elements in the editorial news television station. Idealism must be sustained in the production process of television news. Journalists' ideology and the principles of truth, revealing the facts should be in priority than other interests.

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# CHAPTER TWO





# **Urgency of Social Media Literacy in the Age of New Media**

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## **INTRODUCTION**

In this 21st century, human life lived in two worlds at once, the real people's lives and people's lives virtual (cyber community). Virtual community is born as a result of the rapid development and growth of Internet-based cyber media commonly called digital media or online media. Interactive cyber media has given rise to social media that enrich communication in the virtual community (Arifin, 2016: 62). Madinbergh (2012) defines social media as media that embodies the collaboration between users who generate content. Meanwhile, Antony Mayfield (2008) defines social media as media that allows users to participate to share and create messages, including blogs, social networking, wiki/online encyclopedia, virtual forums, including virtual worlds (the avatar / character 3D).

Prof J.A. Barnes is the initiator of the social media for the first time in 1964. The idea Barnes about the new social media manifests as a unified whole in 1995. Six Degrees, was recorded as the first social media was born in 1997. This social media allows users to upload profile and make friends with other users.

Social media has come into being an integral part of the world. Most of the Earth's population, especially young people can not be separated from social media. Social media has developed so rapidly, especially after the advent of Facebook in 2004. According to data from Brandwatch, in

2016, Facebook has about 1, 71 billion users worldwide. Facebook has become a social media giant.

Currently, there are at least hundreds of different types of social media is growing in society. Among the hundreds of social media, according to data statista.com, in 2016 there were about 21 social media the most widely used of the world community. At least the largest number of social media users reached 100 million.

Social media like double-edged knife. On the one hand, social media is very useful for human life. However, on the other hand social media also have negative implications that could harm users. Arifin (2016: 70) reveals, freedom of opinion through social media often misused users to make harassment (bullying), speech of hatred, defamation, libel, scandal, provocation, incitement, unpleasant acts, spreading false news, defamation, pornography , prostitution, and other crimes.

No wonder so many social media users who entangled legal case. So that people need education in the use of social media. This paper will discuss the importance of digital media literacy, particularly social media, so that people can use social media wisely.

## **Growth of Social Media**

Internet users in the world grow rapidly. Data Based We Are Social 2016, internet penetration nearly half of a population of earthlings that amounts to 7395 billion people. Precisely, Internet users reached 3, 42 billion people or 46 percent from population. Meanwhile, the world's population uses social media reached 2, 31 billion people. That means, as many as 31 percent earth community live in cyberspace. According We Are Social, Citizens of the Earth using Cell Phones around 3.9 billion and 1.97 billion people use mobile social media operates.

The growth of Internet users worldwide in 2016 compared to 2015 jumped by about 10 percent or an increase of 332 people. The same growth also occurred in the social media users. The number of users of social media in 2016 increased by about 219 million or 10 percent compared to the previous year.

Based on data from Brandwatch, Facebook is still the most preferred social media world community. Currently, the number of Facebook users

reached 1, 71 billion. YouTube became the second social media most preferred by the number of users reached 1 billion. WeChat third place is occupied by the number of users reached 1, 12 billion. Meanwhile, the number of users reached 900 million Whatsapp.

Meanwhile, Weibo has 600 million users, LinkedIn has 450 million users, Instagram 400 million users, Twitter 320 million users, Google + has 300 million users, Flickr 112 million users, Snapchat 100 million users, Pinterest 100 million users, and Airbnb around 50 million users.

Indonesian society registered as users of the internet and the social media world. Based on data from We Are Social, in January 2016 internet penetration in Indonesia reached 88.1 million, or 34 percent of the total population of Indonesia, which reached 259.1 million. Meanwhile, an active user of social media in the country reached 79 million, or 30 percent of the total population. As many as 66 million of them use mobile social media.

We Are Social noted, the growth of Internet users in Indonesia reached 15 percent per year. This is directly proportional to the growth in the number of social media users jumped by about 10 percent and mobile social media users to grow about 6 percent. About 85 percent of Indonesia's population, according to data from We Are Social, have the device in a variety of types. Noted, reaching 43 percent of smartphone owners, and owners of laptops and computers as much as 15 percent and the tablet is only about 4 percent.

January 2016, techninasia.com citing data related to social media platforms like the population of Indonesia from We Are Social. Blackberry Messenger (BBM) into a social media platform that is most in demand. BBM use by 19 percent, up 15 percent Whatsapp 14 percent, Facebookmessenger 13 percent, 12 percent Google+, Line 12 per cent, 11 per cent of Twitter, Instagram 10 percent, WeChat 8 percent and 7 percent Pinterest.

Indonesian people (techninasia.com), still liked BBM. In addition, the Indonesian people also like Facebook and Google. BBM is still an option because not only cheaper than the short message (SMS) also used the people of Indonesia to support the online business.

## Characteristics of Social Media

Social media has appeared as cyber culture vehicle. Social media as part of the cyber media is actually a product of the culture of late as well as a producer of culture itself (Anwar, 2016). Social media has its own characteristics. Nasrullah (2015) mentions that social media has six characteristics, namely: (1) the network (network), (2) information, (3) archives, (4) interaction, (5) social simulation, (6) the content to the user. Additionally, social media also has other characteristics :

### 1. Participation

Encourage contributions and feedback from everyone who is interested or interested in using it, to blur the boundaries between media and audience.

### 2. Disclosure

Most social media open to feedback and participation by means of a vote, comment and share information.

### 3. Talks

Allows for conversation between users on a “two-way”

### 4. Community

Social media allows the formation of communities are fast (instant) and communicate efective on a variety of issues / interests.

### 5. Connectivity

The majority of social media thrives because of the ability to serve the connectivity between users, through the facilities of the links (links) to pages, sources of information and user-user.

Meanwhile, Gamble, Teri, and Michael in the Works Communication mentions that social media has the following characteristics.

1. The message is not only for one person, but can be to many people.
2. The message conveyed freely, without having to go through a Gatekeeper.
3. The message tends to be faster than other media.
4. The message that determines the interaction time.

## **Positive Impact Of Social Media**

Jenny Q in his article titled “What Truly Impact Social Media Has Had On Society” says that social media has a tremendous impact in the lives of human beings in the 21st century. According to him, social media impact on political life, business, and socializing. In the field of political, social media plays an important role in various elections in the world, as in the United States (US), Iran, India and other democratic countries. In fact, social media is also a means of struggle for the pro-democracy movement to overthrow the dictatorial regimes in some countries, for example in a number of countries in the Middle East.

In the field of business, social media also plays an important role. Today, companies are using social media to advertise their products. Social media is also used companies to build customer loyalty and other functions.

Brandwatch noted, social networks earned revenues of about 8.3 billion US dollars on advertising in 2015. In addition, in the same year, as many as 38 percent of organizations plan to spend 20 percent of their advertising budget on social media. Percentage of ads on social media was recorded soared 13 percent over the previous year.

Organizations and companies make interaction and feedback from consumers on social media as an attempt to understand the market and adjust their strategies and products to fit the desires and expectations of consumers. Many companies are utilizing holding a contest and giving gifts to customers.

Social media has been chosen by the company or the organization as a place to advertise because they cost less and effective to improve the brand image and popularity, compared to television and other media.

Social media has been chosen by the company or the organization as a place to advertise because they cost less and effective to improve the brand image and popularity, compared to television and other media.

Social media also have a positive impact in the socialization. Social networks offer an opportunity and a chance for everyone to get in touch with old friends and acquaintances, make new friends, exchange ideas, share content and photos, as well as many other activities. The social media users can follow the latest developments on issues of local and global, and can participate in the campaign and the activities they prefer.

Professionals, for example, using a kind of LinkedIn social media to enhance their business prospects and career. The student or students can work together with the group of their friends to improve academic skills and communication skills. Through social media anyway, cultures and different communities with people in other countries can be learned.

### **Negative Impact Of Social Media**

Social media like double-edged knife. On the one hand, social media does offer benefits and convenience. However, on the other hand, social media also can cause negative effects for its users. Social media presence makes many people become introverted and shut down of social interaction in the real world.

The use of social media in the democratic life of the Dystopian got a lawsuit. According to Arifin (2016), the Dystopian looked at the use of media cyber and social media can disrupt social and political life. In fact, Hannah Adrendt regret the loss of human relationships in the cyber media of political communication and social media leading to totalitarian.

Social media is also very vulnerable to acts of cyber harassment or (cyber bullying) and harassment. According to Jenny Q, if not careful, then the bad guys can make us a target of cyber bullying and harassment on social sites, school children, young girls and women can be victims of cyber bullying.

The presence of social media has also resulted in decreased work productivity. As a result, many companies decided to block social networks on the Internet office. This step was taken because of the many employees who are addicted to social media. According to the study, the impact of the social media addiction employee productivity losses, companies in the UK loses billions of dollars.

Your status can pounce on you. That social media. Many of the stories blur caused by social media. Life in cyberspace it can have a major impact in real life. Dale Carnegie in *How to Win Friends and Influence People in the Digital Age*, recounts many cases due to the use of social media.

A former family physician from Canada, Dr Patrick Michael was fined 40 thousand dollars for his status on Facebook. Ryan Babel, Liverpool FC footballer fined 16 thousand dollars for cuitannya at Twitter. In fact,

a study conducted in 2009 revealed Proofpoint, companies in the United States with more than 1,000 employees, eight percent were reported to fire an employee because of his comments in social media, such as Facebook and LinkedIn.

Social media could also threaten the privacy of its users. What is posted on social media it can haunt owners. Disclose personal information on social media makes users vulnerable to crime, for example, identity theft, stalking, and etc.

### **Cyber Crime in Indonesia**

Similar examples are also common in Indonesia. For example, the case of Fresta XI grade student in Development Vocational High School (SMK Pembangunan) City of Bogor in West Java were expelled from school because of write status on his Facebook account. Students were only write two sentences in the status “My school corruption! I want Exterminate! As publish on:

(<http://edukasi.kompas.com/read/2011/03/03/22293238/Dikeluarkan.Sekolah.garagara.Facebook>)

Indonesian public will remember the number of cases of status in social media that led to the realm of law. Among tpehe cases that attract public attention is the case of Prita Mulyasari. His complaint related services of a hospital through letters to the editor and e-mail chain made was snared by the ITE Law, Article 27, paragraph 3 and Article 310 and 311 of the Criminal Code. Prita was detained for 20 days in prison and then into a woman’s Tangerang city arrest.

([http://baranews.co/web/read/20541/25.kasus.status.di.media.sosial.yang.berujung.ke.ranah.hukum#.V\\_u7fMn0sz0](http://baranews.co/web/read/20541/25.kasus.status.di.media.sosial.yang.berujung.ke.ranah.hukum#.V_u7fMn0sz0))

The same case also experienced Romansyah Ujang. Accused of insulting via Facebook, Ujang reported to police Bogor. As reported detik.com on Tuesday (06/30/2009), Ujang reported her for not accept the status on Facebook. In social media accounts, Ujang write

“Hey ... you do not need to interfere. Fat, such as aunts, could not style. who are you. Mind you wrote yourself rich ... So pretty, can not style. arrogant. Your mother can not afford to buy clothes for the style, that’s why you got a fat style, great, just like you were nice course. what is your relationship with UJ. Hi fat.”

Users of social media were reported to the police and had to deal with the law come from diverse backgrounds. College student, students, activists, professionals, and others. This proves, anyone who is not a wise use of social media can be entangled legal in the real world. The fact is happening in social media is very worrying. The users of social media is not yet fully aware of the impacts that will occur as a result of status and their comments in social media. Mutual insults, insults and accused each other often found in social media.

What's worse, many social media as a means to follow immoral and criminal. The discovery of cases of online prostitution by the police to prove that social media has a negative effect to watch. Most recently, police broke up a gay prostitution ring that uses social media to sell children and teenagers to gay sex.

Social media can also be used as a means of human trafficking. For example, the Criminal Investigation Agency (Criminal Investigation) Police never dismantle trafficking syndicate minors through social networking twitter media on account @\_sweety99

(<http://metro.sindonews.com/read/1119101/170/bareskrim-polri-bongkar-jaringan-perdagangan-anak-lewat-sosmed-1466657428>)

In fact, there are many modes of cases of fraud committed through social media and cyber media. Crimes committed through social media and cyber media is expressed as the Cyber Crime or Crime Siber. The phenomenon, according to Bungin (2013), proving that the aspects of cyber community life besides being a map of the future society analog real life, but also an imitation of real life itself.

According to him, the cyber crime in the cyber community is possible imitation of a crime that is found in people's lives, it's just a crime in the cyber world is done using telematics technology procedures are difficult to see with the eyes for a moment, even too difficult to prove, except through scientific evidence.

Based on AC Nielsen survey in 2001, Indonesia is sixth largest in the world and fourth in Asia in the act of internet crime. In the records of The Jon Marshall Law School, Chicago, USA, as quoted Bungin (2016), there are approximately 30 subjects that could trigger cyber-crime, including the matter of copyright, consumer protection, child protection, harrashment, freedom of speech, gambling and etc.



According Bungin, the need for cyber law or cyber law is urgent given the increasingly rampant cyber-crime in the virtual community. Cyber law in question is the positive law that is used to control the acceleration of life in the cyber community. This cyber law will play a two-sided control of society. First, any violation of the law in the cyber community will be subject to the cyber law. Second, the cyber community is the other side of real people's lives, so that physically individuals can be punished cyber community use of positive laws that exist in society.

### **Urgency Literacy Social Media**

Sumadiria (2014) reveals, virtual communities or community groups Siber has a complicated life. Generally, social group builds upon secondary connections so grouping them based on the love and the needs of community members against certain groups.

The high number of social media users in Indonesia reached 79 million people or 30 percent of the total population has not been supported by a good understanding of the impacts that can be generated. Therefore, literacy social media becomes very important to understand and run every user of social media in living life as part of the cyber community or cyber community.

According to UNESCO, literacy is an individual's ability to read and write are characterized by the ability to understand the brief statement that has to do with life. Lamb (2003) as quoted Sumadiria (2014) defines literacy is not just the ability to read and write, but also the ability to place, evaluate, use, and communicate through a variety of resources including the resources of the text, visuals, sound, and video.

In general we know the term media literacy. According Sumadiria, in the context of hyper-reality, media literacy geared to build cultural awareness and intellectual movement along the flow of information about the importance of the media to be more beneficial for the survival of life and culture. In addition, known as the term digital literacy. It is a marriage between the two terms, namely literacy and digital. According to the competence perspective, literacy is the lowest level in a development that includes literacy, fluency and mastery. While based on the academic perspective, digital literacy is part of the subject area of computing, along with computer science and information technology.

The term digital literacy was first proposed by Paul Gilster. According to Gilster, digital literacy is the ability to use technology and information from digital devices effectively and efficiently in a variety of contexts such as academic, career and everyday life.

Meanwhile, while Deakin University's Graduate Learning Outcome 3 (DU GLO3), defines digital literacy as the use of technology to find, use and disseminate information in the digital world. The ability to understand, analyze, assess, organize and evaluate information using digital technology is the definition of digital literacy. According to Steve Wheeler (2012) there are nine elements of digital literacy:

1. Social Networking

Each individual involved in online social media life will always be confronted with the existence of such services. Someone who has a smartphone certainly has a lot of social networking accounts such as Facebook, Twitter, LinkedIn, Path, Instagram, Pinterest, or Google+. Utilizing the services of social networking sites need to be selective and prudent.

2. Transliteracy

Transliteracy is the ability to utilize all the different platforms in particular to create content, collect, distribute to communicate through a variety of social media, discussion groups, smartphones and a variety of online services available.

3. Maintaining Privacy

The important thing in digital literacy is about maintaining the privacy or maintain privacy in the online world. Understanding of all kinds of cybercrime like theft online via credit card (carding), about the characteristics of fake websites (phishing), scams via email and so forth. Featuring online identity only as necessary to avoid something that is not in want.

4. Managing Digital Identity

It deals with how to use the proper identity of various social networks and other platforms.

5. Creating Content

It deals with a skill of how to create content in a variety of online applications and platforms such as in PowToon, Prezi, blogs, forums

and wikis. In addition it includes the ability to use a variety of e-learning platform.

6. Organising and Sharing Content

Organising and sharing content is to organize and share content information to be more easily spread out. For example in the use of social bookmarking sites facilitate the dissemination of information that can be accessed by multiple users on the internet.

7. Reusing / Repurposing Content

Capable of how to make the content of the various types of information available to generate new content and can be re-used for a variety of needs. For example, a teacher who create content on certain subjects with a Creative Commons license. Then the content is uploaded on the website Slideshare so will a lot of downloaded them. The content can then be used by other people who need to add new information or knowledge in order to more fully meet their needs.

8. Filtering and Selecting Content

The ability to search, filter and select information to exactly fit the desired needs such as through the various search engines on the internet.

9. Self Broadcasting

It aims to share interesting ideas or personal ideas and multimedia content, for example through blogs, forums or wikis. It is a form of participation in online social communities.

There are three dimensions of literacy social media. That is a access to social media, social media competence and social media are used:

1. Access to social media:

This involves access to social media applications and even to the Internet, because social media is a group of Internet-based applications.

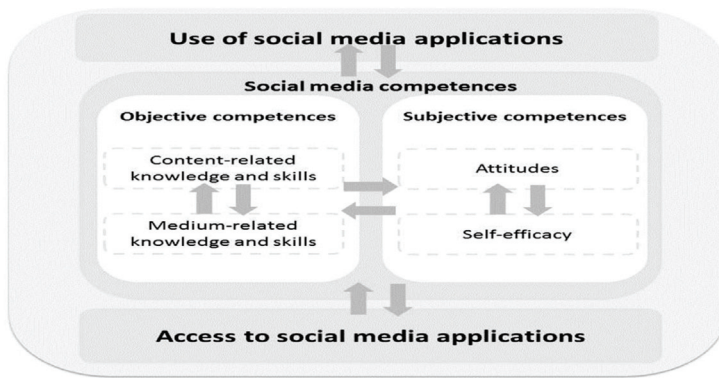
2. Competence social media:

This involves a combination of knowledge, attitude, skills to use social media applications and analyze, evaluate, share and create content and social media to reflect on this process

3. Use social media:

This involves the use of social media applications, how the application is used and where it is.

The third dimension of social media literacy is divided into different components. Access social media is one of the construct and consequently not be broken; concerns only access to social media applications. According Vanwynsberghe, based on the work of Sternberg & Kolligian (1990), social media competency is divided into two competency goal to which the knowledge and skills, and subjective competencies that became attitudes and self-efficacy. Knowledge and skills can be objectively verified while attitudes and self-efficacy should be replaced by asking the person to be himself. Meanwhile, the use, in turn, composed of social media applications that are used, how much, where and how.



**Model Conceptualization Social Media Literacy**

Stacey Goodman in Social Media Literacy: The 5 Key Concepts reveal, social media has provided the ability for users to reach a global audience. Additionally, social media has also increased the ability to persuade and influence. As a user of social media, said Stacey, you are no longer just as media consumers, but creators and distributors, as well as the editor, opinion makers, and journalists.

According to Goodman, there are five key concepts in social media literacy. The first concept: All Media Message constructed. This is arguably the most important concepts. The media only reflects the external reality. Instead, they present with careful construction that reflect many decisions and are the result of many factors that determine. Media literacy works towards deconstructing these constructions.

The second concept: Messages media shaping our perception of reality. The media are responsible for the majority of the observations

and experiences from which we build up our personal understandings of the world and how it works. Much of our view of reality is based on media messages that have been preconstructed and have attitudes, interpretations, and conclusions already built in. Thus the media, to a great extent, give us our sense of reality.

The third concept: The audience is different, a different understanding of the same message. If the media gives us a lot of material to build a picture of reality, each of us found or the meaning of 'negotiation' according to individual factors: personal needs and anxieties, pleasures or problems today, racial and sexual attitudes, family and cultural background, corner moral point of view, and so forth.

The fourth concept: Messages media have commercial implications. Media literacy aims to encourage awareness of how the media are influenced by commercial considerations, and how they impinge on content, technique, and distribution. Most media production is a business, and so must make a profit. Questions of ownership and control are central: a relatively small number of individuals control what we watch, read and hear in the media.

The fifth concept: Messages containing media standpoint. Based on Goodman, the whole product is the advertising media. In the sense of containing the values and way of life. All media products are advertising in some sense proclaiming values and ways of life. The mainstream media convey, explicitly or implicitly, ideological messages about such issues as the nature of the good life and the virtue of consumerism, the role of women, the acceptance of authority, and unquestioning patriotism.

Both digital literacy and literacy social media has important benefits to each individual. With an understanding of digital literacy or literacy social media, then someone would use social media applications wisely and carefully. Thus, the user will feel the benefits and virtues of each social media and avoid the adverse effects of social media.

Digital literacy and literacy social media should be done intensively and even need to be incorporated into the educational curriculum. Therefore, children at this time has become part of the virtual community at once a real community. Without literacy equipped with digital and social media, children, especially the younger generation it will become a victim of social media development is so rapid.

In Indonesia, according Iriantara (2009: 58), the attention to the importance of media literacy begins in 2003, in line with the enactment of Law No. 32 of 2002 on broadcasting. Based on Article 52 paragraph 2 of Law No. 32 of 2002 explained that the purpose of the development of media literacy is "... activity learning to improve critical attitude of society." The method used takes from various countries first applying media literacy.

## **Conclusion**

The development of social media so rapidly can be an advantage and threats. It depends on who is using it. Those who have knowledge of digital literacy and literacy social media will be definitely be utilizing social media development for the things that are useful and can help and improve the quality of life. However, if users do not understand the positive and negative effects of a social media app, they might in fact be a victim of social media itself. Therefore, in this era of new media media, digital literacy and literacy social media is very important to give.

The use of social media can not be unstoppable, it's important to be balanced with social media literacy action. Not anymore as a preventative measure, but in the face of preparative new culture of the virtual world created by social media.

Implementation of social media literacy should be adapted to its age, is not only done through informal education. Rather it should be included in the formal education curriculum. So that the audience increased level of empowerment and keep social media are used in accordance with its function.

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# Cyberspace in Indonesia: Descriptive Study About Cyberspace in Indonesia

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## PRELIMINARY

Market research institute revealed that e-Marketer netter population of the country reached 83.7 million people in 2014. That number has a meaning at least once a month every Indonesian accessing the internet. eMarketer estimates that netter Indonesia will reach 112 million people by 2017.<sup>1</sup>

Top 25 Countries, Ranked by Internet Users, 2013-2018						
	2013	2014	2015	2016	2017	2018
1. China*	620.7	643.6	669.8	700.1	736.2	777.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.6	252.3	283.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.9	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3

14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16. South Korea	40.1	40.4	40.6	40.7	40.9	41.0
17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18. Italy	34.5	35.8	36.2	37.2	37.5	37.7
19. Spain	30.5	31.6	32.3	33.0	33.5	33.9
20. Canada	27.7	28.3	28.8	29.4	29.9	30.4
21. Argentina	25.0	27.1	29.0	29.8	30.5	31.1
22. Colombia	24.2	26.5	28.6	29.4	30.5	31.3
23. Thailand	22.7	24.3	26.0	27.6	29.1	30.6
24. Poland	22.6	22.9	23.3	23.7	24.0	24.3
25. South Africa	20.1	22.7	25.0	27.2	29.2	30.9
Worldwide***	2,692.9	2,892.7	3,072.6	3,246.3	3,419.9	3,600.2
Note: individuals of any age who use the internet from any location via any device at least once per month; *excludes Hong Kong; **forecast from Aug 2014; ***includes countries not listed						
Source: eMarketer, Nov 2014						
181948 <span style="float: right;">www.eMarketer.com</span>						

The fact that one of them can be seen from the development of the terms in the virtual world - cyber. In [kompas.com](http://kompas.com) known that the presence of mobile phones and social networking media-facebook and twitter to

<sup>1</sup> Kementerian Komunikasi dan Informatika Republik Indonesia. (2014). Pengguna Internet Indonesia Nomor Enam Dunia. Diakses pada 23 Agustus 2016, dari [https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan\\_media](https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media)

be recognized have contributed to the emergence of a variety of language itself. Popular term *Alay* language acronym of excessive children, the written language is a mixture of slang spoken language, foreign languages, especially English, acronym, code, number, and visualization. The language is growing among teenagers.<sup>2</sup>

Recorded the highest 64 percent of internet users in Indonesia is now a teenager. BPS data in 2010 reveals that 26 million of the 234.2 million people in Indonesia - teens use *Alay* language. And this will continue to grow over the social media and SMS mobile phone use.<sup>3</sup>

On these facts, the author became interested to see use the term in cyberspace Indonesia, seen from internal and external reason from teen internet users use the term growing trend in cyberspace Indonesia. And to answer the question, the author uses qualitative research with descriptive research traditions.

Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but based on the expression of the subject of the investigation as desired and interpreted by research subjects. The qualitative approach uses the concept of naturalness (the accuracy, completeness, or originality) data and what actually happens on the ground.

A qualitative approach is especially worthy to examine attitudes or behavior in the environment somewhat artificial, as in surveys or experiments. Qualitative researchers emphasize the process and meaning rather than quantity, frequency or intensity (which mathematically can be measured), although researchers do not forbid descriptive statistics in the form of a percentage frequency distribution or to complete data analysis (Mulyana, 2007: 11).

While the tradition of descriptive research is research that seeks to describe a phenomenon, events, events that occur in the present (Sujana and Ibrahim, 1989: 65). Descriptive study (descriptive research) is research aimed to describe the phenomena that exist, which takes place in the present or the past, with the following characteristics:

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<sup>2</sup> Hutabarat, Rainy MP. (2010). Bahasa Alay. Diakses pada 27 September 2016, dari <http://edukasi.kompas.com/read/2010/09/17/02580329/Bahasa.Alay>.

<sup>3</sup> Ibid

1. Descriptive research tends to describe a phenomenon as it is a way to examine regularly-tight, give priority to objectivity, and be done carefully.
2. The absence of a given treatment or controlled, and in the absence of test h  
(Furchan, 2004: 54).

Descriptive research has characteristics:

1. Dealing with circumstances that occurred at that time.
2. Outlining one variable or multiple variables, but described one by one
3. The variables studied are not manipulated or no treatment (treatment)  
(Kountur, 2003: 105)

The benefits of this research is theoretically expected to add theoretical study in the field of communication, especially verbal messages. While in general to provide information regarding the symptoms and events, social media phenomena that occur at this time.

## **LITERATURE REVIEW**

### **Term**

In Big Indonesian Dictionary, the term means: 1) the word or combination of words that carefully clicking express the meaning of concepts, processes, state, or properties that are typical in a particular field; 2) designation; name: called by the young widow - "widow"; and 3) a special word or phrase

The term is divided into two categories:

1. The general term is a term derived from a particular field, which is due to be used broad, to be elements of a common vocabulary. For example: Budget, Power, Takwa
2. The term special is a term whose meaning is limited to certain fields. For example: appendectomy, Bipatride

### **Cyberspace**

Nasrullah in Intercultural Communication in the Age of Cultural Siber mention that long before internet technology develops, the word "cyberspace" was first introduced by Vernor a novelist in a novel in

1981. Then the word cyberspace adapted by Gibson in 1984 in his novel *Neuromancer*. Understanding cyberspace according to Gibson is a set of data, the graphical representation for the sake of the chart and can only be accessed through a computer. While Rheingold says that cyberspace is a conceptual space in which all words, human relations, data, welfare, and also the strength in the manifested by any person through technology or Computer Mediated Communication CMC.

Bungin in *Sociology of Communication: Theory, Paradigm and Discourse & Communication Technology in Society* calls that the discovery and development of information technology on a mass scale, have reshaped the world of human society from the local community into a global world society, where there is a difference between real people and a virtual community. Real community is community life that are sensory can be perceived as a real life, where social relations among members of the public in the wake via sensing (can be touched, seen, smell, hear and feel, by the five senses) while the cyber public, is a life human society can not be directly on the senses through the human senses, but can be felt and seen as a reality.

## **RESEARCH METHODS**

### **Qualitative approach**

Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but based on the expression of the subject of the investigation as desired and interpreted by research subjects. The qualitative approach uses the concept of naturalness (the accuracy, completeness, or originality) data and what actually happens on the ground.

A qualitative approach is especially worthy to examine attitudes or behavior in the environment somewhat artificial, as in surveys or experiments. Qualitative researchers emphasize the process and meaning rather than quantity, frequency or intensity (which mathematically can be measured), although researchers do not forbid descriptive statistics in the form of a percentage frequency distribution or to complete data analysis (Mulyana, 2007: 11).

## **Descriptive Study**

While the tradition of descriptive research is research that seeks to describe a phenomenon, events, events that occur in the present (Sujana and Ibrahim, 1989: 65). Descriptive study (descriptive research) is research aimed to describe the phenomena that exist, which takes place in the present or the past, with the following characteristics:

1. Descriptive research tends to describe a phenomenon as it is a way to examine regularly-tight, give priority to objectivity, and be done carefully.

The absence of a given treatment or controlled, and in the absence of test word (Furchan, 2004: 54).

Descriptive research has characteristics:

1. Dealing with the situation that occurred at that time
2. Outlining one variable or multiple variables, but described one by one
3. The variables studied are not manipulated or no treatment (treatment) (Kountur, 2003: 105)

## **Data Collection Technique**

1. Interview

In-depth interviews are unstructured interviews were conducted in an intensive, qualitative, and openly and be flexible also question formation and arrangement of words in each question can be changed at the time of the interview according to the needs and conditions of the interview.

2. Passive Participant Observation

Passive participant observation is a form of special observation in which researchers not involved in these activities. Researchers simply be an observer and did not take part in certain situations, or not to participate in events that have occurred.

3. Literature

The author conducted a literature study in order to gain a comprehensive picture of what has been done by others and how people do it, then see the difference research to be conducted. The literature study conducted by the author among other books, journals and blog articles from academics.

## RESULTS AND DISCUSSION

Based on the findings in the field and interview with informants, the author knew that internal reason from teen internet users use the term growing trend in cyberspace Indonesia:

- Comforted

Netizen teens feel comfortable while pronouncing terms a trend in cyberspace. This is because the term can be delivered with a certain style, a certain way - paralinguistic.

Paralinguistic is a non verbal message that relates to how to give a verbal message (Rachmat, 1996).

- Novelty

Netizen who still teens are present while pronouncing terms a trend in cyberspace. This is because netizens are teenagers want to be perceived, recognized as a teen slang and literacy to novelty.

The need to be accepted and to be together with others of the same age, cause teenagers trying to follow a variety of attributes that is a trend or that are popular at the time.

- Simplified

Netizen teens feel that the term is becoming a trend in the virtual world is in simple terms, is not complicated and difficult to learn. Netizen teens feel that the terms are easily understood and easily remembered by anyone.

- Relaxing

Netizen teens feel relaxed in situations when speak terms that became a trend in cyberspace. Those terms seemed to bring teens in informal context and not stuffy - full of rules, causing them like terms that exist in the cyber world.

- Familiar

Netizen who still teens are familiar with the speaker while pronouncing terms a trend in cyberspace. This is because these terms do not seem detached and free.

While external reasons of netizens aged teens use the term that became a trend in the cyber world Indonesia is using the term in the same environment, and they are mutually understood by the term it uses.

According to Turner and Helms (in Mukhtar, 2002), adolescence is a time when major changes occur in human beings. The major changes provide a challenge to the individual youth to be able to adapt itself to its environment. Adolescence is also a time of the search for identity, the effort to find identity with regard to how adolescents presenting himself. Teens want to be recognized its existence by the environment by trying to be a part of that environment.

## CONCLUSION

Based on the exposure in the previous chapters, the results of the research data can be drawn conclusions as follows:

1. Internal reason from teen internet users use the term growing trend in cyberspace Indonesia: 1) comfort, 2) up to date, 3) simple, 4) casual, 5) intimate
2. External reasons from teen internet users use the term growing trend in cyberspace Indonesia: a lot of people using the term, and many people understand the term.

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# Online Prostitution Business in Social Media

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## INTRODUCTION

*Tata Chubby* is a name that frequently appears in several mass media for a moment last year. *Tata Chubby* was the nickname from a commercial sex worker who openly offered her service on Twitter. She was murdered by one of her customer Prio Santoso or Rio, as been reported in several news media. It started in March 2015. At that Time Rio found *Tata Chubby's* Twitter account, which bluntly offered her prostitution service. And then, they finally met in April 2015. This murder case had been caused by trivial thing. Rio was offended because *Tata Chubby* refused to have sex with him because she thought that Rio had unpleasant body odor. Rio, who heard that, became extremely angry and he choked her with a wire until she was unconscious<sup>1</sup>. On the aftermath of the case, the topic of online prostitution became people's attention. It has been said that online prostitution in Indonesia is growing since various social media are being used to facilitate the communication between the sex workers and their customers.

Prostitution services in Indonesia have existed for a long time and it continues to grow, especially with the advances in communication technology, which further facilitates the practice of online prostitution business. Prostitution of all types, versions and models is a long-lasting

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<sup>1</sup> Re-described from the news: The Chronology of *Tata Chubby's* murder case (<http://www.hariandepok.com/34130/kronologi-rio-santoso-membunuh-deudeuh-alias-tata-chubby>) accessed in May 5 2015 0:25 WIB

business, because the services of prostitution remains sought after and needed by particular group of people. Basically, the business of prostitution will not vanish. It only evolves in various ways<sup>2</sup>. Although currently there is no special or legal place for prostitution, social media has made it convenience for the customers of online prostitution who might use prostitution service wherever and whenever they want to.

In Indonesia, there are various efforts from the government to deal with prostitution. During the reign of Ali Sadikin in 1966 to 1977, DKI Jakarta used to have a centralized brothel in Kramat Tunggak, North Jakarta. At that time, the brothel even became the largest center of prostitution in Southeast Asia with an area of approximately 12 hectares. In 1967, there were government regulations from Jakarta Raya. The regulations underlining the establishment of the brothel in Jakarta had been done to tackle the problems of prostitution<sup>3</sup>.

According to Lamijo (2008) in the article entitles The Certification and Legalization of Prostitution in Indonesia, Kramat Tunggak has been assigned as center of prostitution through the Government (Ali Sadikin) decree as follows “SK Gubernur KDKI I No. Ca.7/1/54/1972; SK Walikota Jakarta Utara No.64/SK PTJS/JU/1972 & SK Walikota Jakarta Utara no.104/SK PTS/SD.Sos ju/1973”.

Today, Kramat tunggak is no longer exists because it has been removed since the 1980s in the era of Lieutenant General Tjokropranolo. In the era of government Basuki Tjahja, in 2015, he wanted to make the same legal and certified brothel, in order to reduce the spread of prostitution in Jakarta. He also wanted to prevent other models of prostitution business, which was difficult to detect by the government as well as online prostitution such as the case today. However, most people in Jakarta opposed Basuki’s plan.

Other than Kramat Tunggak, which has been closed, similar famous localized prostitution areas in Indonesia such as Dolly in Surabaya and Saritem in Bandung also have been closed. However, closing the areas of localized prostitution makes the practice of prostitution scattered in various locations.

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<sup>2</sup> Taken from : [http://jakartapedia.bpadjakarta.net/index.php/Sejarah\\_Prostitusi\\_di\\_Jakarta](http://jakartapedia.bpadjakarta.net/index.php/Sejarah_Prostitusi_di_Jakarta) (Accessed in January 8 2016 8:59 AM)

<sup>3</sup> Ali Sadikin, Gita Jaya: Note from the Governor of Special Capital Region, Jakarta 1966-1977, (*Jakarta: Pemerintah Daerah Khusus Ibukota Jakarta, 1977*), p .202

Hence, it is proven to be very difficult to do data collection, and controlling the sex workers (Zulfikar, Fitriah, & Paselle, 2014).

The lack of legal localized brothel and development of information technology makes online prostitution growing. Online prostitution is an activity that makes a person as an object to be traded through the electronic media or online. Online prostitution is growing because of the easy access on online media. In addition, as reported by various news media who have made further investigations on the online prostitutions, it has been argued that according to the pimp and the sex workers, the flexibility and the ease of use are some factors on why social media and the Internet has been the popular platforms to promote their prostitution services.

Based on the above explanation, this research attempts to investigate the use of social media in prostitution, especially in Jakarta who are in the spotlight because of the reporting and investigation *Tata Chubby's* case. This research attempts to uncover the reasons on why some prostitutes use social media to offer their services and also analyze various types of social media which are used to run their illegal business.

## **LITERATURE REVIEW**

### **CMC (Computer Mediated Communication) Theory**

Computer Mediated Communication (CMC) is one of the main concept used in this study. CMC is defined as a communication process that is done via computer, involving humans that occur in a specific context, in which involves the formation of the media for various purposes. This is consistent with the definition of computer-mediated communication by Thurlow et al (2007: 16) which said CMC is the process of human communication via computers, involving people, situated in a particular context, which is involved in the formation of the media for various purposes (Thurlow, 2007 in Kusumawardhani, 2014).

In practice, CMC is usually associated more specifically with human communication using Internet components, computers and websites. In addition, Computer Mediated Communication (CMC) can be defined as well as the transactions of communication that occurs through two or more computer-related such as chat, instant messaging, social networking and email. Hence, this study uses CMC as the basis of analysis on the use

of social media in the practice of online prostitution. Nowadays, there are many types of communication that has been done via computer. There are many digital services that could be used easily and free of charge. Services included in the new media include email, chat (Yahoo Messenger, mIRC), forums on the website (Kaskus, Tumblr, Flickr), social networks (facebook, twitter, Myspace) and others.

Computer Mediated Communication (CMC) becomes one of the main reference literatures on the use of technology in the digital age today. Humans today are already accustomed to living surrounded by many diverse technologies. Technology becomes must-have items in everyday life. The nature of technology has also dynamically evolved over time and it is followed by the development of the theory of CMC as well.

### **Computer Mediated Communication and Social Media**

Computer-Mediated Communication (CMC) is a “communication that takes place between human beings via the instrumentality of computers” (Herring, 1996). While at first CMC was commonly referred only to text messages (Walther, 1992, p. 52), today it is advancing far beyond that (Hian, Chuan, Trevor, & Detenber, 2004). At some extent the progress of CMC along with rapid development in Information and Communication Technology (ICT) eventually become important part in our everyday life (Wellman & Haythornthwaite, 2002).

Recent survey from Global Attitudes Project suggests that most people tend to make social media account as soon as they have access to the Internet (Pew Research Center, 2012). The historical point of view on social media can be traced from the article which have been written by Danah M. Boyd & Nicole B. Ellison entitled “Social Network Sites: Definition, History, and Scholarship”. On this article, social network sites was defined as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system” (Boyd & Ellison, 2007).

The first social network site, “SixDegrees.com” launched in 1997 which allowed users to create profiles, list their Friends and later in 1998 users are able to browse their Friends lists. Then starting in 2001 the early booming of

SNS has begun. From “Business Network”-oriented website such as “Ryze” and LinkedIn, website which combined Blogging services and SNS features “LiveJournal”, media sharing websites include Flickr (photo), Last.FM (music), and YouTube (video) which eventually implement SNS features, “MySpace” which well known for its Musician or Band users, and then in recent years various SNS such as Friendster, Multiply, Facebook, Twitter, Google+ and so on appear. The popularity of social network sites also becomes “localized” and some countries have their own local or regional SNS such as “Mixi” in Japan, “Orkut” in Brazil, and “Grono” in Poland (ibid).

Until October 2012, a range of surveys suggests that Facebook and Twitter are the most popular Social Media around the world (see Gannes, 2012; Wasserman, 2012; Taylor, 2012). Social Media is especially popular among the young and well educated. The advent of smartphones is one important factor that increases the growing usage of SNS. While people are using them in a variety of ways such as texting, browsing the web and taking pictures, they also regularly visit their social media account. Survey from Pew Research Center’s Global Attitudes Project (2012) finds that approximately half in Britain, the U.S., and Japan have one smartphone (Pew Research Center, 2012).

