

MEDIATOR

Jurnal Komunikasi

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Our Social Media And Media Literacy

South Korea is known as a country that focuses on its creative industries that elevate the cultural side. It seems that the popularity of South Korean culture is a phenomenon that has recently become the topic of conversation among the world community. No exception, also the Indonesian people. This phenomenon is better known as the Hallyu or “Korean Wave,” which means the increasing popularity of Korean entertainment and culture throughout Asia and other parts of the world, since the late 1990s.

Currently, Hallyu has developed rapidly, from K-Pop, K-Drama, film, modern dance and ballet, musical theater, modern art, modern literature, to culinary issues. Not only in that field. Hallyu has succeeded in creating an industry with a wide fan base to various other countries around the world. South Korea is also rapidly developing electronic products such as televisions and cellular phones (cell phones). and electronic products.

That is also one of the reasons the Mediator journal tries to raise this phenomenon through the title “The Influence of Knowledge about Korean Culture on the Decision to Buy Korean Cell Phones,” Arba’iyah Satriani and Rini Rinawati tried to dissect it. This study seeks information on the relationship between knowledge of Hallyu and Korean culture enthusiasts’ Samsung or LG mobile phone purchase decisions. This study applies quantitative methods with a total of 40 respondents. The results showed that knowledge of Korean culture through the drama and variety show “Running Man” contributed greatly to respondents in deciding to buy Korean Samsung and LG Phones. On the other hand, knowledge of K-Pop music does not contribute many respondents in deciding to buy Samsung and LG Korean phones.

Muhammad Ashari presented a different topic in his writing, “Changes in the Organic Composition of Capital Behind” People’s Minds, a Convergence Strategy. “Strategies were analyzed using the Organic Composition of Capital Theory by Karl Marx (1887). This theory describes the interaction between increased technology (constant capital) and mobilized labor (variable capital) in the production process, the main purpose of which is to generate profits for the benefit of capitalists. This article looks at technological change, driven by the tendency of capitalism to maximize profits and its consequences for journalists. The method used for analysis is case study. The author of this article said that the convergence strategy was carried out by integrating the content of all subsidiaries through news rooms and e-mail, which aims to disseminate news content to various platforms. There is an increasing amount of content from this effort. However, it also has consequences for journalists and editors who are forced to produce stories for multiple platforms.

Another interesting article was presented by Marsha Ruth Handoko and Yolanda Stellarosa regarding “The Influence of President Joko Widodo’s Instagram Content on Participation of Beginner Voters in the 2019 General Election.” According to these two authors, Instagram is not only used for fun but is also used as a source of political information. One of its uses, Instagram content can be used as a source of political information by President Joko Widodo. In the 2019 election, Jokowi again ran as a presidential candidate for the Republic of Indonesia with Ma’ruf Amin. Jokowi’s use of Instagram is an attempt to convey his political message to attract the public, especially first-time voters. This study aims to determine whether there is an influence and how much influence Jokowi’s Instagram

content has on the participation of voters in the 2019 general election.

Still about political communication, Nila Nurlimah, Aziz Taufik Hirzi, Leti Karmila, and Nur Fitriastuti raised the topic “Political Branding of Dedi Mulyadi in Identifying Characters of Sundanese People in Purwakarta.” This research examines how the politics of branding carried out by the Regent of Purwakarta, Dedi Mulyadi, in organizing and actualizing Purwakarta as a city with Sundanese characters. This study uses a qualitative method with a case study approach.

“Building a Social Message in the Short Film ‘Smart Breaking’ on the Project Cameo Youtube Channel” is the title of another article by Ricky Wattimena and Mariska Eunike Walukow. This paper discusses how to tell a short film entitled “Cerdas Melanggar.” This study tries to use the Narrative Paradigm theory in which there are five basic narrative concepts such as humans are the creators of storytellers, good judgment, good judgment is determined by human characters, rationality and story selection. This, in the view of the two authors, is because Youtube has a medium for creation and as a place for networking and storytelling.

There are various phenomena in the world of social media. One of them is about “Sad Phenomenon of #Justiceforaudrey (Hashtag) on Twitter.” This issue is the study of the writers of articles consisting of Citra Eka Putri, Novita Damayanti, and Radja Erland Hamzah. According to them, People use social media as a means to share everything about themselves and their daily life. Many users tell stories or things they see that can attract attention and sympathy from many people on social media. One of the cases that went viral in early 2019 was the case of alleged violence that befell the age of 17 at SMPN Pontianak (Junior High School), a student named Audrey who claimed to have been abused by several high school students. The Audrey case drew the attention of many circles and went viral through the hashtag JusticeForAudrey on Twitter social media in April 2019. This hashtag even occupied world trending.

The next article came from Tuti Widiastuti, Eli J. Mihardja, and Prima M. Agustini, who examined the issue of “Samarinda City Branding through Dayak Tourism Communication in Pampang Village. This village has cultural potential, particularly performing arts, which is utilized to support regional tourism development. Research through this symbolic interactionist perspective aims to find out how Dayak cultural symbols in Pampang Village are used as a strategy for Samarinda city branding.

The next writer, Mohammad Isa Gautama, raised the question of “Voters’ Attitudes towards Hoax Information Sources in the 2019 Presidential Election in West Sumatra.” West Sumatra is known as a rational province. So, it is very interesting to reveal the rationality of voters in West Sumatra regarding the 2019 Presidential Election. This research instrument uses a survey method,

Another interesting article, “Branding a Memorable: A Case Study of ‘Residivist Streetwear’,” was packaged by Safiratul Zakiah and Yulianti, with a focus on issues of public trust that occur in ex-convicts. The general attitude of our society makes it difficult for them to return to the middle Public.

Meanwhile, the question of “Organizational Communication: Internal Conflict in the Hospitality Industry” is an interesting subject of study. Putri Ekaresty Haes and I Wayan Joniarta. The two researchers examined it through observation data collection techniques, unstructured interviews, and documentation. While the data analysis technique used several stages, namely the data reduction stage, the data display stage and conclusion and verification.

Three other articles as the closing articles of this edition of the Journal of Mediator

Communication, present themes about the contribution of social media and local print media.

“Successful Social Media Advertising Activities for Micro, Small and Medium Enterprises” was written in four series: Joko Suryono and Nuryani Tri Rahayu, Purwani Indri Astuti, and Nunun Tri Widarwati. Meanwhile, “Local Newspaper Strategies to Survive in the Digital Age”, was written by Hendra Alfani. Then, “Media Literacy in the Age of Information Disorder: A Qualitative Study for Bandung Literacy Activists” was written by Cevi Mochamad Taufik and Suhaeri. We can enjoy the three closing articles from their various perspectives, of course with all their advantages and disadvantages. Hopefully everyone can inspire.

Happy reading.

Salam,

Editorial Board

The Influence of Knowledge about Korean Culture on Decision of Purchasing Korean Mobile phones

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Abstract. *Indonesian society is currently experiencing a wave of Korean culture (Hallyu) which has also hit various countries. The wave of Korean culture began from a decade ago and has been more intense until now. Korean cultures that are loved by many Indonesian are Korean drama, K-Pop and reality shows that feature Korean artists. Therefore, many business men to take advantage of this situation by utilizing the three types of Korean entertainment to market their products. One of the products is mobile phone namely Samsung and LG. This research seeks information about the relationship between knowledge about Hallyu with Samsung or LG cellphones purchasing decisions that is made by Korean culture fans. This research implements quantitative method with a total of 40 respondents. The results showed that the knowledge of Korean culture through drama and variety shows "Running Man" contributed substantially to respondents in deciding to buy Korean Samsung and LG mobile phones. On the contrary, knowledge about K-Pop music did not contribute much to respondents in deciding to buy Korean Samsung and LG mobile phones.*

Keywords: *buying decision, mobile phone Samsung/LG, Korean Wave*

INTRODUCTION

Data from Indonesian Ministry of Communication and Information (Kemeninfo) shows that Indonesia is a giant of digital technology of Asia that is sleeping. With the number of Indonesian citizen which is around 250 million, this country is becoming a big market. The user of smartphones in Indonesia is also growing. Based on the data from research institution, digital marketing Emarketer, in 2018, the number of smart phone users in Indonesia is more than 100 million people. It poses Indonesia as the fourth largest country with the active users of smart phone, after China, India and The US (Kemeninfo RI, 2015)

Indonesian are using smart phones for various purposes in their daily lives.

This is because smart phones is currently providing diverse facilities that can be used by its owners to access different things. The findings from the Indonesian Digital Association (IDA) Research, which is supported by Baidu Indonesia, and carried out by the global research institute GfK (Okezone, 2016) shows that Indonesian urban communities are fond of news consumption through smart phones. The percentage reached 96 percent which is the highest compared to other media such as television 91 percent, newspapers 31 percent and radio 15 percent.

Various smart phones that are popular in Indonesia are still dominated by smart phones from Korea, especially South Korea. According to Hamidah and Anita (2013) the use of Samsung brand

mobile phones with Android operating system in Indonesia continues to increase because it is not only a necessity of communication and lifestyle complement but also helps business activities or various activities in the office. On the other hand, the superiority use of Samsung smart phones in Indonesia is inseparable from the Korean government's assistance in promoting the mobile phone along with K-Pop culture which is currently being favored throughout the world. The wave of Korean culture which is known as the Hallyu phenomenon (Korean Wave) is being loved by many countries, especially in Asia including Indonesia. For the first time, the term Hallyu appeared in China. This term was introduced by journalist in Beijing as a form of shock at the rapid growth of Korean popularity and culture in China (Ardia, 2014).

Hallyu is a term that means the influence of modern Korean culture in other countries. According to Irwansyah (2011 in Raharja 2013) Korean fever in Indonesia has begun since the 2000s with the inclusion of Korean drama in the television in this nation. Audiences who are exposed to Korean culture according to Zakiah et. all (2019) are a group of adolescents with the range of age between 15 years and 25 years. They are generally living in big cities like Bandung, Jakarta, Solo and Surabaya (Zakiah et all, 2019).

Several factors that become criterion of development of Hallyu in many various countries are as follow., The first, the success of marketing of Asian values in a modern style or what Kim Song Hwan, a manager of a South Korean television broadcast syndicate, calls "Asian Values-Hollywood Style." The second, the work ethic of Koreans who are willing to meet their fans in many countries. This brings the artists closer to their fans (Kim, Y., 2007).

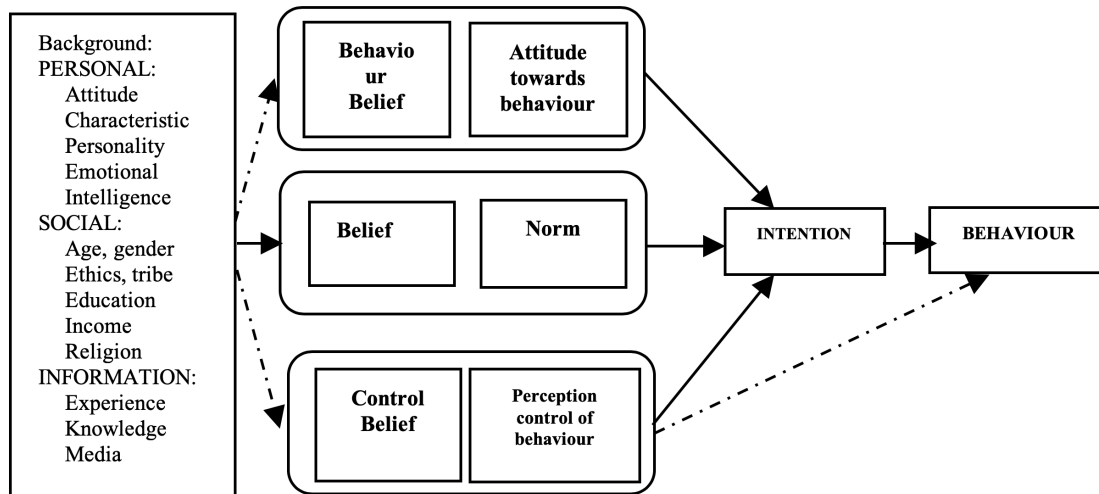
According to Yeon (2008) as quoted by Ariffin et al (2018) the advancement

of Korean culture that has invaded many countries today is due to several things. Among these are incorporating elements related to Confucianism into music and drama, image visualization supported by technological advancements, as well as producers who are actively airing dramas on South Korean television. This was also supported by the sudden economic downturn in several Asian companies which made the Asian market ready to accept new Asian products, including from Korea (Yeon, 2008 in Ariffin et al (2018)).

Since mobile phones are the main devices of communication in the modern society, it is necessary to find out what information people are looking for before they decide to buy a communication device, especially cellphones. Information that was explored was related to Korean culture which is currently happening. Knowledge about this will help stakeholders in deciding to market their products and the communication approach that can be conducted to reach the target market. The aim of this research is to find the relationship between knowledge about Korean culture and purchasing decisions of mobil phones from Korea (Samsung and LG).

METHOD

This research implements quantitative approach with a correlational approach, The method is used because it will explore a relationship between Korean cultural variables as an independent variable, and purchasing decisions as a dependent variable. The correlational method according to Rakhmat (in Dermawan dan Rinawati, 2014: 87) has several aims, namely (1) measuring relationship among several variables; (2) predicting dependent variables from our knowledge about independent variables; (3) paving the way to create experimental research designs.



Source : Ramdhani, 2009

FIGURE 1. Theory of Planned Behaviour (Ajzen, 2005)

The aim of a co-relational research is to investigate the relationship between Korean cultural knowledge through Korean movies, K-Pop and reality show and a purchasing decision of Korean cellphones, Samsung and LG. The theory that is used to analyse the result of the research is the theory of planned behaviour that is created by Ajzen and Fishbein (1980 in Mahyarni, 2013). This theory looks at the behavior displayed by individuals as a result of the influence of things from outside. This theory fits to the problem of this study because there is an assumption that an individual is usually quite rational and systematically uses provided information to consider the consequences of her/his action before decided whether or not to display a behavior.

In general, the model of Theory of Planned Behaviour can be seen at the FIGURE 1.

The population of this research is the users of Korean cellphones, especially the brand of Samsung and LG. The reason is because the users of Korean cellphones are very numerous in Indonesia. On the other hand, the motives behind the purchasing decision of those brands are not yet widely known.

The research population was obtained based on their voluntary willingness to involved in this research. The population was random since the researchers announced the need of respondents of the research through social media. The research target is the users of Korean and Samsung cellphones. In addition, the respondents are asked to inform their e-mail address so that researchers can send them the questionnaire. The number of respondents are 40 people which is similar to the number of population. Hence, the technique of sampling research is the total sampling.

The next step was researchers sent a set of research questions or questionnaire to be filled and sent it back to the researchers soon after it. The returned answer of questionnaires was 36. These 36 people, then, became the respondent of the research.

RESULT

Research about knowledge of Korean movies especially the title of While You Were Sleeping shows as in TABLE 2. The result shows that respondents has a good knowledge about Korean movies both While You Were

TABLE 2. Knowledge of Respondents about Korean Movies

No	Type of Knowledge	Percentage
1	Knowledge of While You Were Sleeping	77,7%
2	Bae Suzy is the main actress in While You Were Sleeping	88,8 %
3	Knowledge of Winter Sonata Love Story	55,5 %
4	Rain is the main actor in Winter Sonata Love Story	88,89%
Average knowledge about Korean movies		77,72%

Source : data from research

Sleeping and Winter Sonata Love Story. It can be seen from Figure 1. that the average of their knowledge about Korean movies is over 75 per cent. This finding illustrates that as part of Hallyu Korean movies are one of cultures that are loved by Indonesian. This is not surprising because most of respondents are over 26 years old which means they have been following the progress of Hallyu for a long time.

From the result of knowledge about K-Pop, it can be seen from TABLE 3.

TABLE 3. Respondents knowledge about K-Pop

No	Type of Knowledge	Percentage
1	Knowledge about song of Make Me Love You	66,7%
2	Knowledge related to the number of member of SNSD	77,7 %
3	Knowledge about song of When Night Falls	55,5 %
Average knowledge about K-Pop		66,6%

Source : data from research

Finding of the research about K-Pop shows that respondents cognize many Korean songs that are distributed in Indonesia. This means that Korean music as part of Hallyu is loved by Indonesian. Several respondents even stated that they could listen to Korean music many times in a day.

In regards to respondents knowledge about Korean variety show that is broadcasting in Indonesian television, it can be seen from TABLE 4.

TABLE 4. Knowledge about Korean variety show

No	Type of knowledge	Percentage
1	Knowledge about variety show "Running Man" that involves Korean actress and actor Kang Ji Young	88,8%
2	(KARA) has appear in the Running Man variety show	80,5 %
Average knowledge about Korean variety show		84,6%

Source : data from research

Finding of the research elaborates that most of respondents has an adequate knowledge from variety show that is broadcasted in Indonesia television. One of the variety shows that attract many audiences is 'Running Man'.

In addition, the result of research about purchasing decision of K-Orean cellphones (Samsung dan LG) can be seen from FIGURE 5.

The result of research suggested that majority of respondents who bought Samsung or LG cellphones knew about the products. Information about Korean cellphones is provided through various Korean cultures. This is recognized by majority of respondents that acknowledge that information about Samsung and LG are conveyed through K-Pop music and

TABLE 5. Purchasing decision of Korean cellphones (Samsung dan LG)

No	Statement	Percentage
1	Very familiar with Samsung brand cellphones	55,55 %
2	Very familiar with LG brand cellphones	72,30 %
3	The quality of Samsung/LG mobile phones is popular	38,8 %
4	Korean cellphones are stronger than cellphones from other countries	30,5%
5	Korean cellphones are more attractive and trendy than other brands	38,8%.
6	K-Pop provides information related to new product of Samsung cellphones	27,7%
7	Variety show Running Man provides news information related to new product of LG cellphones	30,5%
8	Purchase a Samsung or LG cellphones because his/her family has it	38,8%
9	The decision to purchase a Samsung/LG cellphones is also influenced by other factors such as easy to find the service centre when the gadget is damaged or has problems.	41,6%
10	There is an interesting bonus when purchasing a Samsung/LG cellphones	27,7%

Source : data from research

variety show.

The finding of the research also illustrates that the purchasing decision of Samsung or LG cellphones are made not entirely because of information that they got from the event of K-Pop music and variety show. The cellphones purchasing decision that is done by the respondents is caused by several things, such as easy to get service centre when the gadget is damaged or broken. This is recognized by most respondents. In addition, when a member of their families has already had Samsung or LG cellphones then respondents tend to follow their family decisions. It is because they thought their family members have already had experience with the brands. Another reason for purchasing Samsung or LG cellphones, according to the research respondents, is the presence of various fascinating bonuses in purchasing the

gadgets.

DISCUSSION

Findings of the research shows that purchasing decision of Korean cellphones, especially Samsung and LG, is based on respondents knowledge about Korean cultures. It can be understood because the government of Korea is utilizing Hallyu phenomenon that is happening today in many countries, especially in Asia, including in Indonesia. The government of Korea takes advantages of this phenomenon to promote various of its products including cellphones.

That is in accordance with the findings of Nurhayati (2017) who said that promotion has significant impact to the purchasing decisions. The promotion includes utilizing dramas, K-Pop, and variety show "Running Man". Therefore, cellphones made in Korea, especially

Samsung, has become one of cellular phones with the highest market shares in Indonesia which reached 32.2 per cent (data of December 2016)

The findings of this research are in accordance with the understanding of Tull and Kahle about marketing strategy. In the words of Tull and Kahle (in Irmanto and Tjiptono, 2013), marketing strategy is a fundamental tool that is designed to reach the aim of the company by developing sustainable competitive advantage through targeted market and marketing program that is used to serve the targeted market.

From that definition, it can be concluded that the purchasing decision that is done by someone is based on certain consideration. These considerations according to Ajzen and Fishbein (1980) in the Theory of Planned Behaviour is done as a form of attitude and subjective norms towards Samsung and LG cellphones. The implementation of the Theory of Planned Behaviour is very strong in the phenomenon of purchasing Samsung and LG cellphones because the purchasing decision is influenced by behavioral beliefs (Ramdhani, 2009). They are things that were believed by person in regards to a behaviour both negative and positive, attitude towards behaviour or tendencies to react affectionately in the form of like or dislike to the behaviour.

Marketing strategy that is undertaken by the Korean government, based on this research, shows that there is "Collaboration of Marketing Strategy" between entrepreneurs and the government which gives a full support. This is become a strength that currently done by utilizing the behaviour of the consumers who are fond of Korean dramas, K-Pop and variety show "Running Man". The aggressiveness of the Korean Government in market expanding has caused the selling Korean products faster (Ariffin, 2018). It is in the

words of Kim (2011) in Ariffin (2018) is proactively supporting the culture industry in the country. In addition, the Korean government also realizes the ripple effect of its vibrant culture in the culture industry such as Korean dramas, movies, games, animation and music (Ariffin, 2018). The impact of ripple effect, according to Kwon and Kim (2013) in Ariffin (2018) not only happen in the cultural industry but also in the electronic industries and information technology.

The result of this research also shows that what is done by the Korean government is accordingly with the idea of Kotler (in Sawitri, Hidayat, and Nurseto, 2013) who explained that in purchasing something the consumers influence by many factors. The factors that influence the behaviour of consumers are culture, social, personal, and psychology.

In addition, the findings of this research suggested that other than knowledge about Korean culture which become a basic for the consumer in purchasing decision of Korean cellphones (Samsung and LG), there are several factors that also contributed to the act. One of the factor, based on this research, is social factor namely family. The habits of family that usually using Korean cellphones become a basis of the respondents to also use Korean mobile phones. Family is a closest human group with the respondents so that they have a strong influence to the person's intention about behaviour or decision he/she made. This is in accordance with the idea of Ajzen (in Ramdhani, 2009) who said that social factor especially people who influence someone's lives can also influence his/her decision. This factor, according to Ajzen, is called as normative belief of someone to take a certain actions, in this case is purchasing decision.

The finding of the research shows that what is assumed by the Theory of Planned Behaviour is proven. It is when

someone's behaviour is assumed as the impact of many factors both internal and external such as information from the media and knowledge about something. The evidence can be seen from the result of this research that showing there is correlation between respondents' knowledge and Korean culture namely dramas, movies, K-Pop and variety show "Running Man" with the respondents' belief. This belief is about the products that are promoted by the Korean government, in this case is cellphones, so that they purchase the gadget.

Furthermore, the belief that has been formed at the end will give respondents the basis of intention to know and find out deeply about the Korean products, especially cellphones. The process of knowledge which become a belief and give rise a consumers intention apparently in accordance with the idea of Peter & Olson about behaviour that is revealed by the consumers. According to Peter & Olson in Irmanto and Tjiptono (2013), consumers behaviour is including thoughts and feelings that are experienced by someone and actions that he/she takes in the consumption process.

Intention or motive in the Theory of Planned Behaviour is a form of someone's tendency to choose to do or not do a job, in this case is purchasing Korean cellphones. This intention is determined by looking at someone's positive action in certain behaviour and how big support from their circles (people who are important for their daily lives) when he/she doing certain behaviour.

The interesting findings from this research is that there is a connection between family support and ease to find a service centre. Those are the incentive for someone who has an intention to buy Korean cellphones with the cellphones purchasing decision. This is in accordance with the statement of Peter J Paul and Olson, Jerry C (2005) in Yuniarti (2015)

about the role of family in the purchasing decisions. They are (1) Influencers : giving information to family member about a product or service; (2) Gatekeepers : Control the information flow that comes to the family; (3) Deciders : having a power to influence the purchasing process of product or service; (4) BUyers : people who will buy the product or service; (5) Users : consuming or using the product or service; (6) Disposers : will throw away the product or stop using s certain service.

The model of purchasing decision of Korean cellphones based on this research can be seen from the beginning of information about Korean cellphones that used by actors or actresses in the dramas, K-Pop, and variety show. This is in accordance with the findings of research that has been done by Wan Mat, Kim, Abdul Manaf, Phang & Abdul Adis (2019). It said that celebrity in the television such as Korean drama and variety show can influence their audiences to buy the product offered.

On the other hand, information about cellphones in line with the policy of the Korean Government that conduct promotion together with all entrepreneurs who produce Korean cellphones. They utilize the Hallyu phenomenon. Those activities at the end make people aware about Korean products especially mobil phones. Moreover, the Korean government's support to the marketing product of the cellphones and other creative industries is very serious. It can be seen from the decision of the Korean government to create the Korean Creative Content Agency (KOCCA). The institution is under the ministry of culture, sports and tourism. The government equips the institution with a number of funds that can be used to help the development of their business, especially to promote their product overseas (Ariffin, 2018).

The knowledge obtained will further increase consumer's belief and

intention. Before buying, they also evaluated the products. The consumers intention and belief, at the end, become the basis of purchasing decision in using Korean cellphones (Samsung and LG). Information seeking is obtained through communication. According to Irwan (2008) in Pratiwi and Lubis (2017), from the consumer side, communication is very helpful in making a purchasing decision because information that is obtained is very important for making an important decision.

The research also find that there are other variables that contribute in purchasing decision that is done by the consumers in purchasing Korean cellphones. Those variable are family who also using Korean cellphones, attractive bonuses, ease to find service centres, and information about the good quality of Korean cellphones. This is in accordance with the findings of Hamidah and Anita (2013) that suggested the brand image has a positive impact and significant towards purchasing decision of Sambung mobile phones.

It can be seen from the research that illustrated 38.8 per cent of the respondents or 14 people said that they are strongly agree to buy Korean mobile phones (Samsung or LG) because their family has the gadgets. In can be happened because a good communication among family members. They are inform each other about certian products and the primacy. This is corresponds to the research findings of Yuniarti (2015) that suggested the influence of family is ample for purchasing decision in buying certain products.

In the idea of Andespa (2017), decision making in the family is very complex so that the decision making will not be the same among family members. This is possible when we look at the definition of family according to Duvall and Logan (1995) in Andespa (2017) who

said that a family is a group of people which ties by marriage, childbirth, child development and adoption that aims to create and maintain culture as well as to improve the physical, mental, emotional and social development from every family member.

In addition, there is another definition from Kotler and Armstrong (2011) who suggested that a family is the most important consumer purchasing organization in the society so that the family member can be a primer reference group that is most influential. If it looked at the definition above, it makes sense when the role of the family is very influential in purchasing decision of a product, including the purchasing decision of Korean cellphones. The research that was conducted by Rompas and Tumewu (2014) strengthen this by saying that purchasing decision that generally needs a long process as an impact of the social influential, through a persuasion of family members or friends. This is supported by Haryono (2017) who said that before purchasing decision is done, consumers collect information from their closes people such as family, neighbour, friends etc.

CONCLUSION

From this study, it can be concluded that (1) knowledge about Korean culture through drama gives a significant contribution for respondents in purchasing decision of Korean cellphones, Samsung and LG; (2) Knowledge about K-Pop gives less contribution for respondents in purchasing decision of Korean cellphones, Samsung and LG; (3) Variety show “Running Man” gives a significant contribution for respondents in purchasing decision of Korean cellphones, Samsung and LG.

From the research findings, it can seen that television shows (both Korean dramas and variety shows) provides a

large contribution in purchasing decision of Korean cellphones. This finding can be a reference for marketers who want to promote their product. The effective way is to promote the products inside the television program. It can influence audience in deciding to buy something that promoted by the figure in the program. In addition, it also known that family has a big impact in purchasing decision. Therefore, to target family members to buy something can be done by inserting the products in the television shows that is viewing by all the family members. To narrow the family members who has a big power in the family is also a strategic effort in marketing a product.

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Changes In Organic Composition of Capital Behind Pikiran Rakyat Strategy of Convergence

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Abstract. *This article examines the convergence strategy in Pikiran Rakyat media. The convergence strategy is analysed using the Organic Composition of Capital Theory from Karl Marx (1887). The theory describes the interaction between technological improvement (constant-capital) and labour mobilisation (variable-capital) in the production process, which its primary goal is to generate profits for the capitalist. This article highlights technological change, driven by the tendency of capitalism to maximise profit and its consequences for the journalists. The used method for analysis is case study. Data for analysis are collected from documents, interviews, and participant observations. The result indicates that the improvement of Pikiran Rakyat constant-capital, concerning its convergence strategy, is done by integrating the content of all its subsidiaries through newsroom and e-mail, which have the purpose of disseminating news content to various platforms. There is an increase in the number of contents from these efforts. However, it also has a consequence for journalists and editors who are forced to produce news for various platforms.*

Keywords: *Convergence, Organic Composition of Capital*

INTRODUCTION

Convergence has become a business strategy that is adopted by many media today. Mainstream media companies in Jakarta, such as Media Indonesia Group, Tempo Inti Media, and Kompas, have adopted a convergence strategy in operating their businesses (Tapsell, 2015).

Pikiran Rakyat, a media company that has existed since March 24, 1966, has also changed its business strategy into convergence. Pikiran Rakyat is known as a regional newspaper in West Java Province and had its head office in Bandung, the capital city of West Java Province. Furthermore, Pikiran Rakyat also has district/city-level subsidiaries newspapers, such as Kabar Cirebon,

Kabar Priangan, Kabar Banten, and Galamedia.

After decades of concentrating in print media, Pikiran Rakyat has begun to move towards digitalisation and adopted a convergence strategy by forming various digital platforms in this recent year. Various formed platforms, including online news websites, e-paper, and social media. Pikiran Rakyat is also starting to build a streaming television called PRTV and starting to integrate the PRFM radio line.

The process of convergence in Pikiran Rakyat has taken place since the early 1990s but has not yet reached the stage of its application in the company's business strategy. During the early 1990s, convergence was limited to discourse

that was drafted by a handful of company employees. This was marked by the involvement of the representative of Pikiran Rakyat in attending the World Association of Newspaper (WAN IFRA) forum. It is a forum that discussed issues around journalistic and mass media. Every year since 1993, representatives of Pikiran Rakyat were sent to attend the forum (Resmadi & Yuliar, 2014). In a way, this stage is the era of knowledge transferring about digital media.

The online news channel, PikiranRakyat.com (PR Online), was founded in 1996. However, at that time, the news uploaded in PR Online was precisely the same as the news displayed in the newspaper. In addition, there is no integration of content into the newsroom, as the case at this time, where every newspaper within PT Pikiran Rakyat Bandung subsidiaries can access and distribute the same content. At least in that period, company policy still prioritised its newspaper products. For PR Online, the mid-1990s showed a stagnant and often marginalised journey.

Since 1996 until now (2019), improvements have been made by expanding digital media channels. It is done with one primary purpose, which is to adopt a convergence strategy. There are several digital media channels formed: (1) www.pikiran-rakyat.com, a news portal that provides breaking news, realtime and running news; (2) www.info.pikiran-rakyat.com, an information site that provides West Java directory data, business information and other information related to business activities; (3) Pikiran Rakyat Microsite, which is a website that provides news and information about products in the form of articles, galleries and videos; (4) PR-e-paper, which is an online channel containing a digital edition of Pikiran Rakyat print newspaper. Pikiran Rakyat has also penetrated into visual offerings

through PRTV, which content is streamed through various social media such as YouTube, Instagram, and Twitter. In addition, an e-paper application called MyPikiranRakyat has also been formed (Riyadhiputra & Yusanto, 2019).

From the Marxian political-economy perspective, the convergence strategy employed by media companies today is closely related to the way the social system of capitalism works in creating a source of wealth. In the system of capitalism, the source of wealth is obtained from the extraction of surplus value in the process of production (Marx, 1887). This surplus value is also known as profit (Mulyanto, 2010). Surplus-value is generated from the mobilisation of labour that exceeds the average socially needed time to produce a commodity. This mobilisation of labour has its source from the allocation of capital for labour-power, which in Marx's vocabulary is termed by variable-capital.

In order to see the appropriation of surplus-value or the process, which is called valorisation of surplus value, Marx analysed it in the sphere of production. There are two ways the capitalists valorise surplus-value in the production process, which is by (1) extending labour time above the average socially needed time to produce a commodity or (2) the use of technology developed in the society which could make the labour process becomes more intensive and productive.

The first method, the extension of labour time beyond its average socially needed time, is called the valorisations of absolute surplus-value. The second method, through the use of technology that functions to accompany labour process, is called the valorisation of relative-surplus value.

What distinguishes the valorisation of relative surplus-value from absolute surplus-value is that the surplus-value could be appropriated

without having to extend overall labour time as in the case of absolute surplus-value. Moreover, the mobilisation of labour could be increasingly massive than before because it is also driven by productive technology.

The process of valorising surplus-value - especially in the case of relative surplus-value - shows the interaction between technology and the process of mobilising labour. Both of these are significant factors in a production process that aims to valorise surplus-value.

Marx (1887) mentioned part of the capital that is allocated in the production sphere, such as technology, raw materials, etc., as constant-capital. It is called as constant-capital because its quantitative value does not increase while being used in the production process. In fact, its value continues to decrease as it is used over time in the production process. For example, machinery will experience a worn-out after it is used perpetually in the factory after a period of time.

Another part of the capital is called variable-capital. This capital refers to the capital allocated to the purchase of labour-power. In the production process, labour-power is the only source who can add value to a commodity. For example, labour-power could be mobilised to transfers the value contained in raw materials such as yarn through a spinner (constant capital) so that it has a new value in the form of a commodity of clothes. Labour-power could also be mobilised to produce commodities above the social average time to produce it so that more value could be created. The role of labour-power as an element of the production sphere who can add value to a commodity becomes the basis of its categorisation as a variable-capital.

Marx (1887) mentioned the relation between constant-capital and variable-capital in the production process. According to him, a change in

constant-capital can affect the amount of labour-power required in the production of commodities, especially if it increases productivity. In other words, a large-scale investment to constant-capital at the same time could result in a reduction of the variable capital component. Nevertheless, at the same time, an increase in labour productivity could be created.

The relation between constant-capital and variable-capital is called the Organic Composition of Capital (Marx, 1887). The organic composition of capital could be enlarged through investments in constant-capital. That means there is an effort to improve the production sphere through the improvement of machinery, factory buildings, engineering, management systems, etc. In practice, the massive allocation of constant-capital enables the efficiency of production. In turn, it affects the amount of capital allocated on variable-capital. In other words, it could become another way to reduce costs for worker wages or the portion of the worker itself in the production sphere. Not only reduce the cost of wages and the portion of the worker but increased investment in constant-capital also at the same time makes productivity become more intense.

Marx saw the Organic Composition of Capital in two points of view: (1) as a process of value creation and (2) as a technical composition of capital invested in the production process. Both of these have close relations in the process of capital accumulation.

From the point of view of (1) the process of value creation, the Organic Composition of Capital shows the ratio between constant capital and variable capital in the process of producing the value of a commodity. As for the point of view (2) the technical composition of capital, it shows its material elements by looking at the function of capital, which is divided into means of labour

infrastructure (constant-capital) and labour power (variable capital). This function is determined by the relationship between the deployment of the means of production and, at the same time, the mass of labour needed in the production process. In the context of this study, the perspective that will be used for analysis is the second point of view, which is the technical composition of capital.

The practical side of the Organic Composition of Capital can be seen from the comparison of the way journalists producing news for print and online media. The development of digitalisation has made the allocation of news for online media could be indefinite because it has unlimited space. Meanwhile, the allocation of news for print media is minimal by the number of pages available. On a regular basis, print media journalists could produce 2 to 3 news a day. While online media journalists nowadays could produce 6 to 10 news a day. Besides that, news that is produced for online media could not only be presented in the form of text, but it could also involving audiovisual elements.

From that comparison, it can be identified that there is an improvement in the composition of constant-capital that has changed the way the news is produced. Some examples of this constant-capital composition improvement could include the development of digitalisation technology, be it digitalisation of content, websites, applications, or management system development, such as integrated newsroom management, in order to support convergence.

From the context of business competition, capitalists tend to enlarge the portion of constant-capital instead of variable-capital. Large constant-capital could increase commodity production and makes production costs cheaper due to reduced allocation of variable-capital. In other words, investment in technology,

automatic machinery, can reduce the costs incurred for workers' wages so that the surplus-value obtained from the production process could be reaped as much as possible.

When convergence is adopted into a business strategy, it will have an impact on the production process carried out by a journalist. In this case, convergence is not merely a matter of technical issue, but it also related to cultural change (Jenkins, 2006; Deuze, 2005). One of the changes from the aspect of the production process is the tendency of journalists to do multiple tasks. The company will force them to be able to disseminate information through various communication channels or presenting the news for multimedia formats (Dickinson, 2015; Nikunen, 2014). In such working conditions, journalists could experience full exploitation by working above regular hours and relative exploitation in the presence of multiple tasks (Pratopo, 2018).

The "de-skilling" process is also considered to occur in the environment of media convergence. That view arises from the fact that there is an increased workload due to news targets demands set by the company management. This causes the working patterns of fact checking and investigation as well as in the specialised print media environment to be increasingly difficult to do (Phillips, 2015).

For some people, convergence does not bring meaningful changes to the welfare of media workers, even though their workload has increased significantly. Indonesian Journalist Alliance Research conducted in 2015 showed a wide gap between the cost of living and the operational costs of journalists in the era of convergence. In addition, journalists also face work contract issues that are considered not to regulate essential matters, such as work benefits, social

security, holidays, and basic salaries (Yuganto, 2015).

However, from the company management perspective, convergence strategy - and within it, the necessity of multimedia reportage - significantly contributes to reducing production costs and creating a more flexible work environment (Phillips, 2015). Multimedia reportage is considered to be in line with the demands of media companies, which tend to produce more news from the same human resources so it can save more production costs (Dickinson, 2015).

The integration and consolidation of the company, multimedia practices, increased workload as well as the degradation of journalist expertise and its unsecured welfare, as explained above, demonstrate the practice of convergence, which is the current trend in media organisations today. The practice of convergence shows that there is a change in the production process due to the emergence of productive digital technology. It also shows changes in the Organic Composition of Capital, where the allocation of constant-capital, such as digital technology, causes changes in the mobilisation of labour.

Based on the background above, this study identifies the relationship between convergence in the media industry and changes in the Organic Composition of Capital, which underlies the operation of the media industry, particularly at PT Pikiran Rakyat Bandung. Digitalisation, as a basis for media convergence, is seen as a productive force that causes constant-capital to change in the portion of the Organic Composition of Capital. Changes in the amount of constant-capital will affect the amount of variable-capital in the Organic Composition of Capital. In other words, from a practical point of view, the mobilisation of journalists' labour as capital-variable will also change as digital technology causes convergence

in the media industry.

This research will highlight Pikiran Rakyat strategy in enlarging constant-capital. In addition, the relationship between the deployment of constant-capital and the process of journalistic labour also will be seen.

METHOD

This article uses Case Study Method. This method is an empirical study that aims to examine contemporary phenomena in their daily contexts, especially when the boundary between phenomena and contexts is not very clear (Yin, 2018). In essence, case studies search for an explanation of a decision or set of decisions: why a decision is taken, how a decision is implemented, and with what results (Schramm, 1971).

Data were collected from three types of sources, which were documents, interviews, and participant observation. The source of the research document is news reportage about Pikiran Rakyat convergence strategy.

Data was also collected by participant observation. In this form of observation, researchers become part of an environment where the research is conducted (Yin, 2018). The researcher is a journalist in Pikiran Rakyat since 2012. During the working period, the researcher also observed the dynamics that occurred when Pikiran Rakyat began directing its business strategy to convergence. Researchers also observed changes in the workings of journalists since the company began implementing multimedia strategies.

In-depth interviews were conducted on May 16-27, 2019. The informants were Hilmi Abdul Halim, Pikiran Rakyat Journalist, and Yusuf Wijanarko, Digital PR Content Editor. In addition to the two informants, other informants were not mentioned.

The analysis strategy is based on

the proposition of a theory (Yin, 2018). In this study context, data collection was guided based on the propositions that are contained in the Organic Composition of Capital Theory. The patterns found in the data are then compared to their compatibility with the propositions contained in the Organic Composition of Capital Theory. Yin (2018: 224) mentions this analytical technique as pattern matching between patterns based on empirical evidence and predicted patterns.

RESULTS AND DISCUSSION

Pikiran Rakyat strategies in enlarging constant capital

The starting point for convergence in Pikiran Rakyat is seen in the formation of a newsroom. Thus, an e-mail was created in 2018 to accommodate news stories created by Pikiran Rakyat journalist and to support the newsroom itself. The news that was accommodated in the newsroom e-mail was not only from print journalists, but also came from various media which is part of company subsidiaries, such as PRFM radio, Kabar Cirebon, Kabar Priangan, Galamedia, and PR-Info (Yusuf Widjanarko, 2019, personal interview).

E-mail is the most straightforward technology in the digital and online era that can integrate content from various media under the company. The e-mail also supported the formation of a newsroom directed towards convergence, although e-mail technology has limitations in terms of data storage.

“Data traffic in the newsroom is high-speed, so when e-mail storage is full, old data is erased. So when we need old data, the data has finally been lost.” (Yusuf Wijanarko, 2019, personal interview).

The editors of every media in the subsidiary of Pikiran Rakyat have access to the content in the newsroom e-mail.

This content integration also signifies an effort to distribute content to various media, which is a subsidiary of Pikiran Rakyat. The news produced by Pikiran Rakyat journalist can also be published in Kabar Priangan, Galamedia, www.pikiran-rakyat.com, www.galamedia.com, and other channels owned by the company.

“There is no longer a limit that the product must come exclusively from Pikiran Rakyat print reporters, but it can also from other reporters which is still a member of a subsidiary company. For example, news from Galamedia that is deemed suitable can be loaded, or the incoming PRFM News submissions turn out to be interesting to be printed, it can also be. So, the bulkhead between previously separate newsrooms began to be contained in one large newsroom. From there, we can see the spirit of the converged newsroom.” (Yusuf Wijanarko, 2019, personal interview).

The task force was formed under the name PR Digital Task Force to manage the convergence strategy. Digital PR Content Editor Yusuf Wijanarko said, besides integrating content and distributing it to various media platforms, PR Digital Task Force has its aim for mapping the editorial products of Pikiran Rakyat in a day. This product mapping is considered essential to take the next step, which is the packaging and distribution of content to various platforms owned by the company. Product mapping also has its function to measure how many editors and sales marketing are needed to adopt a convergence strategy (FIGURE 1).