Various studies on social media have been done within the context of academic research. A few examples are study about how the use of social media is connected to people’s trust, personal relationships, and also to their civic and political involvement (Hampton, Goulet, Rainie, & Purcell, 2011), how networked technologies and social media restructured the term “publics” (Boyd D., 2011), identity construction analysis of Facebook profile photographs (Hum, Chamberlin, Hambright, Portwood, Schat, & Bevan, 2011), Millennial narcissism among social media user (Bergman, Fearington, Davenport, & Bergman, 2011), Social Capital of SNS (Ellison, Steinfield, & Lampe, 2007) etc. Given the fact that social media is still changing and growing rapidly, it is very likely that various impacts of social media in society will remain popular in academic context.

### **Online Prostitution Business**

Prostitution derives from the Latin “Prostituo” meaning a blatant behaviour of adultery, fornication, and obscene act. Prostitution has existed since the ancient times but only offers conventional or direct

services. In Indonesia, the use of Social Media for online prostitution is a violation of the ITE Law (Law on Information and Electronic Transactions). Moreover, prostitution itself is an activity that is classified as a crime in the rule of law in Indonesia according to article 296 Criminal Code, and article 506 Penal Code for pimping, which says whoever took part in the act of pimping and offering the service of prostitution will be sentenced to confinement for at most one year. As for the consumers or perpetrators themselves, the laws and regulations are still not available. The government's efforts in dealing with and regulate prostitution other than through laws are to provide rehabilitation centre for commercial sex workers who are arrested. But so far, these methods are still unable to minimize the practice of prostitution.

Today, prostitution is a business that happens and is promoted on the Internet. It has been said that the establishment of Internet has been expanding the reach of pimps to a more vast market of potential sex buyers. Furthermore the Internet has facilitated the alteration of prostitution business, which originally happens in the street to various indoor locations such as massage parlours, residential brothels, hotels, etc (Farley, Franzblau, & Kennedy, 2014). From the safeness point of view of, the practice of online prostitution also provides greater anonymity for pimps and it hazes "jurisdictional boundaries" since the content in the Internet is being accessed and published anywhere. Social networking media such as Facebook, Twitter, and other blogs and websites provide new platforms for the purpose of promotional and marketing of prostitution business with relative anonymity and impunity (ibid, pp 1044-1045).

This research was conducted using the case study method. Case study is a comprehensive description and explanation of the various aspects of an individual, a group, an organization (community), a program, or a social situation. By learning as much as possible an individual, a group, or an event, case study method want to provide a complete view and deep understanding of the subject that is being studied (Mulyana, 2002: 201).

Case study is an appropriate method to reveal how social media is used in the practice of online prostitution. By using the case study method this study provides a depth comprehensive view of the subject studied, namely the practice of prostitution by using social media. This study used various data collection techniques such as in-depth interviews, literature

study, and observation. In accordance with the characteristics of the case study, this study used various sources as the subjects or informants.

The key informants in this study were six people consisting of three online prostitutes, two online prostitution customers, and one policeman who experienced in handling cases of online prostitution. In addition, there were three other sources in this study; communications expert, social media expert, and the last one was the experts on criminology, prostitution and trafficking.

## **RESULTS**

### **The Background on the Use of Social Media in Online Prostitution**

Prostitution and sex industry are changing in terms of how they do business. They adapt to recent technological changes and development. Gradually the development of prostitution business is getting into Internet and social media. Prostitution business before the Internet era was used to be not as open as current online prostitution. "Conventional model" of prostitution business, which usually happened in the street, through a private chat are now done through social media. The respondents in this study also expressed their views on the emergence of online prostitution, which according to them was caused by several things, including the closure of localized brothel in a number of areas, especially in the capital city of Jakarta, and the development of technology, which allowed various ways to communicate with each other.

According to media and communication expert Aceng Abdulah, the emergence of online prostitution was caused by the development of technology that could be utilized by people who involved in prostitution business. By using technology such as the Internet and social media, the business of prostitution became more practical, cheaper, and faster compared to the conventional ways of running a prostitution business.

Similarly, the criminology expert Eko Haryanto also explained that the emergence of online prostitution had also been caused by many police raids, which made the people who involved in prostitution businesses felt unsecured. The people involving in online prostitution business assumed that by using social media they couldn't run their business safely and freely, free from legal supervision, especially from the authorities that often conducted raids.

“Well, firstly the process of prostitution was going on directly (offline), but when the internet comes and because of many factors such as raids and also the safety factor, they (the perpetrators) prefer to switch their business to the online world, social media is more personal. Once published it goes directly to the public, but still can not be punished, furthermore, the communication goes to PM (personal message) and afterwards there are frequently asked questions such as price list, where the place for the appointment is, all sorts.”

What were said by these experts were in accordance with the information from two key informants who were users of online prostitution service. According to the key informants, there was a difference between online prostitution with “regular” or “conventional” prostitution in terms of quality and comfort. On the other hand, for commercial sex workers, social media was cheap; sometimes free platforms that could provide a safety space for their work’s secret. Prostitution business was carried into a more private space, with minimal interference when communicating with customers or potential customers. In addition, the informants also stated that the ease of getting guests or customers was another reason on why they used social media. Through social media, potential customers who were interested in using the service could easily see the workers social media profile.

### **Various Social Media Used in Online Prostitution Business**

In the real world, the online prostitution business poses a considerable problem. People involve in prostitution business begins to adapt to new media technology, use new media as a companion to everyday activities and find a way to exploit it as a new medium in the business of prostitution. Social media is now growing quite rapidly and provides positive and negative impacts. The emergence of online prostitution is a form of negative impact on social media, which shows the issue of ethical use of social media. All of which violate the rules and norms in Indonesia. Each social media has its own features and functions, as well as having its own advantages and disadvantages.





**Picture 1 Example of Facebook Fanpage which provide pornography and various sexual services**

One of the informants who worked as pimp claimed that he used social media as a channel to connect him and the guests as well as friends and acquaintances that wanted to use the services of commercial sex workers. Main digital media used was the instant messaging services such as BBM (Blackberry Messenger). In addition, the application WeChat was also used to communicate and conduct transactions in prostitution. Moreover, there were also other Social Media, which were used in online prostitution including Facebook, Twitter, Instagram, Badoo and tagged. Facebook, other than being used in the practice of online prostitution, was also used as a channel for information sharing, such as to expose fraud, and to share various experience from people who involved in online prostitution. Facebook groups, both closed group and public group were also utilized in the practice of online prostitution.

In open or closed Facebook group, the discussion and promotional activity remained similar. However, there was a difference in the closed group; it is more organized and more “open” in terms of vulgar contents. In the closed group, there were administrators who were responsible for managing, receiving, and removing members in the group. Additionally,

anyone who posted things that violated the rules would be banned by the admin. Twitter was also often used by the sex workers. In addition to its ease of use, twitter became the platform to communicate between sex workers and the customers. That was because twitter was a platform that more open and anyone could follow the workers account.



Picture 2 Examples of Sex Worker's Twitter Account

In addition to Facebook and Twitter, other social medias used in the practice of prostitution were *Tagged* and *Badoo*. Tagged is a social media similar with Facebook, however it has the advantages on the availability search engine Chat rooms like Yahoo Messenger. Tagged also has some innovations including additional facilities that support animated skins, video tagging, and a

variety of widgets. Badoo is also similar as Tagged. In practice, both applications were initially reserved for anyone. However, it was mainly used by gay. Tagged is known as one of the favorite gay networking applications around the world<sup>4</sup>. Tagged claimed that he had been downloaded by more than 300 million people worldwide. The informants stated that they have used Tagged and Badoo, but afterwards some of them quit the application since they considered the contents were too vulgar for their liking. Some informants stated that many commercial sex workers used Instagram in the practice of promoting their services. But due to various limitations, Instagram was only used as a complementary media, which could be used to post their photographs, as an enticement to prospective users. In addition to the other popular social media, there was also *Fesister*, an application that specially used these sex workers. *Fesister* contained women, men and transgender who offered various sexual services.

“Fesister is really vulgar”<sup>5</sup>

“Fesister is like a place for men, women, and transgender who offer sex, all of them are in that place. Go ahead and try to enter the site, even the pictures are very vulgar”<sup>6</sup>

Social Media was also used by the sex workers and their pimps as campaign media. In various Social Media, the sex workers often included their contact such as BBM and Whatsapp contact and phone number to make them easy to contact. This showed that, after the potential customers found the workers social media account, further private communications were performed by using instant messaging, such as BBM or WhatsApp. BBM or Blackberry Messenger was an instant messaging application that allowed the sex workers to personally communicate with potential customers. In practice, they utilized all BBM features such as user name, profiles, status and broadcast messages, in order to promote their services. For example, through broadcast message these sex workers could easily spread their messages to their contact lists. The content of the broadcast message included a notice that they were available to be booked or BO (booking out). In addition, the message often included information about the place, tariffs, time and services offered as well as certain rules if one was doing BO (booking out) with them.

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<sup>4</sup> Internet : <http://www.suarakita.org/2013/04/5-aplikasi-jejaring-sosial-favorit-gay/>. Akses 24 November 2015, 11:21 PM

<sup>5</sup> Interviews with informants

<sup>6</sup> Interviews with informants



Picture 3 User Profile in BBM



Picture 4 Broadcast Message in BBM

According to the respondents, Blackberry Messenger was more private compared to other social media. It could be used as a promotional media, where the sex workers could send a variety of images such as photographs, transfer receipt, etc, in order to maintain their prostitution practices. In addition to social media that had been described above, some informants suggested that some of them tried to use the app “Line” for their business. However, afterwards they assumed that Line was more suitable for private communication than for business. They explained that they still needed a personal media platform for communicating with people outside the business. The media they chose for their private life was the app Line.

Other than through social media and instant messaging, the sex workers also used other platforms such as websites and forums that were specifically made for the purpose of pornography and online prostitution. Examples of such forums were semprot.com and krucil.com.

“...krucil, semprot.com.. one web that is the best is krucil.com. It is one of the webs which offers complete sex services, I think it is one of the most trustworthy website”<sup>7</sup>

<sup>7</sup> Interviews with informants

The forums that were used in online prostitution were much more vulgar than social media. The interface was specially made so that the visitors could easily obtain clear information, which matched the services that they required. According to the informant description, one of the forums was very detailed with gender distribution, location and so forth. However, usually it was difficult to have access to the forum. It had been said that the people who ran such websites made it difficult to access the content of their websites to anticipate the police officers or government officials, which would follow through all of their actions that constituted a crime and a violation of law.

## **DISCUSSION**

The development of technology allows people who involve in prostitution business to explore various ways that can help them run and maintain their business. In addition, the growth of online prostitution in social media is also due to weak regulation from the government in regulating the online business. Hence, the pimps, sex workers, and also the customers become more able to freely do their business. The absence of legal localization for prostitutes ultimately makes them shift their business elsewhere, including online.

When the advances of information technology are spread in mass, then the technology has the potential to change the shape of human society, from the local people of the world into a global-networked world community. A world that is transparent to fast development of information, transportation and technology influences human civilization. Hence the world can be seen as a large village where people meet and know each other. The global community is also intended as a life that allows people generate cultures, products, and industries together on a global scale on all fronts. New cultures emerging are created and associated to the concept of technological determinism.

Online prostitution, which utilizes social media, is a new form of industry created by the development of information technology and also from the community that have interest on sexuality, prostitution, and so forth. Furthermore, the development of information technology is also capable of developing the space for a new life for the community, hence, it can be said that human has been living in two lives; real life (offline) and

online life (cybercommunity). In the context of this study, the example can be seen in a situation where a man who has a family in his real world, together with his family could use technology to be part of online community which relates to online prostitution services (Bungin, 2009)

The fast development of media technology has spurred the development of prostitution in the media or “porn media” that can be accessed from all sides of public life. Such conditions have an impact on social change. Various things, which relate to the practice of prostitution, also keep up with the technology. Today, the Internet and various digital platforms, which include social media, emerge with a variety of features and facilities. Similarly, the practice of prostitution, also adapts to existing circumstances. People who are involved in online prostitution utilize various social media and other digital platforms, to remain “alive” and survive.

## CONCLUSION

Developments in information technology as well as the closure of localization are two key factors underlying the emergence of the practice of online prostitution, which utilize social media. Lack of laws and regulations governing the use of social media also adds to the rampant misuse of social media in the practice of prostitution. The sex workers use social media since it is easy and practical to use, safe from legal issues and at some extent it can protect their identity. By using social media, many online prostitutes or commercial sex workers also obtain an extensive network in the business market.

Various social media and other digital platforms used in the practice of online prostitution can be broadly divided into two categories: mainly, social media which is used to networking, and promoting their business such as Facebook, Twitter, Tagged, Badoo, and instant messaging application such as Blackberry Messenger and Whatsapp.

This study suggests that the practice of prostitution has developed rapidly in line with technological developments. The upheaval of *Tata Chubby's* murder case is only one example, which accidentally draws public attention because of massive coverage from various news media. Therefore we need decisive efforts from the government and related institutions to immediately address the growth of online prostitution in social media.

The governments, the police, and other authorities that involve in tackling the widespread of online prostitution business need to understand the codes and language being used, as well as many digital platforms, and various communication strategies related to online prostitution business.

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# **A Convergence of Social Media Usage (An Indonesian User Phenomenon in Facing The 2017 Election in DKI)**

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## **INTRODUCTION**

Nowadays, the development of technology in communication raises the growth of social networking (Elza, 2015). The phenomena of social media development are an interesting observation, but the way of communicate through the internet is a new study and only a few researcher explain about it deeply (Setyani, 2013). Moreover, people have used many social mediasuch as Facebook, Twitter, Instagram, Path, Vlog, Tinder, Snapchat, Periscope, etc. An easier connectivity becomes an advantages of social media's growth. People can share their thought to others and making some discussion on topic randomly, one of them is the election. This situation exists as an evidence of technology progressing that is influence any aspect (Bungin, 2009: 13).

In September 2016, wearesocial.com conclude that from the total population in Indonesia (259,1 Million) there are 88.1 Million active internet users and 88.0 Million people active social media users. This amount will gainer everyday because of Indonesia is a good market of Internet using (Sebastian, 2016). Peopleshare their daily activity, information, video/ photo, thought toward an issue and making a new community on it –called cyber community.

Social media or new media in Indonesia are growing fast, unfortunately not all people in Indonesia adapt the innovation wisely (Husna, 2012). During the election, for instance, people are sharing the opinion about it even they often create social media become a convention. They argue each other like a politician or expert in order to support the candidate and saying it persistently. Social media also was used by the candidate to facilitate a public discussion while they are mapping people's acceptability (Ibid, 2012). Weeks and Holbert (2013) declared that in last years, social media become important news and politic information. The easiness of accessing Internet brings the political discussion to an individual working space. It can be used to create a public opinion. A freedom and transparency issues can be transferred easily through the Internet (Firmanzah, 2008: 3). In fact, there are also people being annoyed by those kind of activity. Some people feel the function of social media already changed from connecting to confronting each other. This is like a joy killer of social media.

A company of Internet and artificial intelligence, Indonesia Indicator, noted there is hundred thousand statements posting talked about DKI Jakarta's election in social media (around September 1<sup>st</sup> until 20<sup>th</sup> 2016). Indonesia Indicator released from those thousands of statement, there is 371.674 tweet from 120.000 twitter account comment about Basuki Tjahaja Purnama or Ahok. That number divided into 24.338 tweet gave a positive comment while 6.154 tweet draw a negative comment. In the other side, people also argued about other candidate, there are 22.500 tweet from 14.026 account dominated by a positive comment. Social media is good weapon to either increase or decrease the popularity of candidates. The people into a social media's discussion bring election issue. Then, the writer came up with this article.



(source: Koran Sindo, October 3<sup>rd</sup> 2016)

In social media discussion, the user can act as lovers, haters and buzzers which is make a 'competition' in social media hotter than the reality (Adriyana, 2016). Mass media has discussed people's attitude in social media, one of them is Sindo, MNC Group printing media. On lifestyle column, the writer interviewed about these phenomenon. Many people feel annoyed. The respondents see this as a negative situation, which has change, the real function of social media. They want their timeline to be fun, entertaining and educating, not hate spreading.

## RESEARCH QUESTION

This paper was guided by these following questions:

1. What are the nature of using social media?
2. In what extent, people in social media discuss about the election?
3. Why people debate?

## PURPOSE OF STUDY

This study was aimed to identifying kinds of people's discussion in social media toward the election, recognizing other's reaction and analyzing the reason why people do that. As the result, a candidate and other researcher can use this paper to understand the voter's needs and hopes. It able to help candidate create a more effective communication by knowing who are their voter, what they really want and how to touch them by developing a communication strategy.

## SCOPE OF STUDY

The writer was focused on people's attitude to election in social media specifically people in DKI Jakarta. The way others thought in seeing the phenomenon also was collected by the writer as an effect.

## DETERMINISM THEORY OF TECHNOLOGY: McLuhan

In this era, technology's existence both in information technology and telecommunication already help and needed by the human. Middle class people need this development of technology, especially technology of communication, which is growing fastest.

Technology determinism was declared by Marshall McLuhan (1962) through his writing titled "The Guttenberg Galaxy: The Making

of Typographic Man”. This theory means every event and human’s action affected by the development of technology. The human founded technology, but, as the time grows, human can not live without that invention. The way people communicate each other are changing. Technologies create way of thinking, acting and moving from one era of technology to next era. In short, McLuhan said that communication technology is one factor of human culture changing.

McLuhan divided the technology development into 4 step (Little John, 1996:341-347), there are Tribal Age, Literate Age, Print Age and Electronic Age. Each step is depending on people’s culture and their capability in creating device based on both their need and the situation. In this paper, the writer focused on Electronic Age. Electronic age was born after the print age, when the printing replaced by electronic and computerized product of communication, such as telegram, telephone, radio, film, television, VCR, fax, computer and Internet. Technologies promise the human an easier of life in this case communication. Even McLuhan claimed that electronic age is the most sophisticated human’s development. The power of the printed word is over; the age of print had its obituary tapped out by the telegraph. Human live in a global village. The way their communicate are changing into linguistic feature and sign which is more symbolic (Arifin, 2014). Media is a space for human to create their identity. People can see, listen, look and access the information from around the world and many sources. Technologies, in this case Internet, make the world borderless, since everything can be spread out instantly. It is the consequences of post-modernism.

New media also an effect of post-modernism. It existed in 1980 and become a new challenge for people and expert until today. New media was born as a new history, which is give, a contribution of sociocultural study. New media offers a new representation in seeing the world, new connectivity between a user, new path of organization and production, new way to distribute and use a text media that is signed by the interactive and hyper textual format, and virtual reality or hyper reality.

## **Social Media**

What is social media? In the 20<sup>th</sup> century, new media established and brought social media as an interactive platform that can be used by using the internet – international connection networking (Arifin, 2016).

This is a way for every people can communicate without any control from the country. They can do information sharing freely in a new community called cyberspace as a cyberspace community or Internet community. Those new citizens live in all of country and the amount will gain over and over at least 5.000 people in a day.

A big growth of technology pushes many companies to create new social media application. By using smartphone, people can access wherever whenever some social media like Facebook, twitter, line, instagram etc. This growing not only happened in developed countries but also in developing countries like Indonesia. Many users in Indonesia are following the media changing of a conventional mass media in sharing the news or information. Moreover, according to [kominfo.do.id](http://kominfo.do.id), based on E-Marketer research, netter population in Indonesia is 83,7 million in 2014. E-marketer predicted the amount will gainer in 2017 with 112 million people and placing Indonesia in the 5<sup>th</sup> rank as a biggest internet user country.

The developing of social media was been done firstly by ARPA (Advanced Research Project Agency) in 1971. They used internet to send an email at the first time. From that time, other social media established and have been introduced to citizen around the world. In 1995, Geocities was born who rent a place to save website data. Then, in 1997 Sixdegree.com came up as the first social media. The companies innovate year by year, until in 2002 Friendster became the most popular social media. People can interact, share their activity's photo and give a comment. That popularity compete with Facebook that established in 2004 and replace Friendster as the popular social media with a big user amount. Twitter (2006), wiser (2007) and Google+ (2011) also come up as an alternative social media with a different characteristic.

How the technology's developments influence Indonesian? That digital world growing with a flash, Facebook and twitter, for instance. Indonesia is a 2<sup>nd</sup> rank as the quickest growth facebook user. E-Marketer noted Indonesian Facebook user up in 1.431.160 users in a month. In December 1<sup>st</sup> 2009, Facebook user in Indonesia is 13.870.120, then the percentage is growing up 10% in January 1<sup>st</sup> 2010 and marked Indonesia with 15.301.280 Facebook user.

Top 10 Countries, Ranked by Gain in Facebook Users, December 2009 & January 2010					
	December 1, 2009	January 1, 2010	% change	Change	% penetration*
1. US	98,105,020	102,681,240	5%	4,576,220	33.6%
2. Indonesia	13,870,120	15,301,280	10%	1,431,160	6.7%
3. Philippines	8,025,420	8,806,300	10%	780,880	9.7%
4. Turkey	16,327,880	16,961,140	4%	633,260	24.0%
5. Italy	12,993,120	13,500,300	4%	507,180	22.6%
6. India	5,174,200	5,658,080	9%	483,880	0.5%
7. Mexico	6,211,620	6,671,560	7%	459,940	6.3%
8. Spain	7,401,620	7,827,180	6%	425,560	17.0%
9. Malaysia	3,837,920	4,236,960	10%	399,040	15.3%
10. Argentina	7,187,360	7,526,920	5%	339,560	18.9%

Note: monthly active users; \*% of country population  
Source: Inside Facebook, "Global Market Monitor Report," January 5, 2010

110287 www.eMarketer.com

Figure 1. Ranked by Gain in facebook Users

Penetration in Twitter also shows a similar big amount of user. Nowadays, there are 100 Million users all over the world and Indonesia marked as the 5<sup>th</sup> rank with 7,6 Million users.



Figure 2. Twitter top 10 users

## THE USER (NETTER/ NETIZEN)

The netter or mass media in Indonesia called Netizen is a new terminology that is being taken from word Net (internet) and citizen (warga). So, the writer conclude that Netizen is an Internet citizen or citizen in Internet who participate actively in social media. according to Netizen 2013 research, there are 5 type of netizen (internet user):

1. Curator (45,1%)

Curator means a netizen that love to compile the information. The characteristics are he/she always collect information, picture, or anything for him/her knowledge. Then, the curator usually do an online research in order to gain more information.

2. Crawler (32,6%)

A netizen who love using internet to see people's activity, friend etc called as a crawler. Usually, this kind of netizen visits social media like Facebook and Twitter where many people do a 'status update'.

3. Commentator (11,5%)

Commentator is a netizen who love to give a comment either good or bad to an issue in social media. They care and unhesitant to leave a comment on an article that they read such as news, forum, blog or other's netizen update.

4. Catalyst (5,5%)

Catalyst define as a netizen who active in share a content about a hot topic. Usually they write something in blog or other social media and his/her writing can invite an interaction between netizen.

5. Chatter (5,3%)

Chit and chat is a most activity do by that kind of netizen. Mostly, the chatter netizen use the Internet to make a conversation in instant messaging such as Whatsapp, Line etc.

## Symbolic Interactionism Theory

Theory Symbolic Interactionism (Teori interaksionisme simbolik) is a sociocultural theory that gives an understanding about what is being built inside a conversation, how the meaning can be exist, and how the symbol being interpreted in an interaction. This theory tell what is the theme of a conversation which can unite people and how the communicator share a meaning and how a communicator can work in organizing their conversation.

Barbara Ballis Lal resumed a basis of human thinking:

1. Human make a decision and act based on their understanding about a situation



2. A social life consist of interactional process which is always changing
3. Human able to understand their experience through symbol's meaning from their mayor group and language is the most important thing in social life
4. The world created from social object that have a name and meaning which have been decided by the social life
5. Human act based on their interpretation where the object and their act relate to the situation

George Herbert Mead as a founder of Symbolic Interactionism, explained 3 main concept:

1. Society (*Masyarakat*)

Meaning is a result of communication. Meaning can be taken after doing an interaction each other. We use meaning to interpreted events around us. For instance, in an internal conversation, the communicator will choose, analyze, arrange and change a meaning in order to understand the situation or meaning. People change a symbol and meaning each time in conversation. The societies exist because of a significant symbol. Naturally, we can hear about our self and respond on it. We able to imagine how it feel is when people or ourselves toward the information.

2. Self (*Diri*)

People do a reflection since they can respond to their self as an object. Sometimes they can react to their self like proud, happy and courage. They also able to feel afraid, angry, or guilty to their self. There are a reflection of ourselves based on generalized others.

3. Mind (*Pikiran*)

Mind is not a thing, mind is a process. People think through the situation and make plan about next act. They use a different symbols to name the object or event. They always try to portrait something which relate to how they react toward it is. That is the reason why people have a different idea toward something. It can be thing, social object or ideas (Blumer).



## Trust

Trust is an element in creating a good relationship between people. It can be defined as a belief or level of people's reliability. The trusting process is a step from introducing, intimacy or separating. This thing influences a person to open their cognitive, affective and psychomotor in sharing with others. Jalaludin Rakhmat (2007) categorized the influence factors; personality, stereotype and reputation, past experience and psychological orientation. These factors relate to people in developing their level of trust to someone.

Shortly, there are 3 indicators of trust in social media based on critical views (Fajar, 2011):

1. The introvert will be more extrovert in social media. They feel safe in saying what they really feel through the writing in social media than speaking by face-to-face interaction. This happens caused by unlimited social media access.
2. People's attitude is influenced by character and situation. People communicate depends on character that want to be and situation where they can find their self-identity. Value (comfortable) and transparencies make an objectivity of social media being loved by the user.
3. A comfortable feeling in accessing social media changes the way of social interaction. A face-to-face interaction rarely does by people. A ten-minute conversation in a real life only does in once a week. Contrast, in one day people will interact with some people instantly through social media.

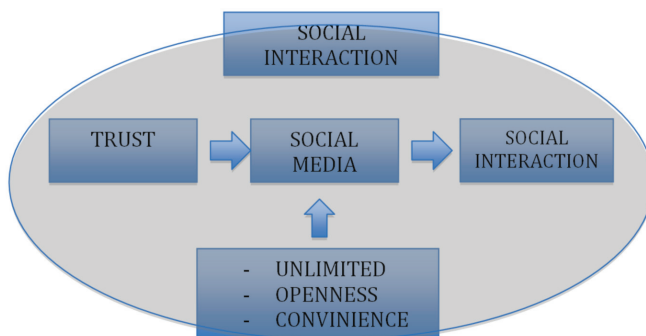


Figure 3. workflow of Trust

## FINDINGS AND DISCUSSION

In order to make this paper clearly, the writers capture discussion in social media about election. It taken randomly from the most popular social media in Indonesia.

**1 Komentar**


**Dracul** 07 Okt 2016 10:05

Ahok Tidak akan Pernah Jadi Gubernur DKI Jakarta, Kecuali sudah lebih banyak setan dari pada manusia di jakarta!



0  | 0 

(source:<http://pilkada.liputan6.com/read/2620044/wasekjen-golkar-kerja-nyata-ahok-lebih-penting-dari-hasil-survei>)

**2 Komentar**

**Apid M** 10 Jun 2015 16:00

AHOK SEBUT PENDEMO NGAK NGERTI UNDANG2. JUSTRU AHOK YG APARAT NEGARA , LEBIH KAGAK NGERTI UNDANG2. AHOK SEBAGAI APARAT NEGARA , MEMBUAT E- Budgeting SENDIRI TTG APBD DKI JAKARTA YG DI AJUKAN SENDIRI LANGSUNG KE MENDAGRI. HAL SANGAT MENYALAHAI PROSEDURE TATA PEMRINTAHAN . LENGSERKAN AHOK.

0  | 0 

(source: <http://news.liputan6.com/read/2242642/pengamat-ahok-masih-akan-dilirik-parpol-untuk-pilkada-jakarta>)

**Irwan Smy** 01 Sep 2016 01:00

Maaf..HANURA sedikit banyak kehilangan suara Saya pribadi dan kemungkinan beserta Tim bawah saya,tdk akan mengiringi HANURA dalam Pilkada 2017

0  | 0 

**Sumaryadi** 21 Mar 2016 20:32

ayooo hanura sgra deklarasikan dukungan utk ahok. saya aja yg bukan warga dki iri melihat jkt punya gub sprt ahok. sy yakin hanura akan jd partai besar berikutnya. karna ahok sdh mengindonesia

(source: <http://news.liputan6.com/read/2461656/hanura-ahok-penuhi-kriteria-partai-untuk-maju-dki-1>)

## Discussion on election news in media online

**Diding Nurislam** · Stm boedoet  
Maha benar Allah dengan segala firman-NYA.... maha busuk ahok dengan segala muslihatnya.....Tangkaap !  
Like · Reply · 8 mins ✓

**Aries**  
biasalah pilkada semua dijadikan senjata  
Like · Reply · 17 mins ✓

**Ahmad Rifai** · UIN SGD Bandung  
Orang islam yang mendukung ahok, hakekatnya dia bukan muslim, perdalamlah ilmu agama supaya kalian faham..  
Like · Reply · 1 hr ✓

**Hi Habibi** · Works at Departemen Kesehatan  
Sebagai muslim, percaya Al quran adalah firman Alloh SWT adalah mutlak. Firman berarti perkataan Alloh SWT, klo ahok bilang di bohongi (Al qur'an) surat Alma'idah...sama aja dia bilang umat muslim dibohongi Alloh SWT. na'udzubillah  
Like · Reply · 2 hrs ✓

**Tribunnews.com** Jumat, 7 Oktober 2016 Cari Network

**Diki Juliansyah**  
Biarkan saja ahok jarot memainkan isu sara, anies uno nggk perlu mengkounter cukup rakyat saja. Lagian ahok mmg nggk punya program wong tahunya buat gaduh mulu.  
Biarkan anjing menggonggong kafilah trtapolah b3riatu.  
Suka · Balas · 15 jam ✓

**Prasetyo Theriady**  
Dobel minoritas koq pakai isu sara mikir bro bodoh koq dipamerkan mulu heee  
Suka · Balas · 15 jam

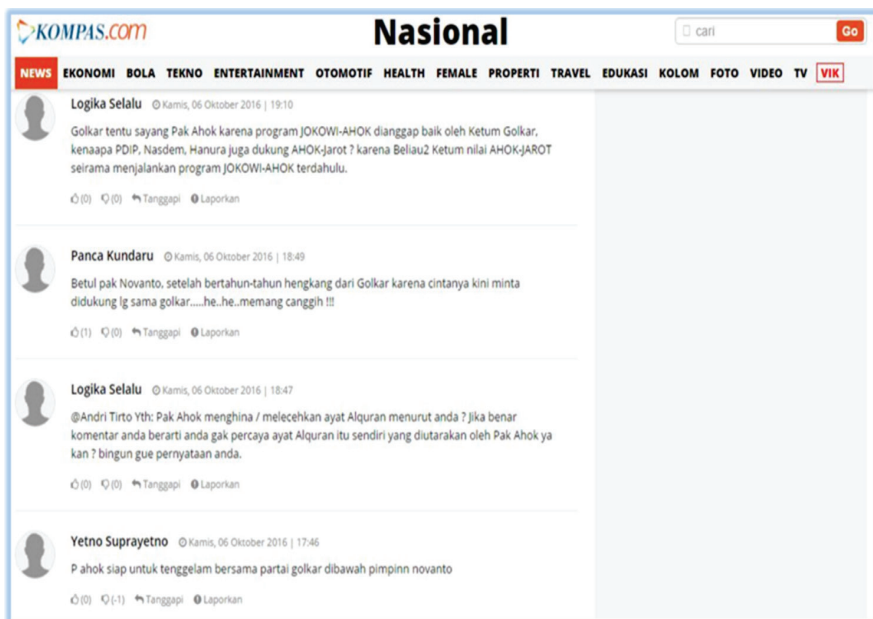
**Yung Yeoh** · Bekerja di Self-Employed  
ha...ha...siapa duluan ya ?...Ahok tdk akan mengkounter apabila tdk diserang !...THAT'S IT !  
Suka · Balas · 1 · 17 jam ✓

**Raden Puntadewa** · University of Brunei Darussalam  
Isu saranya dibagian mana to pak2 semua itu kamu semua yg mulai apa sj isu  
Suka · Balas · 8 jam ✓

**Ady Siswanto**  
Sudahlah..jmn canggih brader..semua bs baca siapa yg duluan mulai...ngibulpun percuma,kt lbh percaya mbah Guugel..  
Suka · Balas · 16 jam ✓

**Yohanes Hotaka** · Graphic Designer/Production di Silver Asnama  
Ini tribun uda di beli parpol mana ni??? Berita tu buat yg bener dikit... ada2 aja....  
Suka · Balas · 16 jam ✓

(source: <http://www.tribunnews.com/metropolitan/2016/10/06/kubu-anies-sandiaga-imbau-ahok-tidak-gunakan-isu-sara-jelang-pilkada-dki>)



(source: <http://nasional.kompas.com/read/2016/10/06/16443861/novanto.ahok.lebih.cinta.golkar.dibanding.partai.lain>)

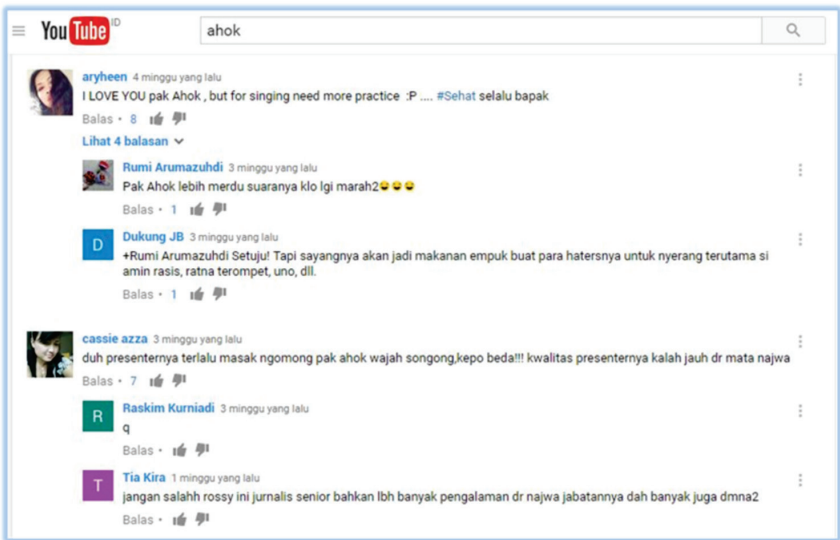


(source: <http://news.detik.com/berita/d-3315168/agus-harimurti-tepis-anggapan-pilgub-dki-2017-batu-loncatan-ke-pilpres>)

Even YouTube become a debate arena.

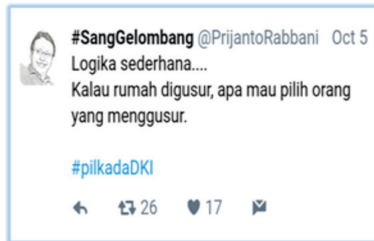


(source: <https://www.youtube.com/watch?v=AR6MYDOtps4>)

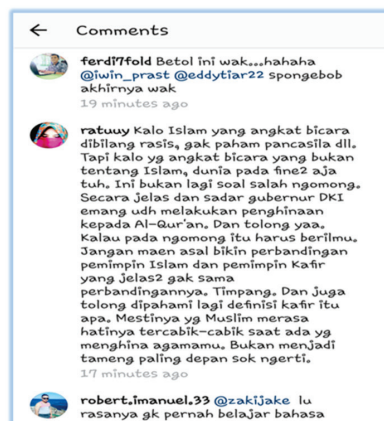


(source: <https://www.youtube.com/watch?v=v432cuzZxPQ>)

In Twitter, people often share a news link or tweet their opinion about election. Sometimes their tweet create a discussion even debate with others.



Social media shouldly help people making a new friend, unfortunately it can not be seen in our finding (Instagram).





The user do not hesitate share their negative opinion in one of candidate facebook account.



**Anies Baswedan** ✓  
@aniesbaswedan

**Beranda**

- Tentang
- Foto
- Siapa Anies?
- ProKer #1945
- Video
- Ayo Turun Tangan!
- YouTube Anies
- Twitter Anies

Suka · Balas · 2 · 5 Oktober pukul 17:26

 **Muhammad Fahmi Susanto** Salut. Selalu melaksanakan istikharah saat menentukan pilihan dan kata2 kita semua tidak tahu yang akan terjadi karena kehendak Tuhan.

Suka · Balas · 1 · Kemarin pukul 9:25

 **Alip Fad** Gubernur yg baru pasti akan lebih baik, karena yg baru akan memperbaiki kekurangan gubernur yg lama, sudah hukum alam, contoh wkt foke dgn jokowi.

Suka · Balas · 3 · 5 Oktober pukul 13:36

↳ 6 Balasan

 **Sunardi Rusdiana** Dari 'Abdullah bin 'Amr, bahwasanya ia bertanya kepada Rasulullah SAW, "Ya Rasulullah, apa yang bisa menjauhkan saya dari murka Allah 'Azza wa Jalla ?". Rasulullah SAW bersabda, "Jangan marah". [HR. Ahmad juz 2, hal. 175]

Suka · Balas · 5 · 5 Oktober pukul 12:15

 **Jodi Kelvin Saputra** Pak anies harusnya jg bisa memberi wejangan ini kpd pendukungnya. Skrg di facebook uda byk account yg menyatakan pendukung pak anies mulai menyebar sara dan menjurus kebencian.

Suka · Balas · 6 · 5 Oktober pukul 12:56

↳ 4 Balasan

 **Ari Gautama** Lebih baik sampaikan program detail yang kongkrit saja, jangan hanya menjual image. Jakarta tidak butuh pencitraan, butuh hal yang nyata. Monggo disampaikan.

Suka · Balas · 15 jam

 **Bungaran** Penggabean Mslhnya pendukungnya pak, trlalu nengkultuskan, biasa aje kalii, kl org mo pilih pemimpin sesuai petunjuk agamanya ya biarin aja. Gt aja kok repot



**Anies Baswedan** ✓  
@aniesbaswedan

**Beranda**

- Tentang
- Foto
- Siapa Anies?
- ProKer #1945
- Video
- Ayo Turun Tangan!
- YouTube Anies
- Twitter Anies
- Instagram Anies
- Kiriman
- Suka
- Catatan

 **Rine Lay** Kata kata yg bagus pak,saya tetep mengagumi bapak walaupun saya akan pilih pak ahok

Suka · Balas · 6 · 5 Oktober pukul 14:04

 **Efendy Muhammad Aamin** smg anda trilih pak Anis...Jakarta tdk memerlukan pemimpin berwatak preman sprti ahk...

Suka · Balas · 7 · 5 Oktober pukul 13:24

 **Taufani Taufani** Yang penting mau berbuat apa untuk DKI?? Jelas, clear, bukan retorika, ideal tapi kering. Apa strategi mengamankan APBD dari tikus?? Berani mati gak lawan begai2 APBD yang selalu mencari celah. Sanggup gak mengamankan program2 KJP dan KJS?? Sanggup ga... Lihat Selengkapnnya

Suka · Balas · 1 · Kemarin pukul 7:50

 **Belinda Marsaulina** Jawaban pak anies sungguh brilian.walo sebetul nya saya lebih kepincut dengan kinerja ahok.

Suka · Balas · 5 · 5 Oktober pukul 14:24

 **Chandra Budi Surya** Menjadi Teman Berdemokrasi Sangat Setuju, asalkan Jgn menjadi Teman Berkorupsi setelah Menang bertanding.