The decision to form a newsroom with the aim of integrating content and managing it reflects Pikiran Rakyat's efforts to add constant-capital. Capital is not always defined as work infrastructure in physical forms, such as machinery technology. Nevertheless, it can also mean the application of management

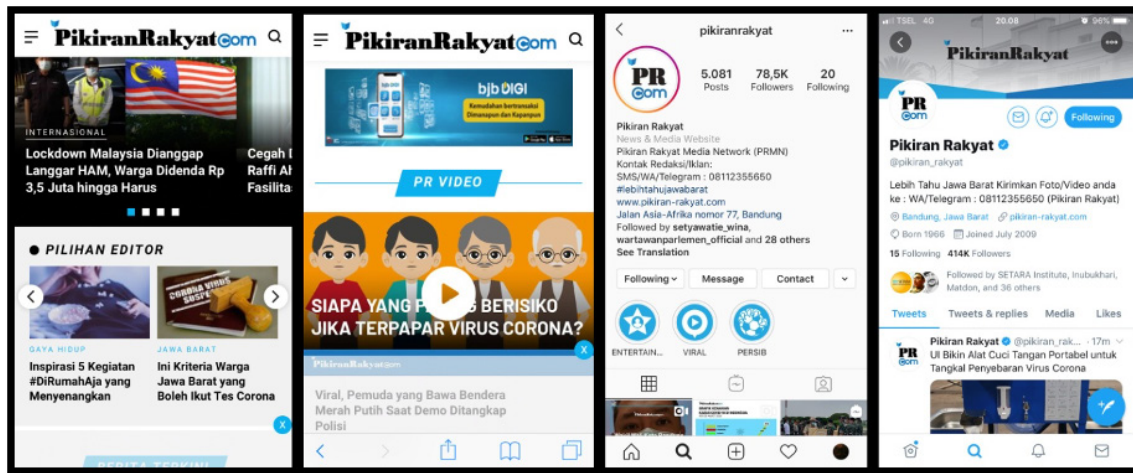


FIGURE 1. Pikiran Rakyat online digital platform for news that was previously sent to the newsroom

techniques and specific work discipline techniques (Mulyanto, 2010).

The main point about constant-capital is that it does not merely become the infrastructure used by workers in producing commodities. Constant-capital also contributes to increasing labour productivity. Theoretically, the improvement of management techniques, as well as technological improvement, can intensify the duration of labour so that the portion of the surplus-value can be obtained more. In turn, increased work intensity can drive profitability to the maximum.

The implications of company management's decision to form a newsroom e-mail have at least resulted in the integration of around 300 news content in a day (Yusuf Wijanarko, personal interview, 2019). The production of the news is far higher than the quantity of news produced when the news content is only produced by a separate channel. For example, when calculating in general, the news produced from Pikiran Rakyat newspaper alone, at least in a day, there are only 120 news produced. The figure was obtained from the calculation of the newspaper pages as many as 24 pages. On each page, it could print five news. That does not take into account the

advertisements that could be installed on each page. If there are advertisements on every page, then the news that could be printed on each page is an average of 3 news. From that estimation, approximately there is 72 news produced every day.

The decision to improve constant-capital through a convergence strategy was adopted because of pressures from changing the media market in the past decade and the climate of competition between the media itself. The condition of the media market in Indonesia is now influenced by the increasing ownership of smartphones and the use of social media among young people. Many media companies have the belief that they need to capture this segment of young people to transform their business towards digital and convergence (Tapsell, 2015).

Regarding the pressures in the media market, Managing Director of Pikiran Rakyat Perdana Alamsyah said that the current press company needs a reliable business process, and it must be supported by business revenue in order to maintain its enthusiasm and activities. According to him, many press companies with its long history of existence have stopped publishing and even closed down because of the lack of it. On the

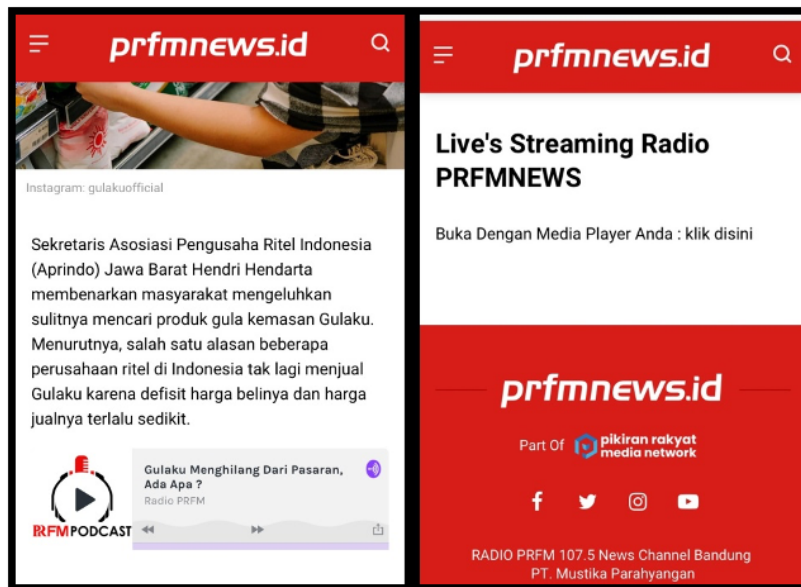


FIGURE 2. Online digital channels form Pikiran Rakyat subsidiaries, PRFM, which is combine text and audio context.

other hand, there are also print media companies which is still insisting on competing and, in the words of Perdana Alamysah, “not hesitate to extinguish the idealism of the press, selling themselves and publishing pages, for the sake of the last breath before finally collapsing” (Nurulliah, 2019).

Perdana Alamysah said that the media industry is in the midst of change, and it gives a new challenge for Pikiran Rakyat. He is talking about the industrial revolution 4.0, where its main signs are the presence of artificial intelligence products—robots, machines, and computer components that can learn and think for themselves. The role of the algorithm changed the conditions of society in the industrial 4.0 era significantly. He said that Pikiran Rakyat must face these challenges (FIGURE 2).

However, some of the employees see the company’s decision to move toward convergence is too late. Digital PR Content Editor Yusuf Wijanarko said that the company’s policy towards convergence was at least 14 years late. He said this by referring to the emergence of the second internet wave in early

2000 (Yusuf Wijanarko, 2019, personal interview).

In practice, constant-capital improvement is a capital intensive activity. Not all media companies have an equal ability to allocate resources, so its constant-capital could e increased. In a climate of industrial competition, efforts to enlarge constant-capital tend to paved ways only for conglomerates, oligarchies, and monopolies (Marx, 1887; Mulyanto, 2010; Tapsell, 2015).

Constant-capital improvement, which is driven by the business competition climate, tends only to benefit large capital companies because the capital invested in it are very expensive. One of the commentators said that the continuous efforts to raise constant-capital eventually would lead an attack straight to the driving force of capitalism itself, which is free competition (Mulyanto, 2010). In other words, the market eventually will be filled with monopoly practice by big capital companies, which is far from the notion of “free competition”. In an environment like that, the choices left for a small capital company is to be swallowed up by large capital companies



FIGURE 3. Pdf version of Pikiran Rakyat newspaper.

or go bankrupt.

Pikiran Rakyat’s position as a regional media and not incorporated in one of the national media conglomerate groups is just like “David versus Goliath” story. The improvement of constant-capital made by Pikiran Rakyat is not as massive as those media conglomerates.

There are at least eight conglomerations of national media groups, such as Trans Corp, MNC, SCMA Group, Berita Satu, Kompas Group, Visi Media Asia, Jawa Pos Group, and Indonesian Television Media (Tapsell, 2017). The eight conglomerate media groups mobilised digitalisation and convergence strategy with very intensive capital. Pikiran Rakyat, as a media company engaged in the regional level of West Java Province, certainly faces competition with those eight national media groups that are also expanding into the regions. However, Yusuf Wijanarko said, Pikiran Rakyat at least still has the

minimum infrastructure to carry out a convergence strategy so that it is expected to survive in competition.

The relation of increased constant-capital with journalistic labour processes

Pikiran Rakyat journalists also experienced a labour intensification as a convergence strategy is being implemented. They not only produce news to be published in newspapers just like before. News that has been written by journalists can now at least appear in four places at once, be it in newspapers, radio, online news sites, or Pikiran Rakyat social media accounts.

One reporter informant mentioned that at some point, they were often asked to do a reportage for PRFM radio. While at the same time, they produce news that will later appear on online sites and the print newspaper (FIGURE 3). Some journalists were even instructed to use their social media accounts to spread news content in audiovisual form.

Hilmi Abdul Halim, a journalist who has been working in the Purwakarta Regency for the past two years, tells about his experience in making news about a festival in Purwakarta. The news he produced about the festival is seen on several media channels owned by the company. He claimed his first goal was only to produce news for print and PR Online. Nevertheless, aside from that two media channels, the news apparently appeared on other media channels without his knowledge.

“At that time, I was checked google. It turned out that my news also appeared on Galamedia online. The news and photos that I sent to the newsroom appeared in Galamedia. However, my name was still included in the news, along with the photos myself take.” (Hilmi Abdul Halim, 2019, personal interview).

The journalist’s working

conditions, as mentioned above, are in line with the tendency in the Organic Composition of Capital when a portion of its constant-capital is enlarged. It has a consequence to intensify the labour of journalists.

Labour intensity, which is increased, does not only experienced by a journalist. But also in the editorial line of Pikiran Rakyat Digital team. Some editors are forced to do marketing and advertising matters besides their primary job, which is managing content for the newsroom. Some editors still cover for print newspapers besides managing the newsroom content.

In some cases, the convergence strategy has led to multiple tasks and overlapping job desk among Digital PR editors. Contradictively, this overlapping work harms productivity levels. Pikiran Rakyat Digital Content Editor Yusuf Wijanarko said. Ideally, a content editor can manage 15 news in a day. However, due to the multitasking matters and overlapping desk job, every editorial team could only manage seven news a day on average (Yusuf Wijanarko, 2019, personal interview). The number of editors was still minimal at the time of the study, around ten people.

Besides, there is still confusion among journalists about the procedure for sending news to print and online media. Journalists generally distinguish news for print and online media. Journalists who have a long history worked for print media generally assume that the news characteristics in a newspaper must be presented in-depth and take into account various perspectives from every source that is relevant and available. They assume the presentation of news for online media should not be as comprehensive as the news presented for newspapers because of its media characteristics that demand immediateness and instantaneous.

However, there is a lack of

agreement among the editorial levels about the delivery of news for various platforms. Some of them think that the presentation of news between the newspaper and online needs to be distinguished. While others consider the presentation of the same news between newspapers and online is not a problem because readers of newspapers and online are considered different. In this way of thinking, it assumes that the different readers of print and online will not read the same news twice.

Regarding the lack of agreement on how things should work, Pikiran Rakyat Journalist, Hilmi Abdul Halim said, the workflow implemented by the company was still not focused. He considers the workflow is still confusing in practice (Hilmi Abdul Halim, 2019, personal interview).

These conditions indicate that there is a workflow that is not yet fully integrated. On the one hand, the lack of capital makes the convergence strategy is not well implemented. Meanwhile, not all journalists are well-conditioned to follow the workflow.

Besides that, the issue of worker welfare also becomes a concern for both journalists and editors. In general, the wages they currently have are not commensurate with the workload they must receive. So far, wages that have been received are, by standard, still considered equal to newspaper workloads, not multimedia.

Regarding this matter, Hilmi Abdul Halim said the level of wages tends to decrease when compared to his tenure, which has entered the eighth year. Along with the importance of expanding media channels, competition among media company, and advertising revenue that is significantly reduced, there are some rewards in the form of payment beyond the regular wages that has been cut off.

Journalists, who produce online

news or photos outside a regular basis, usually get extra paid outside the basic salary they receive. However, such additional fees are no longer available.

“Initially, when I was in first year worked for *Pikiran Rakyat*, the wages I received feels so big. I was fresh graduates back then. Nevertheless, for now, for me, who has eight years working in a company, then married and others, it feels so inadequate. Over time, I always feel it is so extremely inadequate when compared to inflation. “ (Hilmi Abdul Halim, 2019, personal interview).

While wage levels tend to be stagnant, on the other hand, journalists are forced to do multitasking jobs. It has consequences for some journalists regarding the costs they must pay while producing news. As Hilmi Abdul Halim pointed out, working out a convergence strategy means be more frequent using the smartphone and accessing a broadband network, aside from filling gasoline for his motorcycle to be able to reach the field so that the reportage job could be done correctly. Convergence, he said, has an impact on the costs of the daily life of a journalist.

DISCUSSION

The Organic Composition of Capital is the ratio between the constant-capital and variable-capital mobilisation. It has the main target to produce profits for the capitalist. The Organic Composition of Capital will experience changes as new productive forces emerge in the production process.

Digital technology could be a productive force that arises in the media industry today. Media companies, especially those with large scale, can implement business expansion strategies through convergence, which within it, there is a concentration and diversification of media channels (Tapsell, 2017). Likewise, with *Pikiran Rakyat*, which

then expanded its media channels and integrating the content produced by its journalists into the newsroom e-mail. From the perspective of the Organic Composition of Capital Theory, the trend of the media industry shows the tendency of capital investment in productive digital technology or, in other words, investment in constant-capital.

However, the explanation of Organic Composition of Capital does not stop at the picture of increasing productivity through the application of productive technology. The Organic Composition of Capital also provides an overview of its effects on workers. The meaning of increasing ratio in the Organic Composition of Capital for workers is a continuous decline in employment and the level of average wages in specific sectors (Mulyanto, 2012). The explanation for it is that along with the increase in the ratio of Organic Composition of Capital, and there is a higher allocation of capital directed towards the means of production rather than labour-power. As a result, there can be types of jobs that are disappearing replaced by technology. As in *Pikiran Rakyat* itself, at least there were 81 employees being layoffs at the end of 2019. They are part of the management, administration, editorial, and production staff. The company assumes that there are workers who are not essential anymore in the production sphere after the convergence strategy is implemented. In turn, it could affect production costs, which became too large to be bear by the company's finances. Aside from that, there is pressure from advertising and circulation rates, which is continually in decline.

Along with the shrinkage of labour-power due to the pressure in a working environment, which is more filled by means of production such as technology, so does the real wage of workers. It also explains the next aspect of the Organic

Composition of Capital regarding the tendency of the rate of profit to decline because it is only labour-power that become the real source of profit creations (Ibid, 2012). This tendency is also seen in Pikiran Rakyat's profits in the 2018-2019 period. In that period, there was a decline in profits reaching 54%.

While for workers who are still fortunate enough to be absorbed in industry, the intensity of work is increasing because they are dealing with technology that has to produce more commodities than before as its primary orientation, solely so that profits can be further increased for the interests of the capitalists. This increase in work intensity could also mean that workers, such as journalists, are forced to produce information for various converged media channels in the company, and they do so without a significant improvement in the average wage level.

CONCLUSION

The Organic Composition of Capital of Pikiran Rakyat experiences changes in terms of constant-capital and variable-capital when directing its strategy to convergence. Changes in constant-capital are reflected in the improvement of management techniques through the formation of newsrooms and new digital media channels to integrate news content. There is an increase in the amount of content from these integration efforts.

The improvement of constant-capital at the same time resulted in changes to the mobilisation of journalist labour. The intensity of Pikiran Rakyat journalist's labour increases. They do not just send the news to the newspaper as before. They are also required to supply news for digital channels owned by Pikiran Rakyat. News as commodities produced by journalists can be displayed on various platforms, not one platform

as before. However, as the multitasking demands imposed on journalists are increased, there has been no significant improvement in their level of welfare.

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The Influence of President Joko Widodo's Instagram Content on Beginner Voters Participation in the 2019 General Elections

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Abstract: *Instagram is a social media that is currently becoming a lifestyle trend and is in demand by the community. With the advantages of Instagram which are a photo and video posting service, Instagram is not only used for fun but also used as a source of political information. One of the uses of Instagram content as a source of political information was carried out by President Joko Widodo. In the 2019 elections, Jokowi again ran for the Republic of Indonesia presidential candidate along with Ma'ruf Amin. The use of Jokowi's Instagram is an effort in conveying his political message to attract the public, especially beginner voters, to re-vote. This study aims to determine whether there is an influence and how much influence Jokowi's Instagram content on the participation of beginner voters in the 2019 general elections. This research uses a quantitative method and 96 questionnaires distributed to followers of Jokowi's Instagram account. A hypothesis testing has been done by doing regression tests, coefficient of determination and f-test. The result of linear regression has been indicated by equation $Y=10,764 + 1,353X$, with the results of hypotheses testing stating that the variable of @jokowi Instagram content has a significant impact on the participation of beginner voters, with a contribution of 64,5%. It can be concluded that Joko Widodo's Instagram content has a significant impact on the participation of beginner voters in the 2019 general election.*

Keywords: *Instagram, content, participation, beginner voters*

INTRODUCTION

One of political agenda in a democratic country is the general election. A general election is considered as the most concrete form of public participation or participation in governance (Viani, 2017:2). According to Constitution of Republic of Indonesia (UU RI) No 7 2017 on general election chapter 1 article 1 paragraph 1, a general election is a means of people's sovereignty to elect members of the House of Representatives, members of the Regional Representatives Council, the President and Vice President, and to elect members of the Regional People's Representative Council, which implemented directly, publicly, freely, confidentially, honestly and fairly in the Unitary State of the Republic of

Indonesia based on the Pancasila and the 1945 Constitution of the Republic of Indonesia.

Based on the official website of the General Election Commission (KPU), there are three mandatory requirements for a citizen to be registered as voters. First, they must be Indonesian Citizen (WNI), second, age 17 or more when voting, third, married or had married. Citizens who in the next five years will become voters are referred to as pre-voters while for the first time participating in elections will be referred to as Beginner Voters (Rumah Pintar Pemilu, 2015: 2).

Beginner voters are those who are in the range of 17-21 years old who are on average undergoing tertiary education, young workers, and students who have

just graduated from high school. They will use their right to vote for the first time in a general election or local election (Manik et al, 2015: 17). The Ministry of Home Affairs (Kemendagri) noted 5,035,887 beginner voters would be 17 years old from January 1, 2018, to April 17, 2019 so that they could participate in the 2019 general elections (Andayani, 2018: 2).

The amount of beginner voters who will participate in every general election makes voter education necessary to instill the values related to the general election. In addition, an approach through communication is also needed so that beginner voters are interested and participate in political participation. In conducting political communication, a package of an attractive and effective message is needed by prospective leaders to provide information to the public (Romli, 2014: 7).

Along with the rapid development of communication technology in many fields such as entertainment, politic, even in education, causing the media to become an important aspect of gaining public interest and participation, especially among the beginner voters. The media in this case acts as a channel for political information. The media not only provides cognitive knowledge but also builds political reality through its reporting (Dewi, 2017:140)

Sutarso (in Viani, 2017:5) claims that in addition to communication, one important way that can be done is to create a comprehension towards voters by grouping them in certain clusters or called segmentation. By keeping abreast of the times, the most effective approach used to attract the interest of beginner voters is to use new media technology, one of them is Instagram which is popular and liked by teenagers.

Castells states that in a democratic society, the presence of media can support the occurrence of critical and

inclusive public domain, in other words, media can be a vessel for information literate individuals to involve in public discussion (Putri, Nugraha, Kenawas & Sinulingga, 2014:15-16). This is in line with the assumption that social media can become a new pillar in democracy. This multimedia and interactivity from social media can spur democratic participation (Priyono in Andriardi, 2017).

Instagram is one of the most popular photos and videos online sharing platforms, because the users can upload photos and videos of various information and comment on it (Mattern, 2017: 6-7). Instagram content consists of 1) message inside photos; 2) captions or brief explanation about photos; 3) comment sections and 4) hashtags (Febbyana, 2018:6). Total Instagram users in the world have reached 800 million in January 2018 and Indonesia occupies the 3rd position after the United States and Brazil with Instagram user's as many as 53 million people (Katadada, 2018).

Hootsuite and We are Social surveys (2019) show that Instagram is the sixth-highest number of social media platforms in the world. Aside from being a social network for sharing photos and videos, Instagram is also used for business marketing, political campaigns, and creating communities.

Nowadays, the needs of social media accounts are raising, not only for young people but also for various groups such as entrepreneurs, community, activists, even country leaders. One of them is the President of Indonesia, Joko Widodo, or known as Jokowi. President Joko Widodo officially owns and using an Instagram account with his nickname which is @jokowi since January 2016 (Panji, 2016:1). During his administration, President Joko Widodo uses Instagram as media to upload the President's activities (FIGURE 1).

Today many world leaders use



FIGURE 1. Jokowi Instagram upload (source: Instagram @jokowi, 2018)

Instagram and packed their messages attractively and creatively, by utilizing features in social media such as the use of images or interesting picture explanations (Damar, 2017: 2). Accessed from Instagram on October 24, 2018, here are some examples of country leaders and their followers, including India’s Prime Minister, Narendra Modi, with 14.9 million followers, United States’ President, Donald Trump, with 10.3 million followers, DKI Jakarta Governor, Anies Baswedan, with 1.8 million followers, and DKI Jakarta Deputy Governor, Sandiaga Uno, with 2.3 million followers.

President Joko Widodo’s active role in social media, especially on Instagram, has a significant influence. The @jokowi Instagram account gained a very fast growth of 673% followers one year after Jokowi made Instagram. In the 2016 “World Leaders on Instagram” study, @jokowi already had 3.7 million followers and based on data from May 7, 2019 the number of followers had increased by 19.9 million. That number puts President Joko Widodo in the fifth position as the world leader with the most followers on Instagram. In addition, Instagram @jokowi ranked fourth as the most interactive world leader with a total of 17,244,999 interactions and was also ranked seventh as the most effective world leader on Instagram with interactions of 3.68% or 59,058 interactions in each

upload of @jokowi (Damar, 2017: 1).

Seeing the magnitude response from Indonesia’s number one person, it is known that communication in cyberspace can deliver creativity and show the personality of people, especially leaders or public figures in utilizing their Instagram account (Damar, 2017: 2). These positive conditions and responses are certainly very beneficial for President Joko Widodo during his reign, so that everyone, especially the younger generation, can see and know the activities carried out by their President. Let alone, Jokowi became a presidential candidate in the 2019 general elections.

Based on @jokowi, since officially becoming one of the presidential candidates in the 2019 general election, every Instagram upload from @jokowi has positive responses, although of course there are also negative responses. One example is the picture of Jokowi wishing a happy birthday to the other 2019 presidential candidate, Prabowo Subianto on October 17, 2018. That picture received 669,502 likes and 14,660 comments. Most comments of that photo were pro-President Joko Widodo’s attitude, and many even said to elect Jokowi again. Especially in the context of the latest political issue is the 2019 presidential election which will be held in April 2019. The public increasingly expresses their opinions through Instagram, even creating discussions and

debates in the comments section of those 2019 presidential candidates.

Surely, this can be useful to develop positive views towards Instagram users which dominated by teenage generation or gen-Z. This shows Instagram's usefulness as visual content sharing media and also can add messages in writing along with uploaded visual content. This means the content can be a complete message. Instagram users can express their opinions about anything.

Indirectly the response in @jokowi confirms that many people are attracted to see or observe their presidential candidates. If every @jokowi posts always getting a certain response, it certainly can affect the public views especially to beginner voters which are teenagers. Moreover, in this general election Jokowi emphasizes the millennial generation as his main target to participate in the 2019 general elections. This realized or not is a form of political participation (Hutomo, 2017: 1). Forms of political participation are include: 1) occupying political or administrative positions, 2) seeking political or administrative positions, 3) becoming an active or passive member in a political organization, 4) becoming an active or passive member of a semi-political organization, 5) becoming participants in public meetings, demonstrations, etc. 6) becoming participants in informal political discussions, and 7) becoming participants in voting or elections (Althoff, 2012: 122).

Beginner voters participation in this research measured from 6 stages of hierarchy model effect, which are 1) awareness, describing that someone who has seen information will become aware of the offer or message in the information provided; 2) knowledge, relating to the addition of knowledge about information and ideas provided; 3) liking, i.e. there is a feeling of liking the information; 4)

preference, in the context of this research, it can be seen whether all messages given by the @jokowi Instagram account can make the audience to like it and influence them to participate in the 2019 general elections; 5) conviction, is the stage of the desire and feeling confident to consume or take action on products, services, or information offered or provided; 6) purchase, is the final stage of the behavior of the audience who get the effect after receiving a message or information through the @jokowi Instagram account (Belch & Belch, 2009: 156).

Based on the description above, the purpose of this study is to find out whether the contents of the @jokowi Instagram account can affect the interest of beginner voters or millennial generation who are the main target of Joko Widodo in the election to participate in the 2019 general elections.

METHOD

This research uses quantitative research methods and uses questionnaires as the main data collection technique. Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples, collecting data using research instruments, statistical data analysis with the aim of testing hypotheses that have been established (Sugiyono, 2012: 8).

The sampling technique used is purposive sampling technique, which is a sampling technique but all members of the population may not necessarily have the same opportunity to be selected as a sample and only those selected as sample are based on certain criteria made by the researcher (Kriyantono, 2006: 317-318). The sample criteria in this study are beginner voters aged 17-21 years and for the first time participating in the 2019 general elections and becoming followers of the @jokowi Instagram

account. Based on the population-based on sample criteria that are not known with certainty, the sample calculation in this study uses the Cochran formula and obtained a sample of 96 beginner voters. By using this Cochran formula the determination of sample size involves the characteristics found in the population so that the minimum sample size will be able to reflect the actual population condition (Sarwono, 2011: 87).

The data obtained are analyzed using a simple linear regression test, which is an analysis that measures the effect of independent variable (X) with one dependent variable (Y) (Sugiyono, 2012:184). In addition to the linear

regression test, the coefficient of determination test and F test is also used to test the hypothesis. This research was conducted from September 2018 to May 2019, located in Jakarta. The concept operationalization table can be seen in TABLE 1.

RESULTS AND DISCUSSIONS

Respondent Characteristics

Based on the results of the questionnaire regarding the characteristics of respondents, it can be identified the characteristics of respondents based on gender and age. This information is presented in the following diagram or image. FIGURE 2 can be seen that the

TABLE 1. Operating Concept

X Variable		Y Variable	
Instagram Content @Jokowi		Beginner Voters Participation	
DIMENSION	INDICATOR	DIMENSION	INDICATOR
Photo	Picture Quality	Awareness	Aware of Instagram existence
	Informative message through photo/video		Aware of every upload
Caption	Contains certain messages	Knowledge	Knowledge from upload
	Makes it easy to interpret uploaded images		Knowledge of current information
Comment	Interaction medium	Preference	Options for all information
	Form of response to upload		Options for the latest news
Hashtag	Interaction medium	Conviction	Option to know the response of the community
	Simplify upload search		Confidence to participate in elections
		Purchase (Action)	Confidence to comment
			Participation to becomes a voter
			Participation to invites others

Source: Febbyana, 2018 & Belch & Belch, 2009

majority of respondents who filled in the questionnaire are female, 62.5% from a total of 96 respondents. While 37.50% are male.

From FIGURE 3 can be seen that the majority of respondents are 21 years old which is equal to 29.2%, with the age range of respondents between the ages of 17 to 21 years. This corresponds with the age range of beginner voters, namely the age range of 17-21 years (Manik et al, 2015: 17). Also in UU No. 10 of 2008 concerning general elections states that

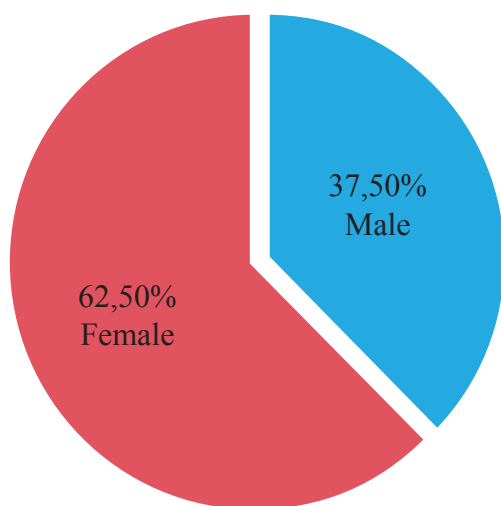


FIGURE 2. Gender.

(Source: results of data processing, 2019)

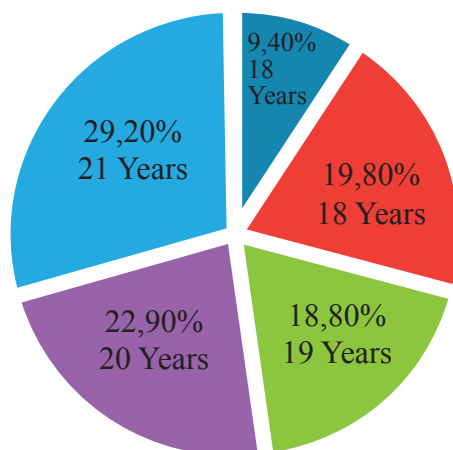


FIGURE 3. Ages.

(Source: Results of data processing, 2019)

those included in the beginner voters are those who use their right to vote for the first time in an election or local election or have been married.

Descriptive Analysis President Joko Widodo's Instagram content

Based on the data obtained from the research results of variable X, which is @jokowi Instagram content owned by President Joko Widodo, seen from the dimensions of the photo, caption, commentary section, and hashtag; it was found that the photos or videos uploaded were easy to remember, understood and conveyed informative messages about Jokowi's activities. Furthermore, the caption that is on every photo or video uploaded helps the public to understand the purpose of the photo or video. The comments section is used as a suggestion for interaction and the use of hashtags helps audiences search uploads on @jokowi Instagram. This is seen in TABLE 2.

If viewed from average dimensions, the data shows that the majority of respondents (Mean=4.43) stated that the quality and photos and videos uploaded became one of the strongest elements or dimensions of @jokowi. The uploaded photos or videos are easy to remember, easy to understand, and informative in presenting Jokowi's activities. The caption that is used to facilitate the audience to understand photos or videos uploaded to be the second strongest dimension with an average of 4.41. Also, the need to use hashtags to facilitate the search for each uploaded photo or video, with an average value of 3.57. Some of the hashtags that are commonly used on the @jokowi Instagram account include #JKWVLOG, #MenujuIndonesiaMaju and others. The comments section as a means of interaction becomes the last dimension with an average value of 3.48; where

there are not many respondents or are still hesitant to use this comment section on every photo or video upload.

Beginner Voters Participation

In TABLE 3, the results of the variable Y research are described as: the participation of beginner voters as seen from the dimensions of awareness, knowledge, liking, preference, conviction, and purchase (action); it was found that

the knowledge stage became the strongest element or dimension compared to the other stages. With an average of 4.33, it was stated that uploading photos or videos in the @jokowi Instagram account provided knowledge and information related to President Joko Widodo's activities, work programs, and campaigns. Respondents, in this case, will participate as voters in the 2019 general election after seeing the content in Jokowi's Instagram

TABLE 2. Descriptive Analysis X Variable

No	Description	SS %	S %	N %	TS %	STS %	Mean
Photo							
1	The quality of uploaded photo/video images are easy to remember	40.6	41.7	17.7	0	0	
2	Image/photo quality creates understanding for Instagram content	47.9	44.8	7.3	0	0	4.43
3	Photos/videos convey an informative message about Jokowi's activities	65.6	33.3	1.0	0	0	
Caption							
4	Photo captions make it easy to understand the purpose of the uploaded photo	50	43.8	6.3	0	0	4.41
5	Each caption uploaded has a message to be delivered to the public	47.9	41.7	10.4	0	0	
Comments							
6	The comment section that exists on each upload is a medium of interaction	26	41.7	29.2	3.1	0	3.48
7	Always give an opinion in the comments section on every upload as a form of response to upload photos/videos	11.5	22.9	34.4	21.9	9.4	
Hashtag							
8	Hashtag makes it easy to search uploads on @jokowi IG	17.7	44.8	31.3	6.3	0	
9	The hashtag on the content creates interest to see @jokowi IG	18.8	34.4	33.3	10.4	3.1	3.57
10	Following @jokowi IG because of hashtags on @jokowi IG content	20.8	26.0	30.2	20.8	2.1	

Source: Febbyana, 2018 & Belch & Belch, 2009

TABLE 3. Descriptive Analysis X Variable

No	Description	SS %	S %	N %	TS %	STS %	Mean
Awareness							
	Knowing @Jokowi account IG through photo/video upload	39.6	42.7	11.5	5.2	1.0	
	Aware of every upload by @jokowi IG	20.8	38.5	27.1	12.5	0	4
	Understand Jokowi activity through @jokowi IG upload	31.3	56.3	12.5	0	0	
Knowledge							
	@jokowi IG provides knowledge and information on Jokowi's activities, work programs and campaigns	47.9	45.8	5.2	1.0	0	
	Public opinion or response can be known through the comments section	49.0	46.9	4.2	0	0	4.33
	The latest information about Jokowi is obtained from photos or videos						
Liking:							
	Always give a "like" to every upload	42.7	39.6	14.6	3.1	0	
	Liking any recent information uploaded	32.3	40.6	27.1	0	0	4.14
Preference							
	@jokowi IG is the current news source about Jokowi	36.5	44.8	16.7	2.1	0	
	@jokowi IG becomes a reference to find out people's opinions / views about the 2019 general election	27.1	46.9	20.8	5.2	0	4.06
Conviction:							
	Confident giving comments/opinions about Jokowi after seeing uploaded photos / videos on @jokowi IG	14.6	24	40.6	19.8	1.0	
	Confident giving comments/opinions about Jokowi after reading the caption in the IG @jokowi account upload	14.6	20.8	41.7	21.9	1.0	3.29
	Interested in participating in the 2019 general election after seeing @jokowi IG content	41.7	34.4	19.8	4.2	0	
	Assured will vote in the 2019 general election after seeing the @jokowi Instagram content	45.8	31.3	20.8	2.1	0	
Purchase (Action):							
	Participate as a voter in the 2019 general election after seeing @jokowi IG content	47.9	32.3	15.6	4.2	0	
	Will invite friends/family to participate in the 2019 general election using their voting rights after seeing the @jokowi Instagram content	41.7	31.3	20.8	6.3	0	4.16

Source: Febbyana, 2018 & Belch & Belch, 2009

account and inviting friends or relatives to participate (mean = 4.33).

A good response towards every uploaded photo and video shown by respondents is by giving a like sign. This makes the liking dimension the third-ranked dimension with an average value of 4.14. Followed by the awareness stage, where respondents are aware of the existence of the @jokowi Instagram account and make that account as a reference for information about the 2019 general election. The last dimension is the conviction with an average value of 3.29; where the highest response stated that respondents were sure to participate as voters in the 2019 general election after seeing the content of President Joko Widodo's Instagram account.

Hypothesis Test Results of the Influence of President Joko Widodo's Instagram Content on Beginner Voters Participation in 2019 General Elections

This study examines the hypothesis to see whether there is an influence on President Joko Widodo's Instagram account content on the participation of beginner voters in the 2019 general elections with regression analysis.

Based on TABLE 4, the result of the linear regression test shows the equation of $Y=10,764 + 1,353X$. It can be interpreted that if the dependent variable (X) which is President Joko Widodo Instagram content is considered non-existent ($X=0$), when the value of the dependent variable (Y), which is the participation of beginner voters is 10.764. If the value of President Joko Widodo's Instagram content strength increases by one unit, the participation of beginner voters will increase by 1,353 units. On the contrary, if a unit of X value decreases, the Y value will decrease by 1.353 units. The coefficient symbol of variable regression shows positive marks, which means that the higher exposure to President Joko Widodo's Instagram content consists of photos or videos, captions, comments, and hashtags; the higher the participation of beginner voters. Vice versa, if the exposure of President Joko Widodo's Instagram content is lower, voter participation in the 2019 general elections will also be lower.

Through TABLE 5, an R Square value or the coefficient of determination (KD) of 0.645 is obtained. It shows that the exposure of President Joko Widodo's (X) Instagram content towards the participation of beginner voters

TABLE 4. Regression Test Coefficients

		Coefficients^a				
Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	10.764	4.151		2.593	.011
	Content Instagram Jokowi (X)	1.353	.104	.803	13.077	.000

a. Dependent Variable: Partisipasi Pemilih Pemula (Y)

Source: results of data processing, 2019

TABLE 5. Determinant Coefficient Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.803 ^a	.645	.642	5.246	1.751
a. Predictors: (Constant), Jokowi Instagram Content (X)					
b. Dependent Variable: Beginner Voters Participation (Y)					

Source: results of data processing, 2019

(Y) is 64.5%. While the remaining 35.5% is influenced by other factors not included in this study such as reference group communications, conventional media such as newspapers, magazines, television, radio, and so on.

To test the hypothesis, the F test and the sig value are used namely to determine the effect of the independent variables on the dependent variable. The hypotheses in this study are as follows

H₀: There is no influence on President Joko Widodo's Instagram content for novice voter participation in the 2019 general election.

H_a: There is an influence on President Joko Widodo's Instagram content for novice voter participation in the 2019 general election.

Based on TABLE 6, it is known that the calculated F value is 171.002 with a sig value. 0,000. Which means that sig. 0,000 < 0.05, so H₀ is rejected and H_a is accepted (Ghozali, 2013: 70). Hypothesis testing is done by using a significance test where if the significance value of the table < 0.05 then the alternative hypothesis is accepted and H₀ is rejected, whereas if the significance value of the table > 0.05 then H₀ is accepted and H_a is rejected. However, based on the results of the study it can be concluded that H_a is accepted, which means, there is an influence of Jokowi's Instagram content variable (X) on the participation of beginner voters (Y) and the regression model can be used to predict the influence of President Joko Widodo's Instagram content power on the

TABEL 6: F-Anova Test

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4706.173	1	4706.173	171.002	.000 ^b
	Residual	2586.983	94	27.521		
	Total	7293.156	95			
a. Dependent Variable: Beginner Voters Participation (Y)						
b. Predictors: (Constant), Jokowi Instagram Content (X)						

Source: results of data processing, 2019

participation of beginner voters in general elections 2019.

The result shows that exposure to @Jokowi Instagram account content in the form of photos, captions, comments, and hashtags was able to encourage the participation of beginner voters in the 2019 general election. Instagram as a social media that is often used today with 19,9 million followers based on data from May 7, 2019, and a total upload of 1,316 in the form of photos or videos. It has been considered suitable to be chosen as President Joko Widodo's political communication media to attract the participation of beginner voters. Compared to other social media used by President Joko Widodo such as Twitter, Facebook, and YouTube, based on data collected by researchers on May 7, 2019 the number of Twitter followers was 11.3 million, Facebook was 9.5 million while YouTube was 1.2 million people. It corresponds with research conducted by Iskandar and Isnaeni (2019: 57) which states that Instagram and Facebook are the two social media platforms that are most frequently used and accessed by respondents. According to Yudhianto (2017: 5) internet users in Indonesia are dominated by the millennial generation and generation Z. Besides, referring to Zhan and Lin's research (2014: 34) that social media is also used in China as a channel for individuals to express political concerns and as a new form to maintain state legitimacy.

Instagram's main strengths are photos or videos. Photos or videos uploaded on @jokowi Instagram account based on data dated May 7, 2019, amounted to 1,316, and they have a strong and interesting visual message; for example, the first photo uploaded on @jokowi Instagram account was when the president nationally launched 4G LTE which took place in December 2015. President Joko Widodo uses photo

captions "the 4G launch nationally for speed of information. The 'digital revolution' revolutionized the Indonesian economy". There is also Jokowi's Instagram upload while onboard a power plant that can supply the electricity needs for residents in the islands (Fajrina, 2016: 3-5). Another photo is when President Joko Widodo campaigned on April 13, 2019. On the @jokowi Instagram account on April 13, 2019, there is a photo of President Joko Widodo standing with a crowd of his supporters as the background.

There are also a lot of photos and videos of President Joko Widodo's activities, such as meetings with online taxi bikes, traveling with family, and so on. According to Severin (in Febbyana, 2018: 6), photos also play a role as a medium for delivering messages that have cognitive and affective effects. Cognitive changes are thoughts, ideas, and knowledge of the recipient of the message, while affective changes are conditions when photos can provide stimulus-response to individual attitudes to like or dislike and stimulation which will then be followed up by an individual. In this case the attitude of beginner voters to want to participate in the 2019 general elections.

Photos or videos that are uploaded certainly need to be supported by the use of attractive captions. Photo captions are used as tools to deliver messages to other people who see the photos or videos and also facilitate the purpose of those photos or videos. An example of a caption from an upload of President Joko Widodo's photo on April 10, 2019, which was standing among his supporters: "I didn't come from an elite environment, let alone political elite. I come from a village. It was only because of the will of Allah SWT that I could become a city mayor, and then become a governor, and now President. Political logic may not enter, but who can oppose the will of Allah

SWT?"

Of course, a caption must also have quality information to its viewers. The importance of quality information makes the dissemination of information through the @jokowi Instagram account regarding its activities can increase knowledge or reduce uncertainty for beginner voters in the decision-making process related to political participation.

In addition to Instagram content in the form of photos or videos and captions, the use of hashtags also plays a key role to make it easier for users, namely beginner voters to quickly find information related to President Joko Widodo's activities. Based on data obtained from the @jokowi Instagram account some hashtags are used such as #mulaidaridesa, #menindonesiamaju, #balanceforbetter, and so forth.

For every photo or video uploaded and caption written, surely we want to know how the reaction or responses from viewers or @jokowi Instagram account followers. To see how the response or interaction that occurs in each of it, the comment section feature has an important role. Through the comments section feature, the social media team and President Joko Widodo can see the positive or negative responses given and interact with followers on the Instagram account.

Based on the description above, it can be concluded that the content of the @jokowi Instagram account in the form of photos, captions, commentary sections, and hashtags can encourage participation from beginner voters in the 2019 general election. The intended participation here is political participation in the form of being a participant in a vote or general election. Political Participation is the activity of a person or group of people to participate actively in political life, namely by choosing the leader of the state and directly or indirectly and influencing

public policy (Budiarjo, 2008: 159). This is followed by the statement of Althoff (2012: 122) which states that one form of one's political participation is to be a participant in a vote or general election, which in the context of this study is the participation of beginner voters.

Based on research conducted by Halim and Jauhari (2019: 57), states that media exposure makes a significant contribution to increasing the level of political participation. Also, the results of the study state that online media, social media, and chat applications are indeed more often used as sources of political information than print media such as radio or magazines. Although the role of radio in a building a spirit of democratic and inviting listeners to participate and interact also cannot be underestimated. By research conducted by Tobroni (2018: 140) which states that radio also plays a role in building public participation and as an active source of information.

The results obtained are also similar to the effect hierarchy model by Blech & Blech (2009: 156), namely there are six stages in the Hierarchy of Effect Model to determine a person's behavior, which is awareness, knowledge, liking, preference, conviction, and purchase. The six stages describe the process of a person's thoughts before taking action. In the first stage, the respondent is aware of the @jokowi Instagram account and is aware of every upload of the account in the form of photos or videos. @jokowi's Instagram content, which is in the form of a photo or video, provides knowledge and information to respondents about the activities, work programs and campaigns of President Joko Widodo and also about the 2019 general election. This is in line with research conducted by Hafizh (2015: 350) which the research respondents are beginner voters in the city of Semarang that uses social media as a medium to increase knowledge about presidential

candidates.