Suka · Balas · 1 · Kemarin pukul 0:10

 **Nurhaeningsih Abdurahman** Niat baik jgn mundur bl ada yg kritik,yg kritik biasanya yg suka intrik jd jgn ikut ketarik

Suka · Balas · 3 · 5 Oktober pukul 15:39

 **Tata Daesuke Leab** akademisi yg banyak teori....pandai beretorika dgn gagasan ucapan yg lembut....tp syang tdk punya taring makannya kena resulf d kabinet 😊

Suka · Balas · 2 · 5 Oktober pukul 23:11

 **Firman Panji Wkw** Kw Kw wk...harapan menang ada.. kalah pasti...semngat pak anies...maaf kali ini saya dukung ahok...

## CONCLUSION

This phenomenon mentioned by the writer as consequences of new media in this case social media. There are people who love this, beside the others hate this. The using of social media cannot be limited with time and place. People can share everything they need and want while the others can stop it. Regulation or public policy is needed but only exist to keep them do not over use social media. In fact, social media create a new personality. It changes an introvert people to become a curator, crawler, commentator, catalyst or chatter.

Based on the interactionism symbolic theory, the writer assumed this phenomenon exist since people always have their own perception and meaning toward thing, social object which is will be produced as an abstract idea. People's idea also influenced by the society, their decision and mind. That is the reason why there is must be a difference in one interaction. Unfortunately, in this modern era, the difference of thought can be shared in social media and automatically will be both accessed and read in on time by other user around the world. It will affect a side bar opinion, which is said, that it make convergence of using social media. It is right when social media become a space for people to share opinion, but it will wrong when social media become a space to war with their opinion. Social media lost its trust.

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# **Social Media, Political Communication Patterns and Power Relations in The Flores Tribal Society (A Critical Study on Discourse and Conversation Structures of the Online Political Discussion within Facebook Group “Wacana Pembentukan Provinsi Flores”)**

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## **BACKGROUND**

The rise of political discussions in social media about various political issues in the province of East Nusa Tenggara (NTT) by NTT netizens publishes the hope but also doubts about the strength of the discursive characteristics of political communication and power relations are more egalitarian-reciprocity in the NTT society context. Expectations are based on the existence of connectivity, interactivity and openness as the internal structure of social media. But the question can not be avoided if it be faced with two facts of socio-cultural-technological intertwined that the Internet penetration rate is still low and *praxis* of socio-political life of society NTT is still strongly influenced by elements of the local culture of each ethnic. A sociologist, Elcid Li (2013) describes it as the practice of “ethnic home politics.”

One of the so dynamic online political discussions in the NTT political context with real action is accompanied by a number of discussions about the establishment Flores province that built in the Facebook group, “Wacana Pembentukan Provinsi Flores” (WPPF). Online political discussions is one manifestation of contemporary political communication so that have a certain pattern and ideology. It also

become a competition domain of power discourse. However, the practice of political communication through social media does not take place in a vacuum, but rather in a state of Internet technology called 'socio-technical systems' (Vermaas, 2011; Bijker, 2009). Thus, it is interesting and important to disclose and describe the patterns of political communication and power relations behind the online political discussions. This study aims to find out the patterns of political communication and power relations behind the dynamic of online political discussions especially related on topics Flores Islands province formation in the Facebook group "Wacana Pembentukan Provinsi Flores."

### **Socio-Technological System and the Characteristic of Social Media Text**

Social media is an internet-based medium that allows users to represent themselves and also interact, work together, sharing content, communicate with others, and forming social bonds virtually (Nasrullah, 2015; Boyd, 2009; van Dijk, 2013). This definition shows the magnitude of the social character of social media so it can be referred as a techno-social system (Fuchs, 2014). It means a system that going and growing with medium intimately involves technology devices; so this system can be existed as an interpretation and hermeneutics entity (Ropolyi, 2013).

The meaning and architecture of social media have some implications on use as well affect different internal characteristics of social media. The characteristics of social media consist of networking, interactivity, loaded with information, symbolic of human-computer related (interface), archived and simulation (Holmes, 2005; Nasrullah, 2015). These kinds of characteristics contained in social media texts that visually seen as a posting and conversations on Facebook. Thus, the character of a social media text is the interactive-cyber-social text.

### **The Patterns of Political Communication within Online Political Discussion**

There are two paradigms of thinking about political communication. The first is 'politics covers communication' and the second, 'communication covers politics' (Arifin, 2011; Riaz, 2010). The first paradigm emphasizes the strategic dimension of communication that is the aspect of the influence and power (McNair, 2003; Graber, 2005). The

second paradigm emphasizing the political dimension of conversation or discourse (Habermas, 2009). According to Esser & Pfetsch (2016), the current political communication is characterized by mixing of the public-personal communication, mass media-social media, established-not well established communicators, the opacity of the bulkhead between things serious political or entertainment, the expansion of political systems restriction of non-Western and increasing of globalization. Thus, political communication need to be defined by pointing to the presentation and meaning-making of the messages that have potential consequences for the use of power, transmission of citizens interests, the symbolic legitimacy of the authorities, and clarification of alternative options in policy making.

Political communication through social media is a mediated political communication. It can be functioned as a channel through which political information sent and received, as a source of political information, and as a public space where democratic involvement is really happening; strategic character, discursive and deliberative of political communication are intertwined with the internal structure of social media (Kaid, 2015). Interaction as such can form the pattern of political communications in the social media, including online political discussions.

The pattern of political communication can be read as a model of political communication in the meta-norms that determine the involvement of actors and the construction of political information that may affect the constellation of power between politicians, the media and the public (de Moor & Morgan, 2005; Littlejohn, 2010). Political communication patterns are influenced by the characteristics of the political system in a community and the characteristics of the communication medium that is used. An online political discussions in a democratic political system, at least has three patterns of political communication i.e the liberal-individualist or strategic pattern, communitarian or participatory pattern and discursive patterns (Freelon, 2010).

### **Power Relation in the Social Media**

Text or conversation as well as social media networks containing power relations through their technological structure and through its social, political, economic and cultural surrounding. Text of social media is a medium of power; where progression and reproducibility of

power relations that are generally referred to by Foucault in the form of domination-resistance strategy with patterns of discipline, regulation, normalization (Haryatmoko, 2010). According to Manuel Castells (2009), in the network society, power relations that appear in the programming-reprogramming, switching-unswitching, and unwire – rewire strategy.

## Research Approach

This research is a study on social media text as an element of social events and processes of meaning-making that have causal effects such as changes in knowledge, beliefs, attitudes and values. These are reproduced through the structure of the text and conversation. There are three levels in order to analyze the text, namely the production of the text, the text itself and the reception. Therefore, this study uses qualitative paradigm with a critical approach.

## Object

The object of this research is the text of social media in the form of online political discussion on the Facebook group WPPF that formed from narrative (posts) and online conversations or comments. The objects of the study are shown in the table below:

**Table 1**  
**Texts as the object of study**

No	Text	Description
1.	Profile of socio-technological WPPF group	The object analyzed related graphic elements, managers and setting properties of the group. Accessed on September 19, 2014.
2.	Description of Group (revitalization and publications idea of forming PKF).	Posted by admin Cyprian Thunder on April 1, 2013. Accessed on September 19, 2014
3.	Implementation and results of the first congress of the Flores-Lembata People in Bajawa February 20, 2014	Posted by admin On Adrianus Jehamat (Secretary of P4F) dated February 20, 2014. Accessed on September 19, 2014.
4.	Implementation and results of the Second Congress of Flores-Lembata People in Mbay March 20, 2015.	Poste by admin Adrianus Jehamat (Secretary of P4KF) dated March 20, 2015. Accessed on February 23, 2016
5.	Managing Conflict: interest pressure groups of pro division vs the parent province	Posted by admin Adrianus Jehamat (Secretary of P4KF) dated December 31, 2015. Accessed on February 23, 2016.
6.	Managing conflicts of determining the prospective capital city.	Posted by admin Frans Mado at March 20, 2016. Accessed on May 17, 2016.

**Data Collection Procedures**

Such relevant and representative texts on the Facebook group wall WPPF are collected based on chronological and thematic considerations. Chronologically: long and coherent written by a manager or an ordinary member, is public, documented, discussed the activities of the real (offline) on the committee as well-wishers at a certain time and got many responses (comments). Thematically, the posts (posts) and comments on the Facebook group wall WPPF written by managers or members, which are public, not necessarily tied to a specific activity, but contain the core idea in the issue of the establishment of provincial Flores, and got many responses.

**Data Analysis Methods**

In line with the text characteristics of social media as interactive social-cyber text, then the text is analyzed by the transformation of critical discourse analysis method of Teun A. Van Dijk and online conversations analysis. Critical discourse analysis used to investigate the structure of discourse and social context of the text. Analysis of online conversations for dissecting communication patterns and power relations were awakened by an interactive text. Unit and data analysis procedures revealed in the table below:

**Table 2**  
**Data Analysis Procedures**

Unit	Procedures of Analysis
Text or Post	Critical Discourse Analysis of Teun A. Van Dijk 1. Discourse structure: macro structural analysis (thematic), super-structure (schematic), and micro structure analysis (semantic, syntaxis, lexicon, rhetoric). 2. Historical context of discourse: actor, social-economy-political-cultural setting. 3. Power and ideology: actors/ideas competition or conflict.
Conversation/ Comment	Online Conversation Analysis: 1. Turn taking structures (TTS) 2. Building exchange (BE) 3. Parties, alliances and talk (PAT) 4. Trouble and repair (TR) 5. Institutional categories and identity (ICI)

## **Social Media and Political Communication Patterns of Flores Tribal Society**

The analysis on the structures of discourse in any text reveals that the pattern of political communication Flores tribal people through social media is still dominated by the strategic-elitist pattern even take place in the internal structure of the interactive social media. The pattern of strategic-elitist is apparent from the more widespread use of text structures that are monologue (one-to-many ethos communicative libertarianism), contains personal revelation even ethnic-regional revelation, flaming or offensive even politically stigmatization to the counter ideas or actors against idea.

Online conversation analysis also reveals the fact that how strong the elitist pattern-position is. Turn taking structures or sequence element shows that communicators still keep focus on the topics as covered. Even so, the study of the construction of an interchange of ideas (building exchanges) and the alliance of ideas and the actors indicates that discussions built on shared interests and ideas so almost absent some substantial debate. As a result, the alliance of the actors was obvious as a group of party supporters even alliance and the building itself was actually built by the group manager. This is demonstrated by the many comments over the managers than the members, managers and even answer or provide additional information on nearly all the comments on the topic.

On an ideological level, strategic political communication patterns supported by an emphasis elitist ideology of elitism, proceduralism and bureaucratic process of division of the province while minimizing cultural discourse and the role of culture system Flores people strongest in the Catholic religion and local customs. In practical terms, the pattern seen in the historical context in which factually, managers tend WPPF group affiliated to the local political elite, supported by ethnic-territorial proximity of certain factors. In other words, social determination was still strong enough in political praxis of netizens Flores especially the tribal Flores and all citizens in general.

## **Social Media and Power Relations in the Flores Tribal Society**

Power relations take place in such a domination-resistance strategy competition between both interests and actors who looked online but were mainly who behind it. The strategy of domination operates through



representationism-regulationism and switching political elitism and information elitism. While the strategy of resistance lasted through fragmentation and the formation of alliances and counter-culturalism behind unwiring digitally. Then it appears that the ideology of political elitism in tribal societies Flores incarnated in an attempt to perpetuate the culture of elitist democracy without a strong political deliberation. Political activists who originally wanted acting independently through activism in social media and then got stuck in the discourse of political elitism with being part of P4KF controlled by the district leaders and local politicians who want the immediate formation of Flores Island province.

Rallying support for the elitist discourse was done through political pressure by bringing the issue of regional division only on procedural aspects-regulation by mapping the political elite which already plays and contrasted with the supposed role but not yet play. As a result, other aspects that come in direct contact with the concrete conditions of the citizens do not become part of the political information disseminated. Strategy of these interest groups actually is a anticipative step to overcome the potential conflict with a directly political actor that is culturally has strong influence namely Catholic Church who tried to care for 'unity' of the Catholic mission in the NTT province; not only in Flores. By bringing the issue of the division just merely political discourse and the door for the entry of the resistance of the Catholic Church can be minimized. Instead, the political elite of the Church and the counter division carries the same cultural discourse that Flobamora identity-Christian unity and common prosperity that actually works slowly in people who are not active in social media.

## **DISCUSSION**

The study's findings in line with the theoretical study of the magnitude of the opportunities for strategic implementation of the patterns of political communication through out social media use. Strategically, due to political marketing perspective, social media is the most effective means of disseminating political messages and greet political actors because of low cost, wide-ranging, easily select and specify the target of the target group or market politics and a time for online unlimited, as well as allowing the encounter politicians with support beyond the limits of

institutional bureaucratic ((Emruli, et al., 2011, Meti, 2014; Barber et al. in Kaid, 2015: 668). Nevertheless, in the context of tribal island of Flores, the pattern of strategic dynamics typical both in the aspect of communicators, as well as the effect of the message or the reception.

In the aspect of communicators, changes the status of political communicators in social media group WPPF. In the first phase, from volunteers, volunteer raisers and originator of the idea of being an administrator and spokesman for the pro-establishment PKF interest groups who have been affiliated with local political elites as well as national politicians from NTT in Jakarta. Citing the opinion of Nimmo (1978: 28-30), with the role of this kind, political communicator on one side into a professional linking the political elite and the citizens through the efforts of translation elitist political issue into a simple concept, but on the other hand became a political activist role as spokesperson and pe-lobby. When examined, the group manager (AJ) is incorporated in the structure of the Congress I looked P4F take professional role while the other managers took on the role of political activists. WPPF political space was turned into a kind of space the publication and dissemination activities of interest group politics pro Flores separation from NTT.

In the second stage, the more confident political communicator became a spokesman for pressure group to a higher authority that district leaders who are considered less active participation of the leadership of NTT (the Governor and the Provincial Parliament). The communicator also take a further role as a political and ideologue with boldness even with utilizing lead opinion-technological discursive structure, these actors make online voting and regard it as a solution that is in accordance with the regulations. Agrees with the characteristics of virtual communities Rheingold (in Nasrullah, 2015), in social media there is the possibility of political imagination is limitless.

In the aspect of the political message, the communicator status change also has implications for the construction of political issues on WPPF group. Political messages constructed as the content of political communication that aims to gain the sympathy even to residents on his authority. Claim representation through that content is one of the construction mode of political message based on the power of symbols and values (Kaid, 2015: 37). Symbols and values to be deposited in the political consciousness of citizens that the idea of forming PKF is the will of all the people because “has represented” local political elites. Supporting

the construction strategies symbols and values, political messages about the formation of PKF also reduced by focusing on issues of historicity in the elite level and the development of procedural steps, bureaucratic and legislation. Expansion of the discussion or discussion of other aspects that are also substantive and democracy seemed inevitable.

Strategic pattern in the messages aspect are also underway with the construction of a political message than just a political issue into a form of political advocacy groups of interest both to a higher power as well as to citizens who cons and apathetic to the issue. As explained Kaid (2015), political advocacy is a form of political communication which aims to defend the interests and policies that have been planned and offered a way to gain public support as much as possible while recognizing the credibility of the interest groups. Political advocacy usually happens when the political situation related to political issues seem not to see that carried the certainty to be followed. The study's findings in line with the idea of this Kaid where the political communicator seeks to defend the elitist political process that has taken place as a process *apirasi* elitist and coming from the grassroots. In addition, political advocacy was revealed since constructing political message around the push-pull interests of the political elite in the province as well as the impression of 'reluctance' and 'inaction' governor to follow up the results of the congress and the action of interest groups that have been done.

In the aspect of reception, strategic patterns of political communication through social media in tribal societies Flores actually ran away from the idealism of internet-mediated political communication. Netizen concept requires the ability of the user out of the bulkhead awareness locality (ethnic-territorial) and well away from the logic of instrumental-utilizing social media as a source of economic and political profit. The reception is likely to only agrees with the publication and dissemination of political action interest groups actually agrees thought the pessimists on the internet that is that the internet just keep moving back into the pattern of media traditional with a focus on political marketing through the practice of segmenting and targeting strategy (Barber et al., 1998; Gandy, 2001). The strong concentration on advocating political interests would make the pro division Flores online community fragmented by using socio-cultural elements that have been used since before periods.

## CONCLUSION

The participatory pattern of political communication is the original idealism of political activists who became a pioneer of political communicators in social media group. But it becomes faded due to several factors where the elements of ethnic-territorial still be used as a means of recruitment of group members. This sort of thing reflects a trend of polarization of ethnic-based Flores netizens. As a result, political participation in the context of political communication through social media is partially polarized even. Waning participatory pattern is also influenced by the polarization of the local political elite which then affects the polarization of netizens of Flores based on political interests. If homogeneity is intertwined with the political interests of the ethnic-territorial polarization thus political communication practices so easily turn into a strategic-elitist patterns.

## SUGGESTIONS

This study treats social media text as data to be read and interpreted so that researchers more as an observer than a participant. Other researchers can treat social media as a means of getting the data so that it becomes more participatory and more “synchronous”. Moreover, the nature of connectivity and interactivity of social media requires also the analysis of communication networks. Even so, assuming the use of multidisciplinary analysis in the study of theory and must be maintained and even increased because of social media, the usual subjects in political communication as communicator, political messages, audiences and so has looked increasingly complex.

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# CHAPTER THREE





# **Building Customer Loyalty Through Mural Arts in Marketing Communications Strategy (A Case Study on Marketing Communication Strategy at PT. Telkomsel Indonesia)**

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## **BACKGROUNDS**

Various reasons appear when advertisers began to look for alternatives to advertise their products/services, such as a high price to be paid for advertising as well as too many advertisers using the same channel -conventional advertising channels- such as television, radio, magazines, newspapers, billboards. About twenty years ago, there were only three commercial advertisements that can be reached by 80% of the population of citizens in America. If you can imagine what if it was in Indonesia and in the present?

Effective or not, this could be the right keywords to address the reasons for the search of alternative new advertising space. Then came the question, "How is the right way to make media advertising cheaper, effective, and gain attention, so as to achieve awareness of the public?" Those questions have always been the core of marketers to become more creative looking for innovations to introduce or increase sales or maintaining customers' loyalty.

According to Tom Himpe (2006), advertising today grown to be like a fast food. Fast food business holds the principle of "straight", with no

variations, and factors 'wow' or shock power of proper cooking methods. Communication today requires something more than just an experiment of unifying products and predictions of far pre-packaging or presentation of prepared foods. Communication should be calm and has a shock. If not, then people are not willing to listen.

Utilization of public spaces such as murals as a medium of communication could be the right answer for the moment. A brand becomes closer to consumers through public spaces. In addition, by utilizing the public spaces, it can suppress the budget. Then, the use of public spaces in different ways by generating unexpected surprising methods that directly face the audience.

Mural is a large painting in the wall that is seen as a medium to beautify rooms. Mural also means a portrait that is made and placed directly or indirectly on the surface of the wall of a building, which indirectly has a common configuration with painting. The difference lies in the specific requirements that must be met by the wall paintings, the association with architectural/building, both in terms of design (meets aesthetics), and ages, in terms of treatment and observation.

In war-torn countries, murals are easy to find. Northern Ireland, for example, there are more than two thousand mural produced since 1970. Naturally, political propaganda becomes a hot issue in the murals. There remains a common perception in Australia that graffiti is a social problem and is a threat to the normality of civic life (Dickinson, 2008; Iveson 2008, in Jessica Irons, 2015). He notes also that; "Illegal graffiti is Often related to a community's perceptions about the safety and crime levels of that place, emphasising the negative connotations of graffiti."

Mural in Indonesia itself has existed since the war of independence. At that time, the fighters expressed their desire through the art of painting with outdoor media such as walls. Although the capabilities and equipment are still simple, the concept of writing on the wall became the most secure way to express opinions secretly.

Mural art in its development has become part of public art that involves two-way communication. Mural artists perform visual communication to the public on what is to be conveyed. While society as a connoisseur who in practice is able to interact directly to the artists. This point shows that mural arts as interactions are not only done visually embracing the view of 'art is art' without a certain accountability, but the mural is able to juxtapose

itself as an art that interacts verbally. In this case, public enlightenment in art world as well as the technique, the general public can take a role as an artist as well. The murals are not only stand on its own without the presence of wealth of meaning. For the creator, there are messages to be conveyed through the mural. There is a message within the utilization of the presence of a mural with the image surrounding, including the mural that is just for the sake of aesthetic, to voice their socio-cultural, economic and political as well. As Patrick Verel (2013) said that:

I will present evidence that graffiti murals that have been done by artists with a connection to the neighborhood are a cost effective way to keep surfaces free from vandalism, and Also create visual cues to residents that the place they call home is desirable. This is in direct contrast with blank walls, the which may be seen as a sign of order within a chaotic urban environment, but offer no respite from the drab surroundings that surround many of them.

Murals directly touch people, and establish a close relationship with them. When talking again about alternative media to advertise, mural could be the right answer. A brand can be closer and has personal interaction with their customers without involving any other medium such as conventional media.

In addition, alternative media such as murals are able to provide exclusivity, where a brand can 'show off' without any competitors. Citing Tom Himpe (2006: 13): "Brands are continuously on the lookout for places, moments and media where they can enjoy a dedicated and undivided people's attention. According to Himpe, cited by Austin and Aitchinson (2006), exclusivity is power. "The less you have to share the attention of consumers with fellow advertisers, the more power you can exert over consumers".

In addition, our creative marketing try to do creative efforts that sought to place the consumer's position in the environment and the products as part of that environment, according to Creative Urban Pole (2012):

Successful creative enterprises are truly customer focused, not in the sense of putting customers in their sights (as if firing products at them), but putting the customer at the center of Reviews their universe so that Reviews their entire business revolves around them. It's a fundamentally different philosophy. It's a shift of thinking; from how can we sell what we want to create, to how can we use our creativity to provide what customers want to buy?

In Indonesia, there are currently at least 10 mobile operators with various products namely PT. Bakrie Telecom with Esia products; PT. ExcelcomindoPratama (MTN) with XL products; PT. Hutchison CP Telekomunikation with the product 3; PT. IndosatTbk with its products IM3, Matrix, Mentari, StarOne; PT. Mobile-8 Telecom with its product Fren, Hepi; PT. NatrindoTeleponSeluler (Lippo Telecom) with Axis products; PT. Sampoerna Telekomunikasi Indonesia with Ceria products; Smart Telecom with Smart products; PT. Telekomunikasi Indonesia, Tbk. (Telkom) with Flexi products; PT. Telekomunikasi Seluler (Telkomsel) with Kartu ASproducts, HALO Card, and Simpati.

The competition among operators becomes quite tight in attracting new customers and maintaining loyal customers respectively. Promotions using a variety of media is also intensively carried out by the mobile operators. The media were made not only in the form of billboards with various sizes. A current trend with the unique ideas and low cost is the use of the walls of houses, shops houses or shops buildings.

How to convey a message is just as important as the content of the message itself. How to convey can determine whether the audience receive the message or not. This also applicable to the way a company communicates the message that is conveyed to prospective customers. Whether a company wants to convey a message through a display that makes the target laughing, crying, or arousing their curiosity to find out more about the marketed products.

Through murals, a brand indirectly invites the audience into the methods of communication that are not easily guessed. One form of murals that is often seen by people in Jakarta are the advertisements of a mobile operator, Telkomsel, that are placed in overpasses or houses. The murals are located in the bridges and the walls of houses. With a high level of attraction, they are painted and drawn with the brand logo that symbolizes the mobile operator. The appeal is very important because it will increase the success of communication with the audience.

That categories have differences in the way of emphasizing the advertisement. Rational appeal is displaying ads with promises that are functioned to convince the target audience by providing claims that would be obtained when using the products of the brand. While emotional appeals are usually used in an industry where brands do not have many

differences. Emotional appeal used by industry that has reached a mature stage, and the company wants to differentiate its products from those in the market by way of “persuade consumers” through advertising with emotional appeals. Ads like this is trying to get to the heart of the target audience, in terms of trying to create an emotional bond between the target audience with the brand.

Mural art is very interesting to observe as it is already widely used as an alternative commercial media. Walls or other permanent surfaces are already used as media to place the mural as an advertisement or marketing strategy of the company. As stated previously, there are already many mural arts in Jakarta which are filled with various promotion or advertisement mostly by a company mobile operator such as PT. Telkomsel. Finally, the mural arts found in public spaces are cheap in terms of cost and are effective to replace the promotional strategy that uses billboards which is more expensive. This way has become a common marketing communications strategy used by mobile operators.

Based on the background, the focus of this study is: “How mural art was used in marketing communication strategy of PT. Telkomsel Jakarta, Indonesia.” The research questions are as follows:

1. Why was mural art used to develop marketing communication strategies of PT. Telkomsel?
2. How did planners develop a rational appeal on mural art as a marketing communications strategy of Telkomsel products?
3. How did planners develop an emotional appeal in art mural as a marketing communications strategy of Telkomsel products?

## RESEARCH METHODS

Case study used in this research tries to describe and explain comprehensively various aspects of individual, group, organization (community), program, or social situations. (Mulyana, 2003: 201). The nature of the case study is to maintain the integrity (wholeness) of the object. The case study is an appropriate strategy to answer the research questions “how” and “why” (Yin, 2006: 1).

The core of the case study is a specific and unique case (Creswell, 1998: 37, Salim, 2001: 97). The uniqueness of the research is, PT. Telkomsel is one of the largest operators in Indonesia that use mural art as a marketing

communications strategy to promote or advertise their products. Through marketing communications, the products of Telkomsel will be able to get closer to the public with the mural arts that are used.

The research was conducted at the division of Marketing Communication of PT. Telkomsel Jakarta. The division was chosen because it has a very big influence on the issues selection of mural arts in the marketing communications strategy of PT. Telkomsel. The analysis unit of this study is the marketing and corporate communications specialist in Jakarta.

Data were collected through in-depth interviews with William Yanuar Setiady who was the first key informant. In this study, the authors chose him because of his position in the field of marketing of PT. Telkomsel. The division is trying to plan media placement strategy to achieve the goal of target market. Furthermore, M. Denny Hamdani was the second key informant. In this study, the authors chose him because of his knowledge of marketing in PT. Telkomsel and his quite much experience. Besides, he also directly involved in the field of the alternative media of mural art for five years. Djunaidi Noor was the third key informant, he joined PT. Telkomsel since 2003, now he served as the Manager of Marketing Communications Office of PT. Telkomsel Jakarta.

The location of the research was at the Central Office of PT. Telkomsel Jakarta, located in Wisma Mulia, Lt. Mezzanine Jl. Jend. Gatot Subroto No. 42, Jakarta 12710 Jakarta Province.

## **RESULTS AND DISCUSSION**

### **1. Four Basic Concepts of Mural Arts in Strategic Marketing Communications of PT. Telkomsel Jakarta.**

Telkomsel is one of the three GSM licensed as a mobile network provider in Indonesia. After the success of the pilot project GSM in Batam and Bintan, Telkomsel will continue working to expand its network and GSM services to all regions in Indonesia. The new networks were launched and operated in Medan, Surabaya, Bandung and Denpasar, without forgetting the small towns. PT. Telkomsel is armed with the experience gained from other areas since its first GSM introduction in Indonesia.

PT. Telkomsel is greatly known as one of the leading mobile operators in Indonesia. However, with the growing market of mobile operators in

Indonesia, PT. Telkomsel has many competitors that really want to win the heart of the community to better choose which mobile phone that are suitable for everyday life. PT. Telkomsel has always been trying to maintain its top brand mobile operator in Indonesia.

PT. Telkomsel is a subsidiary of PT Telkom Indonesia with the share value of 65% and Singapore Telecom (SingTel) with the share value of 35%. PT Telkomsel is a company engaged in the field of mobile telecommunications service provider with the network frequency of GSM 900/1800. Telkomsel is estimated to grab 52% market share in Indonesia.

The relationship between marketing and communication is close. Communication in marketing activities is complex, which is not simple such as talking with coworkers or family. Marketing communication is expressed as communication activities aimed to convey a message to consumers using a variety of media with the hope that communication can generate the three-phase of change, i.e. changes in knowledge, changes in attitude, and changes in the desired action.

There are many strategies and media that have been approved by Telkomsel. Marketing communications programs that are used to market the products of Telkomsel are very diverse. For example, above the line, below the line, then digital media. Through the media, various kinds of messages are designed so that in accordance with the strategy and media planning will measure or indicate the effectiveness of the marketing of Telkomsel products.

A message is considered to be effective in a planning if it has been conveyed through the media. Telkomsel is still trying to take measurements of the messages used in the communication media strategy and marketing through outdoor media. In this case, the Central Office of PT. Telkomsel uses mural art as one of the alternative media marketing communication strategy since 2010. The idea was, they saw empty public spaces that can be used in such way to attract people's attention when they see the paintings.

This section presented the considerations of PT Telkomsel in using mural art as one of the media in marketing communications strategy. Results of mining data from the field indicate several reasons for the use of mural art as part of a marketing communication strategy, namely: the

value of uniqueness, novelty value, low cost, and continuity. The four are known as the four advantages in utilizing mural art.

Unique value can be defined as the value that is to be owned by certain media and strategy in the delivery of the message that will get the attention of people to the products that are being marketed. In this research, the informant explained how they provide unique value in the art of mural which is serve as a marketing communication strategy undertaken.

Based on the interviews, the value of uniqueness and value of novelty are one of the important things in planning media and strategy of marketing communications. According to the planner, the differentiation is very important, so the presence of a unique strategy, new, and different, as well as the use of the widest possible media, then comes the values that give a distinct impression that will be remembered by prospective customers.

Making art murals in public spaces is not based on talkative reason which follows the other mobile operator companies that are already using the first mural. Based on the interview, at this point there are many empty spaces that are already occupied by various kinds of other outdoor media. Even some of the external media also require substantial funds to install such media. So with the empty spaces that is wide enough, PT. Telkomsel had the idea to make an alternative media to market their products. Mural art is an aesthetic which fills the new empty spaces that do not require a high cost.

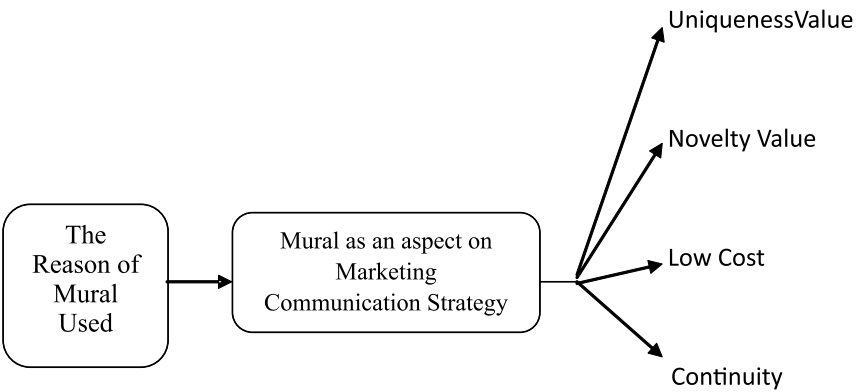
Mural art requires a low cost investment and has a considerable effective impact. With the visual display on the empty space and at certain points, it strategically can gain more attention from the public to the products offered.

Furthermore, the informant said that the mural is continuity. Mural is able to remind the audience of the product being promoted. Mural art media is expected to be closer to the people continuously. Since many people see continuously the various mural arts contained in certain fields in everyday life, they will always be reminded of the advantages of the products offered.

Mural art becomes a suitable alternative media as a marketing communications strategy because it provides an effective message



development through visual display. With the uniqueness and novelty that does not have to spend a great and capable of delivering the message continuously, mural is able to present the best marketing strategy for the products.



**Figure 1**  
**Four Basic Concepts Using Mural in Marketing Communication Strategy**

**2. Rational Appeals in Mural Art: Build Audience Interests**

The appeal of the message rationally is an important aspect in the delivery of the message because it deals with audience interest. Products will demonstrate the value of the benefits desired by the audience. Rational appeal focuses on the usability of a product to meet the needs of consumers. The appeal is trying to show product features or services, the usefulness and the reason to have and use the product.

PT. Telkomsel tries to use the rational appeal of message through mural art that has become one of the marketing communication strategies. In this case, the messages used in the art of mural should give a direct impression of the sale by looking at the benefits of the product.

Building a rational appeal of mural is done through several small researches by regions where the murals will be placed. PT. Telkomsel creates messages that are relevant to the local conditions so that the message is easier to be understood by the target communities in the area.

PT. Telkomsel Jakarta, using some elements to develop a rational appeal of the message. First meet factual elements, the message is able to convey information, and connected with decisions that require the

most attention. Audience receive motivation and process information. Persuasion is done by the manner of processing this information. This means that messages are presented to build a rational reason that the audience do the decision-making process well.

The message conveyed by PT. Telkomsel is factual and in accordance with the information contained in their products. The messages portrayed through mural arts covers a few words or a slogan of the product and the advantages of the products. This done without being merely dropping competitors.

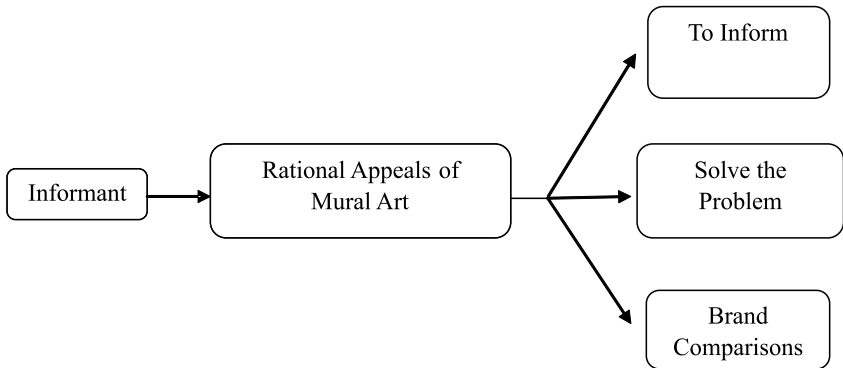
Through this approach, consumers or potential consumers are able to firsthand see the factual messages being delivered and continuously through a blank field that has been changed. Unlike the television media, printed media, and others, they have to wait first and take time to obtain the factual information of the products.

The second element is the demonstration. This technique applied to show how to solve the problem. One aspect raised was the issue of cost. PT. Telkomsel attempts to incorporate elements of mural arts as alternative media for their marketing communication strategies. The cost was very demonstrative element in the competitiveness of the products. They offer costs that are more friendly compared to some other mobile operator products.

One informant said that the message is delivered directly with respect to the main problem that is the cost. The cost will be an advantage to the customers that see the selection of appropriate cost on the product through a visual display of mural arts.

Third, the brand comparison. In connection with its competitors, PT. Telkomsel has a message that tries to create an impression of a comparative element. The message is based on the aspect ratio of the brand that has the advantage. The comparison focused on one or two characteristics which is the most prominent ones and provide access to enter new markets.

In the use of mural art itself, PT. Telkomsel obviously must use brand comparisons. The reason is that mural art has mushroomed and is used by other mobile operator companies that have been a long competitors of the products of PT. Telkomsel. Through this mural art, many are showcased and are seen side by side. They try to find ways to process the message in accordance with the advantages of their products.



**Figure 2**  
**Attractiveness Model Rational Appeals Art Mural PT. Telkomsel**

## 2. Emotional Appeals in Mural Art for Marketing Communication Strategiyof PT. Telkomsel

A message must touch the audience. In this case, the marketing communication is not just building reasons for deciding to purchase, but also building affection on the product. Loving product built with a touch of affection, even eliminate the influence of the rational dimension of audiences. In this point the emotional dimension is a very important thing on the message of marketing communication.

Emotional appeal of the message itself evokes a positive or negative emotions that arouse interest to buy the advertised product. This factor relates to how much influence of messages delivered to the community. The appeal of advertising mural art of the emotional aspect would attract public attention through color, design and size of the mural used in advertisement.

Appeal emotional of messages stimulates both positive and negative emotions. This idea includes the reasons of fear, guilt, and shame that causes a person to do an act or stop an action. One informant stated that, Telkomsel itself is trying to deliver messages through mural art that can evoke positive emotions. Positive emotions intend to not doing invective to other competitors, but they are always trying to evoke a sense of positive in the minds of the consumers that the product of PT. Telkomsel is suitable for the community.

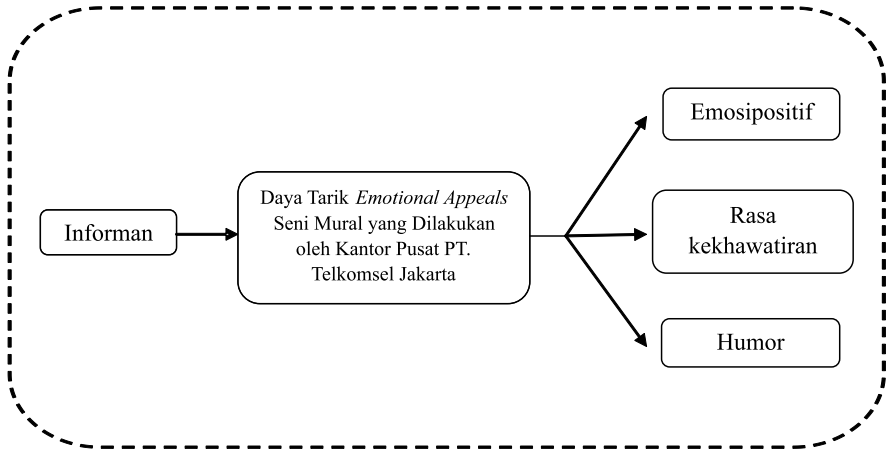
With the positive emotions that people gain from the products of PT. Telkomsel, it is expected that they will become loyal consumers. This is in contrast to people who did not try to use the products of PT. Telkomsel, they try to think and search for mobile operators that are suitable for them.

In line with the efforts to cause a feeling of positive emotions, other elements contained in the appeal emotionally committed by the Office of PT. Telkomsel through mural art is an element of anxiety or apprehension. Sense of concern here is more emphasis on aspects which is worry that arises if the audience does not use the product. One informant stated that in order to turn up positive emotions, a sense of concern should be back on the audience, which they themselves have tried it.

In its application, PT. Telkomsel also has a bit element of anxiety on their pasted mural arts. It is if the messages that are used to compete is adjacent to the mural arts of other competitors. This will generate or trigger anxiety for consumers or potential consumers who do think that, if you do not choose from one of the products on offer then they would feel aggrieved. Therefore, PT. Telkomsel will continue to strive for the messages that they design not to compete when they are juxtaposed to the competitors' mural arts. The murals they produce should give a positive impression to the public and bring a sense of anxiety when they are not using the product PT. Telkomsel.

The murals of PT. Telkomsel also use some elements of humor in building the emotional power. The application of sense of humor as the emotional appeal is attractive because it can attract public's attention and boost interest. Moreover, the use of humor can bring the audience into a positive atmosphere.

In its development, in order to design the art of murals that are not boring, PT. Telkomsel includes elements of humor in the visual display. The element of humor is expected to lead to positive emotions more deeply to the products offered as well as able to attract public attention.



**Figure 3**

**Emotional Appeals on Mural Art of PT. Telkomsel**

## CONCLUSIONS

Based on the results of research and discussion, the following conclusions can be drawn:

1. The art of murals become a part of marketing communication strategy of PT. Telkomsel because it has three strategic values of marketing communications media, namely the value of uniqueness, the value of novelty, low cost, and continuity.
2. The appeal of the message in a rational (rational appeals) is developed in the form of creating an informative message that is able to overcome the problem, as well as the comparison brand to other products.
3. The appeal of emotional messages (emotional appeals) is developed in the form of message that is capable to inflict a positive sense, bring a sense of worry/anxiety, as well as giving the impression of a deep humor on the products offered.

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# **Communication and Society Empowerment Through *Zakat* Management**

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## **INTRODUCTION**

The existing perspectives on the capital (Putnam, 1993, 1996, 2000; Coleman, 1994; Portes, 1995; Fukuyama, 1999) focus on the form of interrelated qualities between the community, organization, and the society based on trust, norms, and social networking. Other perspectives view the phenomena of the capital could be differentiated into financial capital, physical capital, human capital, and symbolic capital with which the capital is not merely involved in the material exchanges (Bourdieu, 2009; Kawachi and Berkman, 2005; Coleman, 1988).