In the third stage, liking is based on the results of the study that has shown by giving a like sign for each information and uploads that the viewers like, which is on Instagram @jokowi. The fourth step, preference, shows that @jokowi Instagram is used as a reference to get information about the 2019 general elections and the activities of President Joko Widodo. This is in line with research conducted by Salman and Saad (2015: 88) that social media is widely used as a means to convey information or political messages and is used as a reference in making decisions.

In the fifth stage, conviction, this fifth stage needs to know the confidence of the respondents regarding the information provided, even in this stage it is hoped that there will be confident to participate in this 2019 general election. In the last stage, purchase, which in this study was defined as action, the results of the study showed that the majority of respondents, 80.2% who agreed and strongly agreed, after going through the stages above, they were willing to act directly to participate in the 2019 general election as voters.

In general, the results of this study support the hypothesis that the content of the @jokowi Instagram account owned by President Joko Widodo contributes to the participation of beginner voters in the 2019 general elections. In this case the beginner voters become the strategic goals to be addressed because they are citizens who are voting for the first time so they need proper political communication through interesting and effective messages packing from potential leaders or political actors by using the right medium.

CONCLUSION

Content variable @jokowi Instagram account has a significant influence on the participation of beginner voters in the

2019 general elections. The results of the analysis show an effect of 64.5%, while the rest of 35.5% is influenced by other factors not included in this study such as reference group communication, offline media, and so on. Then it can be concluded that the content posted in President Joko Widodo's Instagram account used in the 2019 presidential and vice-presidential election campaign period can make a significant contribution or influence on the participation of beginner voters. As for the recommendations that can be given to further maximize the use of this Instagram as a medium of political information, it is necessary to increase the use of the comments and hashtag sections. It is expected that hashtags can be used in every photo or video upload so that more people can reach the contents of President Joko Widodo's Instagram. While the comments section is expected not only to be a place to interact but can also be used for discussion space and as feedback from the community. Moreover, it is expected that the use of Instagram in the political world must always be able to work together and in harmony with the overall campaign strategy that has been prepared. It is hoped that further research can be conducted on public trust in the accounts of political figures or parties in social media, so that research on the use of social media in the political sphere can continue to develop.

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Dedi Mulyadi Political Branding In Identifying Sundanese Purwakarta Characters

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Abstract. *This study examines how the politics of branding conducted by the Regent of Purwakarta Dedi Mulyadi in organizing and actualizing Purwakarta as a city with Sundanese characters. This study uses a qualitative method with a case study approach, intending to map various political branding efforts undertaken by Dedi Mulyadi, both from policies in different sectors and implementation in the field. The qualitative data analysis steps such as data reduction, data presentation, and conclusion carried out simultaneously. The results of this research are Dedi Mulyadi has taken political branding strategies and has been carrying out Sundanese nuanced political activities consistently and intensively, both through policy and direct socialization to citizens practically in an interactive, consistent, active, and participatory manner. Sundanese culture in the vision and mission of the local government implemented in local government policies in various sectors; education, tourism, and spatial sector. Dedi Mulyadi internalized Sundanese culture through innovative and creative ideas by following the changing times. Dedi Mulyadi's has brought Purwakarta as a city of culture as "Purwakarta Istimewa."*

Keywords: *Political Communication, Local Wisdom, Political Branding, Culture, Sundanese*

INTRODUCTION

Regional culture as identity is a culture that needs to be maintained and noticed to enrich national culture. It is reflected in Article 32 of the 1945 Constitution, "The government is advancing the culture of the Indonesian people." This article is clarified with the explanation, "Nation's culture is a culture that arises as a whole effort of the people of Indonesia". The existence of the statement above shows that culture is administered by the state.

As an implementation, a Regional Autonomy Law No. 32 of 2004 issued stated that regions have the right to make their regional regulations. Each region has the authority to issue policies to preserve local culture. The region is also

entitled and obliged to manage its local government affairs and the interests of the community as long as it does not violate the function of regional autonomy itself, to improve the welfare of the society.

During the leadership of Dedi Mulyadi, Purwakarta carried out the political branding strategy of Purwakarta with Sundanese culture. The purpose of this political branding is to make Purwakarta stronger in its image as a city with Sundanese cultural characteristics. Dedi Mulyadi made policies laden with Sundanese culture, both aspects of language and Sundanese local wisdom values.

According to Allan as quoted by Rosilawati (2018), a brand is not only a name for a product, organization, or place,

but the brand is a promise. Branding is an activity to create value, reputation, products, or services for anyone involved in the brand and create value for customers who want the product. Branding combines the elements of strategic planning, marketing communication, market research, and organizational development. Meanwhile, according to Scammel as quoted by Soetomo (2013), branding is the use of strategic steps in the art of building a political image. The step refers to tactics used by politicians to gain popularity.

There are several types of branding (Saputra, 2012); first, personal branding, is an image that is in the mind of a client about a person. Three crucial aspects of personal branding, namely the person, promises, and relationships. Second, product branding, is the managerial responsibility of the product manager, the functional responsibility of marketing, focus on products and consumers, and marketing communication as limited to the marketing mix. Third, corporate branding, the more extensive scope than product branding. Corporate branding is the managerial responsibility of the CEO. Fourth, city branding is the identity, symbol, logo, or brand attached to an area. The advantage of gaining city branding, the city should be widely known to everyone.

Fifth, destination branding is an effort to change a person's perception of a place or destination, including seeing the different places to be chosen as a destination to be visited. Sixth Political branding, it is required for political branding to increase the quality of vision and strengthen specific political figures or institutions rather than merely raising prestige or authority. The process of political branding includes understanding of image, character, performance, track record, and goals of institution or personal must achieve before other stages

of political branding. Seventh, state branding is an effort made to build and maintain a positive image of a country holistically.

Dedi Mulyadi political branding aims to socialize Sundanese culture not only in the social sphere, but also in the political culture of the "Inohong" and the Purwakarta community. Purwakarta community has a unique culture as a Sundanese ancestral heritage. Sundanese political culture believed that the socio-economic situation can be improved. Almond (1960) said that political culture as a concept that consists of several manner of beliefs, values, and skills that applied to the whole society. It also includes trends and patterns of habits that can found in a group and community. Culture is also a way of life and a whole pattern of community life, political, religious, social, and economic interests. Cultural elements that can bridge the individual in understanding a matter or politics in this study based on aspects of trust. In general, faith can be seen as subjective possibilities that individuals believe that an object or event has specific characteristics (Mulyana, 2015).

Purwakarta is the city of culture that is constructed by political branding through local government policy which is full of Sundanese cultural content, Purwakarta carries out the development and wheels of the local government of Sundanese people, by way of Sundanese, and for Sundanese people. Social construction is a social process described by Luckman & Berger (1966); through their actions and interactions, individuals create continuously a reality that is shared and experienced together subjectively. Peter L. Berger is a sociologist from the New School for Social Research, New York, while Thomas Luckman is a sociologist from the University of Frankfurt. The social construction theory formulated by two academics as

a theoretical and systematic study of the sociology of knowledge.

The term construction of social reality became famous since introduced by Peter L. Berger and Thomas Luckman through their book entitled *The Social Construction of Reality: A Treatise in the Sociological of Knowledge* (1966). They described the social process through actions and interactions, where individuals create continuously a reality that is shared and experienced together subjectively. The origin of social construction starts with the philosophy of constructionism that starts from cognitive construction ideas. According to Von Glaserfeld, cognitive construction notions emerged during this century in Mark Baldwin's writings that widely deepened and disseminated by Jean Piaget. However, when traced the main idea of constructivism have been started by Giambattista Vico, an Italian epistemologist, he is the forerunner of constructivism (Suparno in Bungin, 2008). Next, Berger and Luckman (Bungin, 2008) explained social reality by separating the understanding of reality and knowledge. Reality defined as the qualities found in the reality that recognized as a 'being' that does not depend on our own will. Knowledge defined as the certainty that reality is real and has specific characteristics.

The purpose of Purwakarta's political branding is not only to strengthen the identity and existence of Sundanese cities, but also to compare leaders with Sundanese identification, as revealed by Mitsikopoulou (2008), that the political branding process aims to shape the image and personality of leaders. Dedi Mulyadi has shown himself as a regional head who has a Sundanese character, both in physical appearance laden with Sundanese cultural symbols, which always used in both formal and informal forums. Dedi also expressed the Sundanese idea and behavior that implied the noble values of

Sundanese culture.

Furthermore, Downer (2011) said that political branding is also a strategy to identify, differentiate, and influence political offer with emotional and functional values for constituent's attractiveness and attachment. Downer also concluded: First, voters or the public can build "engagement" in a branding behavior; Second, voters/community engagement does not only arise from internal factors on the part of the voter/community, but can also occur from activities carried out by political parties or the public. Political branding explains how voters/communities view and respond to a political party or policy. They see a political party/community as they see other service brands, and use their knowledge of consumer brands into the political sphere. So, voters/community treat political brands the same way they treat commercial brands.

This study explores the political process of branding in several aspects of the Sundanese character, such as the social-cultural/educational, governance, and spatial aspect. The three aspects of this implementation increasingly developed during 2013 to 2018 or the second period of Dedi Mulyadi as Regent of Purwakarta.

METHOD

According to Hasbiansyah (2004), the research aims to reveal what happened. This research uses a qualitative method with a case study approach. Creswell (2002) explains that research can be referred to case study research if the research process is carried out in-depth and thoroughly in the case under study.

One of the specifications of case study research as a research method is its purpose. Case study research best used in research aimed at answering the 'how' and 'why' questions of something being studied. Through such research

questions, the substance contained in the case study can be explored in-depth. The other specification of case study research is the nature of the object that studied. In the kind of research, the cases are contemporary related to the present. The contemporary cases mean that they are happening and have already happened but have an impact that can still felt at the time of the study.

Data collection techniques for this research used in-depth interviews with the concerned Regent Dedi Mulyadi. The interview conducted with the Secretary of Tourism & Culture Purwakarta Regency, Head of Disdik Purwakarta Regency, and Head of Spatial Planning for more complete data. The data validity test was conducted by the FGD, which was attended by officials of the Purwakarta Regency Government and Sundanese cultural figures.

The data analysis step of this study based on the qualitative data analysis model from Miles and Huberman (2007) that suggests the qualitative data analysis step consists of three activities that carried out simultaneously, namely data reduction, data presentation, and conclusion/verification. For further clarify, it can be seen in the FIGURE 1.

The data analysis used in this study refers to the technique introduced by Glasser & Strauss, Lincoln & Guba cited in Rachmat (2006). The stages of the data analysis are explained as follows: (1) Put events (data) into categories. Categories must be comparable to each other; (2) Expand the categories so that

data categories can be pure and do not overlap with each other; (3) Look for relationships between the categories.

RESULTS AND DISCUSSION

Purwakarta Political Branding Policy with Sundanese Culture Characteristics

Purwakarta previously did not have the identity and character of Sundanese as we know it today. However, in some communities - especially in the elderly - awareness to maintain Sundanese cultural values is still firmly planted. While on the other hand, the potential of the region and its strategic geographical location allows Purwakarta to become a developed city and well known among other cities throughout Indonesia. It is what triggers Dedi Mulyadi's idea to build Purwakarta with the Sundanese concept. Purwakarta will be branding with Sundanese characters as its branding identity. And this great idea must be implemented through a significant breakthrough. Then Dedi began to realize this idea into regional policies that became his authority as the regional head.

Solichin Abdul Wahab (2012) states that policy consists of interrelated and patterned actions that lead to specific goals and are carried out by government officials consistently. The pol does not only include the decision to enact laws in practice, but has to be followed by a decision or technical guidance for implementation in more detail, related to the implementation process and the mechanism of the process. A policy has to be followed by actions taken in an institution to solve a problem. A political branding is a political act through political strategy, namely the interaction between the government and the community in the framework of the process of making and implementing binding decisions about the common good of people who live in an area (Surbakti: 1991).

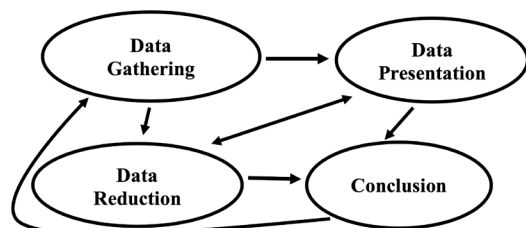


FIGURE 1. Step of Qualitative Data Analysis; Interactive Model

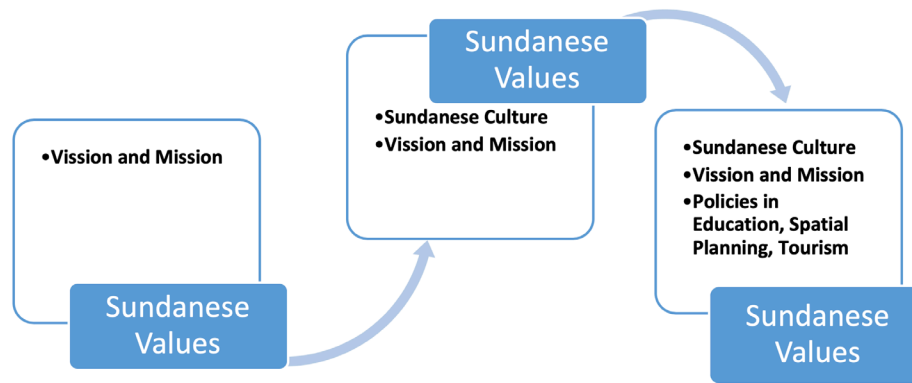


FIGURE 2. Stages of Purwakarta's Political Branding Policy with Sundanese Character

The policy with Sundanese culture is a realization of the politics of branding whose purpose is to give a brand to Purwakarta and market it to be better known as a Sundanese city. The application of Sundanese culture into the vision and mission of this regional policy is an effort to appreciate the local culture to get optimal support and participation from the people of Purwakarta. The application of Sundanese cultural to regional strategy policy can arouse a sense of community ownership of various local government programs and also the heads of their regions.

In its implementation, the branding process is not easy, but it requires a strategy and not a short time to fulfill the goals. Furthermore, Dedi Mulyadi carried out political branding since the first period and continued intensively in the second period consistently continue to strengthen the Sundanese culture in every development. This political branding policy strategy is carried out in 3 stages, namely: making a general vision and mission of regional development, continued with the vision and mission of the Sundanese culture inserted, then the vision and mission contained in policies in several sectors, which are the education sector, spatial planning, and tourism. The stages of the Purwakarta policy formation processed with Sundanese characters visualized in FIGURE 2.

In practice, the realization of policies in several sectors not carried out at the same time, in the education sector starts with the socialization of several teaching staff firstly and then proceed to parents/guardians or directly to students. Likewise, for the tourism sector and spatial planning, socialization was carried out first, both to relevant agencies and the entire community. This stage of the socialization carried out so that the related offices and the whole society are more prepared and understand their values, not merely implementing policies.

Purwakarta's Political Branding Sectors Characterized by Sundanese Culture

According to Syamsul Bachri Day (2005), the characteristics of high-level politics are: amanah (trust), mas uliyyah (responsibility), and ukhuwah (brotherhood). Political branding is a political implementation strategy of Dedi Mulyadi at a high level.

The Regent of Purwakarta Regency perceived the authority to lead Purwakarta as a mandate from his constituents to bring Purwakarta into an advanced Sundanese city that well-known among the regions in the province of West Java. Branding Purwakarta as a Sundanese city supports the achievement of regional vision and mission with the support of all Purwakarta residents. The political

branding implemented into three main sectors, which are: the education sector, the spatial sector, and the tourism sector.

The education sector is the most crucial among the others because it is a pillar of character building. Dedi Mulyadi revealed, "The context of character education was born in the 18th century... its characteristic is that there is an internal order based on a hierarchy of values, coherence, autonomy, firm, and loyal ... This is what the Purwakarta people who are firmly adhering with Sundanese customs want to absorb. ... "

In the education sector, the policy that rolled out 7 Poe Atikan Istimewa, that is a concrete form of education policy with Sundanese character. In the application, the local government implements thematic elements and create a philosophical value in every learning. The type of 7 Poe Atikan Istimewa policy, first, it consists of Senin¹Ajég Nusantara. Monday is the beginning of the process of internalizing character values in learning. Ajég means upright. If it uses as a phrase with the word archipelago, it means sturdiness of the entire landscape of archipelago with all the traditions and culture of each region. So, during Monday, all lessons delivered to students must be synergized with patriotic values, potential, and all phases of history that have occurred in Indonesia/the archipelago.

Second, Salasa Mapag Buana is the theme for Tuesday. Mapag means pick up, while Buana means the world. In this case, in the implementation order, all types of world civilizations were introduced on Tuesday to all students. Third, Rebo Maneuh di Sunda, is a theme for learning on Wednesday. Maneuh means stay. So, it felt Maneuh di Sunda semantically emphasizing the meaning related to the provisions of students living in Sunda. Fourth, Kemis Nyanding Wawangi is the theme of learning every

Thursday. That is, in practice, students required to be more creative, especially from the side of social sensitivity. Fifth is Jum'at Nyucikeun Diri. It means Friday is a time to hone the spirit so that purity of heart is maintained and always draws closer to God.

Sixth and Seventh is Sabtu Minggu Betah di Imah, Saturday-Sunday is the closing of student learning activities. Students opted out of teaching and learning activities. The theme Betah di Imah (Saturday-Sunday enjoy at home) does not mean there are no lessons for these students. They still have to learn from their parents. For example, to do their homework and so on.

In the spatial sector, the spotlight is the construction of infrastructure and building layout in the Purwakarta city area. The policy that rolled out is 9 Steps of Purwakarta Love Ladder. The realization of this policy implemented in the schools, offices, and government buildings that enrich the Gapura (gates) and the provision of parks that use the Sundanese icon. The gates, fences, and office roofs in the Purwakarta area of government called Julang Ngapak, the virtue of wings of the bird at the building means the air can directly felt where the roof of Julang Ngapak has inflow air circulation. The meaning of Julang Ngapak is that humans must live together with or unite with the nature of the air. The structure of the city aims not only to strengthen the character of Sundanese in Purwakarta, but also to attract local, national and international tourist.

In the tourism sector, Dedi Mulyadi encourages artists to be more creative in producing many artwork with Sundanese cultural values and referring to the universe. Genye art is a Purwakarta Regency typical performance art. It is an abbreviation of Gerakan Nyere, the performance art is a dance using Nyere that means broomstick.

The other arts are music and fine arts, which are the tradition of children who bath in mud. This tradition reflects a philosophy of human beings who come from the soil and will return to become soil, as often expressed in the Sundanese philosophy Papat Kalimah Pancer. All of these artistic activities and cultural traditions are always routinely held in cultural festivals during the Purwakarta City anniversary.

Analysis of Purwakarta's Political Branding Process with Sundanese Culture Characteristics

Haroen (2014) suggests that branding is an activity intended to build the perceptions and beliefs of others. For political purposes, branding has to be programmed. Through more interactive and constructive communication, branding can have the potential to build closer emotional relationships with constituents. Political branding is a strategic way to manage political perceptions of political products (political strategies/ policies, at so on), where these perceptions differentiate the product/policy in competition with other similar products/policies.

Dedi Mulyadi leadership carried out the vision and mission of building the city of Purwakarta using Sundanese characteristics has raised Sundanese values in various aspects and sectors of the regional government. It is the political branding as a strategy to advance the city of Purwakarta with Sundanese character. Sundanese character branding is done massively and programmed. Through this effort, Purwakarta will be known not only as a developed city but also as a city that has a Sundanese identity, both mentally and character, and physical spatial order. Furthermore, this program is socialized intensively to the public through vertical, horizontal, and participatory communication. Intensive

communication ultimately resulted in the support and participation of people who are proud of the Sundanese ancestral cultural heritage.

According to Wasesa (2011), there are several stages in branding a political brand, including 1) Consistent. The consistency of political attitudes shown by politicians will have a positive impact in the eyes of society. In turn, it will be able to cause positive word of mouth effects. 2) Activation. Do the brand activation as often as possible. 3) Participation. Political leaders must dare to jump down and directly interact with the community on an ongoing basis.

The practice of the three principles was carried out by Dedi Mulyadi in several sectors. First is the education sector. With the "7 Poe Atikan Istimewa" policy, "Budak Angon" program, and big harvest, it has shown that Sundanese values are applied consistently in education among formal schools. Likewise, in the tourism and urban planning sector, this consistency can be seen from how tourism and urban planning in Purwakarta are inseparable from the Sundanese values that always highlighted, and in every policy, they carry Sundanese values. It shows the determination to return to emerge and strengthen the value of Sundanese in Purwakarta, proven by an annual culture festival that takes Sundanese cultural themes. For example, "Genye" art, an original art from Purwakarta which has Sundanese philosophical value in it, then the construction of city gates, theme parks, and the roofs of several buildings with "Julang Ngapak" construction. They also change of school names by using hero figures of Sundanese name, and there are many more forms of political branding that are all carried out to unify Purwakarta with Sundanese character in concrete.