The explanation by interactionist perspectives could be known by the researches of Putnam (1993), Zak and Knack (2001), Rothstein and Stolle (2003) (in Rothstein and Uslaner, 2005). In these perspectives, the capital (especially social capital) emphasizes more to the trust and networking. In the meso level, it is known that those who have trusts, have also better jobs in political and governmental institutions, they are also more welfare and they are hardly involved in the crimes and corruption.

Regarding the organizer and management of zakat, the previous researches reveal that there are 3 (three) kinds of zakat institutions leading in Indonesia. Firstly, the institutions managed by the community stressing more to the asceticism and altruism. Secondly, the institutions managed

by the state (Baznas and Bazda) stressing more to the developmentalist orientation. Thirdly, private LAZes attempting to apply the principle of maximizing utility (Malik, 2010: 193-214). In the third domain respectively, the institutions are characterized by the emergence of such institutions as follow: The House of Zakat (*Rumah Zakat*, RZ), The Wallet of the Needy (*Dompot Dhuafa*), Daarut Tauhid, the Center of Zakat of the People (*Pusat Zakat Umat*, PZU), etc. Even their existence are more intensive after the enforcement of the act that those institutions are not only the units of zakat collection (*Unit Pengumpul Zakat*, UPZ), but they are also the Institution of Zakat Management (*Lembaga Pengelola Zakat*, LPZ) being known as the *Lembaga Amil Zakat* (LAZ).

This study emphasizes more on the LAZ capitals in transforming the management of zakat in West Java, Indonesia. Studying the reality of zakat in West Java has its own attraction, especially because there are prolific growing private zakat institutions in the area. Moreover, West Java is one of the most populated area, so that it could accumulate and maximize the capital (Minarti, et.al., 2012: 27). Therefore, a research on the capital and its communication to institutionalizing zakat management is significant to be done intensively.

The main thesis of the research is that the capital could be a main key of success in a socio-economic institution in defending and developing its existence, and in transforming the people. The more amount and types of the capital being owned by an institution, the higher chances of its success and the higher of appreciation (trust) being accepted. To see the capital in the communication of institution, the study attempts to integrate the capital in Pierre Bourdieu's conception and the New Institution in Victor Nee's conception.

The aim of the research is to know the types of LAZ capital and its communication in zakat management in West Java.

### **Concept of Capital**

The success of zakat management is influenced by capital it has, either economic, social, cultural, or symbolic capital. Bourdieu views that capital is an asset owned by an individual in his/her social environment used to determine the position in a domain. In Bourdieu's (1986: 242) words:

The structure and distribution of the different types and subtypes of capital at a given moment in time represents that immanent structure of the social world, i.e., the set constraints, inscribed in the very reality of the world, which govern its functioning in a durable way, determining the chances of success for practices. Economic theory has allowed to be foisted upon it a definition of the economy practices which is the historical invention of capitalism.

A brilliant idea in this conception is to place capital not merely in relation to the economics, and that the economy capital is not the only general force; it stresses also in cultural, social, and symbolic capital. There is no one in those forces which is absolute power. This Bourdieu's thought describes that economic capital or money could not stand in itself. There are other factors of capital or non-economic capitals influence it, and each of those capitals is interrelated with each other. Hence, capital includes the values of social networking which could be used to produce material production (Waters, 2002: 198).

Bourdieu considers capital has a significant role, for it is the capital that makes people possibly control other people to determine the destiny of himself or other people. Capital makes people have opportunities in life. It could be earned by people's way of life. Moreover, it plays a central role in social communication. It provides vehicles in determining and differentiating people's destiny of social class (Goldsmith, 2004). It is symbolic in the sense of the existence of inequality in the society, where there is a stratified class based on the possession of capital. The emergence of such concepts as the haves and the haves not, the capitalists and the proletariats reflects the idea of inequality in the possession of capital. Whoever has the capital, he/she will control the arena, or he/she could adjust himself/herself to the existing arena.

Bourdieu says that capital is an accumulated work, either in a material form or in an incorporated or embodied form, if it is used to get the fortune by an agent or a group makes him/her or them possible to use social energy in the living or efficacy form of work. Capital is an inherent power to the subjective or objective structure and becomes a principle on which social order based. Capital has a capability to reproduce in an identical form or in an extended form (Bourdieu, 2002: 280). Depending upon the arena where the capital works, and upon the fare of the transformation which

becomes the condition of efficacy in an arena, Bourdieu says that capital could be formed into three: (a) Economic capital directly or indirectly could be converted into money or institutionalized into property; (b) cultural capital which could be converted into economic capital in certain condition and institutionalized into certain qualification of education; and (c) social capital formed in social necessities or social relationships which could be converted in certain condition into economic capital and institutionalized into such thing as honor (Bourdieu, 2002: 281).

### **New Institutionalism**

Victor Nee together with Granovetter and Richard Sweberg explains a new concept of social institution in the form of 'New Institutionalism' theory (Nee, 2003). This theory is claimed as a form of continuity and modification of old institutionalism theory with which saying that institution has a concept and a structure, there is an interrelated thing between the individual and the institution, in which individual behavior is formed or affected by the institution where he/she lives, and the institution produces regularity of new collectives based on the rational actions. However, this new institutionalism theory gives a missed variable, i.e. knowledge. In this theory's conception, communication within an institution gives new knowledge to the chosen action by its doers. Through the knowledge, it also forms new possibilities potential in producing new institutions (Victor Nee, 2003).

Victor Nee views how institutions interact with social networks and norms to form economic action. Nee (2005: 52) explains that what he meant by institution is a dominant system of formal and informal elements such as habits, agreements, norms, and shared beliefs, where the actor based his/her own action in order to fulfill his/her interests. With this definition, Nee regards institution as social structures providing guidance for common action by way of regulating each own interests and strengthening the communication between them, for someone's behavior is influenced by others. Victor Nee (2005: 56) considers actors are influenced by other actors.

Victor Nee, a contemporary proponent of this new institutionalism theory, describes institution as a dominant system of formal and informal interrelated elements like customs, shared beliefs, conventions, norms,

and rules, where actors based their behavior whenever they fulfill their interests. Therefore, institutional change is not only involved in the reform of formal rules but it also fundamentally demands rearrangement of interests, norms, and power. All processes of the emergence, resistance, and transformation of these institutional structures based on the rationality of certain societal context and implanted into interpersonal communication. If the concept of rationality in the classical economic perspectives is wholly rational in order to maximize individual advantage, the rationality suitable with the context is based on the local culture, religion, and habits.

Victor Nee's (2005) key concepts affirm social mechanism where formal and informal aspects are interrelated and become the basis for every individual to reach each own economic interest. According to Nee, formal aspects cover formal acts of the state including the act of institutional environment related dialectically with such informal aspects as norms and shared beliefs, social network, social embeddedness suitable with certain socio-cultural contexts. Both formal and informal aspects, according Victor Nee, influence human behavior in doing each economic activity. Organizations, meanwhile, are the blue print of social structure having such roles as firms and non-profit association.

Nee's (1998: 31; 2005: 56) framework comprises three levels: institutional environment level (macro), organizational level (meso) and social communication or social network between individuals (micro). There are influential communication between institutional level and organizational level, between organizational level and individual level, and the reverse. Such influential communication is developed by the following processes: Firstly, institutional environment covering regulations or institutions, policies or governmental intervention or free market. This institutional level affects organizational level. Secondly, organization should adjust itself in order to survive, in which it should enact formal rules suitable with the demand of institutional environment and to arrange individual action in the organization in accordance with the attainment of organizational aims. Thirdly, individuals in the organization respond in the form of social interaction between the individuals. Each individual in each interaction considers or orients himself/herself to organizational rules and each own rational (instrumental) reason. The result of interaction between individuals could couple or decouple

the aims of the organization. Fourthly, decoupling interaction of the organizational aim is responded by the organizational authority. Fifthly, the difficulties of organizational authority could get over the problems in the organization encourages the organization to do collective action addressed to the change and adjustment of institutional environment (the change of regulation, state policy or intervention).

Nee (2005) utters his opinion regarding the significance of institutional and cultural environment in forming economic behavior of the society. He states the necessity of the integration between social communication and institution in economic behavioral study with the focus on the mechanism arranging the combination of formal and informal rules facilitating and organizing economic behavior and the communication between the elements of the causal level. Connection and linkage between institutional level and informal communication binding actor's action in pursuing his/her interests is a framework, i.e. institutional framework. In fact, Nee's (2005) view on new institutionalism is a combining thought between institutional economics, Coleman's rational choice theory, and Granovetter's embeddedness theory.

### **Connection between Capital and New Institutional Concepts**

This study attempts to integrate the concept of capital and new institutionalism concept. Victor Nee's (2005) thought on new institutionalism is generated initially with his idea to explain how institutions interact with social networks and social norms in directing economic actions. In Victor Nee's (2005: xv) words:

New institutionalist sociology revisits the idea of context-bound rationality developed in the classical period of sociology and focuses on the social structural contest within which individual interests and group norms develop as well as on the reciprocal role of norms and interests in effecting institutional change.

Victor Nee's new institutionalism concept is regarded by Rochman Achwan (2014: 56) as a concept affected by Pierre Bourdieu's thought on the fields, especially in studying economic life. Only that Achwan assesses that there is some differences in developing each own concept, like that Bourdieu lays the state as an outsider, Nee, however, put it as an insider. Nevertheless, Nee's approach is regarded by Achwan

as relevant enough to study economic phenomena in Indonesia, although Nee himself develops his approach by his studies on economics and politics in China.

The linkage of Nee’s and Bourdieu’s concepts could be estimated in the following matrix:

**Figure 1**  
**Connection between Nee’s and Bourdieu’s Thoughts**

Aspect	New Institutionalism (Victor Nee)	Capital, <i>Habitus</i> , and Arena (Pierre Bourdieu)	Connection of Thought
Basic of Thought	Institutional environment forming economic behavior; formal institution interacts with informal institution (norm and network)	Arena (including economic arena) is social production and reproduction; power communication between actors who have different facilities in gaining capital diversity	Environment could be arena influencing actors (organizational doer) in forming economic behavior; Actors having bigger (social, symbolic, cultural, and economic) capital could have certain position in his/her environment
Aim	Studying mechanism arranging the ways of how the combination between formal and informal institution urges and prevent economic behavior	Studying how capital and <i>habitus</i> collaborate with the arena, so that produce practices; Studying the types of capitals owned by actors	Studying how types and functions of capital in an economic action, especially in the combination between formal and informal institutions
Conceptual Component	Institutional environment (macro level); organizational arena (meso level); social group and individual (micro level)	Symbolic capital; economic capital; social capital; cultural capital	Bourdieu’s capital concept more precisely includes in Nee’s organizational arena (meso level)
Linkage Conceptual Component	Institutional framework, institutional, organizational field, organizations, collective action, social group and individual, compliance, close coupling, decoupling, monitoring, enforcement	<i>Habitus</i> , Capital, Arena, Practices	Institutional, organizational field, organizations, collective action, compliance, close coupling, decoupling, monitoring, enforcement, <i>habitus</i> , capital, field, practices

Assumption	Rationality is bonded in societal contexts; Actors are driven by interests; Actors articulates interests within the organization and network	Forms of capital and <i>habitus</i> owned by actors facilitate in capturing the power in the arena; the bigger the capital, the bigger the chance	Capital owned by the actor facilitates in capturing the power in the arena; the bigger the capital of the actor, the bigger the chance he/she has in the arena
Focus	Less attention in the agency, more to the communication between the groups in pursuing the interests	Has attention in the agency-structure and gives a wider room in the communication between agencies within the arena	Connecting how actor's role in doing the communication to the other actors in an interest
Economic phenomena	There is communication between institutional arrangements	Multiplayer in the fields	There in the communication between organization and the arena

Source: Organized from Nee's and Bourdieu's Thoughts

## METHODS OF RESEARCH

The paradigm of this research is departed from Max Weber's concepts of ideal type and *verstehen* as the way of understanding and appreciation of a phenomenon socially, culturally, and psychologically in a deep consideration (Vredenburg, 1984: 17). A discourse on ideal type in Weberian concept is a part of the study on 'objectivity' in the social scientific world. Ideal type conception directs a sociologist in developing his/her capability through guidance to construct a hypothesis. Ideal type is hint a picture of reality but more to the aim of describing an ambiguous 'means of expression' in the picture. Empirical research attempts to comprehend a social phenomenon placing the observed events or actions with one or more ideal types.

An embryo of Weberian ideal type has already existed in economic theory like in a postulate of 'rigorously rational conduct' in market transaction. Hilliard Aronovitch describe in his *Interpreting Weber's Ideal Type* that for Weber, ideal type is not a 'hypothesis,' it is more to offer a hint to build hypotheses. Ideal type is also not a description of reality, it is to give an unambiguous in expressing a description. Ideal types are constructed "not as an average of' their instances, but by selecting and accenting elements such that it is then a matter 'of determining in each individual case, the extent to which this ideal construct approximates to or diverges from reality..." (Weber, 1949: 90).



Weber offers points describing that a construction is not normative: “An ideal type in our sense to repeat wants more has no connection at all with value –judgments and it has nothing to do with any type of perfection other than a purely logical one. There are ideal types of brothels as well as religious...” (Checkland, 1993).

This research uses the method of soft systems methodology (SSM) developed by Peter Checkland. SSM is an approach to solve an unstructured complex problematical situation based on the holistic analysis and system thinking. This method of SSM is performed to describe problems consisting bigger social and political effects and analyses by using the concept of human activity as a tool to know a problematical situation to produce actions to raise the situation.

The present writer asserts seven levels to solve the soft problems, that is: First, determining and understanding problematical situation. Second, affirming problematical situation. Third, choosing a viewpoint to see the situation and producing definition of problematical roots. Fourth, developing enough conceptual models to describe all of problematical roots. Fifth, comparing model with the reality. Sixth, declaring an expected and possibly performed change. Seventh, doing action to raise the situation of the real world.

This research taking analytical study of analyzing capital capacity of zakat management institutions in West Java, and performed in various location, that is the offices of: The House of Zakat (*Rumah Zakat*, RZ), The Wallet of the Needy (*Dompot Dhuafa*), Daarut Tauhid, the Center of Zakat of the People (*Pusat Zakat Umat*, PZU) of the Islamic Union (*Persatuan Islam, Persis*), and other places as agreed by the researcher and the informants.

There are two kinds of sources being used in the research: primary and secondary data. Primary data are taken directly from the source earned by in-depth interview in the managerial level or the volunteers, those who assist in achieving the success of the zakat programs. Besides in-depth interview, the researcher also applies Focus Group Discussion in the managerial and voluntary level. Whereas secondary data are taken indirectly from the source, like from: books, journals, internet, governmental documents, acts, regulations, etc.

Data analysis is performed in the same time by the processes of data gathering. Inductive analysis is departed from rough data taken from the field. The process of data management involves theme identification and emerging patterns after doing data selection, classification, and data analysis. After categorizing interview transcripts, codification of important points including key words and sentences is performed.

## FINDINGS

The system of zakat management from the aspect of the doer applying three kinds of models, that is: Firstly, zakat is managed by the representation of local government in a kind of board. This board nowadays is called the Board of National Zakat Management (*Badan Amil Zakat Nasional*, BAZNAS) of the Province. Secondly, zakat is managed by a collector unit through local communities, such as in the mosques and schools or Islamic teaching gatherings. Thirdly, zakat is managed by a non-government organizations referring to the regulations enacted by the Act No. 23 Year 2011. As institutions formed by the society, these non-government institutions have mission to collect, distribute, and use the zakat effectively. These institutions are non-profit in nature and are willing to be audited by Islamic standard (*Shari'ah*) and by financial auditor of the government periodically. One of the non-government institutions is called Institution of Zakat Management (*Lembaga Amil Zakat*, LAZ).

A collective zakat management encourages independent socio-economic movement and establishes the advancement of people's welfare without any waiting time for the government to subsidize with its welfare programs. In its management, this collective zakat management by transparent and professional managers, so that it could raise the effectiveness of zakat as a socio-economic institution. Through responsible, effective, and efficient management, zakat is closer and more effective to its main idea as an instrument for minimizing the unfortunate people.

There is strong rationalization of collective zakat management through the LAZ, that is: First, LAZ functions as intermediate institution between the givers and receivers of zakat, so that it could preserve the dignity of the receivers (*mustahiq*) as well as urge the givers (*muzakki*) to be sincere in performing zakat. Second, LAZ actively reminds the givers to fulfill their obligation as well as helps them to count the amount of

the zakat to be obliged. Third, LAZ could be able to identify and classify the receivers objectively and accurately so that the redistribution and effectiveness of zakat could be realized well and effective. Fourth, LAZ is needed in order that the givers could not feel anymore to the zakat and could prevent the receivers' position as the beggars.

Regarding the aspect of usage, zakat management experiences a significant transformation marked by such phenomena as follow: Firstly, the revitalization, innovation, and diversification of zakat managerial program to the people's welfare. The inclination of usage (*tasharruf*) of zakat fund by the LAZ focuses on development and empowerment programs. Through the programs of development and empowerment, the people would have human capital, physical capital, financial capital, and social capital needed to open up the opportunities and better income.

Concerning LAZ capital, as the result of Focus Group Discussion method with the managers and volunteers of zakat management, it is known that there are some kinds of capital owned by the LAZ, besides the major, economic capital. The first capital is physical capital. This capital is usually referred to such physical things as office buildings, health clinics, the house of sacrifice, ambulance vehicles, operational vehicles, technological tools, productive lands, house of the volunteers, buildings of Islamic cooperation (*baitul mal watamwil*), etc. The function is usually giving a comfort in doing activities, developing image building of the institution to the public, as a place and tool of development of LAZ infrastructure, and finally advancing a civilization. Social capital usually forms a network with others. This network functions in widening and enlarging the supports for LAZ development, building cooperation in accumulating and operating zakat fund, and applying *Shari'ah* based norms and values. Cultural capital could be a capability to proselytize (doing socialization), arrangement of Islamic teachings, and the habit of zakat performance. Symbolic capital could be in the forms of communities and actions. This capital functions in preserving and developing a good corporate management system of zakat. Religious capital could be in the form of regulations of zakat obligation based on the aims of *Shari'ah* (*maqasid al-Shari'ah*) and social piety (*ihsan*) functioning as a way of life.

By way of root definition, institutional communication is a system of influential communication between levels (from institutional level to

organizational level, from organizational level to individual level, from individual level to organizational level, from organizational level to institutional level), from formal to informal elements in an interrelated way (P), by way of recognizing policies, customs, shared belief, conventions, norms, and rules (Q), in fulfilling actors' interests (R).

Conceptually, there are 11 (eleven) forms of institutional communication, that is: *Firstly*, understanding the forms of institutional level (macro) organizational level (meso) and social communication between individuals (micro). *Secondly*, understanding the forms of institutional level of the institutional environment (macro), organizational level (meso), and social communication or social networks between individuals (micro). *Thirdly*, understanding the influence of institutional level formed as regulations or institutions, policies or state intervention or free market to the organizational level. *Fourthly*, understanding organizational adjustment to be survived by arranging formal rules suitable with the demands of institutional environment. *Fifthly*, understanding organizational adaptation in managing individual actions in the organization in order to be suitable with the attainment of organizational goal. *Sixthly*, understanding individual responds to the organization in the forms of social interaction between them. *Seventhly*, understanding individuals in considering or orienting themselves to the organizational rules as well as their rational (instrumental) interests. *Eighthly*, understanding the results of interaction between the individuals, either in its coupling or decoupling ways to the aims of the organization. *Ninthly*, understanding the responds of the authority to the interaction decoupled from the aims of the organization. *Tenthly*, understanding the difficulties of organizational authority in solving the problems of the organization. *Eleventhly*, understanding collective organizational action directing to the change or adjustment of institutional environment (the change of regulations, policies or state interventions).

Institutional environment affects the competition between the LAZes. State policies on zakat on the macro level could involve the emergence of pressure to the LAZes to adapt to various kinds of (social, cultural, economic, and symbolic) capitals. This adaptation influences to the formation of social networks in order to facilitate capital collection and zakat usage for productive enterprises for the needy (*dhu'afa*).

Adjustments on the micro level would attempt to demand the guarantee of Zakat, Infaq and Sadaqoh (ZIS) income and the implementation of redistribution of them. The effort performed on the meso level to the macro one is to demand the adjustment of policies, so that it could facilitate the improvement managerial competence.

Institutional environment also influences the necessity of human resources in the LAZ. Some LAZes finally took employees with the educational background suitable with the requirement of jobs and also with necessary technical abilities. This condition gives opportunities for the professionals to work full timers as the managers of zakat by wages of Regional Minimum Wage (Upah Minimum Regional, UMR) and to be appropriate with zakat managerial income (1/8 of the total collection of the ZIS). On the micro level, the employees would demand the guarantee of welfare, so that LAZ could demand the government to make policies of zakat management better by advancing the aspects of competence and welfare.

In the aspect of organizational management, institutional environment enacts the requirement that LAZ should have programs to use more efficiently for the people's welfare; and have willingness to be audited by way of Shari'ah and finance periodically. This condition gives a pressure to the LAZes to apply modern organizational management, so that on the micro level would affect the formation of individuals for having social care as well as accountable in the collection of the capital and its usage. However, this influence would demand LAZ to perform programs oriented in the social care and accountability of ZIS fund usage. LAZ, in its turn, demands the government to build common care (in a collective movement) for diminishing the poor.

Also, if it is related to the capital, the researcher sees that institutionalization is (social) institutional development in enacting established norms. The construction of social institution is happened through the process of organizational structuration of LAZ to be externally constrained the individuals. The process of organizational structuration gives rewards and sanctions to the members. The advancement of institution is an improvement based on value and local socio-cultural systems. It means that institutional advancement could not depart from the institutionalized capital in the society.

The relevance between concepts and theories being used and the findings in this research from the aspects of social institutions at the outset LAZ is traditional, then grew into an established organization by the existence of law framework and clear structures and roles. It is known that the better social capital in a society, the better the condition of the social institution in the society. LAZ of *Dompét Dhuafa*, LAZ DPU DaarutTauhid, and *Rumah Zakat* have more inclusive social capital (bridging social capital) for their heterogeneous and cross cultural streams of social group references. While in the LAZ PZU it is more homogenous from the perspective of socio-organizational basis, so that the social capital is exclusive (bonding social capital). An analytical study to the LAZ by advancing the accountability and professionalism values to gain the public trust through mediate service product of ZIS reaffirms the function of social capital.

LAZ, which advancing physical capital and human capital, influences the concept of institutional development. The findings in this dissertation reveals that it is not always the type of homogenous society where social capital is exclusive (bonding) like in the three LAZes above assure the success of economic practices. The influential communicationis in the processes as follow: (1) institutional environment in the form of regulation (Act No. 23 Year 2011, institutions of BAZNAS and MORA –Ministry of Religious Affairs, and religious rules, (2) LAZ adjusts itself to be survive by enacting formal rules (formed as regulation of systems of collection and redistribution of ZIS) to be appropriate with the demands of institutional environment as well as to regulate individual action in the organization in order to be suitable with the attainment of organizational aims, (3) individuals in the organization respond to the forms of interaction between the individuals, where individuals in their interaction consider and orient to the organizational regulations as well as their own rational (instrumental) reasons, (4) interaction which is deviated from the aim of organization is responded by the authority of the organization, (5) the difficulties of organizational authority in doing collective action are addressed to the change or adjustment of institutional environment (the change of regulations, policies or state intervention). In conclusion, there are close coupling between the levels.

The strategy of LAZ in developing enterprises for the receivers of zakat in West Java lays in two aspects, the collection and the redistribution.

The strategy of collection comprises in the following forms: (1) direct interaction in the form of religious fund in such religious activities as Islamic teaching gatherings, door to door collection, membership, delivery service (*Jemput ZIS*), and team for mutual respect gatherings (*Tim Silaturahmi, Timsil*) where zakat officers come to see the giver (*muzakki*) directly; (2) indirect interaction in the forms of People's Fund Boxes (*Kencleng Umat*), radio campaigns, direct mails, media campaigns, Corporate Fund, and Earned Income, as well as website and facebook. Whereas in the aspect of usage there are some forms of activities like: optimalizing the involvement of volunteers, forming enterprise groups, and assistancies.

## CONCLUSION

This study finds a theoretical view of capital based institutional communication in the real life. Capital based institutional communication is a part or a continuation of the Institutional Communication theory potential to be theory to analyze capital matters in an institutional communication way. This theory could enrich the established communication theory of networks (Mouge&Contractor, 2003), and could give explanations concerning the power (and the weakness) of capital in an institutional communication way.

This institutional communication needs to be changed, by the following reasons: *Firstly*, the communication between the government and zakat institutions should be built in a synergical way, and not vis-a-vis, communication. A synergicalcommunication demands the suitability of formal with informal environment. A practice of synergicalcommunication situates both government and LAZ in a position of completing each other, formally and informally. *Secondly*, the communication between the government and zakat institution should be in an intensively coordinative way, especially in managing consumptive and productive zakat, so that the distribution and allocation would be more proportional. Through good coordination, either government or LAZ would prevent data overlapping on the receivers and the implementation of the programs. The redistribution of productive zakat fund should be oriented to empower people's economy through the subsidy of working capital for small scale enterprises, the aid of working equipments, and assistance in guiding

micro and small scale enterprises, and any other productive programs. Those economic empowerment programs of diminishing the poor are not to be done solitary by zakat management institutions. In general, they are accompanied by the third party as technical performers, whereas the control should be done by the management of national or local BAZ. As an example to this is the program of giving working capital support (operational fund) for micro, middle and small scale enterprises.

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# **Participation Dynamics of The “Kampung Preman” Society in The Empowerment Process (Case Study in Badran Kampung Yogyakarta)**

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## **INTRODUCTION**

Nowadays, modern society problem is more complex. The development occurs in various human life aspects always imply the raise of various problems. Usman (2012) take notes that there are some social problems which require attention in the society's empowerment development, such as: (1) human and work problems, (2) work ethos, (3) professional community building problems, (4) partnership problems between men-women, (5) poverty problems, (6) violence and gap problems in urban areas, (7) children and teenagers' mischievousness, (8) family role shifting problems.

Badran village is located in western part of Yogyakarta city and bordered directly with one of big river crosses in Yogyakarta, which is Winongo River. The location is not far from Malioboro and Yogyakarta train station. For Yogyakarta society, Badran village was known as “*kampungpreman*”. This predicate is firmly attached; because the society's social condition was similar to it. Historically, there was a very famous civillan who lived in the village and was respected by respected in Yogyakarta area. Badran village societys ever experienced social problems, such as poverty, unemployment, the low level of education and household violence. Civillians' life which full of violences very influence their family life, among them are parents' violence action (especially father) towards their children and husband's violences towards his wife. It was Badran Village daily life. Therefore, automatically their family life becomes a very hard life, especially for women and children. Until today, women must

also fulfill their daily needs. Thus the society is brought into owing habits towards moneylenders. This habit is caused by societies' powerlessness in their family economic. Therefore, many Badran Children drop out from school. Finally they become street children. Their social life becomes irregular and more alarming. It lasts for so long and aggravates the society's life. Until 1900s, Badran societies still lived with the predicate of "kampungpreman," even the predicate is difficult to erase from the village.

Some recent years, Badran has become a very phenomenal and interesting village because it was known as black area with "kampungpreman" stigma for 10 – 15 years which experiences significant change. The village that was initially slum area becomes clean and their society life is better with increasing economic society life. Society's independency and awareness develop very well. It is related to participation dynamics of Badran Village societies in the changing process.

In society's life, there is uniqueness in Badran societies. Various activity groups grow and develop very well. The society's spirit in organization should become a good example. They are not reluctant spend their time for participating in the activity groups, both as the administrator or member. Automatically, they are a type of society that likes to learn a new thing. Society's response towards information is very good, or it can be said that responsitivity of Badran Village is very high. Gradually, this habit brings the village to experience better change.

Seeing the phenomenon, this research focuses on participation dynamic of "Kampung Preman" society in the empowerment process. This review is highlighted on the communication process occur in the dynamic in a more complex society development. The more autonomous and powerless society cannot be separated from effective communication process.

## LITERATURE REVIEW

A research on society empowerment was conducted by Dimple Tresa Abraham (2013) which is entitled "CSR and Empowerment of Women: The way Forward". This research is done in India. It sates that CSR activity brings positive impact socially and economically for the women empowerment in India. It can be seen from the existing home-based company. All is framed in the creativity to create job opportunities for women empowerment.

Through the research done by Tahoba (2011), society's involvement in community development program brings an impact on communication differences between societies who participate with who don't skill and attitudes of message delivery or innovation offered compared to they who do not participate. They tend to show ignorance or laziness to find the message delivered.

**Communication.** Basically all human life cannot be separated from communication. Even, it can be said that communication of the way human exist in their world. Therefore, communication is a process which runs continuously and will experience meaningful development in line with the society development. Ruben and Stewart (2013) confirm that in each human life, communication process is a very basic matters. Therefore, Miller (2002) states that communication is a center of interest exists in human behavior situation which enables a source unconsciously to direct message towards the receiver to influence certain behavior. Zaresky (Liliweri, 2011) elaborates the communication definition as an interaction to support connection among humans so that it can help them understand each other for the acknowledgement towards collective interest.

In order to explain communication conceptualization in convergence perspective, Miller (2002) expresses that communication can be seen from three things, which are (1) *communication is a process*, (2) *communication is transactional*, dan (3) *communication is symbolic*. Pertama, dalam *communication is a process*, David Berlo menyatakan: *"If we accept the concept of process, we view events and relationships as dynamic, on-going, ever-changing, continuous. When we label something as a process we also mean that it does not have a beginning, an end, a fixed sequence of events. It is not static, at rest. It is moving. The ingredients within a process interact; each affects all others"* Communication is a process in which an occurrence and relationships are dynamics, on-going, always change and continuous.

Second, communication is transactional, concerning that communication is an interaction process in which among communication participants participate actively, give feedback, speak, respond, act, and react, also influence each other. Clearly, Burgoon and Ruffner notes that :*"People are simultaneously acting as source and receiver in many communication situations. A person is giving feedback, talking, responding,*

*acting, and reacting continually through a communication event. Each person is constantly participating in the communication activity. All of these things can alter the order elements in the process and create a completely different communication event. This is what we mean by transaction".* So, communication can only be understood in the relationship context between two people or more. This communication process highlights that all behaviors are communicative and each party who is involved within to have message content brought and exchange in transaction (Sendjaja in Bungin, 2006).

Third, communication is symbolic. It means that communication process involves symbols, both verbal or non verbal which are related to each other. In cognitive perspective, Colin Cherry (Bungin, 2006) states that communication is a symbols use to reach meaning similarity or various information on an object or event.

Of the explanation above, it can be concluded that communication is a center of human life. Almost all human life in various situation and interest are colored with communication use. Communication process will determine interaction development of a society which finally influences the society development.

**Society Empowerment.** Society empowerment can be defined as activity done by the society, in which the society is able to identify needs and problems collectively and is a combination between social economic development and society organizing (Adisasmita, 2006).

In the society empowerment, society's potential skill becomes a very important matters. As expressed by Sumodiningrat (1999) , that society's empowerment is an effort to make them independent through the manifestation of their skill potential. In line with Sumodiningrat's opinion, Karsidi (2001) confirms that society's empowerment concept basically means to put them and institution as basic power for economical, political, social, and cultural development.

The characteristics of powerful society are able to understand themselves and potential and plan and anticipate change to the future; able to direct them selves, have competence to negotiate; have appropriate bargaining power in cooperating that profitable and responsible on their action (Nugroho and Randy, 2007).

In the empowerment, human is the subject of them. When they act as the subject of themselves, they will have an ability to select their life, family and society. As stated by World Bank (Mardikanto, 2013), who define empowerment as an effort to give opportunity and ability to a group of society (poor) in order to be able and brave to give voice or opinions, ideas or insights and ability and bravery to choose (Choice) a (concept, method, product, action, etc) best for individuals, family and society. Therefore, society's empowerment is a process of improving their ability and society's independence attitudes.

Society's empowerment is also related to democratic aspect, participation focuses on locality and local issues. Anthony Bebbington (Mardikanto, 2013) states that *"Empowerment is a process through which those excluded are able to participate more fully in decision about forms of growth strategies of development, and distribution of their product."* In order to empower the society, it can be seen from three sides: First, create an atmosphere or climate which enables society's potential to develop (enabling). The assumption is that each individual has potential that is developable. It means that no society who are powerless at all. Empowerment is an effort to build the power, by encouraging, motivating, and building awareness on potential own and effort to develop them. Second, strengthening potential or power owned by the society (empowering). This aspect includes real steps and concern availability of input and open access into opportunities that will make them powerful. The very primary effort is to improve education level, health degree and access in economic development sources such as capital, technology, information, jobs, and market. In this case, empowerment does not only concern individual strengthening of society members, but also the institutions. Major part of empowerment effort is to grow modern cultural values, such as hard work, economic, openness, and responsibility. Also, social institution renewal and its integration in development activity and the role of society within. Thus, society participation in the decision making process becomes a very important thing. Third, empowering is protecting. It contains a meaning that empowerment process should be prevented to avoid the weak becomes weaker because powerlessness in facing the strong.

Society's empowerment is always started by opinion initiative on positive result. The most general obstacle toward the change success is human resistance. Therefore, according to Wibowo (2012), approaches in

change management are first, identify who is among them caused by the change, that may refuse the change; second, investigate source, type and resistance level which may be found; third: design effective strategy to reduce the resistance.

**Participation.** The term of participation cannot be separated from development. Participation is the every individual's basic rights. It is confirmed by Tehranian, Alamgir, Bamberger, dan Diaz-Bordenave (Harun, Rockajat, Elvinaro A, 2011), who give opinion that participation should be known as the most basic individual's rights that must be accepted and supported. Need of thinking, expressing her/his self, having group, being acknowledged as an individual, respected are the crucial determinants that influence an individual's life. They are the essence of individual development, which are similar to eat, drink and sleep. Participation in meaningful activity is a facility to fulfill the need.

According to Rogers and Shoemaker (Harun, Rockajat, Elvinaro A, 2011), participation is the involvement level of social system members in the decision making process to implement the development. Participation in the decision making process is required because successful development should be supported by all society's components so that they have sense of belonging and responsibility towards the implementation of development.

Participation can be seen as the way and objective. Oakley et al (in Ife, 2008) presents comparison analysis between participation as the way and aim. Participation as a way or method more implies the use of participation to reach the objective or target that has been determined previously and it is commonly short term. Whereas, participation as the objective or target is more directed to society's empowerment effort for participating in their own development in more meaningful way. Therefore, participation is an effort to guarantee the improvement of society in development initiatives. The focus is on the society competence development to participate, not only reach project objectives that have been determined before. So this participation is relative more active and dynamic and requires long term process.

Building participation is not easy. Handling problem in passive society is the main challenge for society development, thus the growth of awareness becomes critical aspect from each participation approach.

Here, what is needed is a communication strategy that is able to grow more participative society's awareness.

Margono Slamet (in Mardikanto, 2009) states that the growth and development of society's participation are determined by three (3) main elements, such as: (1) the opportunity given to society for participating, (2) society's willingness to participate, and (3) society's ability to participate.

In those elements, there is an important meaning of participative communication process to be done. Participating opportunity given using the correct and participative communication process will be able to grow society's willingness to participate. The willingness can be implemented as the society's ability to participate. Therefore, local wisdom and the society's uniqueness will become the strength for the society to have a better bargaining position.

## **RESEARCH METHODOLOGY**

Based on the observed problem, the research type is descriptive qualitative. Descriptive qualitative research will be able to catch various informations with thorough description and full of nuance (Soetopo, 2006). While according to Moleong (2004), qualitative research is a research aimed to understand phenomenon experienced by research subject such as behavior, perception, motivation, holistic action by describing in words and language on a natural social context and using various scientific method.

Research strategy utilized is primary case study, because this research is directed to target with a characteristic exist in one location (Yin, 1987). It is because the problem and research focus have been determined since the beginning, so the type of case research strategy is called embedded case study research (Soetopo, 2006). Creswell (1998) also states that case study focus is case specification in an occurrence, both involving individual, cultural group or a life portrait.

This research data is collected through three methods, which are in depth interview, observation, and documentation. Informants selection is done using purposive sampling. Observation is done to get the situational, locational and events situation that can be observed. While documentation to document empowerment activity done in Badran village.

Data obtained is analyzed using interactive analysis model. According to Miles and Haberman (1984), this analysis consists of three analysis components: data reduction, data presentation and conclusion drawing. The activity on the three components is done in interactive form with data collection process as cycle process. The data is validated uses source and method triangulation.

## RESEARCH RESULT AND DISCUSSION

Society empowerment uses activity which requires a continuous process. The empowerment process will not reach the objective, if it is not supported by participative communicative process. In this case is required active participation of all societies to implement change ambitions. Society participation is related with society's characteristics. Communication process occurs in society's participation dynamics very influences the development of organization in the society.

Badran Village is an area involving in slum area category. In general, the area is located in the riverbanks; the society's life is different with other societies who live in higher land. Physically, the village condition of riverbanks look very slum compared to the higher area. Badran village which was known as black village stigma or "*kampung preman*" contains of heterogeneous society from age, education, and job aspects. At present, Badran Kampung has 1042 Head of Family (KK), with the total number population is 3151 souls.

Historically, there was a very popular and respected civilian in Yogyakarta who lived in the village. Civilians' life which full of violences very influence their family life, among them are parents' violence action (especially father) towards their children and husband's violences towards his wife. It was Badran Village daily life. The men had gambling, drinking, fighting habits and even did criminal act. Of the family life, many children of Badranvillage drop out and become street children. Their social life becomes irregular and worse. The phenomenon is caused by many newcomers who come and leave Village Badran. Besides, their origin is not clear. Some of them are prostitutes and other works that often trouble the society. There are also raids done by security apparatus in Badran Village concerning criminal and immoral actions.

The condition has experienced many changes. Various empowerment efforts to go out from the negative stigma as "*kampungpreman*" have been



done, society, government and private parties. There is empowerment initiative of some Badran village figures as the society party. There are some women in it. One of them is Endang Rohjiani. She has initiative to do empowerment which is based on her experience as Badran village society and her concerns about the existence of Badran village society. Many children become street children, they drop out from school because economic factors, the spread of early marriage which cause school early divorce and household violence. This experience encourages EndangRohjiani to act so that her village is able to leave the negative stigma as “*kampung preman*”. The effort of Endang Rohjiani is done through various empowerment activity by “building culture of shame” in Badran village society group.

Some things done by EndangRohjiani are finding methods to empower street children from Badran Village positively, mothers to overcome their debts habit towards moneylenders, make Badran society's life better especially in children education aspect and fathers do not behave rudely towards his children. EndangRohjiani has initiative to build study centre. This activity is developed into *Pusat Kegiatan Belajar Masyarakat (PKBM)* that has been established since 2006. It is build to empower street children so that they do not come back to the street and even get appropriate skill and education so their future will be better. Finally, this PKBM activity develops to have reading spot, study course for Elementary School students with low cost and give teaching towards illiterate society. Then this activity is called functional literacy or *keaksaraan fungsional* (KF). The majority members are mothers who have not been able to read and able. In order to revive PKBM, there is a medium called “Rumah Bambu” that can be used by the society to learn various things, which is reading activity in the library, mothers' sewing and fun activities. In the development, inline with the increase of society's awareness about the importance of education, PKBM activity is different to years go. *Rumah bamboo* that was used for society's study centre has changed and been planned for other activities.

JokoSularno, Siti Rojanah and Partini pioneer society productive economic and environmental empowerment called “Lintas Winongo”. This medium comes from *dasawisma* gathering which focuses on waste bank, and then develops into saving and loan and equipment rental activity.

Under Partini's lead and assisted by Siti Rojanah as the coordinator of waste bank, until nowadays, "Lintas Winongo" has experienced rapid development and became inspiration for other areas. The member number reaches 230 people who do not only come from Badran, but also surrounding villages because they don't have waste bank. "Lintas Winongo" waste bank is often visited by various areas to find information and study the waste management and its organizing. This very good development brings Badran Village to be the winner of "Green and Clean" for the last three years continuously.

The empowerment effort is also done by other figures, especially the functionaries in areas of *Rukun Tetangga (RT)* and *Rukun Warga (RW)*. The major values which become the empowerment effort of Badran "kampung preman" are religion and education values. Badran is an area with heterogeneous society, both in religious aspect or another characteristic.

This heterogeneity tends to be the strength of Badran village towards between change. Those figures are from different religion exists in Badran Village. Religious figures empower their society by basing on their religions. Therefore, the impact is very significant and many societies recognize their bad actions.

The society empowerment to end moneylender's bondage is by establishing and encourage various activity groups, such as *PKK*, *RT* and *RW*, *Griya Rumpun (18 dasawisma gathering)*, *Apsari* (there are *Bina Keluarga Balita*, *Bina Keluarga Remaja*, and *Bina Keluarga Lansia*), sewing and *jumputan* group "Sartika", Panca Arta Union, and *Desa Prima*. All these activity groups have routine activities, such as *arisan* and saving and loan. They are done to make the society for not depending on moneylenders. Therefore, the societies economic is assisted. While for elderly, the empowerment is done by doing Elderly Posyandu.

For children, teenagers and young people segment, the empowerment is done by encouraging Toddler Posyandi, Early Childhood Education (PAUD), forum of Patriotic children and young generation group (Mudiba). Toddler Posyandu is routinely done once a month. Many women dedicate herself in this activity. They are not only a household women, but also women who work in public sector. However, it is not similar to PAUD activity.

Environment empowerment is also done by establishing Pam Swakarsa for clean water management for all the society who live in lower

areas. It is called *Banyu Bening Winongo (B2W)*. Winongo clean water is used by the society to fulfill clean water need. At present, they have also built clean water distribution with the assistance of Department of Settlement and Regency Infrastructure (Kimpraswil) Agency fund. With the limited land, Badran society also establishes *Kelompok Tani Makmur*, which is urban agricultural group by exploit a small area. The spirit of growing result can be seen from the potted plants in each house.

The empowerment process is initiated by the society figures and strengthened with Corporate Social Responsibility (CSR) of PT. Sarihusada. In 2009, it entered Badran Village by establishing society's empowerment through CSR activity in form of health, education and economic development. This CSR program is called *Program Rumah Srikandior* Srikandi's House Program. This mission is the manifestation of commitment and attention from the company to improve the health of mothers and toddlers, early childhood development, and micro economic.

Empowerment in health aspect is done by developing posyandu and improve children nutrient value. As milk producer company, PT Sari Husada pays attention towards health problems, especially children. Therefore, the development of posyandu is activated to support children growth and development, especially in health aspect.

Education field empowerment is done by building PAUD and Children Forum. Meanwhile, the economic empowerment is done in form of saving and loan activity through "AmalSrikandi" Union and waste management through "LintasWinongo" waste bank, a national institution which runs in social field. CSR PT SARIHUSADA Program is operated for 5 (five) years. It had been started from 2009 to 2014.

The empowerment process in Badran village was signified with many activity groups which have automatically brought the society to various activities. Until today, there are 20 active activity groups in RukunWarga (RW). However, their motivation to participate is high. It can be seen in high presence level and active participation in joining the activity. Sometimes there are two activities or more that should be followed by the society. It does not become the obstacle to participate. The activity group administrators are also responsible. They are not jobless, but public employees, sellers, entrepreneurs, teachers, and even Civil Servants. The diffused societies who come from various economic social status makes

their participation dynamics. Although it cannot be denied that there is still gap, but it is not the main obstacle for them to participate actively. Soon or latter the difference and gap are solved. People who have higher economic and social status embrace other people who have lower status.

Dominant communication process occurs in Badran societies' participation dynamics is interpersonal communication process. When the activity has not been started, the communication situation among them is relax and close communication. Active participation of societies in formal situation reflects that they respect forum. They have already known when they are serious or no. the information obtained in RW gathering is continued to group members on RT level and *dasawisma*. Thus it can be said that Badran Village is well informed. In those activities, women have active role.

In the technological development, the society gathering process is assisted by handphone facility that enables communication process among the societies, such as through SMS or Whatsapp. It enables the communication process in their business. Dynamic participation in empowerment process is able to lead the society to experience significant change so that they can leave the stigma of "*kampungpreman*." It can occur because the empowerment process should contain three aspects (Anthony Bebbington in Mardikanto, 2013), which are enabling (enabling developed society's potential), empowering (strengthen potential owned by the society), and opportunity (open access and opportunity that makes the society powerful).

## CONCLUSION

The previous participation dynamic of Badran Village society adheres as "*kampung preman*" can be seen from active societies in activity groups of Badran Village that numbers are 20 activity groups. These activity groups are very active with high society's participation, constructive activity that supports administators and members and dynamic communication process.

Therefore, the empowerment process in Badran Village runs effectively and has positive effect on better change, increasing society welfare, independence so that the stigma of "*kampung preman*" disappears; even there is a pride of being Badran society.

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# **Interest of People and Government Support: Opportunities for Marketing Communications Strategy of The Private Higher Education Institution Through E Learning Program in The Rural Area of Indonesia**

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## **INTRODUCTION**

The competition between higher education institutions in attracting potential students is increasing. Each institution vying with each other to increase the facilities of educational facilities, improving the curriculum, the quality of human resources or setting teaching staff must also be improved. It is also happened in the cooperation with outside institutions. It emphasizes the cost of education which has to be rethought for all things done in order to solicit public potential for prospective students to join the institutions of higher education.

Facing the competition between universities, many colleges create a learning strategy. Learning strategy is one of the factors that influence the achievement of learning. The competence strategy has been progressing quite rapidly along with the development of information and communication technology (ICT). One of them is e-Learning. E learning has even become a necessity for academicians, considering both lecturers, students and educational institutions have been using computer technology in the process of teaching and learning activities. Utilization of e learning is expected to motivate the improvement of the quality of learning and teaching materials, quality and independence mahasiswa. e learning activity can also be used to overcome the limitations

of the classroom as well as the barriers of distance and time, in the implementation of teaching and learning activities. (UMB, 2009). In marketing the product / service, communication plays an important role, among others disseminate information, introduce the product, forming the image in the minds of consumers, influence purchasing behavior, encourage purchases and build a tangle of long-term relationships with customers and the wider public.

Indonesia as the third world countries have great concern over the shortage of technology and believe that the digital divide should be reduced so that there will be economic recovery. The Indonesian government is committed to using information technology effectively to support the improvement of national competitiveness. This aspiration is reflected in Indonesia (Yuhetty, 2004). ICT is undeniably play a role in promoting the teaching and research activities in universities. It can solve the problems associated with the quality, equity and access to higher education. ICT can also promote the sharing of resources and therefore increase efficiency and productivity while at the same time open up access to the global resources of knowledge and information (Kunaefi, 2007).

On the issue of marketing communications private colleges, the implementation of multimedia-based learning has been widely applied, except in the framework of the development of information technology and alternative learning models. Implementation of E learning models can also be as one of the strategies undertaken by private universities in Indonesia in attracting prospective student interest. This learning model attracts students because of its flexibility aspects, so that the learning can be done anytime and anywhere. In addition, E learning methods is one attempt to scrape away the remote class that is still growing in some areas, and is an attempt of Higher Education so that areas that are difficult to reach by education will be able to feel the distribution of education.

This study is a continuation of previous research conducted in the first year at the University of Mercu Buana (Jakarta), STIKOM Bali (Denpasar) and the University of Bosowa (Sulawesi). The results of the study that they got on the first show for the rest of California, represented by the University of Mercu Buana that has a significant difference between marketing communications conducted by private universities with an attitude in selecting education private high even though its influence is



weak. For Indonesia region Central in STIKOM Bali is represented by the research results that show little effect. The University of Bosowa has a strong influence among the marketing communications with an attitude of selecting students. Later in the first year of the study was obtained in accordance with the mapping characteristic of the area. Indonesia western region represented by Jakarta is classified as an urban area, while Bali and Makassar is a rural area. Marketing communications strategy was different in both categories of these regions. Students of urban areas came from among the employees who have limited time to follow the conventional lecture. In rural areas, the students also came from geographical limitations.

Therefore, based on these results and then do further research in the area of South Sulawesi to find out how much interest people pursue higher education at universities implementing e learning learning program. The location was chosen with consideration that e learning program is one of the strategies undertaken by the University of Bosowa in South Sulawesi. Furthermore, to determine how much knowledge, attitudes and interests of prospective students against learning model e learning, then do research toward the people of South Sulawesi who represent rural areas of Indonesia.

## **Marketing Communications**

Marketing communications is a process where marketers develop and present the appropriate stimuli unity, a clear target audience in order to obtain the expected unified response by marketers (Yessin, 1999). Subsequently (Burnett and Moriarty, 1998) explains that marketing communication is the process by which information or ideas are communicated effectively to the target audience. The target audience is a group of people who receive marketing messages and potential in capturing the messages that are communicated (Burnett and Moriarty, 1998).

Marketing communications is increasingly important role, because of the competitive environment and increased resources are needed to compete in the current environment trafficking (Engel et al, 1999). Basically, the goal of every marketing communication is to convey a specific message to specific target groups with a clear and effective manner

(Brannan, 1998). There are several advantages and development strategy of marketing communications (Smith, et al, 1999), namely:

- a. Static activities help each other to build in creating kekutan communication through continuity and consistency.
- b. Helping to create messages more clear, sharp and precise aimed at consumers at various stages in the purchasing process.
- c. Tactical planning of any means of communication will be faster when the direction set out a clear strategy.
- d. Streamlining integrated marketing communications that save time, money and tension, as well as providing other benefits in terms of consistency and clarity.

In general, the forms of marketing communications have the same functionality, but forms can be differentiated functions in particular. In this case, each institution conduct constant communication about the programs implemented, students, alumni, campus and lainnya. Formal communications program is one of the key foundation in the activities of marketing communication mix. The main ones are public relations, marketing publications and advertising. Planning effective communication include, among others:

- a. Identifying the target market / target
- b. Classify the market needs
- c. Build market
- d. Choosing the right media
- e. Selecting sources
- f. Inventory feedback

When all units in educational institutions to work together to serve the interests of customers, the result is an integrated marketing. To encourage teamwork among departments, the educational institutions need to implement internal and external marketing. Internal marketing is marketing that is directed to people outside the institution external pendidikan. Pemasaran is serving customers and other parties related to the strategic staff. I, internal marketing must precede external marketing, because it is not rational communicate the excellence of services to students and stakeholders , before the staff is ready to give educational institutions.

Educational institutions need resources to serve the public. University finance operations depends on student fees, donors and other funding sources that support; for students and others, expect services that satisfy educational institutions, system administration regular, professional teachers and so on. Without the ability and the support of students, funding/finance, faculty, staff, faculty, facilities and other supporting facilities, an educational institution unethical such thing.

The increasing fierce competition in the field of education force private universities to not just focus on the use of the media, but the combination among the various communication techniques marketing. However in reality, that is often encountered today is the difficulty of integrating the various elements of marketing and communication techniques used.

### **E-Learning Model**

Many experts outlining the definition of E learning from various point of view. Frequent Definition used by many parties is as follows. E learning is a type of learning that allows the deliverance of the teaching materials to students using the internet, intranet or other computer network media (Hartley, 2001). E learning is the education system that uses an electronic application to support teaching and learning with the Internet media, computer networks, and standalone computers (LearnFrame.Com, 2001). Rosenberg (2001) emphasizes that the E learning refers to the use of Internet technology to transmit a series of solutions that can increase knowledge and skills. It is inline with the Cambell (2002), Kamarga (2002) which essentially emphasizes the use of the internet in education as the essence of e-Learning. Purbo (2002) explains that the term “e” stands for electronic or in e learning is used as the term for any technology used to support the efforts of teaching via the internet electronic technology. Or E learning is defined as follows: E learning is a generic term for all technologically supported learning using an array of teaching and learning tools as phone bridging, audio and videotapes, teleconferencing, satellite transmissions, and the more Recognized web-based training or computer aided Also instruction commonly Referred to as online courses.C.Koran (2002) defines e learning as any teaching and learning using electronic circuits (LAN, WAN, or the internet) to deliver learning content, interaction, or guidance. Ong (in Kamarga, 2002) defines e learning as

asynchronous learning activities via computer electronic devices that obtain learning materials that fit their needs. From the definition, we can conclude that the education system or the concept that use of information technology in teaching and learning can be termed as an E- Learning. Advantages of using E learning include: saving time learning process, reduce travel costs, saving the cost of education as a whole (infrastructure, equipment, books), reach a wider geographic area, to train students more independent in getting science.

### **Interests of People**

Walgito (1975: 106) defines interest as a situation where a person has the attention to an object which is accompanied by a desire to know. Ahmadi (1992: 145) states that interest is the attitude of a person's soul, including the three functions of the soul (cognitive, affective, konasi) which is fixed on something and in relating the feeling kuat. Kognisi elements associated with a person's thoughts or reasoning, that is related to something she knew. While elements of affection related to emotions/ feelings, attitudes and values. It can be concluded that the interest is a willingness, desire, and attention are the heart and soul of a person to pay attention or focus on something that interested him with feelings of pleasure or satisfaction.

According to Acceptance Rejection Based theory by Fryer, the existence of interest was based on the orientation of the individual likes or dislikes of the object, subject or activity. This in turn will affect the acceptance of individuals. If people like the object, subject or activity, then the individual will receive. If people do not like to object, subject or activity, then he will reject it. The determination of this interest is based on the individual reactions (refusing to accept). If he accepted it means that he is interested, and if they refuse means he is not interested in (Sarwono, 2003: 71).

Factors emergence of interest, according to the Cow and Crow (in Sarwono, 2003: 76) consisting of two factors:

- a. Factors encouragement from within, ie: curiosity or an urge to produce something new and different. This encouragement can make a person interested to learn something, do action or other activities that challenge
- b. Social motive factors, namely the interest in developing themselves and in science, which may be inspired by a desire to get into work, or their desire to gain an appreciation of family or friends.

- c. Emotional factors, namely interest associated with feelings and emotions. For example, the success would lead to a feeling of satisfaction and increase the interest, while failure can eliminate a person's interest.

**RESEARCH METHODS**

The main method used is descriptive-quantitative and qualitative. Descriptive research is research that seeks to develop or explain precisely as possible about things (phenomena). This study seeks to explain or describe a situation or event using words. Thus, a qualitative descriptive research that is research descriptive data in the form of words written or spoken of people and observed behavior. In addition, quantitative descriptive study was also conducted to determine public interest in the model of e learning lectures.

Fieldwork was conducted on 20 to 27 August 2016. The research team explored several districts in the northern part of South Sulawesi province. Starting from Makassar, data collection was done in Maros, Barru, Pangkep, Sidrap, Pinrang, Pare-pare, Enrekang, Tana Toraja and North Toraja. Observation and unstructured interviews conducted primarily at Pinrang and Tana Toraja.

**Interests of People**

Results of quantitative data analysis using SPSS data shows that to find out how much people know the potential student candidates, behave and are interested in continuing education in private colleges that implement e learning program used the following formula:

$$\frac{\text{Higher Score} - \text{Lowest Score}}{3} =$$

Highest Score = 5 x 74 = 370

Lowest Score = 1 x 74 = 74

$$\frac{370 - 74}{3} = 98,67$$

**Table Respondents Respond Categories**

Item	Respondents Respond					Score	Note
	SS	S	R	TS	STS		
1	6	40	15	9	4	254	Knowing
	30	160	45	18	4		
2	10	31	21	10	2	259	Knowing
	50	124	63	20	2		
3	7	22	24	15	6	231	Knowing
	35	88	72	30	6		
4	21	36	10	6	1	292	Knowing Highly
	105	144	30	12	1		
5	19	43	8	4	0	299	Knowing Highly
	95	172	24	8	0		
6	25	33	11	4	1	299	Knowing Highly
	125	132	33	8	1		
7	7	26	18	20	3	236	Knowing
	35	104	54	40	3		
8	9	30	21	13	1	255	Knowing
	45	120	63	26	1		
9	6	27	16	23	2	234	Knowing
	30	108	48	46	2		
10	17	20	15	21	1	253	Knowing
	85	80	45	42	1		
11	27	43	3	0	1	317	Like very much
	135	172	9	0	1		
12	19	47	8	0	0	307	Like very much
	95	188	24	0	0		
13	30	38	6	0	0	320	Like very much
	150	152	18	0	0		
14	22	48	3	1	0	313	Like very much
	110	192	9	2	0		
15	27	46	2	0	0	321	Like very much
	135	180	6	0	0		
16	20	35	18	1	0	296	Very interested
	100	140	54	2	0		
17	13	36	24	0	1	282	Very interested
	65	144	72	0	1		
Item	Respondents Respon					Score	Note
	SS	SS	R	TS	STS		
18	19	36	19	0	0	296	Very interested
	95	144	57	0	0		
19	25	31	18	0	0	303	Very interested
	125	124	54	0	0		
20	22	35	16	1	0	300	Very interested
	110	140	48	2	0		

Communities know their private colleges that implement e learning programs, they also know their local universities are to implement the program. They know such information through brochures, advertisements of local print media, radio, as well as from the exhibition in the schools. Respondents are also very pleased if there are private universities implementing e learning model. Moreover, if in their city there are also colleges that apply the e learning program , because of the cost and time

more efficient and can overcome geographical constraints. E learning model is a solution that can be applied to solve problems that occur in the field of higher education. Evidence on the fieldwork shows that many students eventually have to follow the regular lectures were certainly in terms of cost, time and distance of an obstacle for them. Respondents are very interested to study in private colleges that implement e learning courses model. This interest was further reinforced by their desire to sign up to college is implementing e learning program. They have that desire for learning model is considered more e learning can save time, costs and can overcome great distances from the location of residence

### **Amenities Internet and Local Government Support**

Observations and interviews show that the facilities and infrastructure of the Internet in the Pinrang and Tana Toraja district has been pursued adequately. Regency (Regency) Tana Toraja in 2012 received assistance four cars Internet service from the Ministry of Communications and Information Technology. Internet car services rotateto all districts in Tana Toraja.

Pinrang ambition manifest itself as cyber regency (district cyber). With the help of the Center for Research and Development and Information commucation Makassar, regent Pinrang build a system of e-government and encourage the development of local applications such as “KemanaPinrang” which contains information tourist places in Pinrang. Those facilities areFree Wifi (free internet) in Lasinrang Park (ex Lasinrang field) which is currently very crowded with people Pinrang from morning, afternoon and evening.

Means and internet infrastructure and government support for adequate for the development of higher education system. However, there is no specific policy concerning the organization of educational opportunities using a model of e learning. District governments provide support to the staff and employees of local governments who wish to continue their education by learning tasks and permit. Employees who take the learner’s permit is the party most likely to be targeted e learning in courses for study permits granted outside of the main tasks of everyday. That is, employees still work during normal working hours and allowed to study outside working hours. However, from interviews and observations

of researchers, government employees learner's permit area is likely to take special regular lectures employee at the local private colleges. This situation is also due to the absence of e learning in courses organized by the local private colleges. While the primary and secondary school teachers are encouraged to complete a bachelor generally take courses from universities that organizes education majors. In the province of South Sulawesi, the teachers who take the degree generally college at the State University of Makassar.

Areas still lack the means of higher education. Local communities should be moved to Makassar to obtain choices wider and adequate for continuing education. Private colleges are organizing remote classes for degree experienced problems of government regulation by Dikti no. 595 / d5.1 / 2007 dated February 27, 2007 regarding the ban held remote class and the 'class Saturday-Sunday'. University Bosowa closing programs such as some classes for primary school teacher (PGSD) in West Sulawesi and the southern region of South Sulawesi. Students of PGSD remote classes are given the option to quit or join the regular classes on campus in the center campus of Makassar. The private employees or self-employed generally argue that they do not require the continuation of education. Their education is now considered to be in accordance with the necessary qualifications.

The e learning courses for the public is very beneficial because it can save costs and time. E learning courses are also very beneficial those who lived far away from campus and geographically difficult to reach. Based on the results of the field survey, telecommunication facilities and infrastructure already available in their area making it possible to access information online

### **Opportunities for Expanding E Learning Programme as an Implementation of Marketing Communications Strategy**

The survey showed that respondents know their private colleges that implement elearninglearning programs. They also know their city are private universities that implement the program. Respondents feel very happy if there are private universities implementing e learning learning model. Furthermore, they are also very interested to attend lectures by using a model of e learning.



Community interest can be equipped with the commitment of the region to provide adequate access to information technology. This is a distinct advantage. Internet facilities and infrastructure in the area facilitate the lecture e learning. However, private colleges have not been more active and work on this potential.

Private colleges can develop the potential of the area and the public interest is to expand the reach of the target consumer. In marketing a product / service, communication plays a crucial role, among others disseminate information, introduce products, forming the image in the minds of consumers, influence buying behavior, encourage purchases and build a tangle of long-term relationships with consumers and the broader public again. in the marketing communication activities can be done from the presentation of information on products / services, advertising, sales promotion, special event (specialevent), personal selling, publicity, direct marketing. These are called the marketing communications mix. Product marketing lectures e learning in general no longer need to massively for general public, especially the respondents, already know about the e learning lectures. Furthermore, you need to do is strengthen the specialized marketing communications of any private university that organizes lectures e learning program.

## CONCLUSIONS AND RECOMMENDATIONS

Private colleges which organizes lectures e learning programs can take advantage of the people great interest, facilities and infrastructure of the Internet, as well as the regional policy. Implementation of the program of lectures e learning has many advantages and disadvantages to private colleges. Therefore, the public interest and the availability of internet infrastructure as well as local government support could be used to develop private colleges communication marketing, particularly in rural areas of Indonesia.

Suggestions to be made based on the results of this study primarily is an opportunity to improve the marketing communication strategy of private universities in Indonesia using e learning lecture system. This system has many advantages and disadvantages to increasing the value of private universities in attracting prospective students. This system also helps even distribution of higher education in the region. Therefore, it is appropriate and with the actual demands of the times when private colleges organize e learning lecture system.

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# The Analysis of Public Service Announcement Exposure (Verse: “*Tidak Bayar Pajak, Apa Kata Dunia?*”) By Using Epic Model and It’s Influence Towards Public Awareness in Paying Tax

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## INTRODUCTION

The development of media application has made the ways of company’s advertising better than before. The way of advertising can influence the company’s strategy in choosing media in doing marketing communication, including promotion. The change of consumer’s trend—especially in digital era—has pushed the company tries to think harder in introducing product and service to attract public’s attention. Printed media and broadcasting media and online media are used for advertising for company nowadays.

Based on data of Nielsen, consumers are easier to trust and to do buying from advertising from television (67% trust; 73% will take action); from magazine (65% trust; 67% will take action), and from online media (51% trust; 58% will take action). From those information, can be explained that electronic media such as television is still the most favourable tool. In other hand, there must be a consideration for score resulted from online advertising. Although still be seen below electronic and printed media, the shift of this kind of media is quite significant. (*worldsecuresystems.com*).

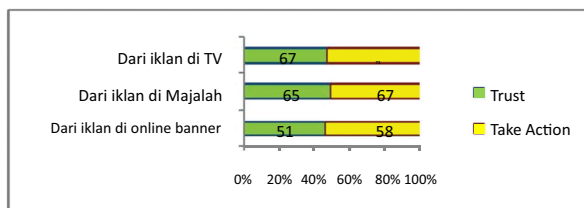


Figure 1: Decision to Trust and Take Action at Advertising Media-in Asia Pasific including Indonesia; period Q1, 2013 (Source: *worldsecuresystems.com*, 2013)

In particular for online/digital media, the cost for advertising buying in Indonesia is still 1% from the total of advertising expenses. But—as mentioned before—the trend of online media uses for advertising in Indonesia is still new, comparing to Singapore, United States or England.

Therefore, choosing for advertising strategy through printed or online media is not merely easy. There are many considerations related to the effectiveness of advertising in a selected media. Of course, one of the reasons is budget efficiency for company.

Not only company, but also a government also has strategy for choosing the exact media. Nowadays, Indonesia government (through Tax Department) socializes paying tax intensively to public. Specifically in this research, researcher observes one of the socializations related to the tax, namely Public Service Announcement (PSA). The researcher chooses verse “*Tidak Bayar Pajak, Apa Kata Dunia?*”

As known, many phenomena in Indonesia especially at economic side are in problematic situations, especially caused by the emergence of corruption cases. Therefore, PSA is necessarily used for attracting public awareness and intention to pay tax. One of the media used by government for tax socialization is youtube whereas PSA is crafted such interesting for audiences.

### **Research Questions:**

- 1 Is there any influence between the exposure of PSA (Verse: “*Tidak Bayar Pajak, Apa Kata Dunia?*”) by using EPIC model and its influence towards public awareness in paying tax, seen from *Empathy* dimension?
- 2 Is there any influence between the exposure of PSA (Verse: “*Tidak Bayar Pajak, Apa Kata Dunia?*”) by using EPIC model and its influence towards public awareness in paying tax, seen from *Persuasion* dimension?
- 3 Is there any influence between the exposure of PSA (Verse: “*Tidak Bayar Pajak, Apa Kata Dunia?*”) by using EPIC model and its influence towards public awareness in paying tax, seen from *Impact* dimension?
- 4 Is there any influence between the exposure of PSA (Verse: “*Tidak Bayar Pajak, Apa Kata Dunia?*”) by using EPIC model and its influence towards public awareness in paying tax, seen from *Communication* dimension?
- 5 Is there any influence between the exposure of PSA (Verse: “*Tidak Bayar Pajak, Apa Kata Dunia?*”) by using EPIC model and its influence towards public awareness in paying tax, seen from *all* dimensions?

- 6 Is there any influence between *Empathy* dimension towards public awareness in paying tax?
- 7 Is there any influence between *Persuassion* dimension towards public awareness in paying tax?
- 8 Is there any influence between *Impact* dimension towards public awareness in paying tax?
- 9 Is there any influence between *Communication* dimension towards public awareness in paying tax?

## LITERATURE REVIEWS

### Advertising

Riyanto dan Winarno (in Pujiyanto, 2013: 2) mention some terms related to advertising, namely *I'lan* (Arabic), *advertising* (English), *advertere* (Greek) and *advertentir* (Dutch). In general, advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Morissan, 2010:17-18).

### Public Service Announcement (PSA)

Below are some definitions of PSA:

“PSA is a non-profit advertising, commonly giving information, creating difficult message, using precisely media, target audience, place and time. Also, the concept of PSA is based on guidance made by advertising bureau which is agreed by producer. Furthermore, some factors in creating PSA are segmentation, draft/concept, message, media and data related to the problems, strategy, target and so on. All of factors are complex matters since there are interdependency and influence each other in decision making until ending to PSA” (Pujiyanto, 2013: 10).

“Advertising which produces social messages to encourage public awareness towards a number of problems, namely the condition that potentials to public's life. PSA is an effort to persuade society by asking them to understand, aware, think and positions themselves to avoid from the problems” (<http://digilib.petra.ac.id>)

“PSA is a media used to give persuasive message to society in order to get knowledge, attitude awareness and behavior change towards issued problem. PSA is a creative social communication media that links the form, structure, material, color, image, typography and other design elements that can be accepted by society. PSA does not only inform news

but also tries to make the society respond and do as the media does” (Pujiyanto, 2013: 45, 65).

Widyatama (in Pujiyanto, 2013: 8) also states that PSA is:

“Not economic oriented, but social oriented marked by additional knowledge, attitude awareness, and behavior change from society towards the problem and also good image from society itself. Normatively, getting knowledge, attitude awareness and behavior change are very important for the quality of society itself for society will be shaped and lead into better condition. In general, the message delivered in this kind of advertising consists of public informations to encourage society to do normative thing.”

As a part of communicative aspect, there are four themes of PSA, namely (1) prohibition, (2) reminder, (3) suggestion and (4) scientific (Pujiyanto, 2013: 203).

Based on the object of this research, researcher takes suggestion theme. Clearly, Pujiyanto (2013: 93-94) explains the task and sense from PSA communication into scheme below:

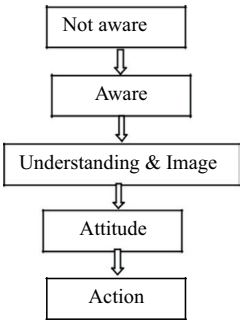


Figure 2: The Scheme of PSA Communication

**EPIC Model**

Durianto, (2003: 86) explains the four dimensions of EPIC model below:

- a. *Emphaty* A mentally condition that makes someone identify him/herself close to the same feeling or think to another person/group.
- b. *Persuasion* A change of belief, attitude and willingness, caused by the promotional communication. This persuasive process that will be used is indicated by degree of consumer’s involvement towards product message.



- c. *Impact* The impact from advertising is consumer's product knowledge through consumer's involvement or selection process.
- d. *Communication* Giving information to consumer's ability in remembering main message and sense.

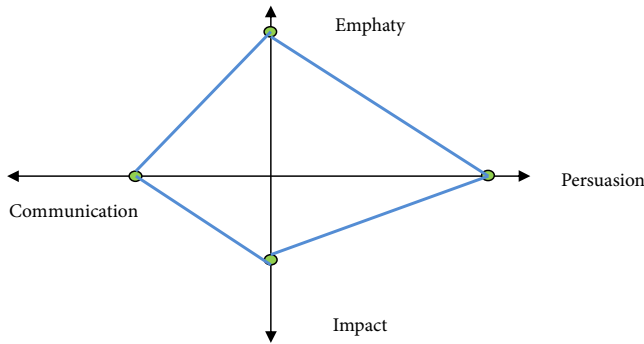


Figure 3: EPIC Model ([www.nielsen.com](http://www.nielsen.com))

### Logic of Message Design Teory

This theory was initiated by Barbara O'Keefe (1988) and be classified into socio physicist tradition. The thesis is that human think with different way about communication and message and use different logic in deciding what will be said in such situation. O'Keefe noticed that in a certain situation, the messages tend to be same; but in other situation, they are different. This message diversity in several situations can be accepted. If the goal of communication is just simple, each logic designs will reduce same message. In other hand, if the goal of communication varies and complex, the logic design will emerge different message. Therefore, there are three logics of message design, namely (Littlejohn & Foss, 2009: 188-189):

- (1) *Expressive logic* The message is open and less reactive to people's need. The expressive logic is man centered, not person centered.
- (2) *Conventional logic* This kind of logic is set up for exact message, fits to the norm (according to right and obligation) and is known by every people.
- (3) *Rhetorical logic* This kind of logic sees communication as a way of rule changing through negotiation whereas messages are formed flexible and man-centered.

## RESEARCH METHOD

This research uses quantitative approach which emphasizes social attitude that has real symthomps, can be measured, can be observed and can be measured as variables among the society (Bungin, 2008:24). Furthermore, Creswell classifies the characteristics of quantitative approach include: measuring objective fact; focusing on variable; free judging; separating theory and data; independent context; case, many subjects; using statistic analysing and independent researcher (in Neuman, 2013: 19).

Meanwhile, researcher uses survey technique by collecting primary data (through questionnaires) and secondary data (based on literature and online media). Here, the content of questionnaire is divided into four parts:

- Part I (contains of introduction as filter for respondents registered as tax holders)
- Part II (contains of object of research includes the *link* of PSA at youtube)
- Part III (contains of 15 questions)
- Part IV (contains of respondent's profiles).

Next, researcher uses SPSS (verse 2.0) and Excell program for getting descriptive data in designing EPIC model. Earlier data in simple tabulation can be seen below:

$$p = \frac{fi}{\sum fi} \times 100\%$$

p = Percentage of respondent in choosing certain category  
 fi = Total of respondent in choosing certain category  
 $\sum fi$  = Total of respondent

Also, researcher measures the score and range of scale as follow:

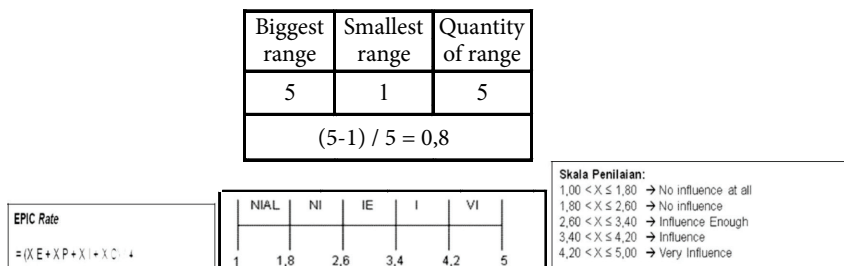
$$x = \frac{\sum fi \cdot wi}{\sum fi}$$

X = Score rate  
 fi = Frequency  
 wi = Score

p = R (score)  
 M

R = Biggest score – smallest score  
 M = The number of score category

For scale, researcher uses Likert's (Neuman, 2013: 253-255) which consists of five categories to count all dimensions of EPIC model as follow:



The next step is determining the research variables—that can be measured and operationalized (Nielsen: 2014 & Moriarty., et al, 2015:691):

**Table 1: Variables and Indicators**

<i>Variables</i>	<i>Dimentions</i>	<i>Indicators</i>
<b><i>Empathy</i></b>	A. Like/dislike?	The level of like or dislike of an ads
	B. Personal Relevance	“...care more about reaching me personally...”
	C. Brand Affinity	Emotional Relationship
<b><i>Persuasion</i></b>	A. Improvement or reinforcement of brand disposition	Attitude or preference
	B. Effect on purchase intent or Interest in the brand	Buying Intention
<b><i>Impact</i></b>	A. Stand out	Repetition
	B. Differentiation or involvement	Creativity
<b><i>Communi- cation</i></b>	A. Recall of main message	Remember in mind
	B. Comprehension	An understanding of ads objective/sAn understanding of ads objective/s
	C. Strength of impression of key messages	Uniqueness

Population used in this research is unknown and not limited. Everyone who is registered as tax holder in all area in Jakarta is treated as population. The technique of selecting respondents is taken randomly since the respondents have watched/seen the PSA from youtube. It means that population is also treated ass sample too. Finally, there are one hundreds samples—living in Central Jakarta, West Jakarta, East Jakarta, South Jakarta and North Jakarta.



Figure 4: PSA scenes at Youtube (<http://bisnis.news.viva.co.id/news/read/140527-slogan-pajak-apakata-dunia-kian-populer>)

## RESULT OF RESEARCH

### Descriptive Data

Based on SPSS application, below are the results related to frequency data and statistics tests. Based on respondent's profiles, there are 57 females and 43 males; there are 31 respondents below 25 years old, 34 respondents whose age between 25-35 years old, 15 respondents whose age between 36-45 years old, and 20 respondents above 45 years old. Meanwhile, there are 39 respondents live in North Jakarta, 14 in Central Jakarta, 11 in West Jakarta, 6 in East Jakarta and 30 in South Jakarta.

For validity and reability from 20 items of questions, the result for Cronbach's Alpha is .947 (reliable for above 0.6); coefficient from R Square

is .528; T-tests are .824, .899, .042 & 4.052 (all above 0.05 with error degree 5%) and regression model fits to normality assumption. Also from statistic tests, each indicator from all dimensions from all variables has been tested and the results are follows: Three indicators of Emphaty dimensions are .260, .041 & .080; Persuassion (.041, .001 & .008); Impact (.330, .077 & .011) and Communication (.060, .039 & .001).

For detail, all indicators are shown below:

**Table 2: Indicator Statemets**

No of item	Items	Corrected Item-Total Correlation	R Tabel; N=100	Nilai r hitung > nilai r tabel = valid
1	Saya menyukai iklan Layanan Masyarakat “Pajak” versi tersebut	.689	.207	Valid
2	Cerita yang digunakan pada iklan tersebut menyentuh saya sebagai wajib pajak	.713	.207	Valid
3	Iklan tersebut bertujuan untuk mendekatkan diri kepada masyarakat sebagai Wajib Pajak (WP)	.697	.207	Valid
4	Secara keseluruhan, iklan tersebut mengajak saya untuk semakin sadar wajib pajak	.705	.207	Valid
5	Cerita yang digunakan pada iklan tersebut menarik perhatian saya	.748	.207	Valid
6	Iklan tersebut secara tidak langsung merupakan salah satu bentuk pemerintah mensosialisasikan pajak	.699	.207	Valid
7	Setelah melihat iklan tersebut, saya terpikir pada pajak yang (belum) dibayar	.594	.207	Valid
8	Setelah melihat iklan tersebut, saya semakin sadar membayar pajak	.726	.207	Valid
9	Kreativitas pada iklan tersebut membuat saya semakin ingin mengetahui lebih banyak tentang pajak	.700	.207	Valid
10	Pesan yang ingin disampaikan pada iklan tersebut dapat saya pahami	.732	.207	Valid

11	Komunikasi pesan pada iklan tersebut dibuat jelas	.753	.207	Valid
12	Komunikasi pada iklan tersebut terlihat menarik	.755	.207	Valid
13	Saya yakin bahwa pajak yang saya bayar merupakan bentuk iuran kepada masyarakat yang digunakan untuk dana pembangunan	.712	.207	Valid
14	Saya yakin bahwa pajak yang saya bayar merupakan bentuk iuran kepada masyarakat yang digunakan untuk dana pengeluaran umum pelaksanaan fungsi tugas pemerintah	.771	.207	Valid
15	Saya yakin bahwa pajak yang saya bayar merupakan bentuk iuran kepada masyarakat yang digunakan untuk sumber dana pembiayaan pelaksanaan fungsi tugas pemerintah	.783	.207	Valid
16	Empathy Total	.791	.207	Valid
17	Persuasion Total	.893	.207	Valid
18	Impact Total	.787	.207	Valid
19	Communication Total	.859	.207	Valid
20	Awareness Total	.768	.207	Valid

## EPIC Model Analysis

In general, researcher will explain rate counted from each dimensions of EPIC model. For *Emphaty* dimension, the result is:

Atribut	Bobot/B	E1	E2	E3	XE1(B*E1)	XE2(B*E2)	XE3(B*E3)
NIAL	1	16	16	8	16	16	8
NI	2	21	54	24	42	108	48
NIE	3	204	200	220	612	600	660
I	4	115	70	115	460	280	460
VI	5	357	340	367	2840	2776	2832
				100	3970	3780	4008
				$\Sigma = 3.94$	$3970/100 = 3,97$	$2704/100 = 3,78$	$4008/100 = 4,08$

For *Persuassion* dimension, the result can be seen below:

Atribut	Bobot/B	P1	P2	P3	XP1(B*P1)	XP2(B*P2)	XP3(B*P3)
NIAL	1	8	22	4	8	22	4
NI	2	39	54	24	78	108	48
IE	3	192	176	168	576	528	504
I	4	125	85	185	500	340	740
VI	5	364	337	382	2842	2742	2944
				100			
				$\Sigma = 4.01$	$4004/100 = 4,04$	$3740/100 = 3,74$	$4240/100 = 4,24$

For *Impact* dimension, the result can be seen below:

Atribut	Bobot/B	I1	I2	I3	XI1(B*I1)	XI2(B*I2)	XI3(B*I3)
NIAL	1	24	18	22	24	18	22
NI	2	57	45	42	114	90	84
IE	3	164	192	188	492	576	564
I	4	75	90	75	300	360	300
VI	5	323	345	330	2660	2786	2700
				100			
				$\Sigma = 3,70$	$3590/100 = 3,59$	$3830/100 = 3,83$	$3670/100 = 3,67$

For *Communication* dimension, we can see the result as follow:

Atribut	Bobot/B	C1	C2	C3	XC1(B*C1)	XC2(B*C2)	XC3(B*C3)
NIAL	1	8	10	18	8	10	18
NI	2	21	33	39	42	66	78
IE	3	180	184	164	540	552	492
I	4	170	140	120	680	560	480
VI	5	379	367	344	2530	2442	2935
				$\Sigma = 4,04$	$3800/100 = 3,80$	$3630/100 = 3,63$	$4003/100 = 4,03$

Lastly, researcher inputs all EPIC Dimensions (*Emphaty, Persuassion, Impact, Communication*) refer to each average influences as follow:

Table 3: EPIC Rate

Empathy				Persuasion				Impact			Communication		
	16	16	8		8	22	4	24	18	22	8	10	18
	21	54	24		39	54	24	57	45	42	21	33	39
	204	200	220		192	176	168	164	192	188	180	184	164
	115	70	115		125	85	185	75	90	75	170	140	120
	357	340	367		364	337	382	323	345	330	379	367	344
X1	3,97			P1	4,04			I1	3,59		C1	4,21	
X2	3,78			P2	3,74			I2	3,83		C2	4,08	
X3	4,08			P3	4,24			I3	3,67		C3	3,82	
	3,94				4,01				3,70			4,04	
EPIC RATE: 3,92													

From EPIC rate resulted, researcher designs the EPIC model as follow:

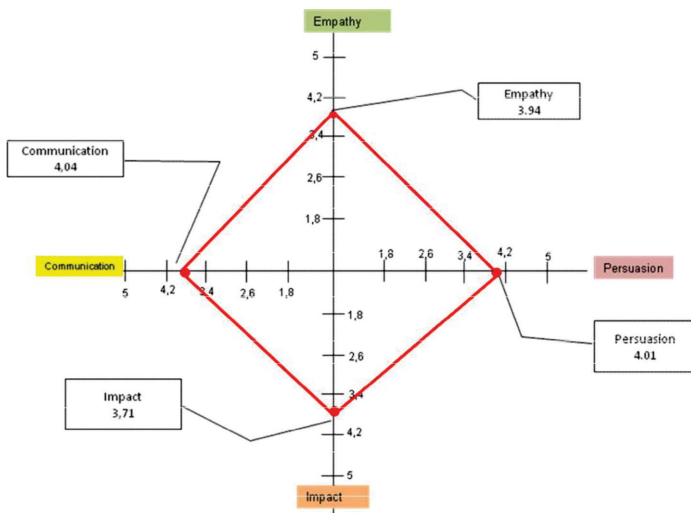


Figure 5: EPIC Model

Refer to the results, researcher will test the theory being used, namely Logic of Message Design Theory. The thesis is that human think with different way about communication and message and use different logic in deciding what will be said in such situation. In a certain situation, the messages tend to be same; but in other situation, can be different. This message diversity in several situations can be accepted. If the goal of communication is just simple, each logic designs will reduce same message. In other hand, if the goal of communication varies and complex,



the logic design will emerge different message. Commonly, researcher thinks that all messages implied in PSA are designed well and can be understood by public because the message is logic to public.