Second is activation. The activation in the education sector will be able to be

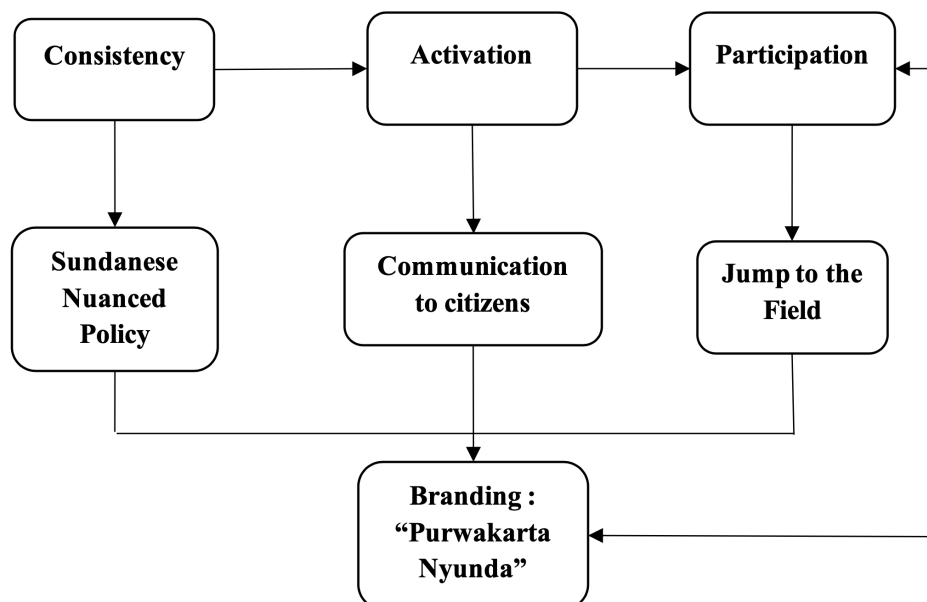


FIGURE 3. The Political Branding Process of Purwakarta with Sundanese Character

seen when it continues to socialized to students by the teachers and regulations that applied in school. Activation of a brand can not only be seen in the regulation or policy but continues to apply and encouraged so often. In the tourism sector and city planning, this activation also looks so massive and can be seen from a variety of tourism activity events that always use the Sundanese theme and value so that people will see and understand them in a real and periodic manner. In turn, Sundanese values will be embedded automatically. Likewise, in the urban planning sector, the construction of several gates, theme parks, the names of schools that are replaced by Sundanese heroes figures are carried out and activated periodically, gradually, and continuously, so that the Sundanese values will be able to be understood by the whole community.

Third is participation that relates to the Dedi Mulyadi as the regional head officer participated in the implementation of Sundanese values in several sectors. In practice, Dedi Mulyadi massively plays a direct role in the community to provide an understanding of the policies that he issued. It is easier for the public

to understand and believe that the policy issued is not only artificial. The regent visits the school and directly practicing the delivery of Sundanese character education materials. He also participates in the harvesting activities mingle with school children in rice fields and plant rice together by interacting directly with them. In the tourism and urban planning sector Dedi Mulyadi often goes to every cultural event and the construction of several facilities that replaced with Sundanese themes directly. The presence of the head of the region directly on the implementation of various Sundanese cultural-political branding programs certainly has a great potential to arouse the spirit of the Purwakarta community to support and participate with full awareness. His presence has fostered togetherness spirit and proudness to be a Sundanese in the land of Sundanese. It makes them ready to advance towards the glory of Sundanese together. Furthermore, this political branding process visualized in the FIGURE 3.

CONCLUSIONS

Dedi Mulyadi's political branding

aims to form the city of Purwakarta with Sundanese character carried out through the implementation of policies in various sectors following the vision and mission of the regional government of Purwakarta Regency which prioritizes Sundanese cultural values. This policy of political branding applied in the socio-cultural, education, and indoor and outdoor spatial sectors in the local government of Purwakarta Regency. The politics of local cultural branding received a positive response and support from the Purwakarta community because the Sundanese culture is the identity of the Purwakarta people that have entrenched as Sundanese heritage for a long time.

The political branding of Purwakarta with Sundanese character is the original idea of Dedi Mulyadi was able to make the Purwakarta community aware of the revival of Sundanese ancestral heritage, to organized Purwakarta with Sundanese characteristic. There is a strong correlation between political power as the head of the region with the love of the people for Sundanese cultural wisdom. It makes Purwakarta's branding modern but still maintain Sundanese characters.

The political branding of local culture can sometimes be inseparable from a position or political power of a regional head. Political branding can also be used as a vehicle to form a regulation following the ideas of the regent. Dedi Mulyadi original idea in shaping Purwakarta into a modern city with a Sundanese cultural spirit implemented through local government policies is an example.

Suggestions

(1) The study of the political branding of local culture needs to be developed further, both in a qualitative and quantitative approach. The qualitative approach used to explore how the local community's understanding of cultural wisdom is

used as political branding by the relevant local government. How the resilience of the Purwakarta community to maintain the discernment of local culture during huge exposure of modern culture, how to optimize communication technology in strengthening local wisdom, and how millennials respond to local wisdom. All of these phenomena need to explored qualitatively; (2) Quantitative studies suggested to look at the correlation between local cultural values compared with community participation in supporting local government programs. Relation between local wisdom compared with the millennial generation's attitude as a generation that is vulnerable to exposure to new media and social media has to explore. Also, how far the extent of awareness and responsibility of millennial generation towards the culture of their ancestors. Quantitative approaches still need to used to understand the correlation of several variables, especially between community and local government variables.

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Building Social Message in the “Cerdas Melanggar” Short Film by Story Telling on the Cameo Project Youtube Channel

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Abstract. *This research will discuss about how to tell a short film called “Cerdas Melanggar”. This short film will use the Narrative Paradigm theory in which there are five basic narrative concepts such as humans are the creator of storytelling, sound judgement, sound judgement is determined by human character, rationally and story selection. This is because Youtube has a medium to create interesting content and as a place networking and storytelling as well. The researcher used Narrative Paradigm Fisher’s theory to see how the story could be trusted and enjoyed by the audience. To see how the story is told, narrative data analysis is used from Tzvetan Todorov which divides the story into three plots (beginning, middle and end) and also Miles and Huberman/s inductive data analysis which is done interactively. This study uses qualitative research methods to look at a deep phenomenon and the constructivist paradigm which is a view in which the truth of a social reality is relative. The data in this study collected using interview and documentation of the short film of Cameo Project Youtube Channel. So, the result of this research stated that the story of “Cerdas Melanggar” contains coherence and truth (fidelity).*

Keywords: *youtube, short film, narrative*

INTRODUCTION

The rapid development of technology currently makes social media become a place where everyone gets information. This can be seen from the change in the media for delivering short film message, which in the past we might only be able to watch at certain festivals. Currently, we can enjoy short films in several social medias, one of them is Youtube. Youtube is a popular video sharing website (various videos) that was founded in February 2005. Youtube as a part of technology turns out to have a place in the development of art in the world to become a tool to present and or promote works of art in any form in the form of video that can be enjoyed by everyone who uses it (Nanuru, 2012). Not

only that, Youtube is also a medium for delivering message to the public because it can provide audio-visual information. The message that is conveyed by individuals via Youtube has its own mass or commonly referred to as virtual communities. The virtual community is a community that appears more in the world of electronic communication than the real world. People who live in various parts of the world who have the same interest can gather to talk about it in cyberspace. The delivery of audio-visual message can be delivered with a story telling. Youtube is a video sharing website that can change the world (Startupbisnis.com, 2013). Youtube as a media is able to create existence and change social reality. One example of the use of Youtube as a site for existence was

carried out by singer Justin Bieber. This pop and RnB singer became phenomenal in the United States through a video of the local singing competition “Startford Star” in Ontario which was published by her own mother on Youtube in 2007. In 2009 this video was seen by Scooter Braun who is a talent search agency and former marketing executive of So So Def Company (Sharingdisini.com, 2012). The same thing was carried out by the GAC group consisting of Gamaliel and Audrey Tapiheru. They are brother and sister from Indonesia who made cover videos for foreign songs and uploaded them on Youtube since 2008. Their videos were watched by more than 13 million viewers (Youtube.com/gamal1990, 2015). In 2010, Sony Music Indonesia made an offer to GAC to form a vocal group. Their cover video when singing the song “Mirrors” created by Justin Timberlake was chosen as a video bomber for the “Best Pop Solo Performance” nomination at the Grammy Awards 2014 (Techinasia.com, 2014). The da Lopez Brothers also used Youtube as a site for their existence. This group is also brothers who made various comedy videos, blogs, and unique cover music since 2011. This group uses the Youtube account “Skinnyindonesian24” and successfully watched by 5 million viewers. Their very entertaining style made their videos become famous among millennials (Techinasia.com, 2014).

The development of Youtube media has an effect on changes in reality that occur both in terms of economic and social aspects. From an economic aspect, the use of Youtube media changes the marketing that is carried out by big companies to create brand awareness to get profit. This was carried out by Lifebuoy by making an advertisement promotion on Youtube with the theme “Bantu Kami Merayakan Ulang Tahun ke-5 Setiap Anak”. In addition, this is also carried out by a big automotive company from South Korea,

Hyundai. The advertisement promotion was carried out by the title of “A Message to Space”. The content of this video tells the story of a girl’s longing for her father who was serving in space as a satellite crew. This video was ranked the second most video advertisement that aired on Youtube (Klikmania.net, 2016). Not only that, a new breakthrough in the field of advertising on Youtube is also carried out by Bukalapak.com to get awareness from the public. This video content was made so creative that this show was successfully watched by up to 100 thousand Youtube viewers (Youtube.com/Bukalapak, 2015).

In addition of changes in economic aspect, changes in social reality also occur in social aspect. This change brings up to an idea to create a society campaign that was packaged in the form of video. One of the social campaigns created is the Ice Bucket Challenge. This campaign is a challenge that requires someone to choose to pour a bucket of cold water into their body or pay a donation of 100 dollars to an organization to conduct research to find a cure and fight ALS disease (Amyotrophic Lateral Sclerosis). After carrying out these challenges, someone must nominate others to do the same thing within 1x24 hours (Ardisaz, 2014). This viral video in the society until Microsoft CEO Bill Gates followed this challenge and received it from Facebook CEO Mark Zuckerberg. Until of August 15th, 2014, this video has been watched by more than 20 million viewers (Youtube.com/thegatesnotes, 2015).

The development of this video to involve the society both personally, groups and companies to be used as a medium that helps them achieve something. This was also carried out by the Cameo Project which seeks to inspire Indonesian people to use video content on Youtube in the form of social and political campaigns which were packaged in the form of short films. Some of the uploaded

campaigns were social campaigns in the form of a music video entitled “Bajak Lagu Ini”. This campaign was carried out to appreciate the work of Indonesian musicians for not hijacking Indonesian songs. In addition, a political campaign entitled “AHOK! #SAYASUDAH” was also viewed up to 186 thousand viewers in two weeks (Youtube.com/cameoproject, 2016). Not only that, Cameo Project also made a social campaign in the form of a short film with the title “Cerdas Melanggar -Short Movie” which has been viewed by more than 300 thousand times of the viewers. This video told the story of a family that owns a food catering business that will be delivered by Reza and Rama every day. In the story, Reza as a brother, intentionally or not taught his brother, Rama, to violate traffic rules. They did this violation so that it would not be too late to deliver food. One day Rama, his younger brother, had a birthday and was given a motorcycle by his parents. To celebrate the birthday, Reza challenged his younger brother to race motorbikes. But unfortunately, bad luck came to Rama who tried to break through the railroad doorstop. Reza who heard the bad news was devastated and very sorry. The storyline of the Cameo Project film has a veiled social message that was packed with interesting audio visuals so people are interested in watching it on Youtube (Youtube.com/cameoproject, 2015).

Some of the trends in the short video on Youtube show that there is a form of communication that is carried out specifically that is communicating by way of storytelling. Youtube is also referred to as media and the media itself is a message (medium is message) (McLuhan, 1964 in Sumadira, 2014, p.59). The use of ways to communicate through video content on Youtube is related to the power of storytelling communication which is considered to have a clear impact on the people who see it. From a communication

perspective, the content delivered by way of storytelling can be explained by Narrative Paradigm theory (Griffin, 2012, p.310). Therefore, this research is focused on looking at how the Cameo Project communicates phenomena in society by way of storytelling in the short film “Cerdas Melanggar” through Youtube. So, the formulation of the problem to be researched is how is the way of storytelling of Cameo Project in the content of the short film “Cerdas Melanggar” through channel on Youtube?

METHOD

The paradigm used in this research was the constructivist paradigm. The constructivist paradigm is a view where the truth of a social reality is seen as the result of social construction and the truth of a social reality is relative (Eriyanto, 2011). The constructivist paradigm explains that each individual always tries to understand the world in which they live and work (Cresswell, 2016). Constructivist researchers will also study various realities constructed by individuals because each individual has a unique experience. Thus, research with strategies such as this view of the world is valid and there needs to be respect for that view (Patton, 2002).

The research approach used in this research was qualitative. Qualitative research aims to explain the phenomenon profusely. Bogdan and Taylor (1992) explained that qualitative research is one of the research procedures that produce descriptive data in the form of speech or writing and the behavior of the people that is observed. This approach is expected to be able to produce in-depth descriptions of speech, writing, and/or behavior that can be observed from an individual, group, community, and/or certain organization in a particular context setting which is studied from a whole, comprehensive and holistic perspective. This qualitative

research will later describe events or social realities from the point of view of the subject rather than from the point of view of the researcher. In addition, qualitative research also emphasizes that reality has an interactive, pluralistic dimension, and an exchange of social experiences interpreted by individuals (Pujileksono, 2015). Therefore, this research will use a qualitative approach to explore how people tell stories holistically so that each person or individual can understand the meaning and the world in which they live. This research also looked at how is the way of storytelling of the Cameo Project on the content of the short film entitled “Cerdas Melanggar” in a descriptive analytic and inductive manner.

Data analysis unit is a unit that is researched in the form of individuals, groups, or a setting of social events such as individual or group activities as research subjects. The overall data analysis process involves the effort to interpret data in the form of text, images or videos. For this reason, a research needs to prepare the data for analysis and deepen the understanding of the data that has been obtained (Cresswell, 2016). In research that uses narrative paradigm theory, the unit of analysis that is used in the form of text as reference. However, because this research leads to the video narrative, then the unit of analysis used was the scene to scene in the short film video of “Cerdas Melanggar” on the Cameo Project Youtube channel and individual interviews namely the Cameo Project director, Andry Ganda.

Data collection technique that will be carried out in this research were interview and observation, this is a common data collection technique (Ibrahim, 2015). In this research the source that will be interviewed is the Cameo Project as the object of this research. Focus question was used to guide the course of the question and answer process

and has the possibility to be developed in the interview process. In this research the researcher conducted an interview with Andry Ganda as the director of the short film “Cerdas Melanggar” to find out the story process that was carried out by the Cameo Project. Second, documentation data collection techniques. Documentation is the process of collecting data in the form of writing, drawing, or work from someone (Cresswell, 2016). In this research the documentation data that was researched, was in the form of a short film video “Cerdas Melanggar” Cameo Project on Youtube. The video will be edited several scenes to scenes as research material which will later be attached to this research.

Data analysis in qualitative research processes by induction, interpretation, and conceptuality. Therefore, the results of detailed field observation or induction can be in the form of data that is more easily understood and reinterpreted meaning so that what thoughts are hidden behind the story of the object of research (interpretation) and finally can be created a concept (conceptuality) (Patton, 2006). Analysis of research data is carried out to inform the reader what will be done with the data that has been collected. It is also a way that can facilitate the author in giving an explanation and looking for interpretations of the object of research or drawing conclusion.

In this research the data analysis used in this research will use narrative analysis that was adjusted to the method used by Tzevetan Todorov, which is to research the story line. The data is data contained in the film “Cerdas Melanggar” Cameo Project. Narration is a form of discourse that seeks to describe as clearly as possible the audience an event that has occurred. Thus, narrative can be limited as a form of discourse whose main target is behavior that is woven and arranged into an event that occurs at a time (Keraf,

2007).

In addition to narrative data analysis from Tzevetan Todorov, this research also used inductive data analysis from Miles and Huberman which is conducted interactively and occurs continuously until it is complete so that the data is saturated. Activities in the analysis include data reduction, data display, and conclusion drawing and verification (Miles & Huberman, 1992 in Pujileksono 2015). The narration also contains an explanation of how the story is told, how the material of a story is chosen and arranged to achieve a certain effect on the audience (Keraf, 2007). Todorov sees a narrative divided into three lines, beginning, middle and end. In the beginning there is a basic situation interaction and then in the middle it creates a conflict and in the end it will usually end happily. The division of lines described by Todorov received a lot of criticism because there are opinions that say that actually what is called “end/completion” actually do not exist because the end of a story or event will be the beginning for another story (Keraf, 2007). Therefore, the narrative or story must be given a clearer boundary, which is a series of actions that consist of important stages in a structure that is bound by time. The reason this research used narrative data analysis was because this research will analyze the storyline or scene to scene of the film “Cerdas Melanggar” Cameo Project.

RESULTS AND DISCUSSION

In a communication perspective, the way of communicating story telling is taken from Walter Fisher’s Narrative Paradigm theory which explained that human is basically a narrator and the life we have lived up to now began with a fictional story that finally became reality. Fisher uses the term paradigm because his thoughts represent a major shift from the thought of previous communication

theories (West, 2008). That perspective made Fisher saw that there was a paradigm shift or what he called as paradigm shift. The paradigm shift is a significant change in the way most people see the world and its meaning. This makes Fisher’s myth or story considered negative compared to the logos and logic of Aristotle and Plato’s thought.

Fisher developed a new way to conceptualize rhetoric by building a basis for reclaiming, the importance of narration or storytelling without criticizing logic and logical thought. So he bridged the gap between logos (argument rational) and myths (stories or narratives) that produced narrative logic. The narrative logic or logic of logical thought states that people judge the credibility of the speaker through whether the story is coherent (there is coherence) and sounds right (there is accuracy). The narrative paradigm allows a democratic assessment of the speaker because no one has to be specifically trained to be able to draw conclusion based on the concept of coherence and truth (Griffin, 2012).

Assumption of the Narrative Paradigm

Narrative paradigm is a combination of logic and aesthetic, but narrative logic is very different from traditional logic and thought. Fisher explained there are five assumptions that explained that the two logics are different (Griffin, 2012: 312): (a) Human is basically creator of story telling; (b) Decision about the value of a story is based on “sound judgement”; (c) Sound judgement is determined by history, biography, culture and character; (d) Rationality is based on people’s judgement about the consistency and truth of a story; (e) Experience the world as a world filled with stories and we must choose from existing stories.

First, the narrative paradigm assumed that the essential nature of human is rooted in stories and story telling. The

story is able to make someone confident of someone else's actions. Fisher also believed this first assumption because he observed that narratives are universal. Because of this narrative universality, it is encouraging Fisher to put forward the term Homo Narrans as a metaphor for defining humanity (West, 2008).

Secondly, this theory stated that human has the right to determine which stories are deserve to be accepted or rejected based on what makes sense to him/her or sound judgment. This assumption stated that not all stories are equal in terms of effectiveness, on the other hand the factors that influence the decision to choose a story are codes of argument that are more personal than abstract or what we call logical thinking. When someone shifts from traditional logic to narrative logic, Fisher believed their lives will be better because narrative logic is more democratic than formal logic (West, 2008).

Third, it dealt with what specifically influences people's choices and gives good reason for them. The rational world paradigm assumes that arguments are regulated by orders of plausibility (Toulmin, 1958 in Griffin, 2012). The narrative paradigm stated that plausibility is not the only way to evaluate logical thinking. The narrative paradigm assumes that narrative rationality is influenced by history, biography, culture, and character (Griffin, 2012).

Fourth, the formation of a problem from the narrative approach. This assumption states that people trust the story as long as the story looks consistent and can be trusted (West, 2008).

Fifth, Fisher's perspective is based on the assumption that the world is a collection of stories and when we choose between them, we experience life differently and allow us to recreate our lives.

Key concept in a narrative approach (West, 2008)

(a) Narration, often regarded as a story, but for Fisher narrative is more than a story that has a plot with a beginning, middle, and end. Narration includes any verbal or non-verbal description in the order in which the listeners are given meaning. Fisher explained that the definition of narration according to him is a symbolic act that has a sequence and meaning for those who live, create or interpret them (West, 2008)

(b) Narrative rationality, the standard for assessing which stories are believed and which are ignored. This makes us able to distinguish them from traditional method found in the rational world paradigm. Narrative rationality is contrary to traditional logic based on two different principles, namely: (1) Coherence, the principle of narrative rationality that assesses the internal consistency of a story; (2) Fidelity, the principle of narrative rationality that assesses the credibility of a story.

(c) The logic of sound judgement, a set of values for accepting a story as true and valuable to be accepted and providing a method for assessing truth.

In the narrative rationality context, there is coherence as a narrative principle in seeing the internal consistency of the story. Coherence is often measured by the organizational and structural element of a narrative. Coherence itself is based on three specific types of consistency, first, structural coherence, which is a type of coherence that refers to the flow of the story. Second, material coherence which refers to the congruence between one story and another story. Third, characterological coherence that refers to the trustworthiness of characters in the story (West, 2008).

Short film "Cerdas Melanggar" produced by the Cameo Project chose Youtube as a medium for story telling. On

Youtube, anyone can express themselves with any content, including short film. Choosing Youtube as a medium for story telling made it easy for Cameo Project to express creative ideas, one of them is the short film “Cerdas Melanggar” to deliver social messages. The message and the title that was built can be conveyed well because Youtube is a medium that is accessed deliberately by the audience. It will be different if the short film “Cerdas Melanggar” tells the story of other mainstream mediums that generally people access not because of intentional elements. Besides Youtube as a networking medium has interactive communication characteristics. Those characteristics that make a story content on Youtube must have strong coherence and fidelity. If these two things are not fulfilled in a story will make people reactively give negative comments or if both of them are fulfilled will make the audience react positively.