CONCLUSION

From the results of this research, researcher answers the research’s questions as follow:

- 1 There is influence from the exposure of PSA by using EPIC model and its influence towards public awareness in paying tax from *Emphaty* dimension as 3,94.
- 2 There is influence from the exposure of PSA by using EPIC model and its influence towards public awareness in paying tax from *Persuassion* dimension as 4,01.
- 3 There is influence from the exposure of PSA by using EPIC model and its influence towards public awareness in paying tax from *Impact* dimension as 3,71.
- 4 There is influence from the exposure of PSA by using EPIC model and its influence towards public awareness in paying tax from *Communication* dimension as 4,04.

From the scores (E) 3.94; (P) 4.01; (I) 3.71 and (C) 4.04, researcher can conclude that all dimensions influence to rise public awareness. At last, researcher compiles the influence scores as below:

Table 4: Scores for EPIC Rate

EPIC Model	Score for EPIC Rate	Conclusion
Empathy	3.94	Influences
Persuassion	4.01	Influences
Impact	3.71	Influences
Communication	4.04	Influences

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# **Public Perception on The News About The Conflict Between *KPK* and *POLRI* in Relation With Public Trust Towards Joko Widodo-Jusuf Kalla Government in Exterminating Corruption**

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## **INTRODUCTION**

Mass media becomes a source of daily information for many communities. Various people from various castes receive a variety of information disseminated by the mass media. Mass communication, referring to the opinion of Tan and Wright, is a form of communication using a channel (media) in connecting communicators and communicants in bulk, in large numbers, residing far (scattered), highly heterogeneous and specific effects (Ardianto 2004 : 3).

So, as it is considered as a kind of mass media, television has transformed into a primary media for citizens to obtain information and entertainment. The greatness of television has now been able to match with the routine of human activities, like tooth brushing and showering. Categorized as a technological advance, television and the watching activity has become a part of life and daily routine, which most of us agree with the statement.

No doubt that television is the most popular leisure activity in the world. In this world there are 3.5 billion hours spent for watching television (Kubeyn&Csikzentmihalyi).

According to Nielsen, “The average household in America has the television turned on for eight hours and 11 minutes a day”. More than a third of the day is spent for watching television. However, many of those who watch television are doing other activities at the same time. The television station provides news about politics with a different concept. As on Metro TV, every morning at 7:05 am there is a program called “Surgery Editorial Media Indonesia” that explores the headline of a newspaper called Media Indonesia. Here people are given the opportunity to give comment on the raised issues. Various opinions are expressed in different reactions. Even though when the issue is considered as too sensitive, opinions are still delivered with emotion.

In Indonesia there are two television stations that were positioned themselves as television news, namely TV One and Metro TV. Looking back at the history, Metro TV is the television news pioneer in Indonesia. Metro TV was the one that first promoted them self as a television news program that is instructive and informative.

After the general election in 2014 where Jokowi -JK was elected, for the first time Metro TV remained aggressively to keep certain events happening. They raised a political issue concerning the conflict between the two law enforcement agencies in the country, namely the Corruption Eradication Commission (KPK) and the Indonesian National Police (POLRI). *KPK vs. POLRI* conflicts started with Budi Gunawan (BG) who was suspected of committing a corruption crime by KPK which later on caused people's rejection on his candidacy as a police chief at the time.

The disputes did not stop there. The police carried out a “counter-attack” by putting up the chiefs of KPK as suspects for some cases of crime. Started with Bambang Widjanto who was arrested for his involvement in some cases of perjury in constitutional courts in West Kalimantan. Later followed by the allegation of Zulcarnean and Abraham Samad involvement in the case of family document forgery.

The series of conflicts between *KPK* and *POLRI* were not only those mentioned. Since the Commission began to tackle corruption cases increasingly, serious conflicts occurred between these two institutions. And what was interesting was the involvement of the media, especially television that frankly yet subtly kept raising the issues for long periods.

Jokowi-JK, who is the President and the Vice President of the Republic of Indonesia felt uneasy on various cases involving these two institutions. This criticism was indirectly addressed to the Police. Many people judged that they had failed in settling the conflict and the corruption. A political appointment was held to discuss the issues and strengthening the law has always been heralded as the campaign does.

Indonesian's Society cannot just quietly look at the various issues occurred in this country. The community seemed to be frustrated by many cases of corruption and the unresolved ones. The firm stance of the president who kept waiting for did not make a difference. Various acts committed by elements of society are the manifestations of some communities swelter on the indecision of the government in solving various problems of the country, particularly the issue of corruption.

Based on the discussion of each paragraph that has been raised, researchers became interested in examining this phenomenon from the perspective of communication. So this study is aimed to describe, assess, explore, identify, and analyze more deeply about:

1. The focusing strategic (the way people watching TV) when watching the news about the conflicts between *KPK* and *POLRI* on Metro TV in relation with the trust towards Joko Widodo-Jusuf Kalla government in combating corruption.
2. The involvement (involvement of other things) when watching the news about the conflicts between *KPK* and *POLRI* on Metro TV in relation with the trust towards Joko Widodo-Jusuf Kalla government in combating corruption.

## THEORIES AND CONCEPTS

This study refers to the theory of the uses and gratifications. This theory is described as a dramatic break with tradition effects of the past (Swanson, 1979), a dramatic leap from the hypodermic needle model. This theory is not interested in what people do with the media. Audience members are considered to actively use the media to meet their needs. From here arise the term uses and gratifications, use and fulfillment.

The basic assumptions of this theory are adapted from Elihu Katz, Jay G Blumler and Michael Gurevitch. Uses and gratifications are:

1. Audience considered active, meaning, a substantial portion of the mass media users are assumed to have a purpose.
2. In the process of mass communication initiative to associate gratification of needs with the selection of media lies in audience members.
3. The mass media have to compete with other sources to satisfy their needs. Needs full range of media is only part of the broader human needs. How these needs are met through media consumption is highly dependent on audience behavior that is concerned.
4. Many voters stated that the purpose of mass media inferred from the data of audience: that is, the person is enough to understand the interests and motives report on the situation or certain situations.
5. Assessment of the cultural significance of the mass media should be prior suspended to first study the orientation of the audience. (Blumler, Katz and Gurevitch in Rachmat 2000: 205).

According to Katz, et al., Uses and Gratification researching the origin of the need psychologically and socially, which raises certain expectations of the media or source - other sources, which brings up the pattern - the pattern of media exposure is different (or involvement in other activities, and lead to the fulfillment of result - other consequences), perhaps as well as when we do not want (Katz, et al., 1974: 20). They also formulate assumptions - the basic assumptions of this theory are as follows:

- a. Audience considered active, meaning that the most important use of the mass media is assumed to have a purpose.
- b. The process of mass communication initiative to associate satisfying needs with a selection of media lies in audience members.
- c. The mass media have to contend with the source - other sources to satisfy their needs. Needs full range of media is only part of a broader human needs. How these needs are met through the communications media is highly dependent on the behavior of the audience concerned.
- d. Many voters purpose of mass media inferred from the data given by audience members; that is to say, the person is considered to quite understand the interests and motives to report the situation - given situation.



- e. Assessment of the cultural significance of the mass media should be suspended prior to first study the orientation of the audience (Blumer and Katz, 1974: 22)

Elizabeth Noelle-Neumann says that there are three important factors in the mass media that work together in limited selective perception, namely:

- Ubiquity, convenience. The mass media are able to dominate the information environment and are everywhere. People will be difficult to understand the messages of mass media because of its convenience.
- Cumulative messages, news are various messages that cut into pieces, which combine into a single entity after a certain time. Looping message many times can reinforce the impact of mass media.
- Consonance of Journalists, Uniformity reporters. Newscast tends to be the same, so that the world presented is also the same world. Audiences do not have any other alternative, so they form perceptions based on information received from the mass media (Rachmat, 2000: 200-201).

Through the uses and gratification, appears a question what do people do in the media, which is using the media for the gratification of their needs. Generally we are more interested not in what we do in the media, but to what are done in our media. We simply read the newspapers or watch the television, but how newspapers and television increase knowledge, change attitudes or improve our behavior is the thing. This is called as the effects of mass communication.

In this process, Gerbner stated that there are several aspects to note, namely:

- a. How To Watch (Strategic Focusing), Once on the frequency of viewing audiences. Everyone has different abilities to absorb information. Not only that, the condition of a person when it absorbs information is also greatly affected. How someone watching television will shape his understanding of the impressions he witnessed. Due to the limitations of human beings to be able to understand and to be fully informed when there are other activities that he did make these factors become important. Additionally, a person's ability to understand televised information

makes the difference in views and even beliefs. Someone who is critical, of course, do not easily trust each impression televised, there will be a follow-up such as searching for information through other sources, or by discussion with others to gain new insights.

- b. Engagement (Involvement), Involvement here is to talk about the involvement of other things (parents, friends, relatives, and other resources). They are located around the audience while he is watching a show on television. Belief is a fundamental component to form a cooperative relationship (Blau 1964; Deutsch 1973; Pruitt 1981). Schurr and Ozane (1985: 940) define trust as a belief that the statement of the other party can be relied upon to fulfill its obligations. Bariff and Galbraith (1978) states that the distrust that occur with a lack of information exchange in the planning and performance measurement. The lack of information is a major cause of conflict between the parties involved. Trust or not trust somebody who will appear in his behavior is determined by factors of information, influence and control. Confidence would increase if the information received assessed accurate, relevant and complete, but as a consequence of trust will increase the vulnerability of each party, which is more easily manipulated or attacked.

In addition to the above factors, the emergence of the level of trust is influenced by past experience. Consistent positive experiences in the past with one hand will increase the mutual trust that will raise hopes of a good relationship in the future. Schurr and Ozanne (1985) using the resident MBA in a game situation described the behavior of competition. They found that for the purpose of mutual benefit, trust leads cooperative behavior or the behavior of a more integrated interaction. Higher trust level indicates cooperative behavior. While low levels of trust leads to conflict.

Based on Mayer et al. (1995: 704), factors that shape a person's belief against the other are namely the ability (ability), goodness (benevolence), and integrity (integrity).

- Ability, capability refers to the competence and characteristics of the seller / organization in influencing and authorizing a specific region. Ability includes the competence, experience, and ability in science.

- Kindness (Benevolence), kindness or benevolence includes attention, empathy, openness, the fulfillment.
- Integrity, suggests that integrity can be seen from the point of fairness, fulfillment, loyalty, frankness, linkages.

## METHODS

This is a quantitative research that uses a descriptive analysis. The analysis is grouping, creating a sequence, manipulating and compressing data so that it is easy to read, and explaining or giving a description of something (Nazir, 1987: 71). The data obtained in this study were accumulated and systematically arranged then to be analyzed using a technique, referred to as:

*Descriptive Analysis*, This analysis is used to describe and illustrate the collected data publicly available or generalization (Sugiono, 2002: 112). This technique exposes the respondents' answers in the form of frequency tables and percentages. The tables are then accompanied interpretation of the writer knows the meaning of the data of the study. Calculations of percentage in the frequency table are calculated based on the formula:

$$P = \frac{f}{n} \cdot 100\%$$

P = percentages of frequency

f = class frequency

n = number of samples

(Supranto 2000 : 63)

The population in this study was the communities in the city of Bandung. While the withdrawal of the sampling technique used was multistage sampling. Based on the administrative territorial division, Bandung is divided into four regions, namely East Bandung, North Bandung, Central Bandung, and South Bandung. Each region consists of several districts. From the districts they are divided into some sub districts, villages and into the smallest ones (RT).

The four selected regions in Bandung (East, North, Central, and South) were involved. Each region represented some districts and sub districts which were randomly chosen.

## RESULTS AND DISCUSSIONS

Descriptive analysis of the research data is directly related to the analysis of research data derived from questionnaires. The questionnaires in this study were completed by 75 residents in the Village District of CoblongCipaganti Bandung. The provided answers were given in five levels of nested alternatives where score 1 for the lowest and 5 as the highest score.

**Table.4.1**  
**Table of calculation category**

Number of Statement	Amount	Total
The minimum number	Minimum score x question number	Minimum Value
The maximum number	Maximum score x question number	Maximum Value
Interval	Maximum value - Minimum value = Interval	
Range	Interval : 3 = Range	

### ***Focusing Strategic (How to watch)***

Sub variable in this study is strategic Focusing (How to watch). Sub-variables 1.1 in this research contains the respondents' opinions about the activities done while watching the conflict case of *KPK* with *POLRI* broadcasted by Metro TV.

Data obtained through questionnaires were distributed to 75 respondents in the Village District of Coblong Bandung Cipaganti then wereclassified into three categories: high, medium, and low. To determine the interval and the distance interval from every category, the calculation was done as follows:

**Table. 4.2**  
**The category levelFocusing Strategic (How to Watch)**

No.	Category	f.	%
1	High	5	6.67
2	Medium	46	61.33
3	Low	24	32
<b>Total</b>		<b>75</b>	<b>100.00</b>

Table 4.2 shows the category level strategic focusing on Metro TV news about Case conflict between *KPK* and *POLRI*.

The largest number being in the category indicates that most respondents did not stop their main activity when watching the news about the conflict case between *KPK* and *POLRI* on Metro TV and also they did not take any other actions while watching the show.

Respondents said that, as citizens of course there are a lot of activities that are far more important than watching the television. Because these factors tended to prioritize citizens' important activities than watching the news about conflict case between *KPK* and *POLRI*.

Someone who is critical, of course, do not easily trust each impression televised. There will be a follow-up such as searching for information through other sources, or discussion with others to gain new insights.

**Engagement (Involvement/Engagement Other Things)**

Variables in this research are the involvement (involvement Other Things). In sub-variables 1.2, this research contains the respondents' opinions about the involvement of opinion of other things while watching the conflict case of *KPK* with *POLRI* that was aired by Metro TV.

Data obtained through questionnaires and distributed to 75 respondents:

**Table. 4.3**  
**The Category Level of Involvement (Engagement other things)**

No.	Category	f.	%
1	High	30	40
2	Medium	42	56
3	Low	3	4
Total		75	100.00

Table 4.3 shows the level of involvement category of other things in understanding the news about Conflict Case between *KPK* and *POLRI* which is divided into three categories, namely high, intermediate and low. Data shows that the Involvement here is presenting the involvement of others (parents, friends, relatives, other sources of information) that were around the audience while they were watching the show on television.

Respondents said that they could not trust the television just like it is. We as viewers have the ability to avoid planting the ideology brought by

television. Then the respondents always took benefit of other people and other resources for reinforcement and affirmation in order to perform an analysis of the actual facts.

It is possible for someone to change their views when under the influence of another person or after receiving information from other sources. This happens due to humans as social beings, by nature of our great curiosity, we will seek information from different sources to get the actual facts in order to meet our needs for the information. In addition to the existing media, others can also be decisive and opinion forms us; often when we are watching TV with family or friends as a result of an interaction of the information reported. In such circumstances a person will usually bring up the opinions of her, causing little discussion among the people who watch them. This is where the influence of others on the formation of opinion to trust someone to such information appears, and when they are not quite satisfied with the information they receive, so they can seek information through other sources.

Similar to the previous reasons, respondents said that as citizens are critical, they did not only receive the information presented by the television, they needed other media or resources to make sure whether the news is true or not. Moreover, the access to receive information from other media is completely easy. Respondents recognized the importance of further investigation related to the information they get. This is useful as an affirmation of the views that have been formed when they get information from the television. When television began to doubt the objectivity because so many personal interests or groups within it, respondents started looking for ways to prove the truth of such information in accordance with the actual facts. And after the process that the new respondents conducted, they dare to conclude that information and build trust.

### **Description of Variable 2.**

The belief that one must be able to mold through a variety of information that he got. According to Mayer et al. (1995) factors that shape a person's belief against the other three are namely the ability (ability), goodness (benevolence), and integrity (integrity). Data obtained through questionnaires were distributed to 75 respondents in Sub Cipaganti Coblong District of Bandung, which is further classified into

three categories: high, medium, and low. To determine the interval and distance interval for every category used was calculated as follows:

**Table. 4.4**  
**The Level Catagory of Trust**

No.	Category	f	%
1	High	1	1,33
2	Medium	54	72
3	Low	20	26.67
Total		75	100.00

The exciting news about the conflict case between *KPK* and *POLRI* broadcasted by Metro TV to audience affected the audience trust on Jokowi-JK government. This assumption appears as a result of news media (television) that massively broadcasted the case. Television that broadcasted vociferous conflicts of *KPK* and *POLRI* would affect the credibility of Jokowi-JK government in fighting corruption that ensnared government officials both at the central and regional levels.

From these results it can be concluded that there is a positive outlook that had been embedded in society that cannot just fade away because of a negative impression on TV in relation to it.

Durable positive outlook occurs because people cannot just eliminate their impressions of the man. As this study related to the competence of the Jokowi-JK government, respondents still consider President Jokowi and the vice JK has the competence to lead the country. Factors of other things, such as the betrayal done by their subordinates, as well as frauds done by various parties, regarded as something which is beyond the reach of the president as a man. Respondents expressed their hesitation towards the capability of the president in leading the country. Respondents argued that the President and the vice were selected because of their images.

Jokowi and JK were not a focal figure in politics, they are just dabbling in governmental field. The respondents thought that their experiences are still considered less to sit in the position as the President and the vice President of Indonesia. Regarding to the conflict case between *KPK* and *POLRI*, the respondents claimed that the President Jokowi and the vice JK's experiences have not been able to prove their credibility as the head of the country.

Respondents assessed Jokowi-JK to have a broad insight. It is proved by their performances in various forums or media. The way they communicate and the way they answer questions from journalists or other figures related to the cases between *KPK* and *POLRI* showed their extensive knowledge and capability. This is in line with the previous question that is related to the competence of the president. Based on the results, the respondents still believe that the Jokowi-JK has that qualified competency as the President and the vice. It also affects insight into the knowledge owned by the president related to this case. Furthermore, this confirms that the news delivered by television does not fully affect the characters showed on public. There are some aspects that cannot be influenced by television, even though the tendency shown by the television news seems to vilify the characters.

The obligatory institutional attestation for a person to be president covers many procedures and stages that have to be gone through by the candidates in order to meet all the requirements, considering the position as the most important position where the future of the country is behind their back. The presidential election is regulated by Law No. 15 of 2011. Everything about the way the presidential election is set there, so that the determination of a person to be president is strictly regulated by the constitution.

Respondents believe that President Jokowi-JK has not seemed to notice the importance of the issues that must be resolved. Respondents said that Jokowi JK still has less attention in facing the issues. They seemed to only focus on the big issues, whereas according to the respondents, the basic problem is what will adversely impact the country. Metro TV as a medium that seems vigorous in preaching the conflict case between *KPK* and *POLRI* is also focusing on the information about the president's actions in addressing and responding to the case. And this is certainly a public concern, however, because Jokowi-JK's role in this case is as the main party who will give decisions for the solution of the case. So it can be seen that the ability of television to present them in various viewpoints become the reference information for the public to determine their views. Respondents claim that the solutions that had been brought by the President to the case of *KPK* and *POLRI* do not cause a positive impact. Most are only temporary solutions, without taking into account the impact



of the future. So that once again the people are agitated and angry with the president's lack of firmness. In addition, respondents also said that the solution brought by the President is still influenced by the interests of another person or party, the president is apparently still hesitant in setting decisions. Furthermore, it makes the public believe that the President was directly involved in the various conflicts of *KPK* and *POLRI*.

Television role here is quite strong. Through a variety of news related to this corruption case, television can shape public opinion that the president has failed to provide solutions. This means that public confidence in the president slowly diminished his accomplishments related to the brought solutions.

Respondents argued that the President is quite capable in meeting the country's needs. From what is seen by the respondents through the news on Metro TV regarding to the conflict case between *KPK* and *POLRI*, the President can meet the necessary requirements of the country. However, it needs only a temporary need, and there is a requirement that will impact longer in the future. Respondents argued that with the revelation of investigation conflict case between *KPK* and *POLRI*, the president should be more careful in behaving. It is characterized by its communication when the mass media discuss the case, then his showed attitudes and decisions that seem to be over and too careful.

## CONCLUSION

The results of this research can be concluded as follows:

1. The majority of respondents over the strategic focusing *KPK* conflict with *POLRI* reported that they are in moderate category. The impact of the trust to the President in the medium category, too. Although the impact of ways of watching television on the level of trusting someone was not so pronounced, these factors can be a barrier to the success of the impact of television.
2. Involvement (involvement of other things) also can affect a person's confidence. In this study, most of involvement when watching the news of conflict between *KPK* and *POLRI* are in the moderate category. This is where the influence of others on the formation of opinion to trust someone to such information appears, and when they are not quite satisfied with the information they receive.

## RECOMMENDATIONS

1. How to watch television (focusing strategy) have an impact on confidence, which means it will be better when we really want to understand an information through television, we stop or reduce the activity of the other, so that information can be received clearly.
2. The media should lead people to always think clearly by airing news objectively and impartially.
3. It is important to do training on media literacy so that people can better understand which information is necessary and useful, and which information that does not need to be taken into account.

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# **The Influence of Effectiveness of Interpersonal Communication Relationship Against The Resolution of The Conflict in A Golkar Political Organization**

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## **INTRODUCTION**

Humans are social beings, these are indicated by behavioral habits that humans do is communicate. In the daily subsistence men always show that they are always in need of help from others. Humans can't live alone and tend to interact with the people around him. Interpersonal communication activities are the daily activities carried out by man since getting out of bed in the morning to sleep again at night. By fostering interpersonal communication to be good then the relationship will be more closely, and the cooperation which formed will be stronger. In addition, interpersonal communication also aims to achieve certain goals. But a relationship is not always go well, sometimes a relationship confront a problem. One of the reasons this happens is a failure of communication that exists among those exposed.

The communication failure can occur anywhere, not least in a political organization. Remembering when a communication failure became one of the main factors in the conflicts that occur in the body of the Golkar Party in 2014 ago. At that time the conflict stems from differences in support for the Presidential Election 2014, where Bakrie, the chairman, would prefer to move closer to the camp Prabowo - Hatta Rajasa. Golkar Party which incidentally ranks second in Legislative Election 2014 (after the PDI-P) should propose a candidate for President or Vice President in accordance with the results of "Rapimnas", that's what makes disappointed

among the Golkar Party cadres at provincial and local levels on the stance taken by Bakrie. Do not stop in there, “hot coals” still continued to cause conflict within the party which bearing the banyan tree, when many of the cadres of the Golkar Party in the regions supports the pair of Joko Widodo - Jusuf Kalla. As known, Jusuf Kalla is a former chairman of the Golkar Party. The climax occurs when Ical (read: call Bakrie) fired 3 cadres namely, DPP Chairman of Golkar Agus Gumiwang Kartasasmita, Deputy Treasurer of Golkar Nusron Wahid and the young cadres of the Golkar Party, Poempida Hidayatulloh. The reason is because the third dismissal of cadres refused to support the pair Prabowo - Hatta Rajasa at the 2014 Presidential Election.

Conflicts within the Golkar Party organization due to the communication failure caused the quality of the relationship between cadres reduced. When the content of the relationship between cadres reduced, what will happen is termination. Departing from this, it is shown that a communication failure will have a major impact, not only for the quality of their relationship, but also to organizations where they take shelter.

### **Definition of Interpersonal Communication**

Interpersonal communication is the process of delivering and receiving messages between sender (sender) and the recipient (receiver), either directly (face to face) or indirectly (through a particular medium) which allows the emergence of direct feedback.

### **Interpersonal Communication Process**

Communication is the process of steps that describe the activities of communication. By a simple, process of communication is described as a process that connects the sender to the receiver of the message. Shirley Taylor (1999: 6) describes that the key steps in the interpersonal communication consists of six steps, namely:

- a. The desire to communicate. A communicator has a desire to share ideas with others.
- b. Encoding by the communicator. Encoding is the act of formulating the thoughts or ideas into symbols, words and so forth, so communicators feel confident with a message that is formulated and how its delivery.

- c. Delivery of messages. To send a message to the desired person, communicators choose communication channels such as telephone, SMS, email, mail or face to face.
- d. Receipt of the message. Messages which sent by communicator has been received by the communicant.
- e. Decoding by the communicant. Decoding is the process of understanding the message. If all goes well, the communicant will translate the messages correctly which received from the communicator, giving the same meaning to the symbols as expected by the communicator.
- f. Feedback. After receiving the message and understand it, the communicant leave a response or feedback. With this feedback a communicator can evaluate the effectiveness of communication. (Face to face) or indirectly (through a particular medium) which allows the emergence of direct feedback.

### **Objectives Interpersonal Communication**

Interpersonal communication is an action oriented, it is one of the actions which oriented to specific action. Some interpersonal communication objectives, namely:

- a. Expressed concerns to others

One of the goals of interpersonal communication is to express concern to others. In this case a person communicates by way of greeting, smiling, waving, bending over, say hello to health, and so on.

- b. Find yourself

This means that a person does interpersonal communication because they want to know and recognize the characteristics of self based on information from others. When a person is engaged interpersonal communication with other people, then there is a great deal process of learning about themselves and others.

- c. Finding the outside world

Interpersonalcommunication obtained an opportunity to get information from others, including the important and actual information.

d. Maintain and build a harmonious relationship

As social beings, one needs everyone who is establishing and maintaining good relationships with others. The more friends that can be invited to cooperate it helps their daily life.

e. Influence attitudes and behavior

Basically, communication is a phenomenon of an experience. Each experience will give meaning to human life situation including giving specific meaning in the possibility of a change in attitude.

f. Looking for fun or just spend time

There are times when someone does interpersonal communication just looking for fun or entertainment. This bleak interpersonal communication is important to provide a balance in mind that requiring a relaxed atmosphere, light and entertaining of all serious activities.

g. Eliminate losses due to miscommunication

Interpersonal communication can be approached directly, explains the various messages that are prone cause of misinterpretation.

h. provide assistance

Unwittingly, everyone had often acted as a counselor in every interpersonal interaction. Such as a vent to the theme and the students discuss the lecturer.

### **Factors of Influence Levels in Interpersonal Relations**

Interpersonal relationships between one person and another is not always good. Sometimes has high tide and sometimes have ups and downs. Differences are beginning to be hidden, which means that someone actually did not get along with others but are still stored in their own feelings. Some of the factors affecting the level of interpersonal relationships are as follows:

a. Tolerance

In taking the decision there was always a difference of opinion between one to another, tolerance is necessary between one another in order to the level better of interpersonal relationships.

b. Appropriate opportunities

The appropriation of the interaction will determine the level of



interpersonal relationships. When a person feels the chance is balanced, it will encourage these people to maintain the unity. Vice versa, if one party feels pressured in the over time they will make a restriction which could threaten the link between interpersonal levels.

c. Respect for others

This attitude requires the understanding each person's dignity. A good attitude to support the levels of interpersonal relationships is respect for the dignity of others. Therefore one should not underestimate others.

d. Being supportive and not defensive

Supporting means giving consent to others. While defend act is originated from having a difference opinion. If two people are defending, and one of the parties openly attack others, it may frays the characteristics of the relationship.

e. Openness

Openness is an attitude to open up, say about his situation openly and what their order to erase the misunderstanding and fraud. These circumstances create a good interpersonal relationships.

f. Shared ownership of information

Sharing information could be viewed from the aspect of "breadth" and "depth". Breadth show variations topics discussed while depth indicates intimacy of the things which communicated even regarding some personal matters.

g. Trust

Trust is a feeling that there is no danger of another person in a relationship. Confidence is associated with the predictions, meaning if we can predict that a person will not betray and can work well, then our trust is greater in such people.

h. Familiarity

Familiarity is the fulfillment of needs for affection, closeness and warmth. Interpersonal relationships can be well maintained if both parties required mutually agreement on the level of familiarity.

i. Alignment

Alignment is a position where both sides is in the same position. No one party dominates the other party. Alignment is the adhesive for

maintaining the harmonious interpersonal relationships because of the alignment will be upheld the justice in interaction.

j. Control

Control or supervision intended to interpersonal relationships are well agree preserved on the shape of form controls.

k. response

Response is the provision of feedback. The natural law says if there is an action, There will be a reaction.

l. emotional atmosphere

The emotional atmosphere is the matching of emotional atmosphere when communication is in progress, as indicated by the relevant expressions. For example if someone congratulated his friend who passed exam, the person will reply with nonverbal communication such as with a smile.

### **Assessing Level of Interpersonal Relations**

As social beings, everyone felt the need to relate to other people. Among those, of course, there are different levels of interpersonal relationships, there are people who just know, and people who become acquaintances, and there are people who become our friends. With friends we have an emotional attachment. Then the people who gain greater emotional bond we call friends. The following criteria for assessing levels of interpersonal relationships:

- a. Getting to know the profile of yourself. This means that the interpersonal relationship levels can be measured by how much do that we know the other person's profile.
- b. Obtain information about other people. People who have high levels of intimate relationship will be easy to share information.
- c. The rules in interpersonal relationships more developed by both parties, or how far each party plays a role together in developing the rule as group rule.
- d. Giving priority to the common interest.
- e. Familiarity, if both are said to be familiar enough to know each other deeply.

- f. Togetherness. That the two sides are complementary and cooperation.
- g. Interdependence, characterized by the recognition of feeling the presence of a friend which causes less comfortable atmosphere.
- h. Bring happiness, that the presence of someone beside us has a very important meaning and cause us to feel happy.
- i. The quantity and quality. Quantity indicates the frequency, the higher of the communication frequency, the level of relationship is better. In some cases, the communication quality is considered more important than the quantity, quality shows the meaning and purpose of communication.

### **Political Organization**

Political organizations are organizations or groups engaged or interested or involved in the political process and in the State of the Union, actively play a role in determining the fate of the nation. Political organizations can include various types of organizations such as advocacy groups that lobbied for a change to the politicians, the political party that submits a candidate at the general election, and terrorist groups who use violence to achieve its political goals.

In a larger sense, a political organization may also be considered as a political system if it has a complete system of Government. Basically the political organization is part of a Union with an interest in the establishment of a social order at a particular area by a legitimate Government. The organization was also able to create a form of structure to follow.

### **The Golkar Party**

The Golkar party or Golkar is one of the largest political party in Indonesia. The Golkar party stood at the end of the era of President Sukarno. In order to confront the power of the Communist Party of Indonesia (PKI) on October 20, 1964, resulting in the work of The Joint Secretariat (Golkar) consisting of youth, women, scholars, workers, farmers and fishermen who are convened by the military in particular army.

Joint Secretariat Golkar in fact acceptable in society. This is evidenced by its increasing. With the ideology uphold Pancasila and the

1945 Constitution Act, Golkar was later divided in 7 groups of the parent organization (KINO), a multipurpose Cooperative Mutual (KOSGORO), the Central Organization of Employees "Swadiri" Indonesia (SOKSI), Family Mutual Deliberation (MKGR), professional organizations, Security Defenses (DEFENSE and SECURITY), the movement of the work the people of Indonesia (GAKARI), and the movement's development.

In the elections of 1971, the strength of the Joint Secretariat Golkar stated in KINO becomes the main runway to run in the election with the name of "The Paper" (Golkar) in accordance with the decision on February 4, 1970. In the 1971 elections, Golkar be underestimated by some other party, which at that time such as NU and Parmusi. As a result, Golkar's got huge success with the acquisition of vote by 34,348,673 sound or 62.79% of the total vote tally.

On July 17, 1971, Joint Secretariat Golkar officially changed themselves into Golkar. In the National Congress (Congress) which implemented in September 1973, Golkar formed new organizations, i.e., the set of Harmony of Farmer Indonesia (HKTI), the set of Indonesia fishermen (HNSI) and the Federation of Indonesia Labour (FBSI).

Golkar is the prayer in one subdues as PKI tools are fully supported by Suharto. In addition, Golkar and the TNI-AD also serve as the backbone of the new order. This is proved the leadership of the new order, appointments in the Government both in the Executive, legislative and judicial branches, almost all of which is occupied by the cadres of Golkar.

At the time of the era of Soeharto's leadership in the new order era, there are regulations that require all civil servants to support Golkar. However, following the resignation of Suharto's rule, known as Regulation "Monoloyalitas" is repealed. Now, civil servants are free to determine his options without having to be encouraged at one party only.

Golkar has always come across as a winner in the elections held since 1977, 1982, 1987, 1992, and 1997. After the off of the regime of Suharto, Golkar Party turns into a more open party without the existence of policies like never before that help the survival of the party.

General Chairman of the Golkar Party currently is Setya Novanto. At the last legislative elections of 2014, Golkar obtained second place after PDI Perjuangan with a total vote of 18,432,312 votes or 14.75% from 15 political parties which became the participants of the election.

## **The Influence Of Effectiveness Of Interpersonal Communication relationship against The Resolution Of The Conflict In A Golkar Political Organization**

In 2014, internal disruption caused a mayor storm in Golkar Party. The very party whose symbol is the banyan tree (unity) experienced as the struggle for leadership which threatened the survival of the organization. The turmoil in the party, not only had an internal impact, but also affected the balance of power in the House of Representatives. As one of the oldest and most established parties in parliament, Golkar has influence in the plenary session of the the legislature.

### **The beginning of the struggle for leadership**

Political parties in Indonesia are usually held a national leadership meeting (RAPIMNAS) once every five years to elect the chairman. In early December 2014 , the Golkar Rapimnas was held in Bali and culminated with the re-election of Bakrie as party chairman. However, a number of senior party politicians regarded the election as fraudulent and accused Bakri's supporters of intimidating party members to select him. The charges were immediately rebuffed.

Bakri's critics decided to split away and hold another RAPIMNAS .Agung Laksono, chairman of the stronghold opposed to Bakri won the vote and another RAPIMNAS, held in Ancol Jakarta led to internal conflict between the two groups.

After a few months of the Golkar Party was under the dual leadership, the Ministry of Justice and Human Rights, mediated and recognized Agung Laksono as a legal chairman . But, the decision that was stipulated by Minister of justice and Human Rights by issuing a decree stewardship legitimate Golkar party was the great stronghold Agung Laksono can not resolve the conflict. Bakrie sympathizers accused the Minister of Justice and Human Rights, Yasonna Laoly, sided with the Supreme. Investigators said that Yasonna, which comes from the Indonesian Democratic Party of Struggle, suggests approval arose because he knows the Supreme supports Joko Widodo. Agung believed to deflect the party support. However, the allegation firmly denied by a spokesman for the Ministry of Law, Ferdinand Siagian.

In an interview with local media some time later, Agung said Golkar, under his leadership, support the government and no longer be part

of the opposition coalition. However, he also said that Golkar was not part of the coalition supporting the president that essentially was Golkar under Agung Laksono leadership wants out of the red white coalition. The sympathizers of Bakrie claims will continue to step ahead. They have filed a lawsuit to the administrative court against the ministry of law and human rights and the Golkar members who are leading the Rapimnas that ultimately chose Agung, eventually won by Aburizal Bakri faction, but the faction of Agung Laksono appealed back

### **Communication Link on Conflict of the Golkar Party**

Communication is very important on the settlement of the conflict within the political parties, especially the Golkar party. For instance, with the communication is done by both sides for reconciliation in internal conflicts of party including in this case is the conflict settlement of Golkar party that was done by the Court party. Good communication between the board and constituent political parties are part of the functions of political parties as a means of communication. Meaning the party as a means of communication is a party as a canal of a variety of opinions and aspirations of the people. Parties merge the interests of society and formulate these interests in an orderly form. This formulation was made as a correction to the ruling policy or policy proposals submitted to the authorities to be a general policy that is applied to the community.

While the party as a means of political socialization is parties provide the attitudes, views, opinions, and orientation to the phenomena (events, nuance and policies) of politics that happen in the community. Included in these are the conflicts that occur in the internal of Golkar Party, because the existence of the parties have an important role in the government, especially the people's aspirations, so the resolution of conflicts within political parties, especially in the Golkar party through a communication is important, although not yet finding reconciliation in internal and through the State Administrative Court.

### **Completion of Conflict in the internal of Golkar Party**

Basic spirit that animates the enactment of Law No. 2 of 2011 on political parties is the consolidation of democracy. Theoretically, the consolidation of democracy begins with strengthening the political

institutions as the buffer. The existence of political parties in modern political culture geared to realize democracy. Logically, only the civilizing democracy in itself, could accelerate the political parties of democratic values in the society, nation and state. The essence of the consolidation of democracy as the basis, direction, and purpose of political parties is clearly seen in Law No. 2/2011 on the Political Party. In the article 10 of this law states that political parties aim to develop a democracy based on Pancasila and build a culture and political ethics.

Article 13 confirms that a political party is obliged to uphold the rule of law, democracy, and human rights. This is reinforced in Article 27 which states that the decision-making at all levels of political parties conducted democratically and Article 28, the decision referred to in Article 27 in accordance with the Constitution and political party. This is reinforced in Article 36 of the Articles of association of the Golkar Party, the decision is basically done in deliberation and, if this is not possible, decisions are taken by majority vote.