This research will divide the explanation into three storylines in viewing the short film “Cerdas Melanggar” Cameo Project. It used Tzevetan Todorov’s analysis which divides a story into three parts namely the beginning, middle, and end plot. The beginning plot is an introduction to a film that invites viewers to see what message they want to convey. The beginning part must also be packaged attractively so that the audience feels the story makes sense and is interested in seeing the next scene. The beginning scene of the short film described Reza and Rama who have activities delivering catering around Jakarta by motorcycle. They are brothers who help the family economy by opening a catering business. Reza as a brother taught his younger brother Rama to be smart at work. The streets of the capital city of Jakarta made them sometimes had to violate traffic rules in order to pursue faster time. In the scene of Reza and

Rama at a red light the audience is invited to feel the twists and turns of life to be a catering deliver using a motorcycle.

The middle plot of the story was a series of stages that make up the whole narrative process. In this part tense and conflicting scenes that appear were the development of the beginning situation. In the short film “Cerdas Melanggar” the development of the story was seen from the night scenes in Reza and Rama’s room, they talked about their future goals. Reza said that he had ambition to expand the business to enter a big hotel so that their father and mother can retire peacefully. While Rama had a simple goal of having a new motorbike so he could help his sister deliver catering. In this scene the audience was invited to feel the conditions of their family life, so that the audience could also receive the message that to survive it requires hard work and sacrifice. Shortly after that night, Rama was invited to sit with his father and mother. Rama looked surprised because his father and mother gave a new motorbike as a birthday present. In the evening Reza invited Rama to pick up his mother and father on Rama’s new motorbike. Reza tried to encourage Rama by taking him on a small race to the train station. This was where the conflict began, without Reza’s knowledge it turned out that Rama had an accident. Rama broke through the train’s doorstop to reach the train station faster.

Ending plot or closing part is the resolution of conflicts that have been built since the beginning plot. From this short film story, Reza finally had to accept the fact that now he has to work alone without his brother. Reza used to think that every traffic regulation was only to limit so he always looked for ways to get out of it. After Rama died, he began to change his mindset that it turns out that every human being needs to be limited by rules so that there are no more regrets.

The selection of Reza as the main narrator in the short film was included in the characterological coherence. Characterological coherence is a type of coherence that refers to the trustworthiness of the characters in the story (West, 2008). Reza who as a story teller to keep the connecting line of the story is described as a person who works hard, loves his brother, and violated traffic rules. It was built from the beginning to the end, so that the character of Reza could be trusted by people who watch. Meanwhile in the second aspect, determining the plot in the short film "Cerdas Melanggar" was included in the structural coherence. The storyline in the short film is seen flowing so that there is continuity of the story that makes people watching believe the short story. In the third aspect, message formation was included in material coherence. Material coherence is a type of coherence that refers to the congruence of messages in the story (West, 2008). The message that was built from the beginning to the end plot has in common, so people who watch feel the connecting line of the short film story can be trusted. In addition, the message in the short film was packaged in the opposite way (paradox), entitled "Cerdas Melanggar". From this explanation the way of story telling with three aspects that contained coherence and truth is important from a story. If one of them is not in the short film, the story that is built cannot be accepted by the audience so coherence and truth simultaneously must be in a short film.

CONCLUSION

The existence of social media such as Youtube really helped film actors in Indonesia to work. The broad scope of the audience made everyone able to work and convey ideas in the form of short films. Cameo Project took advantage of that so that with the short film "Cerdas

Melanggar" they are able to create a social message that is well packaged on their YouTube channel. The short film "Cerdas Melanggar" seemed to have a beginning, middle, and end plot that contained coherence and fidelity. This was reflected in the way of story telling the short film "Cerdas Melanggar" through three aspects, namely the selection of Reza as the main story teller, the determination of the story line, and the formation of messages. The three aspects of story telling the short film "Cerdas Melanggar" contained coherence and truth. In addition, the three aspects are the most important things in supporting the short film "Cerdas Melanggar" because in the selection of Reza as the main story teller included in the category of characterological coherence, then in determining the plot of entry in the category of structural coherence, and finally the formation of messages into the category of coherence material. So if these things are considered by Youtube creators content in Indonesia, a lot of digital content will be created to bring social change.

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Sadfishing Phenomenon of #Justiceforaudrey (Hashtag) On Twitter

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Abstract. *People use social media as a means to share everything about themselves and their daily lives. Many users tell stories or things they see that can attract the attention and sympathy of many people in social media. One of the cases that went viral at the beginning of 2019 was a case of alleged violence that had befallen 17-years old Pontianak SMPN (junior high school) student named Audrey who claimed to have been persecuted by several high school students. The Audrey case drew attention of many circles and was viral through the hashtag JusticeForAudrey on Twitter social media in April 2019. The hashtag had even occupied the world trending. The viral hashtag 'JusticeForAudrey' and the reaction of a number of public figures to this case made many people sympathetic and gave support to Audrey. Through the power of social media, this case was widespread and reached various groups in cyberspace. The issue of humanity is indeed an issue that is able to bring sympathy from everyone, but this can immediately change and turn around against the victim when unexpected new evidence & findings are revealed. This study aims to analyze the phenomenon of sadfishing (provoking sadness) from a teenager named Audrey who intentionally uploaded and portrayed her sadness on social media to be viral and brought a lot of public attention. This research uses a qualitative method with a case study approach. The theory applied in this study is related to the use of social media, namely media system dependency theory (MSD) or media dependency.*

Keywords: *Sadfishing, Media social, Viral, #JusticeForAudrey*

INTRODUCTION

Social media has changed the world a lot, turning around many thoughts and theories; the level of communication merges in one platform which we now call social media or social networking (Watie, 2011). A social media user can easily access anything only by connecting to the internet, even if the access is slow. Users do not need to spend a lot of money, do not need expensive tools, and it can be done alone. Social media users can freely edit, add, and modify text, images, videos, graphics, and various other content models to eventually share them on social networks. Social networks now provide direct feedback for users in the form of likes, comments, and shares. This encourages many social media users

to do intrigues and tricks in order to get likes, shares, and comments as many as possible as a form of manifestation of self-attention and existence.

A new phenomenon trending on social media/cyberspace is sadfishing which interpreted as provoking sadness. Sadfishing describe the behavior of someone who makes excessive statements about their emotional problems to gain sympathy from many people on social media. Unwittingly, this sadfishing phenomenon is common among teenagers everywhere in the world; they want to get a lot of attention from others and their stories become viral. They do not hesitate to share their personal status on social media to get lots of likes, shares, and comments so that others sympathize with

them; they even become oblivious to the limitations of their privacy. Everything that they pour out on social media is actually consumed by many people; some people end up feeling compassionate and pity and giving their support, but some who do not understand will see it as excessive sadfishing actions. These people probably send many negative comments which can be considered as cyberbullying, so that people who do sadfishing will get more depressed and psychologically worst.

The sadfishing case in this study is the (hashtag) #justiceforaudrey that had become trending on social media Twitter in April 2019. Started from taunting with her friends on social media, Audrey then agreed to meet them somewhere, but unfortunately she became a victim of beating by her friends. Audrey's parents then reported the beating incident to Pontianak Police. After the report, Audrey uploaded a lot of her heartfelt content on her Instagram account @niggaaareyy before it was finally being talked about on Twitter by @syarifahmelinda account. According to Audrey's confession, she was beaten up by a number of high school students. She even claimed that her reproductive organ was injured. Social media users then have great sympathy for Audrey-beating-case on Twitter and even the hashtag #JusticeForAudrey has become trending on Twitter and on several Indonesian news portals such as liputan6.com and tribunnews.com, including mainstream media of television and radio.

There was also a petition as the form of support for that 14-year-old girl. Audrey was invited to many television programs to talk about the incident. Support and help came from many parties including public figures as anti-bullying support for children in Indonesia. However, contradicted to Audrey's confession, after the police conducted an investigation,

the results of visum et repertum showed there were no bruises on Audrey's body, especially on the 'vital' organs as reported in Twitter. In line with the police report, the perpetrators who at that time had apologized in front of the media also claimed they did not hurt Audrey's vital organs. Netizens finally turned around accusing Audrey of spreading hoax news and enlivening #Audreyjugabersalah (Audrey was also guilty) hashtag on Twitter. This incident is interesting because it relates to the phenomenon of sadfishing by young people in cyberspace, one of which is the case of Audrey with the hashtag #Justiceforaudrey on Twitter.

Research conducted by Primada Qurrota Ayun discusses the phenomenon of teenagers using social media in forming their self-identity (Ayun, 2015). The research explains that the phenomenon of Indonesian teenagers in using social media is quite interesting to study. Many teenagers build their identities to get the image they want and express their personal problems on social media.

Fanny Hendro Aryo Putro in his research entitled Perilaku Penggunaan Media Sosial dan Identitas Diri (Social Media Usage Behavior and Self Identity) (Putro, 2017) found that social media can be interpreted as a modern interface that connect individuals everywhere in the world. Although social networking has a few positive influences on individual's behavior, it is crucial to remember that social networking has more negative influences where a person can behave 'beyond' the limits of normal people. For example, people tend to showing off in their social networks about their trips to many countries abroad, the high speed of speedometer they have, their food, etc. which can cause "dehumanization" where someone is more engaged with cyberspace than the real environment around him/her.

Distortion in the function of social

media has formed many new phenomena of cyber cultures. This study aims to analyze the phenomenon of sadfishing (provoking sadness) from a teenager named Audrey who intentionally uploaded her sadness on Twitter to become viral and bring a lot of public attention through justiceforaudrey hashtag. This research uses a qualitative approach with a case study method, in which the researchers want to explore what information can be learned or taken from the case. One important thing to consider in selecting a case is that the researchers believe they can get further and in-depth scientific knowledge from that case, where the phenomenon of sadfishing (provoking sadness) is a new phenomenon on social media. A case study can also be said as an Instrumental Case Study, where a case study used to fulfill the personal interests of researchers in a particular problem but not building a particular theory. The theory used in this study is related to the use of social media, namely the theory of media system dependency.

METHOD

Initially, qualitative research developed in the field research. But in the end, according to Tracy, qualitative research is increasingly being used to study a virtual context and mediation (Tracy, 2013). Referring to Tracy's view, the research on the phenomenon of sadfishing on social media is qualitative research with a virtual context.

Constructivism is a paradigm used in this study; and as we all know, constructivist is almost an antithesis of understanding that put the importance of observation and objectivity in finding a reality of science (Salim, 2006).

This study aims to analyze the phenomenon of sadfishing on social media, especially in the case of (hashtag) #justiceforaudrey. This research uses a qualitative approach with a case study

method. This study is designed as a case study that has dynamic characteristics to obtain an overview of various interesting issues in social life (Pawito, 2007). A case study can also be interpreted as "a comprehensive description and explanation of various aspects of an individual, a group, an organization (community), a program, or a social situation" (Mulyana, 2008). In a case study, the researcher wants to explore what information can be learned or what conclusion can be drawn from a case, either single or plural cases. As mentioned above, one of the important considerations in selecting a case is the belief of the researcher that he/she will gain further and in-depth scientific knowledge; and the phenomenon of sadfishing is a new phenomenon on social media.

In line with the needs, the data collection technique in this study use the steps commonly used in the descriptive case study method and are explained as follows. First, the researcher must be sure that the theme, case, or topic chosen is an area that he/she masters and is interested in. Second, researchers must collect as much literature or reading material as possible, whether in the form of journals, scientific magazines, previous research results, books, magazines, or newspapers related to the case. According to Yin (1994), reading the literature is very important to broaden the insight of researchers in the field studied and sharpen the formulation of the problem proposed. Third is to formulate research focus and problems. Research focus is crucial for the researcher to concentrate on one point as the center of attention. Fourth is collecting research data. In the case study method, data can be obtained through several techniques such as interviews, participant observation, and documentation. As a key instrument, researchers can measure the accuracy and adequacy of data; determine the right

informant to be interviewed as well as when and where the interviews will be conducted. For this study, the researchers interviewed an expert and observer of social media and child psychologist. Fifth is improving the data. The data that has been collected needs to be refined; data is said to be perfect if it is able to answer the research problem statement. Sixth is data processing and analysis. In this stage, important information will be obtained in the form of research findings where the ability to analyze data is largely determined by the broadness of theoretical insight of researchers in the field under study, particularly related to communication and social media studies on the phenomenon of sadfishing on the #justiceforaudrey hashtag on Twitter. Lastly, the data has been collected and analyzed is arranged logically and systematically so that the researcher can see and examine the important components in the data presentation for verification and conclusions. At this stage, the researcher interprets data in accordance with the context of the problem and the purpose of the study to finally draw a conclusion.

RESULTS AND DISCUSSION

Sadfishing Phenomenon on Social Media

Social phenomena are symptoms or events that occur and can be observed in social life. Social phenomena are also called social symptom. The point is that social phenomena or social symptom are influenced by forms of social change. The term sadfishing allegedly emerged from the post descriptions by celebrities such as Justin Bieber and Kendall Jenner. Both expressed openly about the pressure of being a public figure since a very young age. This is considered a new trend for young people that later be adopted and brought into their social media (Abraham, 2019). Initialized from

the term, the phenomenon of sadfishing has now become a new trend among young people and there are even adults who also do sadfishing on social media. Sadfishing is actually different from sharing emotional /personal problem or experiences on social media; sadfishing here emphasizes the desire of someone to get a lot of attention since they think their problems can attract people's attention.

Social media invites anyone who is interested in certain content to participate by giving feedback in the form of likes, shares, or comments. Usually, the information provided is spread so quickly in cyberspace (Putri, Nurwati, & Budiarti, 2016). Teenagers frequently use social media as a medium to show off: showing off their partners, friends, clothes, beauty products, bodies, including sadness. Apparently, the trend of showing off sadness or referred to as "sadfishing" is a term used to describe the act of making exaggerated statements about one's emotional problems to gain sympathy. It can also say that sadfishing is a way for someone to express their vulnerability and psychological condition through social media.

The term sadfishing is commonly used to refer to the emotional posts expressed by people, especially teenagers, who seek support by discussing issues around anxiety and depression on social media. By sharing their stories or sharing their sad feelings on social media, they hope they can share the same sadness and depression. But, actually, it can also bring negative comments on social media. Sadfishing is considered toxic, harmful, and causes panic to parents. When sadfishing becomes a trend among world celebrities and young people follow it, then it becomes a big disaster. By sharing emotional problems on social media, young people actually become miserable and get more depressed (Jargon, 2019).

The results of Audrey's case

research on social media proved that in the end, Audrey admitted she was guilty of intentionally spreading her sad story on social media. She did it to get a lot of attention and support in the form of empathy and sympathy from many people so that the news went viral. Many netizens are provoked by the news; even the YouTubers, celebrities, government, and media were clamorously commenting and spreading the hashtag of justice for Audrey solely to support her in dealing with harassment issues. A thing which triggered this news to go viral was that Audrey claimed she had also been sexually assaulted. But the truth was not proven because after the police arrested the beatings and made a report on Audrey case, they announced that there was no evidence of violence, bruises, and blunt force clashes on Audrey's vital area as she had said earlier on social media. Many netizens have finally realized that they were instigated by Audrey's tweets without checking out the truth first and then they believed Audrey was lying. This case can be called a Sadfishing phenomenon on social media. As it is explained before, the phenomenon of Sadfishing is mostly done by young people because they want to get famous fast and get a lot of attention. They use social media because it can easily spread any news to many people, not to mention that now Indonesia is the third largest country in the use of social media. Social media is also believed to be the fastest in responding compared to any other media.

DISCUSSION

Media System Dependency

Media system dependency theory was developed by Sandra Ball Rokeach and Melvin Defleur in 1976 (Ball-Rokeach, 2010). This theory is based on classical sociology literature where the media and its users must be studied in the context of a larger social system

(Ognyanova & Ball-Rokeach, 2015). This media system dependency binds a reciprocal relationship among broad social systems, mass media, and the individual in an exhaustive explanation of media effects. Essentially, the basic hypothesis of dependency states that the more a person depends on the media to fulfill his/her needs, the more important the media will be in his/her life; in another word, the impact of the media will be even greater on human life.

Social media as part of new media has given a new insight that power does works in all aspects of human life, including in virtual space (Jatmiko, 2019). Social media has changed the world a lot with considerable thoughts and theories. All levels of communication merged in one medium called social networking/ social media. Since social media increasingly opens up opportunities for each individual involved in it to freely express their opinions, the consequences emerged should also be on alert. To keep this freedom on the right track and does not violate any restriction, each user must have self-control (Watie, 2011). The theory of media dependence can also be said as the state of users who consider the media as part of their most important life needs. Many cases arise when people no longer hesitate to admit that they have a dependency on social media. (Ognyanova & Ball-Rokeach, 2015).

This distortion in the function of social media is an obstacle in daily life that forms new phenomena. Now many social media users actually feel more comfortable pouring out their sadness or misery on social media rather than solving the problems in real life. They desperate for people's attention and seek for justification in cyberspace as in the case of #justiceforaudrey in April 2019 which was widely discussed on Twitter. Audrey considers herself a victim of beatings of high school girls in Pontianak. Initially,

she posted her experience on Instagram using @niggaaareyy account before she was finally being talked about on Twitter by @syarifahmelinda account. Syarifah in her tweets revealed the violence perpetrated by Audrey's friends. In addition to getting bruises all over her body, Audrey also claimed to have been verbally and sexually abused. Audrey's confession then became the world's attention where many people talked about it, be it the government, public figures, and media. They supported her to fight violence against children. Many public figures also gave their statements about this matter. In fact, many social media users spread this news to many social media platforms such as liputan6.com and tribunnews.com, and that was how the news became viral and number one trending on Twitter.

#justiceforaudrey Went Viral

The concept of virality came out at the beginning of the internet and developed rapidly in the era of social media. Social media is a technology with the ability to directly share the content with many people at the same time and in a way they want, where people use the internet and social media to communicate with each other (Staiou & Giannakoulopoulos, 2018).

The word viral means spreading quickly. Viral is a term usually used in cyberspace to describe the rapid spread of news or information. Viral can be defined as network news spread online mostly through social media that is faster and wider than other news (Al-Rawi, 2019). This viral concept originated from a metaphorical reference for biology and the nature of the spread of viruses and microbes. However, modern social research aims to build more comprehensive and complex approaches to explain the complexity of social phenomena (Pöyry, Laaksonen,

Kekkonen, & Pääkkönen, 2018).

Social media has a very big role in turning the news into viral. Social media is considered as a supporting medium in the context of spreading messages. The case of save Audrey hashtag was first revealed by Twitter user of @syarifahmelinda account in April 2019. In a tweet series (Justice for Audrey), the account narrated that Audrey is a 14-year student who was beaten and persecuted by 12 high school students in Pontianak on 29 March 2019. Initially, the problem was triggered by the quarrel between Audrey and her friends on WhatsApp related to the love affair of one of the perpetrators who has D.A. initials. D.A. is known to be the girlfriend of Audrey's sister's ex-boyfriend. After the quarrel on WA, the persecution happened. Audrey claimed through twitter account @Syarifahmelinda that the perpetrators hit her head hard on the street, kicked her stomach many times, throttled her, and flushed her with water in turn. Not only that, Audrey's face was also kicked by mountain sandals and made her nose bleed, bruises, head bumps, and other internal injuries. Worse yet, Audrey also admitted that there was one of the perpetrators who tried to sexually assault her. This case soon became viral after the @syarifahmelinda account tweeted Audrey's story on Twitter. Citizens/netizens were angry with the perpetrators of female students from various high schools in Pontianak. The hashtag #JusticeForAudrey became a global trending topic. Almost all netizens condemned the perpetrators' rude actions to the victim and support Audrey.

While the case was getting viral, new facts began to emerge. In contrast to Audrey's confession, the police revealed the results of the visum et repertum showing that there were no bruises on Audrey's body, especially in her genital as reported previously. In line with the police, the perpetrators who at that time

had apologized in front of the media also claimed they did not hurt Audrey's vital organ. Netizens then turned around accusing Audrey of spreading hoax and enlivening hashtag#Audrey jugabersalah (Audrey is also guilty) on social media (Tribunjakarta.com, 2019). Audrey is said to be one of the teenagers who do sadfishing on social media because she gained a lot of sympathy and compassion from many people when she poured out her problem of violence on social media. The truth about the Audrey case has not yet been verified, but social networks had already spread the news like a virus outbreak spreading so quickly through time and space and became viral in cyberspace.

Nowadays, it is undeniable that social media can be used as an effective tool to spread news or information. The Audrey case got a lot of attention from many people because it was uploaded through social media, considering the spectrum of news spread in cyberspace is very broad and develop very quickly that even can reach the whole world without having space and time (spatial) limitations. In the internet as an online media, news/information that has not even verified yet (whether is it true or not) can spread quickly. In just seconds, a news can be directly spread and accessed by users through social media (Hidaya, Qalby, Alaydrus, Darmayanti, & Salsabila, 2019).

Sympathy and Empathy in the Era of Social Media

People will do anything to get the attention of others on social media. Social media is capable of removing the limitations in socializing because it has no space and time restrictions. Social media users can communicate wherever and whenever they want. Social media has a huge influence on one's life, especially for teenagers since there is no

single day passed by without social media (Cahyono, 2016).

Nowadays, social media platforms are proliferated. All of them offer the convenience of sharing everything both information and news to your friends and other fellow users who are not even known. Many people use social media as a medium to confide in his personal problems in order to get a lot of sympathy and attention from other people who read it. Moreover, social media is also provide direct feedback to users in the form of likes, shares, or comments that binds people to participate in life and problems experienced by others.