Referring to these provisions, the validity of the succession of the internal party can only be justified in so far as the fulfillment of the principles of democracy. The practice of authoritarianism in succession of the internal party, such as the imposition of the will, intimidation, not neutral committee, until massive of fired cadres should be avoided, because of potentially deadly democracy that is precisely the responsibility of the party to carry it.

Non-fulfillment of such democratic principles become the basic reason why the MPG for not endorsing the leadership board of Golkar Party (DPP Party Golkar) towards the results of national Conference in Bali that held in November 30- December 4 2014. The role court of party is to facilitate, assess and decide internal disputes of political parties. Paragraph 5 of this article explicitly says that the Court of party, especially with regard to the management of disputes shall be final and binding.

There are two important messages behind the assessment. First, the Court of Party, in this case MPG, the only judicial body authorized to resolve internal disputes of Golkar Party. Therefore, the Administrative Court judges should be one voice with the Central Jakarta District Court and the West Jakarta District Court previously flatly refused to adjudicate internal disputes of the party because of not its authority.

Second, the internal dispute is only effectively resolved by the cadres of party her/his self. As the assumption that, party cadres know better about the roots of the problems and dynamics of the evolving internal party, so they are faster and do more accurate solution.

The rescue was taken by Court of Golkar party to decide disputes in the management of the Central Executive Board of Golkar Party is a real step in saving Golkar Party. The difference of point of views among the elite of banyan was already very sharp and extremely difficult to overcome the point of compromise. The solidity among the cadres at all levels melted. If the Court of Golkar Party did not immediately act, a serious damage will continue to haunt the journey of this party. In this case, the decision of Court of Golkar Party which is imbued with a spirit of reconciliation should be appreciated.

First, the Court of Golkar Party endorsed Agung Laksono, solely for the purpose of performing tasks by organizing consolidation of districts / cities, provinces, and the General Assembly no later than October 2016. Second, the Court of Golkar Party emphasized that Agung Laksono-Zainudin Amali avoid the prevalence of the winner takes all, by requiring selectively accommodate cadres of Golkar Party as shown by outcome of National Conference in Bali. The issue is responded quickly by Agung Laksono, to accommodate the 87 cadres of the results of the National Conference of Bali, such as Mahyudin, Airlangga Hartanto, Erwin Aksa, and Fayakhun Andriadi. It means that, reconciliation has occurred at the Golkar Party, so there is no obstacle again to contest the elections simultaneously in 2015 ,

Third, the consolidation process of the Golkar Party will take place under the supervision of the Court of Golkar Party. Thus, Agung Laksono et al can not arbitrarily running the party, otherwise subject to the supervision of the Court of Golkar Party. The fate of the Golkar Party now rely on clarity of thought and alignments East Jakarta State Administrative Court judges who will decide this case on May 18 next. If the decision of the Administrative Court judges are not in line with the Central Jakarta District Court and the West Jakarta District Court, the spirit of democracy that carried the Political Party Law will fade away before it develops.



## CONCLUSIONS

The role of communication in solving a problem and mediate conflicts, especially in the discussion of this conflict Golkar Party is very important to remember that the political parties have an important role in the formulation of policies and harboring aspirations of the people as a political infrastructure and through the party members in the legislature or government, certainly by knowing the subject matter and seeking to resolve problems through the mechanism prescribed in the regulations through the Act.

Indonesian political culture in political parties is more likely to promote party interests and power than the communication so that it is often triggered internal conflict that resulted in political stability in Indonesia.

## RECOMMENDATIONS

The advice can be given on the discussion of this paper is that the political culture is more likely to give priority to the interests and power groups that actually are not able to bring good to this country should we leave it as a political culture of people who seek power. Political culture “the power is seeking elites / people”, we think is the right choice. And as a basis to establish a policy within a political organization should be instilled the values of effective communication amongst party cadres.



# **A Qualitative Study of Perceptions of Local Tourist Regarding Taman Wisata Alam Angke Kapuk (TWAAK) as an Ecotourism Destination Brand**

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## **INTRODUCTION**

Tourism has been emerging nowadays in Indonesia. Even more the president of Indonesia Joko Widodo has mentioned that tourism must be set up as one of the leading sectors in Indonesia development (Cnnindonesia.com, 2016). Minister of Tourism of Indonesia has also highlighted that the number of tourists in Indonesia should double to 20 million of foreign tourists (Ministry of Tourism, 2015).

In that regard, the government has made some breakthroughs to fulfill the target that has been set up in which ecotourism has been one of the priorities to be developed by the government especially the minister of tourism (Ministry of National Development Planning, 2015). Taman Wisata Alam Angke Kapuk (TWAAK), as part of ecotourism in Indonesia which is located in Jakarta, has also been highlighted to be one of the ecotourism destination targets that will be developed by the Indonesia government. It is obvious that there have been lots of tourists both local and international that visited the site.

Many testimonies found on the blogs in the Internet have been some of the proofs that TWAAK has been gaining its popularity. They have made stories that contain both positive and negative values. Photos of the site have also been some of the evidences that displayed as part of the opinion from the visits. All of those mentions about TWAAK have been coming from not only

local tourists, which live in Jakarta, but also from those who came from outside Jakarta. They considered TWAAK as one of the alternative and interesting tourism destinations to visit which is quite different compared with the other tourism destinations or even ecotourism sites.

TWAAK has been a destination brand for all those local tourists who came from outside Jakarta. They have shown some different preferences on ecotourism brand by visiting TWAAK. Even more, the image of TWAAK has stimulated them to promote the place through internet especially blog platform.

This article is, however, focused on to what exactly is the perception of all local tourists outside Jakarta. Do all of those local tourists share similar feelings towards TWAAK. How do they compare the TWAAK as a brand of destination with the others? Are they satisfied enough whenever visiting TWAAK? This article has tried to explore the answers to these questions by using qualitative method research.

## **THEORETICAL BACKGROUND**

### **Ecotourism**

Ecotourism tries to raise environmental consciousness by exploring ecology and ecosystem and by providing environmental type experiences. Taking part in ecology actively and getting first hand impressions of how ecosystems work influence people's ways of thinking, which finally raises awareness of conservation and protection (Siswanto & Moeljadi, 2015). According to Patterson, characteristics of an ecotourism business are that it a.) Has a low impact upon a protected area's natural resources and recreation techniques; b.) Supports the work of conservation groups preserving the natural area on which the experience is based; c.) Limits visitation to areas, either by limiting group size and/or by the number of group taken to an area in a season; d.) Involve stakeholders (individuals, communities, ecotourists, tour operators and government institutions) in the planning, development, implementation and monitoring phases; e.) Orients customers on the region to be visited; f.) Hires local people and buys supplies locally where possible; g.) Recognizes that nature is a central element to the tourist experience; h.) Uses guides trained in interpretation of scientific or natural history; i.) Ensures that wildlife is not harassed, and j.) Respects the privacy and culture of local people.

Ecotourism in another perspective is defined as nature tourism with wild mild impact, which causes the maintenance of species and their habitat direct role in the preservation and indirectly by providing local public view, to make the local community to put value, and protect nature and other lives as revenue sources. (Alfian, Sulistyadi, Samuel, & Naitio, 2016). Meanwhile, according to the Regulation of the Domestic Minister No.33 of 2009 on Guidelines for Ecotourism Development in the Region, Ecotourism is nature tourism activities in the area of responsibility with regard elements of education, understanding, and support for the efforts of conservation of natural resources, as well as increased income of local communities.

According to Ross & Wall (1999), fundamental functions of ecotourism are the protection of natural areas, the provision of high-quality tourism experiences and the stimulation of local economies, through provision of resources for conservation, environmental, education, and local empowerment.

Some scholars have given a highlight on the environment factors regarding the ecotourism concepts. Eraqi (2007), for instance. He said the environment is the main base for the natural and cultural resources for attracting tourists worldwide (Bonn, Joseph, & Dai, 2005 cited by Eraqi, 2007).

There has been a different point of view in defining ecotourism in which as a concept, ecotourism comprises a wide range of activities, from field research of flora and wildlife to weekend nature outings that combine leisure and education (Nikitinskiy, 2001, cited by Eraqi, 2007). This concept of ecotourism has mentioned a sort of research activity that plays an important thing aside from leisure activity.

Epler Wood, Gatz and Linberg (1991, cited from Tungchawal, 2001) found that the intent to travel to natural areas is to discern the culture and the natural background of the surroundings. This purpose will not disturb the unity of the ecosystem and will generate economic chances that provide the conservation of the natural resources profitably to the local residents. According to Valentine's (1992; cited from Tungchawal, 2001) explanation, nature tourism plus ecotourism was more exclusive, an covered merely those activities which rely on natural areas instead of those that are solely increased by natural areas.

Based upon Nicoara's explanation (1992), nature-based tourism, currently called ecotourism, was launched in the 1980s and has become one of the fastest growing segments of the world tourist industry. Further, Swarbrooke (1999) advanced the idea that the term ecotourism is combined with other terms like soft tourism, alternative tourism, responsible tourism, and nature tourism. Ross and Wall (1999; cited from Tungchawal, 2001) believed that ecotourism is consistently deemed to be beyond tourism to natural areas.

Ziffer (1989; as cited by Tungchawal, 2001) breaks down four fundamental genres of tourists questing for nature are as follows:

1. Hard-core Nature Tourists: Scientific researchers or members of tourist group specifically designed for education, removal of litter, or similar puposes.
2. Dedicated Nature Tourists: People who take trips specifically to see protected areas and who want to understand local and natural and cultural history.
3. Mainstream Nature Tourists: People who primarily take an unusual trip
4. Casual Nature Tourists: People who partake of nature incidentally as part of a broader trip

## **Destination Brand**

The destination branding is a management process in the tourism industry that play its role upon two level: first of all, it's the cognitive linking pin with the perceptive and evaluative system of the customers; moreover, it is a mean to align the behavior of the several stakeholders involved to market the area as an unified tourist destination product. In other words, the brand has been seen as a relational resource, both towards the customers and the other several local stakeholders (local firms and other tourist destination organizations) involved to offer the single elements of the TDP (Risitano, 2005).

Destination branding is defined as selecting a consistent element mix to identify and distinguish it through positive image building (Cai Liping, 2002; cited from Hassan, et al., 2008). For instance, how consumers perceive the destination in their minds. Destination branding conveys the

promise of memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (Goeldner, Ritchie, and MacIntosh, 2000; Kaplanidou and Vogt, 2003; cited from Hassan, et al., 2008).

Destination branding is about combining all the attributes associated with the place (that is, its products, and services from various industries such as agriculture, tourism, sports, arts, investment, technology, education, etc) manage the reputation of the brand based on four elements-brand identity, brand image, brand purpose, and brand equity (Anholt, 2007; cited from Achieng, et. al., 2014).

Destination it self, on the other hand, can be seen as an area that includes all services and goods a tourist consumes during his or her stay. This destination appeal shape should transfer to a unique and competitive destination brand which expresses the reality of the destination and conveys the tourist perspective (Hassan, et al., 2008). Most tourism activities take place at a particular destination, therefore the destination itself forms a pillar of any modeling that is done for the tourism system (Pike, 2004; cited from Hassan, et al., 2008).

According to Aziz et al (2012), there are similarities between corporate and destination branding, researchers and practioners can develop destination branding models by examining corporate branding models and including destination branding components from literature and also such elements as leadership, vision, resources, capabilities, understanding of competitive environment, the need for committed people and the value of alliances (Kerr, 2006; cited by Aziz et al, 2012).

## **Brand Identity**

One of the factors that are determining purpose, direction, and meaning of the brand is brand identity. Aaker (2002, cited by Korhonen, 2010) said brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members. Brand identity, however, should help establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional or self expressive benefits.

Brand identity consists of twelve dimensions organized around four perspectives – the brand as product (product scope, product attributes, quality/value, uses, users, country of origin), brand as organizational (organizational attributes, local versus global), brand as person (brand personality, brand-customer relationships), and brand as symbol (visual imagery/metaphors and brand heritage) (Aaker, 2002; cited by Korhonen 2010).

Ciceo Andreea (2013) once said that brand identity belongs to the sender side in which how the sender wants the brand to be perceived. Moreover, Kapferer (2012; cited by Andreea, 2013) highlighted that there are six facets of brand identity: physique, personality, relationship, culture, reflection and self-image, comprised in the so-called “identity prism”.

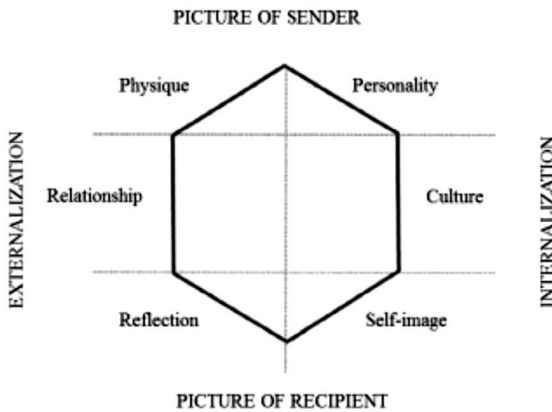


Figure 1 Kapferer's Brand Identity Prism

When referring to the brand's physique, Kapferer (2012) alludes to the brand's backbone, its tangible value and its prototype, meaning the product relevant for the brand's qualities. Brand's personality is actually a result of the brand's communication and consists of those traits of human personality that could be attributed to the brand. The culture of a brand is the set of values by which all its actions are driven and what makes strong brands become real cult brands, enhancing their differentiation points vis-à-vis their competitors. The relationship facet is about the brand's style of behavior and conduct, which emerges from the way the brand acts, delivers services and relates to its consumer. Reflecting the consumer is different than describing the target, as the target refers to



both the potential and actual consumers, whereas the consumer should be reflected as he wishes to be seen after using the brand. Self-image is the consumer's internal mirror, how "I feel, I am" in relation to the brand.

To be effective, a brand identity needs to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do over time (Aaker & Joachimsthaler, 2000; cited by Ghodeswar, 2008).

The most important thing to keep in mind about a brand identity is that it lives entirely in the mind of the beholder. An identity is not what marketers create, but what consumers perceive as what has been created (Upshaw, 1995; cited by Hassan and Hamid, 2008).

### **Brand Image**

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behavior. For marketers, whatever their companies' strategies are, the main purpose of their marketing activities is to influence consumers' perception and attitude toward a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand equity (Zhang, 2015).

The most important aspect of the brand image trap is that there is a clear difference between a brand image and a brand identity and they have to be distinguished from one another. A brand image means the public's conception of the brand, or in other words, how customers and the public perceived the brand. A brand image can provide useful and important information when a company is developing a brand identity (Aaker, 2002; cited by Korhonen, 2010).

According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers' memories about the brand through marketing campaigns. In this regard, the brand knowledge should be built and understood before the consumers could respond positively to the branding campaign. If consumers have knowledge of a brand, the company could spend less on brand extension while achieve higher sales (Keller, 1993; cited by Zhang, 2015).

Chitty et al (2007; cited by Zhang, 2015) also empirically proved the dominant role of brand image in predicting customer satisfaction in the hospitality industry. Moreover, the congruence between the brand image and customers' self-image would enhance customer satisfaction and customers' preference for the brand. Koo (2003; cited by Zhang, 2015) said that brand image is perceived as an important driving force of customer loyalty. For the supermarket industry, favorable store image is very helpful to foster customer loyalty.

Images represent a simplification of a large number of associations and pieces of information connected with a place, they are a product of the mind trying to process and pick out essential information from huge amounts of data about a place (Kotler, Heider, and Rein, 1993; cited by Hassan and Hamid, 2008).

The image is a reflection, sometimes distorted, of its fundamental being, a measure of its health, and a mirror to its soul. It speaks to the way a country exists in people's minds and hearts as well as to the position it occupies in relations to other countries (Simonin, 2008; cited by Hassan and Hamid, 2008).

Destination image has a key role for tourism marketers. Several researchers have illustrated that destination image and tourists' purchase decisions are positively correlated; this is an important issue in an individual's travel purchase related decision making, since the individual traveller's dissatisfaction with a travel purchase depends on a comparison of his/her expectation about the destination or a previously held destination image, and on his/her perceived performance of the destination, it is an important determinant (Ritchie and Couch, 2003; cited by Hassan and Hamid, 2008).

## **Brand Loyalty**

A brand's value to a firm is largely influenced by customer loyalty. In addition, brand loyalty is a key consideration when placing a value on a brand that is to be bought or sold because highly loyal customers are expected to generate predictable sales and profits (Aaker, 1996; cited by Yoon, 2004). For instance, many brands with strong customer loyalty have been market leaders for years, despite the fact that there have been considerable changes in consumer preference, attitude, and competitive activity over this period of time (Keller, 1998; cited by Yoon 2004).

According to Christopher, Payne, and Ballantyne (1991) customer loyalty is extremely important, as it is more expensive for a company to attract a new customer than to keep an existing one satisfied with the brand. Established customers tend to buy more and are willing to pay premium prices for a supplier that they know and trust (Pitta and Ktsanis, 1995; cited by Yoon, 2004). Satisfied customers provide brand exposure and reassurance at virtually no cost and make market entry difficult for competitors. In this sense, customer loyalty enhances brand equity.

Customer loyalty can be enhanced in different ways. One way to enhance the loyalty of the “fence sitters” and the committed customers is to either develop or strengthen their relationship with then brand. Factors, such as brand awareness, perceived quality and a clear brand identity are helpful in achieving this goal, as well as programs which can build loyalty more directly. Of these programs, the frequent buyer programs have been utilized by a host of brands in a variety of different product classes. A frequent buyer program can provide direct and tangible reinforcement for loyal customer behavior.

These types of programs enhance the value proposition of the brand, and they can serve as a point of differentiation. In addition, they indicate that a company is committed to its loyal customers, and thus it is clear that their loyalty is not taken for granted. An even more intense customer loyalty level can be created with customer clubs. Similarly, like the frequent buyer programs, a customer club indicates that the company truly care about its customers. A customer club is potentially more involving when compared to frequent buyer programs, which are usually more passive and inclusive. A customer club enables customers to identify more with the brand, express their brand perceptions and attitude, and also share the brand relationship with other like-minded customers. Customer information can also be used for database marketing, which is more specifically targeted at narrow and focused segments. With database marketing, information such as news about new products or special promotions can be tailored to those customer segments which are most likely to respond to this information. Those customers who are targeted can also think that the company is connecting with them individually, which can increasingly strengthen the brand-customer relationship (Aaker, 2002; cited by Korhonen, 2004).

Destinations have to develop, and maintain a unique image that differentiates it from competing ones. There is strong correlation between positive image and intention to visit (Leisen, 2001; cited by Aziz et al, 2012). In order to maintain positive image, destinations should monitor sub-product qualities such as hospitality, infrastructure, and service. Memorable experience that is recalled with excitement, happiness, fun, and joy could lead to brand loyalty (Aziz et al, 2012).

## **Brand Equity**

Brand equity is a set of brand assets and liabilities to a brand, its name, and symbol, that add to or subtract from the value provided by a product or service to firm and/or to that firm's customers (Aaker, 1991; cited by Aziz et al, 2012).

The major asset categories are: 1) Brand name awareness 2) Brand loyalty 3) Perceived quality 4) Brand associations (Aaker, 2002; cited by Korhonen, 2010).

Moreover, brand equity is the most common used to represent brand performance, and is measured in terms of a financial value on the corporate balance sheet. However, such intangible asset values are of little practical value to destination marketing organization (DMOs), albeit with the exception of potential licensing revenue. One alternative worthy of investigation by DMOs in brand effectiveness measurement is consumer based equity (CBBE) promoted by Aaker (1996; cited by Pike, 2010) and Keller (2003; cited by Pike, 2010). CBBE measurement is based on the premise of developing an understanding of how marketing initiatives are impacting on consumer learning and recall of brand information (Pike, 2010).

By equity means the sum of factors (or dimensions) namely brand image, brand awareness, and brand loyalty that contribute to a brand's value in the consumer's mind. (Konecnik & Gartner, 2007). For example, awareness is most influential on the cognitive component. Without awareness there can be no brand equity. The dimensions of image and quality appear to be more influential on the affective component when attitudes and feelings what is known (awareness) are assessed. Loyalty (behavioral and attitudinal) comes into play in the conative component. If brand equity assessment is sufficient to result in behavioral or attitudinal

loyalty all dimensions are influenced by conative component. That is to say, attitudinal or behavioral loyalty will allow for internal measurement adjustments on the dimensions of brand equity. The interrelationships plus the cumulative value of brand dimensions are what gives rise to the creation of brand equity (Konecnik & Gartner, 2007).

## **METHODOLOGY**

This research aims to investigate the perception of all local tourists outside Jakarta over the TWAAK as a brand of destination by using a qualitative approach. According to Yin (2011; cited by Korberg & Rungard, 2014), qualitative research methods are characterized by reflecting the opinions of people and perspectives to the study, covering the context and circumstances of people living in, and providing insights into current concepts that may explain human social behavior, and at last, aims to use many resources instead of one single type of evidence. Phillimore and Goodson (2004; cited by Korberg & Rungard, 2014), discuss this further and argue that qualitative research with its different methods, such as in-depth interviews and observations, can contribute to develop a broad perspective on the context.

In that regard, data collection in this research has been done with semi-structured interview with two resources have been purposively selected in which purposive sampling method belongs to non-probability sampling techniques that members are selected on the basis of their knowledge, relationships and expertise regarding a research subject (Freedman et al, 2007; cited by Langos, 2014). Irham Faridh who was found at [irhamfaridh.com](mailto:irhamfaridh.com) and Johanes Randy who was found at <https://www.flickr.com/photos/123981141@N03/> have been selected as respondents of this research as they have visited the TWAAK (as it can be seen on their blog telling story about the TWAAK) and are living outside Jakarta.

## **RESULTS AND DISCUSSION**

The Taman Wisata Alam Angke Kapuk (TWAAK) has been one of the iconic ecotourism destinations in Jakarta. According the executive of Jakarta administration, Ipih Ruyani ([jakarta.go.id](http://jakarta.go.id), 2011), the city has a 340ha mangrove woods that TWAAK has been a part of those. There are 2 millions of mangrove plants that are conserved at TWAAK.

Not only conserving the mangrove plants, TWAAK has also delivered entertainment as well as playing as a recreational site for tourism. In other words, TWAAK is a small conservation area of mangrove forests on the north coast of Jakarta. It was originally established by the Netherlands Indies government as a nature preserve on 17 June 1939 with an area of 15.04ha, and later expanded to 1,344.62ha in 1960s (Jakarta-tourism.go.id, 2015).

Although, it has been existing since long time ago, still less of Indonesian people aware of it. In this study, it was found that some of local tourists who live outside Jakarta knew nothing about TWAAK. Johanes Randy described that if he did not met a community that randomly has a plan to explore tourism sites in Jakarta through twitter account namely @KartuPos then he would not be having experience visiting TWAAK Jakarta. In fact, he visited TWAAK once back in 2013. Randy admitted that the meeting with travelers at that community urged him to research more about TWAAK. Unfortunately, he said that there has been less information from the official authorities of TWAAK for tourists like him to give a comprehensive guidance to visit the site beforehand.

Those lacks of information are definitely bringing negative impacts as Randy does not know who the authority of the TWAAK is. He was also wondering the management of TWAAK regarding the Jakarta administration position.

Another respondent, Irham Faridh, who lives in Bandung, West Java, described quite similar answers with the first one. Irham said he does not know about the authorities of the TWAAK. Even more, he has no idea when was asked about the history and logo of TWAAK. He added that he put an effort to research about TWAAK ahead of visiting it. As a result, he knew the entry price tag of the site beforehand as he was prepare enough which is IDR25,000 is the price he has to pay to enter TWAAK. But still, whenever he enjoyed the site, he knew nothing about the safety of the place as there was no tour guides or sufficient information system at the site.

In place branding theory, the notion of identity is central, in that the core values that underpin it provide an anchor around which all

communications should be built (Dinnie, 2008; cited by Hudson et al, 2016). In this particular study, the identity of the TWAAK seems to be neglected as local tourists have complained about it.

On the other hand, whenever asked about the facilities of the TWAAK, both of respondents have succeeded to mention some of those like public mosque, public restroom, public boat that can be used by paying some extra money, and also some spots for capturing the moments using photo or video camera.

As of the image of the TWAAK, both of respondents gave similar remarks in a positive way which they felt comfortable with the surroundings which are dominated by mangrove plants. It has been highlighted as a good value added to Jakarta city which has been dominated by air pollution. Indeed, the weather at the TWAAK has been considered very good.

Ritchie and Couch (2003; cited by Hassan and Hamid, 2008) explained that destination image and tourists' purchase decisions are positively correlated. Since the individual traveller's dissatisfaction with a travel purchase depends on a comparison of his/her expectation about the destination or a previously held destination image, and on his/her perceived performance of the destination, then destination image is an important determinant. The image of TWAAK could be dragged to a negative side as many local tourists especially who came from outside Jakarta felt unsatisfied with the services they had from the management of TWAAK.

Furthermore, Randy said that he would be visiting the TWAAK again in the future. However, he would hope to have a significant improvement whenever revisiting the site. This would be a very good opportunity for the authorities to have sort of a positive consumer behavioral intention to visit TWAAK. However, in contrary, another respondent like Irham said he would never come to TWAAK in any conditions as he felt so terrible with the one and only experience he had at that site. As an unsatisfied tourist has emerged, then it should be paid with negative customer loyalty, which at certain point, it would make the site to be no more existing. Satisfied customers provide brand exposure and reassurance at virtually no cost and make market entry difficult for competitors. In this sense, customer loyalty enhances brand equity.

## CONCLUSION

This study is limited by the scale of research, that is, the findings are reflective of just two respondents who live outside Jakarta. Future research could use the same methodology to examine other destinations in different geographic locations. The use of mixed method research has also been suggested to have a more holistic perspective of the findings over the perceptions of local tourists on ecotourism destination brand.

However, the research has delivered an initial findings qualitatively over the destination brand at the TWAAK that some local tourists who live outside Jakarta felt satisfied being on the site yet they seemed to feel negative with the less information gave by the authorities.

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## Website

Jakarta.go.id

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# **Health Communication in Using Traditional Medicine in The Digital Age**

## **(Qualitative Descriptive Study of Health Communication in Use Traditional medicine as a healing Media in the Digital Age)**

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### **PRELIMINARY**

Health communication is very close to human life, because almost every individual has experienced. Communication creates a link between the communicator and the communicant to get to know the needs and determine a plan of action. Communication skills can not be separated from behavior that involves physical and mental activity are influenced by social background, experience, age, education and goals. Health communication also leads to a form of interpersonal communication.

Health communication is happening today has a role and share a great concern of the government. Government attention to public health Indonesia more manifested in the form of health prevention efforts in public life with the aim that people do not already sick. UU No. 36 tahun 2009 Chapter VI said “health effort organized in the form of activity with the approach of promotive, preventive, curative, and rehabilitative services are implemented in an integrated, holistic, and sustainable.

Health communication is also manifested in the form of traditional medicine products they produce to overcome their health problems and in the form of action through a form of traditional medicine and in the form of the

use of traditional medicine. UU no. 36 tahun 2009 Chapter VI, says that based on the way of treatment and health care traditionally divided into traditional health care use traditional skills and health services that use the herb.

Indonesia as a product of the culture of the local community. In a study of health communication, traditional medicines are produced by communities in several regions in Indonesia it is very diverse. People in a particular area have different traditional medicines with people from other areas. Biodiversity contained in the environment in which they live as well as local knowledge at their disposal, be one cause of a variety of cultural products in the form of traditional medicine (Darmastuti, 2011).

Some examples of traditional medicine which is owned by the people of Indonesia, for example, Kencur are often used to treat cough. Powder that has been destroyed, then take water to drink. In some areas, people using guava leaves are crushed and destroyed, then take water to treat diarrhea.

Examples of traditional medicine mentioned above are just some examples of cultural products owned by the people of Indonesia are related to health. There are many other cultural products related to health which is owned by the Indonesian people as a result of local wisdom Indonesia (Darmastuti, 2011).

In addition, according Katno (2008) traditional medicine is also used as an option because it can be obtained, mixed and planted themselves without medical personnel. Traditional medicines are also derived from traditional medicinal plants are used and reported empirically by the community to improve the health and treatment of various diseases (Darmastuti, 2011).

Although modern health care has grown in Indonesia, but the number of people who choose traditional treatments remains high. According to the National Economic Social Survey, 2013 found approximately 63.10% of people choose their own treatment and 21.41% of Indonesian traditional treatment, approximately 3.96% with other treatments (Darmastuti, 2011).

Based on the national socio-economic survey showed that respondents destination using more traditional medicine to deal with complaints of diarrhea, fever, muscle pains, headache, cough and runny nose (IDHS 2007).

According to the national socio-economic survey in 2013, while the number of users of traditional medicine in North Sumatra is approximately 22.16% and 3.26% other treatments. The use of traditional medicine in their own treatment efforts by residents who complained of illness continue to rise for a period of 6 years, where in 2000, the rate of use of traditional medicine is 15.2% and in 2006 increased to 38.30% (Darmastuti, 2011).

This phenomenon illustrates the communication of health in the using traditional medicines is growing, even though the times have changed. The development of the communication process that occurs in the digital age is growing rapidly. Along with the role of communication technology that supports the development of this communication, then everyone else can access any kind of information they need easily. So is the case occurred with the development of health communication. One of the areas of communication most needed by everyone certainly is a health communications.

In this study, researchers are interested to raise the research on health communication in the use of traditional medicine in the digital age. This phenomenon is very interesting to study, especially when considering the development of health information literacy is increasingly sophisticated in the medical world, but most people are still very confident with the use of traditional medicine as a method of healing illness. In fact, among the people who use traditional medicine is derived from a variety of backgrounds, ranging from education, the economy, until the tribe. Although times have changed, the cultural heritage of the ancestral heritage of traditional medicine is still thick is used by most people in this digital age.

Researcher used a qualitative approach with descriptive methods. In this study, the researchers also used the theory of communication which to analyze the results of the study, namely the theory of social construction. Researchers took five informants by using purposive sampling technique. Based on the above background, the researchers wanted to know about how the health communication process in the use of traditional medicine and media communication is used to obtain health information in the use of traditional medicine in this digital age.

## **Health communication**

Health communication is the process of delivering health messages by the communicator via the channel / media specific to the communicant with the aim to encourage human behavior achieved prosperity as a force that leads to the state intact healthy physical, mental (spiritual) and social.

Health communication is narrower than the human communication in general. Health communication is closely related to how individuals in society seek to maintain their health, dealing with the various issues related to health. In health communication, health relations focus to include specific transactions, including the various factors that come into effect on the transaction in question.

In the level of communication, health communication refers to the field - a field such programs - national and world health programs, health promotion and public health plans.

In the context of small groups, health communication refers to the field - a field such meeting - a meeting to discuss your treatment plan, the staff report, and the interaction of the medical team. In the context of interpersonal, health communication, including in human communication that directly affects the professional - professional and professional clients. Health communication is seen as part of the field - a field of science relevant, the focus is more specific in terms of health services.

## **Communication process**

The communication process is essentially a process of delivering emblem which means by one person to another, either with the intent to understand and in order to change behavior.

A communication can be considered effective or successful when between spreader message (communicator) and the recipient (communicant) there is a common understanding about the contents of the message. The contents of the message delivered by the spreader through the symbol means. The symbols that can be said to be a “bridge” or “vehicle” to carry the message to the recipient.

In communications, there are three important elements, namely: communicator, message, and the communicant. Communicators are sources who have ideas or ideas about something that will be submitted

to the communicant. The message is the idea that the form of symbols meant and delivered by the communicator to the communicant, while the communicant is a person or entity that receives the message. Communication activities will not be run effectively if not supported by these three factors, namely communicator, message, and the communicant.

Thus, for the communication effectively, then we must pay attention to these factors, the communicator, the message, and the communicant. Another important factor in a communication process is feedback or effect. Feedback plays an important role in communication because it determines the communication continuation or cessation of communication launched by the communicator. In other words, the feedback will determine the success or failure of a communication process take place.

#### 1. Source/ Communicator

Credibility is one of the factors of communicators who have an important role so that the messages communicated can run smoothly and can be accepted or understood communicant. According Jalaluddin Rachmat (2000: 257), in his psychology of communication, credibility is “meaningful set of symbols delivered by the communicator.

#### 2. Message

Message is a meaningful set of symbols sent by the sender (Effendy, 1993). In a message delivered orally, factor choice of words is very important in order to understand the intended target with the intention of being delivered.

- The message should be designed and delivered in such a way so as to attract the attention of communicants.
- The message must arouse personal needs communicant and suggest some ways to obtain those needs.
- Messages must suggest a way to obtain the need was eligible for the group situation in which the communicant is when he is moved to give an opinion in achieving the goal (Rachmat, 2000: 92).

#### 3. Receiver/ Communicant

Of these messages, then a communicator should be able to convey the message properly, for example, how the clarity of the message, the language used is easy to understand, whether the contents of the message according to the needs of society.

Communicant plays a very important role in the communication process, because it outlines how our message is received and responded to by the communicant or not. Feedback from the communicant can be verbal in form, such as “yes” for a nod or “no” to sign reject, can also be non-verbal in the form of the movement of their heads would not, frown marks do not understand, shoot out the lip marks mocking, and others. (Effendi, 1993).

In connection with this study, researchers will examine the health communication in the use of traditional medicine in the digital age. Thus, it is clear that communication has an important role in the lives of everyday people, both individuals and groups.

As previously described in the background of the issues that the research also examines how the health communication process that occurs in the use of traditional medicine. In other words, the self-concept of human behavior, depending on how the individual patterns of interaction with the environment, how we see ourselves and how others perceive us, is very influential in our interactions with others.

### **Using of Traditional Medicine and Traditional Method**

Traditional medicine and traditional treatments that are owned by the people of Indonesia have a role yes-ng is very large from one generation to the next generation. The use of traditional medicine and traditional treatments is constantly used for generations in solving their health problems. In fact, the use of traditional medicine and traditional treatments is still used and is done in modern times.

As is the traditional treatment here is the way of treatment or care organized in other ways outside of medicine or nursing commonly known, refers to knowledge, experience and skills acquired from generation to generation, or sit through education, both original and derived from outside Indonesia, and applied according to the prevailing norms in society (UU No. 23 tahun 1992 tentang Kesehatan).

### **RESEARCH METHODS**

The research approach used in this study is a constructivist paradigm with descriptive method. Descriptive method is a method in researching the status of a group of people, an object, a set of conditions, a system of



thought, or a class of events in the present. The purpose of this descriptive study was to create a description of your, picture or painting in a systematic, factual and accurate information on the facts, nature and the relationship between the phenomenon investigated.

“Methodology is the process, principles and procedures that we use to approach the problem and looking for answers” (Mulyana, 2008: 145). According Sugiyono (2007: 1), the method of qualitative research is a study that is used to examine the natural objects where the researcher is a key instrument, data collection techniques are combined, data analysis is inductive, and qualitative research results further emphasize the significance rather than a generalization ,

Qualitative research aims to maintain the shape and content of human behavior and analyze its qualities, instead of turning it into a quantitative entities (Mulyana, 2008: 150).

The method used in this research is using descriptive research method with qualitative data analysis. Known as a descriptive method for this study did not use hypotheses and variables but only describe and analyze the events that there is no special treatment for the objects under study.

Regarding the descriptive type, Jalaluddin Rachmat in Communication Research Methods book explains that “merely descriptive study describes a situation or event. This study did not look for or explain the relationship, not test hypotheses or make predictions “. (Rachmat, 2009: 24)

Further Jalaluddin Rachmat explained “Another feature descriptive method is the emphasis on observation and natural ambiance (naturalized setting). Researchers act as observers. He just made the actors category, watch for signs, and record observations in the book “. (Rachmat, 2009: 25)

### **Data collection technique**

Data collection techniques in qualitative research is by observation, interview and documentation study.

#### **1) Observation**

Observations made in this study was the observation. Observations

were carried out by means of participant observation, the object under study is associated with health communication in the use of traditional medicine in the digital age.

## 2) Interview

Interviews conducted by the author in the study was intended to determine the views, events, activities, opinions, feelings of resource persons (subject matter expert). Interviews conducted is to know about health communication in the use of traditional medicine in the digital age. The use of this technique is very important for qualitative research, mainly to complete the data and efforts to obtain accurate data and appropriate data sources.

## 3) Study Documentation

According to Burhan Bungin (2007: 121), documentary method is a method used to explore the historical data. The documentation in this research is needed primarily to enrich the theoretical foundations and in the analysis of research related to health communication in the use of traditional medicine in the digital age.

# RESULTS AND DISCUSSION

Based on observations and interviews conducted, there are several findings in the field of research related to the topic of research, namely health communication in the use of traditional medicine in the digital age.

## **Health Communication Process in the Using of Traditional Medicine in the Digital Age**

The results of the research carried out showed that the health communication process that occurs in the use of traditional medicine is essentially a process of delivering a meaningful emblem by the communicator to the communicant, both health professionals or not, with the intention to understand and in order to change behavior.

Based on the results of the study the researcher did, the researcher produced findings about the health communication process in the use of traditional medicine in this digital era. Rini, as the first informant researcher, he worked as a health worker who shared his experience in the use of traditional medicine as a healing medium illnesses they experienced.

*“Kalau saya sakit, saya pasti pake obat tradisional dulu. Misalnya nih, sakit yang gak parah tapi cukup mengganggu, seperti batuk, pilek, demam, biasanya saya pake rebusan air jahe dan kencur. Itu sangat manjur loh. Jadi, saya dan keluarga saya memang sudah terbiasa menggunakan obat tradisional. Dulu memang saya ragu, karena saya bekerja sebagai tenaga kesehatan yang biasa memberikan obat-obatan kimia dan antibiotik buat para pasien, tapi saya sendiri diwariskan secara turun temurun untuk selalu menggunakan obat tradisional yang jelas aman dan manjur.”*

Cenin, a health worker who works as a dentist, it uses traditional medicine as well as a medium for healing illness. Cenin also recounted his experience when he gives the traditional medicine in children. He said that healing through the onion is the treatment of hereditary, which she got from her mother, and also by his grandmother who is later revealed to her three children. He always told her children that by menggosokkan onion mixed by telon oil or eucalyptus oil, will keep warm. Cenin admitted that although he was a doctor, but for generations they still like the traditional treatment.

Siti, health worker, too, have the same experience in using traditional medicine when he or his family sick. Siti told me that he used to drink a decoction of mint for treating cough and a decoction of the leaves of gotu kola for endurance stamina. Traditional medicinal herbs have earned for generations of parents. Siti also said that if the children sick with a fever, she gives shallot glaze to the entire body of his son. According to him, all traditional medicine is very powerful.

*“Keluarga saya tuh kalo pada sakit ya udah pada tau semuanya pasti pake obat tradisional. Saya juga diwariskan ramuan obat tradisional ini dari mamah saya, mulai dari daya tahan tubuh sampai ke obat batuk, pilek, panas buat anak-anak gitu. Pokoknya, hampir semua jenis obat tradisional kami pake. Saya jadi tau khasiat daun jambu biji buat saya sama suami dan anak saya kalo kena diare, saya juga pake daun sambiloto atau baluran bawang merah buat sakit demam. Kalo batuk, saya buat rebusan daun mint buat diminum. Oh ya, saya juga rutin suka minum air rebusan daun pegagan buat stamina tubuh. Dulunya sih, karena saya dikasih tau sama orangtua karena suka sakit kalo buang air kecil, pas diperiksa kena infeksi saluran kemih, lalu orangtua saya cari obat tradisionalnya, alhamdulillah sembuh, minum air rebusan daun pegagan ini. ”*

Rima, a housewife, has two children, who are already accustomed to using traditional medicine as a healing medium in a family environment. Rima told as follows:

*“Iya, saya selalu pake obat tradisional untuk keluarga saya, anak dan suami saya juga. Pertama kali saya tahu tentang obat tradisional ini dari ibu saya, ternyata mertua saya juga sama menganjurkan untuk menggunakan obat tradisional. Apalagi untuk anak-anak katanya, gak baik kalo dikasih obat-obatan kimia dan anti biotik, mendingan dikasih obat tradisional, yang udah pasti aman dan terjamin khasiatnya. Saya jadi hapal setiap jenis obat tradisional, misalnya kalo anak saya flu, saya kasih dia rebusan air kencur, kalo anak saya batuk, saya kasih dia rebusan air jahe, terus kalo anak saya demam, saya juga kasih baluran bawang merah di seluruh tubuhnya. Oh iya, suami saya juga sama. Kalo lagi sakit, saya suka buat ramuan obat tradisional. Terus saya juga suka browsing pake media online, kalau ada ramuan yang saya belum tau khasiatnya untuk apa. Pokonya, obat tradisional emang bener-bener berkhasiat, aman, dan manjur untuk semua kalangan. Kakak saya juga sama kok, lebih percaya pake obat tradisional.”*

Sri, a lecturer, had a similar experience in the use of traditional medicine. According to him, he uses traditional medicine because verbal communication is hereditary from parents. Sri told me about the health communication process that happened, namely through verbal communication and non-verbal communication.

*“Yah betul, meskipun zaman udah modern, tapi masih banyak kok yang pake obat tradisional. Jadi, awalnya saya tuh dikasih tau secara verbal sama orangtua, saudara, teman, dan orang lain juga yang udah biasa pake obat tradisional. Awalnya sih gak percaya, eh taunya pas udah dipraktekin ternyata manjur juga, baru deh saya percaya, hehe.. Terus, ekspresi wajah, isyarat, sama bahasa tubuh dari orangtua yang sangat meyakinkan juga yang bikin saya makin percaya sama obat-obatan tradisional ini, hehe...”*

Based on the above findings, the researchers found the health communication process that occurs in the use of traditional medicine in the digital era is composed of the verbal communication and non-verbal communication. Verbal communication occurs through a process of spoken language and tone of voice that is reassuring, given by parents for

generations as a legacy of ancestors. While non-verbal communication that happens through facial expressions, movement / body language convincing, eye contact, and touch the investigators observed, is going on inside informants when they use the traditional medicine.

Based on the results of research and observation, researchers produce findings in the field of health communication media in the use of traditional medicine in the digital age. Some informants interviewed researchers, provides an account of almost the same about health communication media in the use of traditional medicine. Rima, one informant who reported that he was actively using online media as a medium for health communication for health information about traditional medicinal herb which has not he know. According to him, in this digital age, he felt supported in exploring traditional medicinal herbs are efficacious and proven to be effective in treating any disease that he experienced and his family as well.

Another informant, Sri, who also told of online media with which to convince itself about the efficacy of traditional medicines to treat diseases of children and their families. Besides through word of mouth, Sri believe that health communications media that he had used was the online media. That is what differentiates it from time immemorial. As times have changed, technology support, Sri feel that now everyone has become increasingly easier to get health information about the use of traditional medicine in this digital era.

Siti, a health worker who always use traditional medicine as a treatment media in this family environment, tells the story of the communication media used today to find information on the traditional medicines.

*“Wah kalau bicara soal media komunikasi ya, zaman sekarang ini kita udah serba enak sebenarnya. Beda banget kan sama zaman dulu. Kalau saya dengerin cerita mamah saya, ya secara turun temurun gitu dari cerita generasi ke generasi, atau kalo saya sebut dengan istilah word of mouth. Mereka saling ngasih tau kalo anak-anak atau anggota keluarganya sakit, mendingan pake obat-obatan tradisional yang lebih berkhasiat dan aman. Nah, kalo sekarang kan udah ada teknologi, saya juga suka langsung browsing aja di media online, lebih praktis dan jelas juga kan kita jadi tau khasiat obat tradisional yang macem-macem.”*

Rini, a health worker, who also uses this traditional medicine, said about health communications media that support health information acquisition felt. He told me that in this digital age, he and his family were searching for information about traditional medicinal use of online media. One of his statements as follows:

*“Sekarang mah semuanya jadi serba mudah. Kalau kata saudara saya, dia bisa browsing semua jenis obat tradisional di media online. Eh saya jadi terinspirasi juga, hehe.. Waktu itu kakak saya sakit miom, karena gak mau dioperasi, lalu kita browsing nih, obat tradisional yang ada di media online itu dengan minum rebusan air jambe, terus dipraktekin selama 3 bulan, alhamdulillah kakak saya sembuh loh. Wah, manjur banget. Ya, itu berkat Allah swt yang menyembuhkan, tetapi mediana ya karena kita juga browsing di media online.”*

### **Analysis Theory of Social Construction**

Theory of Social Construction of Reality is defined as a social process through action and interaction in which the individual or group of individuals, constantly creating a reality that is owned and subjectively experienced together. This theory is rooted in the constructivist paradigm that is viewed as a social construction of social reality created by the individual, who is a free man. Individuals become determinant in the social world constructed by his will, which in many cases have the freedom to act outside the control limits and the structure of social institutions. In the process of social, human creator is seen as relatively free social realities in the social world. Social construction is a contemporary sociological theory, coined by Peter L. Berger and Thomas Luckmann (Luzar, Laura Christina: 2015).

In this study, health communication in the use of traditional medicine as a social construction that is created by the individual, namely the cultural heritage of their parents and ancestors, they were decisive in the social world, which is constructed on the basis of his will. In this social construction theory, action and interaction of health communication in the use of traditional medicine, in which each individual creates a continuous reality of justification of the efficacy of traditional medicines which proved efficacious as a medium of healing the disease in this digital age.

## CONCLUSION

Based on the results of research and discussion that has been done, the researchers concluded the following:

1. The health communication process that occurs in the use of traditional medicine in the digital age this is through verbal communication and non-verbal communication. Verbal communication occurs through a process of spoken language and tone of voice that is reassuring, given by parents for generations as a legacy of ancestors. While non-verbal communication that happens through facial expressions, movement / body language convincing, eye contact, and touch the investigators observed, is going on inside informants when they use the traditional medicine.
2. Media communication of health in the use of traditional medicine in the digital age is the online media, which is used to browse any health information about traditional medicines. This is what distinguishes the digital age with ancient times.

## SUGGESTION

The advice given researchers concerned with the research that has been done on health communication in the use of traditional medicine in the digital age. The health communication process that occurs in the use of traditional medicine in this digital era, both verbal and non-verbal, can be maintained for giving a positive development in the perceived healing.

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# **Appraisal System Used to Express Ideologies in *The Jakarta Post* Article: *Women Opposing Gender Equality* (A Critical Discourse Analysis on Social Emancipation)**

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## **INTRODUCTION**

Newspaper articles are text-types, which usually receive a big deal of attention from journalists as producers as well as readers as receivers in each of its publications. This phenomenon may be caused by the social function the newspaper plays to present the articles as realizations of meanings to be communicated to the readers. These texts function mainly to inform their readers about a recent important occurrence, event, or phenomenon. In addition, they may also function to capture readers' attention about the phenomenon presented, by their special organization in the presentation.

A newspaper usually presents articles in its daily publications in such a way that easily attracts the readers' attention, such as by giving big font and controversial phrase for the title, attaching eye-catching visual aids, placing the articles in strategic locations, and so on. The author or the editor has a big power on it, including also the content of the article. It is caused by the difference of ideology and mission brought by each author or editor. No wonder, sometimes it is found the similar topic of the articles but the meanings employed are different among each other that finally it will influence the reader's point of view of that article. The author may express their feelings, judge people's characters and appreciate things of a certain occurrence, and communicate them to the readers.

In the systemic functional linguistics view point, newspaper articles are seen as realization of meanings to be communicated by the newspaper on one hand to the readers on the other hand. The authors may use the text as a realization of construing knowledge of an occurrence to be a meaning through language in such a way so that the meaning can be communicated. The newspaper transfers this realization to the readers whom then translate it to comprehend the meaning. This is called a negotiation of meaning between the senders, the authors and the receivers, the readers. When the readers get the meanings being communicated through the article, it means that the author has successfully delivered his meaning to the readers. However, this kind of communication is actually one-way communication. The readers can not give feedback directly to the author because they are physically separated from each other. It seems that the author possesses an authority to use language to express their attitude towards any phenomenon.

There is one interesting article topic found in **The Jakarta Post** on 27<sup>th</sup> June 2012, in the Opinion Forum that entitles “**View Point: My Mother, The Patriarch: Women Opposing Gender Equality**”. It is found some controversial issues from this article. Gender equality has been fought formerly by RA Kartini and it is very grateful for Indonesian women to get back their rights. However, till now on the gender equality can not be applied in some areas/ societies in Indonesia which is still influenced by traditional ideology. Though it is stated explicitly in the title “Gender Equality”, it still becomes a controversy what actually it means.

The problems stated above, draws to the two (2) questions that will become the objectives of the paper. First, relating to the linguistics study due to the fact that language is central in newspaper article, how linguistics aspects that is appraisal systems, control the organization of news development in order to perform its functions. Second, to what extent the organization of the appraisal systems in newspaper articles depict the author's ideology of gender equality. This paper is done to explain them.

## **Review of Related Literature**

How people view language influences how they see and analyze texts. In this study, I use the model of language offered by systemic functional linguists (SFL) which views language as a system for making meanings: a

semantic system, with other systems for encoding the meaning it produces (Halliday, 2004: xvii). Language is a tool for construing experiences to be meanings so that they can be communicated. Matthiessen in Halliday (2004: 21) confirms that language is a resource for making and expressing meanings, both what we would think as linguistic meanings and higher-level meanings relating to various aspect of the social system (culture). This model of language illustrates the realization and exchange of meanings by the interactants involved, who have to be in one-cultural boundaries, since language cannot be separated from the culture.

This model can explain what the lexicogrammar is used to express meanings and what phonological or graphological aspects are used to describe the lexico grammar. At the same time, it can also explain enactment of role and relation, construal of experience, and presentation of meanings the language plays. This means that it is possible to provide descriptions about the exchange of meanings in terms of *tenor* (refers to who is taking part), *field* (refers to the social action), and *mode* (refers to the channel). In this sense, Matthiessen in Halliday (2004: 19) calls these three bands in a functional spectrum as ideational, interpersonal, and textual meanings.

The interpersonal meaning becomes the focus of this study. Linguistically, interpersonal meanings are realized in *mood* (subject and finite) and *modality* of the clause. The analysis of tenor focuses on these realizations. By observing the use of mood and modality, we will see the feeling conveyed in the clause. However, interpersonal meaning can be expressed in other part of a clause by the use of appraisal devices, the main discussion of appraisal (system). Appraisal is concerned with evaluation—the kinds of attitudes that are negotiated in a text, the strength of the feelings involved and the ways in which values are sourced and readers aligned. Appraisals are interpersonal kinds of meanings that realize variations in the tenor of a text (Martin and Rose, 2003: 22). Appraisal system, among other discourse systems, is concerned with the linguistic resources by which texts/speakers come to express, negotiate and naturalize particular inter-subjective and ultimately ideological positions. The focus is on the attitude that is the feelings and values that are negotiated with the readers.

Attitudes have something to do with evaluating things, people's character, and their feelings (Martin and Rose, 2003: 22). The evaluation is

done to a text by seeing its realization in the clauses. In one clause of a text, an author may construe his experience, which is mixed with his evaluation of the thing, by presenting his attitude towards it. Consequently, in evaluating the text, researchers must try to dig up what has been written by the author in the text. Such evaluations can be more or less intense, that is they may be more or less amplified (Martin and Rose, 2003: 24). They also add that in expressing people's feeling, judging people's character, or appreciating things, the attitude may be the author's own or it may be attributed to some other sources. It means that the author may express his feeling, judge people's character, or appreciate things by using his own words or referring to somebody else's words.

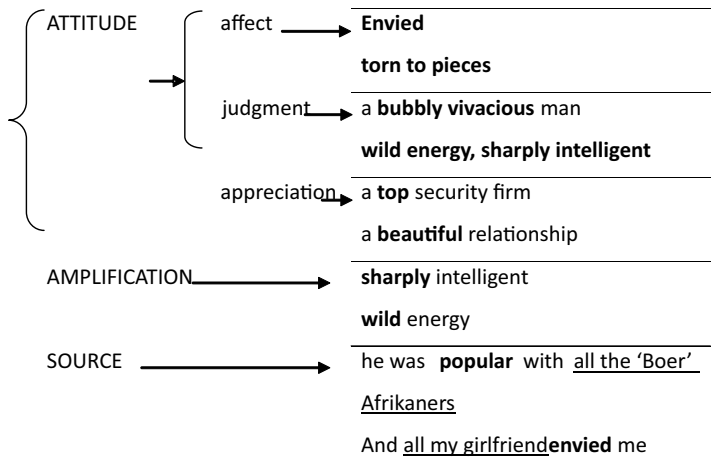


Figure 1. Basic System of Appraisal

Appraisals are selected at the same time, since when interactants express an attitude, they also choose how amplified it is, and what its source is. By contrast, the system shown on the right for attitude gives three alternative options. According to Martin and Rose (2003: 21), there are three kinds of attitude, expressing people's feeling, judging people's characters, or appreciating things.

### 1. Affect – Expressing People's Feelings

Affect deals with resources for expressing feelings. Affect concerns with emotions, with positive and negative emotional responses and dispositions. These emotions or feelings are usually expressed implicitly by the choice of wordings. It means that an author/speaker may express

his own feeling, or others' feelings, towards a certain phenomenon in discourse. Martin and Rose (2003: 32) explain that people can have good feelings or bad feelings, so affect can be positive or negative. Secondly, people can express their feelings directly, or they can infer how people are feeling indirectly from their behavior, so affect can be expressed directly or implied. Moreover, among authors, they may express different feelings so that readers may feel differently among related texts (e.g. news texts) presented by different publishers.

## **2. Judgment – Judging People's Character**

Judgment refers to the act of judging people's character in discourse. White in Widhiyanto (2010) describes that the term 'judgement' has been chosen to reference attitudinal evaluation in which human behaviour is negatively or positively assessed by reference to some set of social norms. Judgment is similar to affect in the sense that both can be positive or negative, and they may be judge explicitly or implicitly. In implicit judgment, we should consider the term provoked judgment (as no explicit judgment wordings but other evaluating elements direct the reader to a judgment), and evoked judgment (a purely 'factual' description which, nonetheless, is likely to lead to some inference of good/bad, praiseworthy/blameworthy, appropriate/inappropriate behaviour).

## **3. Appreciation – Appreciating the Value of Things**

Appreciation deals with aesthetic evaluation of humans by appreciating the value of things in discourse. It deals with evaluations, which are concerned with positive and negative assessments of objects, artifacts, processes, and states of affairs rather than with human behavior. This is how an author appreciates things and construes his appreciation in his writings. Moreover, appreciation can be thought of as the institutionalization of feeling, in the context of propositions (norms about how products and performances are valued) (Martin and Rose, 2003: 35). Appreciation shares with judgment the property of being oriented towards the 'appraised' rather than the subjective 'appraiser'. Values of Appreciation are properties, which attach to the phenomenon under evaluation rather than the human subject doing the evaluation (White, 2001).

## Amplifying Attitudes

Martin and Rose (2003: 37) clarify that "...attitudes are gradable – this means that we can say how strongly we feel about someone or something". Grading attitudes means how strong one feels about one phenomenon and how strong his/her expression of the feeling. There are two kinds of amplifying of attitudes: force and focus. Force, 'turning up or down' (Martin and Rose, 2003: 38), includes words that intensify meanings, such as *very/really/extremely*, and vocabulary items that include degree of intensify, such as *happy/delighted/ecstatic*. Meanwhile, Focus is about resources for making something that is inherently non-gradable gradable (Martin and Rose, 2003: 39). It means that one expression that is usually used is to be something that can be graded. Focus involves 'sharpening' or 'softening' categories of people and things, using words such as *about/exactly* or *real/sort of/kind of*. The other two sub-types, metaphor and swearing, are considered as included in attitudinal lexis (Martin and Rose, 2003: 41). Both have an amplifying effect. By using metaphor, people can show how deep/strong our attitude towards someone or something is, while swearing has a negative effect on the attitude.

## Sources of Attitudes

This is the way the author puts the responsibility of what s/he writes, whether it is his/her words or others'. It means that the source of attitude is the one who is responsible for the proposal or the proposition. There are two terms related to this point: heteroglossia ('different voices') and monoglossia ('single voice') (Martin and Rose in press: 44). Heteroglossia refers to the source of an attitude, which is other than the author, and monoglossia refers to the source, which is simply the author. For the former one, a detail explanation is needed to get a better understanding. Projection is the relation between he says and what he said (Martin and Rose, 2003: 45). He explains that ...four ways in which projection are used to attribute sources—as projecting clauses, as names for speech acts, as projecting within clauses, and as scare quotes. For modality, Halliday (in Martin and Rose, 2003: 47) describes it is a resource which sets up a semantic space between yes and no; a cline running between positive and negative poles. There are two general kinds of modality, one for negotiating services, and the other for negotiating information.

Concession is known as ‘counterexpectancy’. This is the way in which people track readers’ expectations, adjusting them as our writings unfold. This is done by stating something that attracts readers’ expectations, that there is something people want to say more.

## METHODOLOGY

Descriptive qualitative method was used to unfold the newspaper article presented by *The Jakarta Post*. This research adopted a model of Critical Discourse Analysis offered by Dijk (1998), which was done based on Appraisal Systems of Martin and Rose (2003). In this research, the texts were approached in two stages. First, the texts were treated as typical ones to comprehend them in an uncritical manner. They were read in normal way as general readers do to grasp general information and to obtain the picture of the message. Second, the texts were thoroughly broken up to make a distance, and a critical search was done based on the appraisal system. “This involves revisiting the text at different levels, raising questions about it, imagining how it could have been constructed differently, mentally comparing it to related texts, etc” (Dijk, 1998). The texts were approached from the general point of view, the text as a whole, to the more specific one, sentence by sentence, and finally to the smallest one, word-level. This allowed the analyst to focus on those features that seemed to have the potential of misleading the unwary reader. In this study, the focus was on the word-level, *appraisal devices* – appraisal systems, which were used to search the ideological bases lying behind the articles. All efforts are carried out to investigate the level for better understanding of the appraisal system application to search ideological bases of the articles on the issue of “Women Opposing Gender Equality”. Finally, comprehending text into such a way was done to get a deeper understanding as a critical discourse study towards the text to see the ideology behind it.

## FINDING AND DISCUSSION

### **Appraisal Systems Used in *The Jakarta Post* Article**

After dividing the article into sub clause-complexes or sentences to see whether in each clause-complex there was one, more than one, or no attitude(s) the appraisal systems used, the result was shown in the table below.

**Table 1. Distribution of Attitude per Sentence**

Sentence	Sum of Analyzed Items			
	Affect	Judgment	Appreciation	No Attitude
1	1	1	-	-
2	2	2	-	-
3	3	-	-	-
4	-	1	-	-
5	-	2	-	-
6	1	-	-	-
7	1	-	-	-
8	1	-	-	-
9	1	-	1	-
10	1	-	-	-
11	1	-	1	-
12	1	-	-	-
13	2	-	-	-
14	-	-	-	1
15	2	-	2	-
16	1	-	-	-
17	-	-	1	-
18	1	-	1	-
19	-	-	-	1
20	1	-	-	-
21	-	-	-	1
22	1	-	-	-
23	2	1	-	-
24	1	-	-	-
25	1	1	-	-
26	-	-	-	1
27	1	-	-	-
28	-	-	-	1
29	1	-	1	-
30	1	-	-	-
31	1	-	-	-
32	1	-	-	-
33	2	-	-	-
34	-	-	-	1
35	3	-	-	-
36	1	-	1	-
37	2	-	-	-
38	2	-	-	-
<b>TOTAL</b>	<b>40</b>	<b>8</b>	<b>8</b>	<b>6</b>



The above table showed the distribution of the three attitudes applied in the article which deals with the topic. The numbers meant that among all the sentences from the article, it was found that forty (40) items were *affect*; eight (8) items were *judgment*; eight (8) items were *appreciation*; and six (6) items were no-attitude clause-complexes. Furthermore, these numbers indicated that the articles were presented in a non-neutral way since the amount of the no-attitude sentences was relatively limited. It was only six (6). It indicated that the author occupied a certain tendency towards the topic under discussion. In the next discussion, it was found that most of the attitudes employed were monogloss. Most of the attitude source was simply from the author in the number thirty (30) sentences. It indicated that the author was responsible to every attitude she wanted to express. Meanwhile, there were only eight (8) out of thirty eight (38) sentences made use of heterogloss where the source of the attitude was other than the author herself as the responsible bodies of attitudes expressed.

The general findings above were then analyzed from viewpoint of each type of attitudes. It was done to see how each attitude was utilized in each article. In more detail, these attitudes were divided into their subtypes to see them in a deeper understanding. Orderly, the result of the analyses was presented here, starting from affect, judgment, and finally appreciation.

In this study, it was found that from the three kinds of attitude, the author employs in the issue under investigation were not presented in the same proportion. Affect obtained most of the application, while the judgment and appreciation were in the same portion. It was reasonable since the article was taken from opinion forum, whereas the distribution of judgment and appreciation were the same since the topic of this article was about gender; hence it could be applied to both, people and thing.

By this finding, it showed that the author employed a certain ideological base towards the analyzed article. It was logical that each article had its ideology that it employed as guidance for its author in dealing with news. In the analyzed article, the author played with words to express her feelings towards the issue. In general writing an author may express his own feeling directly; or called as authorial affect where the source of the attitudes was mostly monogloss.

## Possible Ideologies that Base the Organization of the Appraisal Systems in *The Jakarta Post* Article

As stated previously, there were only six (6) of the entire clause complexes, which were found to be no-attitude ones. Furthermore, among these attitude clause-complexes, which were among sixty two (62) analyzed items, forty (40) items were affected. The judgment and appreciation were distributed in the same portion, eight (8) per each. This finding meant that about sixty five percent (65%) of analyzed items dealt with expressing the author's feelings, which was supported too by the source of feeling that is monogloss. Furthermore, thirteen percent (13%) dealt with judging people. Finally, thirty percent (13%) dealt with valuing things. Consequently, it could be inferred that there was a tendency of the author especially dealing with the issue; gender equality which was not be equal came to the surface the controversy from every fields like religion, traditional ideology, politic, etc.

From the article entitled "Women Opposing Gender Equality", the author tried to open the reader's mind especially women to look back their gender as a woman which sometimes got inequality power for them. It was shown by some terms which indicated an attitude of judgment of a woman considered as weaker human than a man. It was found from the sentence when the mother said to her son crying. She said "**kawas awewe**" like a woman. Without any awareness, she underestimated herself that she was a woman too. A woman was indicated as the weak one, since they always cried when they got unwell treatment. It showed that there was a gender inequality among women.

The gender inequality was also shown by another judgment when the born man baby was **preferred**. This meant that women were left second. It was also supported by the judgment that woman as **the second sex** which meant that man was always proposed as superior than woman. The weak of a woman was also considered as "**konco wingking**" (backseat companion) for man who was considered as the leader in a family. "**Konco wingking**" here meant somebody who worked behind the kitchen for cooking, washing clothes, bedroom for sleeping companion, and another activities in the house where they might not get any rights and valuable things. Unfortunately, this consideration was still trusted as profoundly patriarchal values in certain society.

There was a controversy about the gender equality bill which was voiced in 2012. Some of women said that empowering woman could jeopardize the moral fabric of society and endanger the traditional division of labor between man and woman. However, by empowering women, it could empower the financial support of the family which could decrease the unemployment problem and provide a great source of revenue for the government, like what the Indonesian female domestic migrant workers do.

From the article, it could be seen that the author actually wanted to make clear about the gender equality. Though it was hard to realize because of some opposition from several parties such as from male group conservative and Islamic hard-liner, the gender equality should be applied in such a way.

## CONCLUSION

Based on the findings and interpretations presented previously, it is concluded that the article employs all the three kinds of attitude. Affect dominates the percentage of the attitudes employed, whereas appreciation and judgment are distributed in the same portion. It is reasonable, since the topic deals with an opinion so that the author gives her feeling more about the topic dealing with the issue. Since it is the opinion one, the monogloss is used more than the heterogloss. It means that the author has responsibility to what she writes and feels.

Some possible ideological bases are used as considerations in presenting the article by *The Jakarta Post*. They are the gender inequality which is still around in certain society, the unclearness of what gender equality means, and the controversy among such parties that worry of that equality.

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# Communication and Social Interaction for Social Harmony: Case Study of *Bagongan* and *Walikan* as Variants of Javanese Language in Yogyakarta

Iskak Ismuwidarto, Mohammad Ibnur khalid, Idin Saidin

## BACKGROUND

Social structure of the Javanese society is reflected in the verbal languages that they used in their daily activities. Social structure of the Javanese community places nobility hierarchy (*bibit*), bureaucratic position, age, economic state (*bebet*) and educational background (*bobot*) as parameters to measure one's social status. The higher one's nobility rank, bureaucratic position, age, economic state or academic achievement is, the higher it is his social status in the Javanese society. The Javanese society gives higher appreciation to those with higher social status in their verbal communication, by using a more refined style of Javanese language (*krama* or *kramainggil*), instead of Javanese *ngoko*. It will be considered rude to address someone using a language style that does not correspond with his social status, for example, for a young adult to speak using *ngoko* Javanese to someone who is much older than him. For verbal communication among people with similar social status, the Javanese can use the same style of language, either *ngoko*, *kramamadya* or *kramainggil*.

However, within the Yogyakarta palace environment, the verbal language commonly used is *Bagongan* language. It is found only within the internal palace environment. From the socio-linguistic perspective, *Bagongan* language is a Javanese slang developed by Sultan Agung, the third King of Mataram (1593-1645), who aspired to established unity and sense of egalitarian among palace officials. *Bagongan* language consists of around eleven vocabularies (Wikipedia). In practice, those words can be inserted or integrated with any of the Javanese language styles used.

On certain occasions, *Bagongan* language is also informally used outside of the palace environment, usually in traditional performance arts such as Ketoprak, Wayang Orang and WayangKulit. Even in those traditional performance arts, *Bagongan* language is only used during specific scenes depicting domestic situations of the palace, and not for scenes involving commoners. *Bagongan* language is used in scenes depicting conversation between a king with his commanders/officers or sons/daughters, for example.

There is a growing concern that *Bagongan* Language will be extinct, in line with time and development of technology (Whorf in Severin& Tankard, 2001: 111), combined with diminishing interest among young generation to study Javanese culture and tradition. It is in line with Prof. Sri Edi Swasono's statement that there are approximately 380 regional dialects that are close to extinction (Tribun News, 8 November 2015).

At the same time, there is another variant of Javanese language that is quite egalitarian in nature and even considered uncouth by some, used in social interaction outside of the palace environment, especially among the youths. This variant is called *basaWalikan*. This variant of Javanese language does not add new vocabularies; instead it uses a specific formula to replace the *hanacaraka*Javanese alphabets.

This paper tries to explore the communication phenomenon of social interaction in the use of *Bagongan* Javanese in comparison to the use of *Walikan* Javanese in the Province of DIY



### **Research Questions:**

Based on the explanation of the background of the study, some research questions can be formulated:

1. How *Bagongan* and *Walikan* languages are practiced in social interaction communication?
2. What are types/models of social interaction communication exist within and outside of palace environment?
3. What are factors effecting the social interaction communication?

### **Purpose of Study:**

This paper is intended to serve as preliminary study to:

1. To take a snapshot of verbal communication model between two different social status groups, the palace nobilities (aristocrats) and the subordinates (*abdi dalem/sentana dalem*);
2. To explore how *Bagongan* language is practiced in the Kasultanan Ngayogyakarta Hadiningrat palace;
3. To identify variants of verbal Javanese language commonly used in DIY, in this case the *Walikan* language;
4. To preserve the Javanese traditional and cultural values, especially the *Bagongan* language that is close to extinction due to decreasing comprehension and interest in the language among young generation

### **Scope of Study:**

This study is focused on social interaction communication, specifically phenomenon in Yogyakarta City.

### **Theoretical Review:**

This paper applies socio-cultural constructivism approach, which is socio-linguistic and ethnographic approach (Littlejohn, & Foss, 2009: 66), with the consideration being *Bagongan* and *Walikan* languages are endangered traditional languages.

### **Social Interaction in DIY:**

As the City of Students (*Kota Pelajar*), DIY has a relatively high rate of heterogeneity based on primordial aspects (race, religion, ethnicity and

groups). It can be seen from the large numbers of students from outside of DIY who are studying in various schools and colleges in DIY. In 2013, there were 310,860 college students from 33 provinces in Indonesia who are studying in Yogyakarta. From that group, 244,739 students or 78.9 percent were in Yogyakarta specifically to study. So far, there are about 500 student dorms in Yogyakarta, specifically established to accommodate students from provinces and district/municipalities all over Indonesia. The dorms are located in three areas, the City of Yogyakarta, Sleman, and Bantul (Harian Kompas, 8 April 2013).

In daily social interaction, within the Javanese community in DIY, people communicate using Javanese language. Whereas, between Javanese and non-Javanese people, they tend to use Indonesian language, as a referential language, with Javanese accent. It is not an uncommon occurrence in many other places in Indonesia, for example Indonesian language with a Betawi dialect and accent in Jakarta, Surabayan dialect and accent in Surabaya, Medanese dialect and accent in Medan, and Ambonese dialect and accent in Ambon.

Social interaction in DIY is generally good and harmonious, especially with the Javanese accommodative nature towards people from outside of Java. It can be seen from the many student dorms built in Yogyakarta by local governments from all over Indonesia to specifically accommodate students from their areas (for example, dorms for students from Aceh, Bangka, Jambi, East Nusa Tenggara, South Sulawesi, Papua, etc.). It can be seen from the governance of the local government, as well. Several heads of district, *bupati*, in the area were not natives of DIY, for example Bupati of Sleman, Arifin Ilyas (1990-2000) was from Jambi, and several Rectors of GadjahMada University were not of Javanese ethnicity (for example, Prof. Herman Johannes, Prof. T. Jacob, Prof. Koesnadi Hardjasumantri and Prof. Sofian Effendi).

Social interaction within the Kasultanan palace environment is more exclusive compared to social interaction outside of the palace. The palace environment is monarchy enclave with clear physical demarcation in the form of wall and fortification structures that separate the palace with the outside environment. As a monarchy, the palace internal governance system is different from the rest of the governance system in other areas (Arifin, 2016: 76). The prevailing monarchy is led directly by the Sultan



(currently Sri Sultan HB-X) with assistance from the Princes (siblings and step siblings of the Sultan) who served as “cabinet ministers,” as well as from *sentanadalem* who served as bureaucrats in the palace. This monarchy system is regulated by the Indonesian Government under the special autonomy regulation (Law number 13 year 2012 on the Special Status of DIY).



### **Social interaction though language communicated in DIY:**

Other than the Indonesian language as the national language and referential language for those who cannot speak Javanese, in DIY Javanese is commonly used in all of its styles (*ngoko*, *krama* and *kramainggil*) and in its variants, such as basa *Bagongan* and basa *Walikan*. Basa *Walikan* is commonly used by the young adults in DIY and several others Javanese ethnographical areas, such as Semarang, Solo and Malang. Basa *Walikan* spoken in DIY has a special characteristic, in which they used combination of vocabularies from the hanacaraka Javanese alphabets. (<http://journal.unair.ac.id/download-fullpapers-skriptorium3fdaae393ffull.pdf>).

Therefore, there are 2 (two) main languages used by people in DIY. They are the Indonesian Language and the Javanese Language with its 5 (five) sub-languages: *ngoko*, *krama*, and *krama inggil* styles of Javanese, and basa *Walikan* and basa *Bagongan*.

## Theoretical Analysis:

As it has been mentioned before, this paper is written on the basis of Socio-cultural Constructivism that analyzed the socio-linguistic and ethnographical aspects of society in the area of DIY. Constructivism (social construction) is a concept that positivism and post-positivism are inaccurate concepts to explain reality of the world. Therefore, the two concepts must be rejected and replaced with a constructive concept. Socio-culture is one of the 7 (seven) traditions in communication science, according to the model developed by Robert Craig (Littlejohn & Fost, 2009: 53). Constructivism is a concept first developed by Peter L. Berger and Thomas Luckmann, who wrote a book "*The Social Construction of Reality, A Treatise in the Sociology of Knowledge*". According to Berger & Luckmann, there are 3 (three) types of Constructivism, radical constructivism, realism hypothesis, and regular constructivism with the following characteristics:

- a. Radical constructivism only acknowledges what is shaped by our mind. Those shapes might not always be a representation of the real world. Proponents of radical constructivism disregard relationship between knowledge and reality as criteria for truth. For them, knowledge is not a reflection of an objective ontological reality, rather than a reality as it is shaped by one's experience;
- b. Realism hypothesis perceives knowledge as a hypothesis from a structure of reality that is close to reality and heading towards true knowledge;
- c. Regular constructivism can take all consequences from constructivism and perceives knowledge as description of reality. Then, individual knowledge is considered as description that is shaped by objective reality within one's self (Suparno, 1997:25 – 26).

This paradigm ontologically stated that reality is social in nature, and therefore it will generate a theoretical construction over the complex reality of society. Consequently, there is not one reality that can be comprehensively explained by one science. Reality is a set of construction that is comprehensive and meaningful, conflicting and dialectical. This concept applies the principle of relativity in viewing a natural or social phenomenon, including the meaning of language phenomenon. According to Wittgenstein, meaning of language is determined on practical application (Littlejohn & Fost, *ibid*: 67).

Sociologically, language is a social fact because of its natures of being general, coercive and external (Soetaryo, 2005: 15). Indeed, *Bagongan* and *Walikan* are not exclusively used solely in the area of DIY, just as how the Javanese language is embedded in the Javanese who lived outside of Java. This paper is merely a simplification of communication phenomenon of social interaction that used Javanese language as a medium. This phenomenon of the use of Javanese language (along with its variants) is a phenomenon of social fact that can be defined as communication in social interaction that is general and coercive in nature, and even exists outside of the individuals of groups that interacted. Soetaryo also stated that language as a verbal communication media has at least informative and persuasive functions, in which its informative function is descriptive, definitive and demonstrative (Soetaryo, *ibid*: 234).

Externalities of social facts in language occur practically at the same time as technology development (modernization) that influences the intensity of space and time dimension in language application, especially in *Bagongan* and *Walikan*. The more prevalent technology is used in daily activities, the more marginalized *Bagongan/Walikan* language, because all of those technical devices did not come with instructions and manual guides in Javanese. Therefore, it can be said that development of technology correlated and even is a negative variable to the development of Javanese language, including its variants of *Bagongan* and *Walikan* languages.

The above social fact makes the traditional elite class felt uncomfortable and its social status threaten. Therefore, they tried to adjust themselves with the developing situation and technology. Cognitive dissonance theory of Leon Festinger said that when one is psychologically uncomfortable, they would be motivated to attempt to reduce this dissonance, to achieve harmony/conformity (Severin & Tankard, 2001: 165), by considering the following elements: (1) irrelevancy; (2) consistency (harmony); and (3) inconsistency (disharmony) with another. In their effort to make this adjustment, the traditional elite class (led by Sultan Agung) then created the *Bagongan* Language, as an internal consolidation tool or media to create closer relationship between social classes (in this case between the traditional elite with the lower classes of *hulubalang*, palace commanders) or *abdi dalem/sentana dalem*, courtiers). The creation of the language was intended to achieve harmony or compromise/consensus to secure the social status of the elite class.

On the other hand, current technology development at the grassroots level enables the general public to access better economy and education services. Now, it is possible for them to gain new social status based on their economic (*bebet*) and educational (*bobot*) achievements, therefore they can have comparable position with the noble class. This phenomenon was made a focus of research in the doctoral research of SeloSoemardjan in Cornell University. He concluded that current technology development is a determining variable in social changes in DIY (Soemardjan, 1962).

The struggle among different social status groups generated a harmony or compromise/consensus, in which the noble class was “forced” to reach out to the lower classes by opening up to the people’s aspiration and desires. They did that by formulating and implementing public policies that provided access and opportunity for public to participate in the process. Meanwhile, public who used to have difficulties in accessing economy and education resources, now have better access to those resources as social rewards for their loyalty and as “safety belt” for the noble class (including for the internal palace circle). This phenomenon is in line with the principles in social exchange theory developed by George C. Homans, who postulated the following propositions (Ritzer, 2014: 338 – 343):

a. Success proposition:

“For all actions taken by persons, the more often a particular action of a person is rewarded, the more likely the person is to perform that action.”According to Homans, in general success proposition involves three stages of behavior: 1) a person’s action, 2) a rewarded result, and 3) a repetition of the original action, or at the very least similar action in specific circumstances.

b. Stimulus proposition:

“If in the past the occurrence of a particular stimulus, or set of stimuli, has been the occasion on which a person’s action has been rewarded, then the more similar the present stimuli are to the past ones, the more likely the person is to perform the action, or some similar action.” In explaining this proposition, Homans used an example of fishing: Homans’ example, in which a successful way of fishing will determine one’s preference to fish compare to another way of fishing (be it at

the pond, at the river or sea). However, discrimination or exception process is also important. A person will only fish in the same specific condition that has been proven to be successful in the past.

c. Value proposition:

“The more valuable to a person is the result of his action, the more likely he is to perform the action.” In this context, Homans introduced the concepts of rewards and punishments. The higher the value of a reward is, the more likely a desired behavior will be performed. And vice versa, the higher the value of a punishment, the less likely a non-desired behavior will be performed.

d. Deprivation-Satiation Proposition:

“The more often in the recent past a person has received a particular reward, the less valuable any further unit of that reward becomes for him.” In this context Homans defined two important concepts, cost and profit, in which profit in social exchange is seen as the greater number of rewards gained over costs incurred. Homans also stated in this proposition that “the greater profit gained by a person as a result of his action, the more likely he is to perform the action.”

e. Aggression-Approval Proposition:

- “Proposition A: When a person’s action does not receive the rewards as expected, or receives punishment he did not expect, he will be angry. He becomes more likely to perform aggressive behavior and the results of such behavior become more valuable to him;”
- “Proposition B: When a person’s action receives the reward they expected, especially a greater reward than they expected, or does not receive punishment he expected, he will be pleased. He becomes more likely to perform approving behavior, and the results of such behavior become more valuable to him.”

In the context of this proposition, Homans highlighted emotional aspect, in which, Proposition A on aggression-approval refers to negative emotions, whereas Proposition B deals with more positive emotions.

f. Rationality Proposition:

“In choosing between alternative actions, a person will choose that one for which, as perceived by him at the time, the value,  $V$ , of the result, multiplied by the probability,  $p$ , of getting the result, is the greater.” This proposition is highly influenced by rational choice theory, which in economic terms, actors who act in accord with the rationality proposition are maximizing their utilities. In other words, people will perform an action depending of their perception of the probability of success.

**Findings and Discussions:**

Communication of social interaction in DIY can be divided into several segments:

1. *Bagongan* language is used in verbal communication of social interaction within the Palace of Kasultanan Yogyakarta, whereas Indonesian language (as referential language) and Javanese language, as well as its *Walikan* language variant, are used outside the palace;
2. Javanese language is more commonly used in verbal communication of social interaction among Javanese people living in DIY. The choice of language styles (*ngoko*, *krama*, and *kramainggil*) depends on the socio-economy status of the speakers;
3. Indonesian language is the main language used in verbal communication of social interaction between Javanese and non-Javanese people in DIY.

**Conclusion:**

From the literature study, there are several main findings to be discussed further, including:

1. Ongoing social change that currently happens, with one of the determining factor being the development in communication technology, has effected the existence of Javanese Language, especially its *Bagongan* and *Walikan* variants;
2. Within the social change, there is an inter-class compromise/consensus (or “social harmony” according to Festinger), especially between the noble class and the class below it (general public);

3. The compromise/consensus process, whenever it occurs, significantly affects the existence of Javanese language along with its variants of *Bagongan* and *Walikan* languages.

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