Empathy plays an important role in teenagers' social functions and is often regarded as a "social glue" in peer interaction in one's childhood (Baron-Cohen & Wheelwright, 2004). Empathy largely develops through experience within social interactions. According to the Perception Action Model (PAM), empathy is a form of emotion in the cognitive component related to the understanding and recognition of others (Preston & Hofelich, 2012). Although the affective and cognitive components are closely related to each other, they are different and do not always occur together (Nummenmaa, Hirvonen, Parkkola, & Hietanen, 2008).

The use of social media can influence one's empathy and it is important to assess which aspects of empathy involve within. Interaction on social media is valued as a way to understand others and people will expect feedback in the form of positive empathy (Vossen & Valkenburg, 2016). The cyberspace is considered a collection of entities that have social potential to broadly educate one's humanity side. The reason why the Audrey case got a lot of attention and sympathy is because humanitarian cases on social media play a major role in mobilizing support for sympathy and

empathy among people, especially if it is related to violence against children. There are many media in Indonesia publish news of violence against children either at school or on social media which draws a lot of sympathy and compassion from many people.

CONCLUSION

The sadfishing phenomenon is widely used to refer to emotional post of someone (usually sadness post), especially from teenagers who seek support by sharing their anxiety and depression on social media. The effect of media in theory of media system dependency is that the more a person depends on the media to fulfill his/her needs, the media will become crucial in his/her life; therefore, the impact of the media will be greater in human life. They consider cyberspace as a way out for every problem occurs in the real world, so that many social media users fail distinguish lies in the cyberspace and in the real world. The viral of Audrey case has brought a lot of support for the problem of cyberbullying in Indonesia and has come to the attention of many parties, especially the government which diligently socialize the stop bullying movement. Online world is still regarded by many as a collection of social entities that have the potential to educate one's humanity. This is the reason why the Audrey case gained a lot of sympathy because humanitarian cases on social media has an important role in drawing sympathy and empathy from people. But apparently, the viral news about the abuse of Audrey is not yet clear. Many netizens and public figures rush to react to this problem without checking the truth first. As the case became more viral, new facts emerged which were against Audrey's confession. The police revealed the report which showed that there were no bruises on Audrey's body, moreover in the 'vital' organ as previously reported. In line with

the police, the perpetrators who at that time had apologized in front of the media also claimed they did not hurt Audrey's vital organ. Netizens then turned around accusing Audrey of spreading hoax and enlivening hashtag #Audreyjugasalah on Twitter. This proves that internet is an online media that capable of spreading the information quickly, regardless whether it is true or not. In just seconds, an event can immediately spread and easily accessed by other internet users. It is coupled with the phenomenon of sadfishing which increasingly rampant and unconsciously done by teenagers in Indonesia. They think that social media is a medium for uploading personal issues that can draw compassion and sympathy from many people with the hope that the problem will go viral.

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Samarinda City Branding through Tourism Communication of Dayak Village in Pampang

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Abstract. *The Dayak village in Pampang, Samarinda in East Kalimantan has cultural potential, especially the performing arts utilized to support the development of regional tourism. For this reason, this study aims to find out how Dayak cultural symbols in the village of Pampang was used for the strategy of Samarinda city branding. The symbolic interactionist perspective is used to analyze the use of cultural symbols in the imaging of a city. The research method used is descriptive qualitative. Data is collected from interviews with various informants from government, community leaders, and traditional leaders. The research findings indicated that the performing arts were used as a resource in tourism development with a cultural perspective. Cultural symbols in the performing arts can be a means of symbolic interaction of the Dayak culture in Pampang between the community and domestic and foreign tourists who come to this village. This cultural performance can be an attraction of Samarinda City, which has minimal potential for nature tourism. The utilization of regional cultural potential can be maximized through increased support from formal and informal institutions to manage this potential to support the image of the city.*

Keywords: *city branding, symbolic interactionism, tourism communication, Dayak village, Pampang.*

INTRODUCTION

Indonesia is very rich in cultural diversity, customs, and traditions in various ethnic groups. The abundance of natural wealth and the culture and traditions that Indonesia possesses does not make Indonesia become divided. It is precise with this diversity that is one of the supporting factors for Indonesia to unite and move forward. Behind this created unity contains many aspects of the communication strategy, including the community's problems regarding the values of the old man's life which are currently used for cultural tourism potential, especially regarding the ancestral assets owned by each tribe.

Samarinda City is the capital of the province of East Kalimantan, Indonesia,

and the largest city in the entire island of Kalimantan. It has now become a city that has the branding TEPIAN (Shady, Neat, Safe and Comfortable) having rural cultural tourism Pampang, which is a cultural tourism area that shows the life of the Dayak Kenyah culture itself. In this village, tourists can see first-hand the culture and customs of the Dayak people, one of the oldest tribes living in the archipelago.

The appeal of the cultural uniqueness of the Village of Pampang is that indigenous people still maintain their ancestral culture as a preserved tradition. Pampang's culture has never been damaged by current modernization, which is always present in the village through the arrival of tourists both from

home and abroad who are interested and come to visit Pampang. For example as if important events held every year always get the attention of the visitors in the village of Pampang.

This article seeks to identify, identify, and deepen understanding of the symbols contained in the culture of the Pampang Village. The author also believes that cultural objects found in the village of Pampang, both inanimate and living, can produce meaning through the communication process, both in terms of verbal and non-verbal messages and have the ultimate goal by interpreting symbols, based on mutual agreement that applies in the Pampang Village area. The Symbolic Interactionism Theory thoroughly describes how writers outside the Dayak ethnic group perceive the population of Pampang Village so that there are aspects of culture that the population tries to introduce to the outside communities of Pampang Village.

Mead examines social interactions about two or more individuals who have the potential to emit meaningful symbols (Fitraza, 2008). As is the case with culture in Pampang Village, they are more confident. The population in the village has the potential to emit meaningful symbols. through management activities carried out by villagers based on symbols given by their ancestors. Pampang residents can express their feelings, thoughts, intentions, and vice versa through reading the signs obtained from the ancestors.

Interactional perspective is one of the perspectives in communication studies that have a humanist aspect (Ardianto, 2007, p. 40), so the cultural work of the people in Pampang Village represents the grandeur of the influence of ancestral values. The traditional houses of this village are usually referred to by the locals as "Lamin." This house has an interior ornament that is unique.

In traditional tribal houses in Indonesia; the Dayak tribe has a distinctive type and form of carving, in which each symbol has a different meaning. Dayak tribes not only make carvings and ornaments on the interior and exterior of a building, but also on household furniture, traditional ritual tools, and even clothes that have different ornaments. The Lamin's ornaments are philosophical in the beliefs of the Dayak people towards their ancestors. The Dayak people apply their respect and belief through an art form that is sculpture. They carved walls, pillars, and even the wooden foundations of Lamin's house. Each of these ornaments has a particular meaning and function, both in terms of beliefs and philosophies. People use it in their work and especially in traditional rituals. Through art in particular making ornaments, they can express their identity, what they believe in, and their views of the natural surroundings, about their lives.

City Branding

Cities in developing countries do not have many specialized functions (Nallari, Griffith, & Yusuf, 2012, pp. 55-82)(Yananda & Salamah, 2014, p. 22), yet cities in developed countries have highly specialized with advanced economic stages and urbanization. Cities in developed countries were making the transition from manufacturing to service cities and specialized in a variety of service activities that present a new city typology. Among the typologies are cities of knowledge, creative cities, global cities, and green cities (Sugiarsono, 2009).

City marketing or place marketing is closely related to the construction, communication, and management of the city's image (Kavaratzis, 2004a) so that the articulation of city images is very important in marketing a city. Another case with a place brand, specifically a

city branding. This process provides a different focus on city marketing. The process of city branding is related to the formation of city identity which is different in nature and directs how a city is marketed (Oktaviani, 2018, p. 204) . Branding is carried out to secure economic and competitive advantages, community development and cohesion, and increase civic engagement and identity with a place. When a place has shifted from a product to a brand, the city becomes an object that can confirm identity (Kavaratzis, 2004b).

Identity is an instrument that is the basis of the branding process. Identity allows a place to be different from other places that become competitors (Moilanen & Rainisto, 2009) (Kotler, 2003). Image is a projection of identity (Keskin, Akgun, Zehir, & Ayar, 2016). If identity compare to an object, then the image is the image of the object reflected in the mirror. The image is not an object itself, but rather a reflection of its identity. The ideal image is an image that is close to the identity of something or someone, displaying the object as a whole, complete, and not experiencing distortion.

City branding is believed to have the power to change someone's perception of a city or aim to see the difference in the potential of a city with other cities. The picture above is an explanation of the six hexagon city brand from Anholt (Pramiyanti, 2013, p. 5) that must be considered by marketers as a frame of reference for understanding, analyzing, and designing strategies in creating city branding that is suitable for its target market. City branding consists of six components as follows:

a. Presence

Presence is the stage to comprehend the excellence, the characteristics of a city. Visitors will have different perceptions of a city. Usually, they go around the city to see the uniqueness that exists.

b. Place

The place component is related to the physical aspects of a city such as location. A city must prioritize the comfort and cleanliness of its environment so that it becomes a positive value for visitors. Besides, visitors also see what is interesting from its city facilities such as buildings and parks.

c. Potential

Potential is related to economic and educational opportunities. The government can reading the situation whether the city is functioned as a business opportunity or not.

d. Pulse

The pulse component related to lifestyle that is developed from a city.

e. People

The city's attitude towards change regarding the security of its citizens is a matter of interest. It is associated with the hospitality of the city community that can make visitors happy to destine to the city.

f. Prerequisites

The last component is the prerequisite; this component questions about perceptions about the quality of life of a city. It is considered a city where can stay through events, public infrastructure, accessibility, and other supporting facilities.

Symbolic Interactionism

Symbolic Interactionism is a theory used to explain the culture of the Village of Pampang and also the Dayaks. The symbolic interactionism cannot be separated from the thought of George Harbert Mead (1863-1931). According to Mead, symbolic interaction theory has basic ideas in forming a meaning derived from the human mind about self, and its relationship during social interaction, and aims at the end to meditate and interpret meaning in the middle of society where the individual's neighborhood settled. As noted by Douglas (1970) meaning comes

from interaction, and there is no other way to shape meaning, other than by building relationships with other individuals through interaction (Ardianto, 2007, p. 136).

The definition of the three basic ideas of symbolic interaction includes Mind, Self, and Society. The mind is the ability of how individuals use symbols that have the same social meaning, where later, each individual must develop their thoughts through interactions with individual opponents. The self is a reflection of individual and the assessment of viewpoints or perceptions of others, and the theory of symbolic interactionism is one of the branches in the sociology theory that proposes about oneself or the self and the external world.

Society is like a network of social relationships created, built, and constructed by each individual in the middle of society. Each individual is involved in behaviors that they choose actively and voluntarily, which ultimately deliver humans in the process of taking roles in the middle of the community.

Mind, self, and society is the most famous work of George Harbert Mead (1934) which in this book has a focus on three theme concepts and assumptions needed to clear explanations about the symbolic interaction (West & Turner, 2008, p. 96). The first theme in symbolic interaction is focused on the formation of meaning for human behavior that cannot be separated from the communication process, which is the initial sign has no meaning. The meaning is formed in the interpretive process in the process of interaction between individuals. Then the process of interaction that takes place creates meaning that will mutually agree (Dila, 2008) (Nugraha, Yustikasari, & Koswara, 2017).

The above statement is consistent with three of the seven assumptions by Herbert Blumer (1969; West & Turner,

2008, p. 99), as follows:

1. Human act to others is based on the meaning given by others to them.
2. Meaning is made in human interaction.
3. Modified meaning is created through an interpretive process.

Next, the second theme on symbolic interaction focuses on the importance of “self-concept” or “self-concept.” Where, the theme of this symbolic interaction emphasizes the development of self-concepts through the individual actively, based on social interaction with others. This theme has two additional assumptions, according to LaRossan & Reitzes (1993) including (West & Turner, 2008, p. 101):

1. Individuals develop self-concepts through interactions with others.
2. Self-concepts form important motives for behavior.

Finally, the last theme of symbolic interaction is related to the relationship between the freedom of an individual and society. The assumption also says that there are social norms that apply and limits the behavior of each individual, but later at the end of the individual itself that determines choices existing in a social community. The assumptions related to this theme are people and community groups are influenced by cultural and social processes.

Tourism Communication

According to Bungin (2015, p. 94) tourism communication has several important areas of study that are developed as interesting fields of study. These fields will continue to develop in the future in line with the growing complexity of studies in tourism communication. The field of tourism communication marketing or TMC examines the whole in the context of marketing communication. This field of study explains 4P, 7P, Communication Mix, Marketing Mix, and matters concerning TMC.

The principles of communication management become reviews conducted and applied in the field of tourism communication. This study reviews how management is applied in the field of tourism communication, namely how to manage tourism marketing, manage destinations, manage accessibility and manage human resources and tourism institutions. What is the role of leaders and leadership and how to manage people, manage budgets and manage tourism communication tools and machines (Burhan, 2015, p. 95).

METHOD

The research method used is descriptive qualitative presenting more data to words, sentences, or images, also in the form of interview scripts, field notes, video recordings, personal documents, official documents or memos, and other official documents (Moleong, 2000, p. 6).

Data collection is the process of procuring primary data for the needs of a study. Data collection is an essential step in the scientific method because, in general, the data collected used in the framework of research analysis (Sugiyono, 2013, p. 229). In collecting data use several methods or techniques as follows: interviews, observation, and documentation.

List of informants in this research as follows:

1. Head of E-Government Application and Services Division, Samarinda's Office of Communication and Information.
2. Head of Regional Infrastructure, BAPPEDA Samarinda.
3. Head of Self-Assessment for Regional Revenue Improvement in East Kalimantan.
4. Head of Development, Tourism Resources Development City of Samarinda.
5. Head of Tourism Destination and Business Development Division,

Samarinda City Tourism Office.

6. Head of Pampang Village Art.

7. Pampang villagers.

8. Pampang village dancers.

Data that is collected from government informants agencies includes regional development policies, the direction of tourism development, and the utilization of local social-cultural potential for the city's image. Information collected from community leaders and traditional leaders includes social-cultural potential in the community, community participation in the development of regional tourism, and the use of cultural symbols for the image of a city. Interviews with members of the Pampang village community include cultural performance practices to support regional tourism. All data collected is triangulated to obtain a reliable interpretive analysis.

RESULTS AND DISCUSSION

Picture of Samarinda Tourism

Samarinda City is the capital of the province of East Kalimantan, Indonesia, and the largest city in the entire island of Kalimantan. Samarinda strived to become a city that has the branding TEPIAN (Shady, Neat, Safe, and Comfortable).

Samarinda's tourism is not natural tourism that has been born as beautiful as in some areas where tourism already integrated with nature. However, in Samarinda, the tour is more carried out by entrepreneurs and artificial tourism.

Artificial, in a sense, constructs the context of its destination. For example, tourist areas, such as Udin Area that builds the private sector. Mahakam Lantern Garden, indeed, the city government built, only managed in the private sector. The village of the rhombus is a pure citizen that residents also form tourist awareness groups.

These tour awareness groups have in the last two years, there were 4 or 5

progresses in general, and the tour was from private. Furthermore, this built and the form of the Pokdarwis (kelompok sadar wisata or tourism awareness groups) based on the community, examples of Ketupat Village and Pampang Village as well. Then also, the Tanah Merah waterfall, which had been a long time ago, wanted to be revitalized. It is just that the problem here is now in terms of financing because it cannot help real money for its development destinations.

Entering the Provincial Government or the Central Government because the development of the destination is now aware that tourism is ranked 3rd in the city of Samarinda is the largest producer of Regional Original Revenue in Samarinda City. This confirmed by the statement from the Head of Regional Infrastructure, BAPPEDA Samarinda:

“Because the city of Samarinda is a transit city, and the capital of the Province of East Kalimantan, it has principles as a City of Services, Industry and Trade. Based on the occupancy rate of passengers riding at the APT Pranoto airport it could be more than 3,000 people. It can even be said that people from East Kutai, Bontang, Sangata, Tenggarong, Kubar, if you do not need to fly to Balikpapan. Unless you want something there. If they chase time, they all ride in Samarinda. With the presence of Pranoto APT Airport, one of the routes open for tourism.”

One of the local governments builds a tourism pier. Then look for investors who want to make tourist ships. So now Samarinda has five tour ships, even the six new ones want to launch again, there is another track to Hulu Mahakam. So from there can see that every weekend people want to get on board with extraordinary enthusiasm. Then it will sell this Mahakam River. Within passing through the Mahakam River every day, that many people are pulling the coal.

The following is the result of an interview with the Head of Self Assessment in the Field of Increasing Revenue in East Kalimantan: “Then we will sell the Mahakam River by thinking about how to sell the tourism sector. Every day through the Mahakam River there are many people who pull coal so they need to look for patterns to become power. Even the riverside areas are arranged to be more interesting. There are several places that are used to be a relaxed, relaxed area, to enjoy the river, and one more, for later developments on the Mahakam River in November, and later the Mahakam Festival will be held every year, that's every year, even now he's 18 years, since 2000.”

The pattern becomes an attraction; it is setting up these edge areas to make them more attractive. There are even some places that used to be a relaxed, relaxed area, to enjoy the river and one more thing, for later developments on the Mahakam River in November, and later the Mahakam Festival will be held every year.

Samarinda City Branding

Samarinda is throughout Indonesia and even abroad. For instance, Mahakam Travel Mart which was held on March 26-28, 2019, were attended by buyers and sellers who came from within and outside the country. The ones from abroad are from Thailand, Malaysia, Singapore. Then if from within the country, many from Java, Sumatra, Sulawesi. There are 200 buyers and 200 sellers, 400 companies. Even the one from Thailand opens the email directly. They believe it is because it is the first time selling. Why make Mahakam Travel Mart, because access to sell our tourism was able and feasible sold to the public.

The obstacles turn the palm in the tourism sector and have to slow down. However, it accompanied by a



FIGURE 1. Logo Samarinda City Branding

commitment, especially the policies of our leaders. The Mayor, in this case, is very intense once supporting the development of tourism is not easy. First, the access of amenities is now that is a supporting factor. Assibilates is now this is what needed to fix. If all access, all the tourist facilities in the area there, most importantly again, the area is clean, and that will make people want to come again. The FIGURE 1 is the logo of Samarinda City Branding.

The shield of Samarinda city depicts the people who defending themselves from challenges, threats, obstacles, and interference from anywhere The Mahakam bridge symbol strengthens the unity and unity of the nation. The combination of the letters A, M, and A is a connection of the word Samarinda.

Smart City is a City Government program through the Samarinda Office of Communication and Information. Meanwhile, Samarinda Tourism Office did not indirectly participate in this program. Considering the number of visits in Samarinda to stay or transit, a strategy is needed to increase the attractiveness of the city for investors. This can be done through smart city strategies (Martinez, Ugarte, & Lorenzo, 2017), such as by re-empowering tourism in Samarinda's trade center in Citra Niaga. This business activity center was once the center to meet business people in the golden era, such as being a hangout center, souvenir center, and hawker center.

The following is quotation from an interview with the Head of Regional Infrastructure, BAPPEDA Samarinda: "Because of the number of visits,

Samarinda dwellings enter the tourism area. An example of a smart city from tourism is in Citra Niaga, where people meet in the era of its golden age. That's what we want to repeat again. So there is a hangout center, a souvenir center. we might come in as promoting out of Samarinda for that there is a location devoted to hanging out, souvenir center, hawker center, and so on. Well, one of the areas is Citra Niaga, it is a prestigious project."

For tourism, the Samarinda Government is planning to provide destination management training in a digital direction. So, for example, the management does not need to pay in cash, but it must be in the form of an e-card. They are collaborating with the banks, first design the city. Now the era must be like that, and the marketing era must be like a modern display. For example, destination governance, in terms of cover cash for the destination area, no longer needs to have to buy a ticket, maybe only with a bar-code or transfer banking that can connect with several destinations.

The Building City Branding through Symbolic Interactionism

The government's contribution to making Pampang Village an aspect of this tourism, the government is focusing on regulating it. The Dayak in Pampang Village is one of its hopes, excellent destinations (FIGURE 2). Therefore from now on, some priority programs for infrastructure improvement have started to be pushed to Pampang Village. With this incident, it can ensure that the population or groups that are in the village do the communication process and then interpret the events or steps and policies carried out by the government, and later they will share these interpretations with fellow internal residents, then they can build reality in reality. Social through communication so they can know,

Pampang Village now bears the name of Culture Village.

The Dayak people apply their respect and belief through an art form that is sculpture. They carved walls, pillars, and even the wooden foundations of Lamin's house. Each of these ornaments has a particular meaning and function, both in terms of beliefs and philosophies. People use it in their work and especially in traditional rituals. Through art in particular making ornaments, they can express their identity, what they believe in, and their views of the natural surroundings, about their lives.

As in the Kayan people (Kenyah) love to decorate fields with a favorite motif of imaginary animals, such as a dragon combined with a dog animal, which decorated with arches which are then widely used to decorate doors and lawe (small items hanging in the form of thin boards cut in these motifs).

The form of carvings or ornaments made by each individual on "lamin" is one of the shared thoughts of the residents of Pampang Village. Forms of social interaction between them also consider each other's sides of each other. Because there seems to be a slight difference in belief forms ornaments or carvings in each ethnicity entering into one of the characteristics of an interactional perspective, which is symbolic interactionism itself.

In the Dayak traditional house called Lamin there are a variety of unique

carvings, each of which has a distinctive meaning. Dayaks make carvings and ornaments on the interior and exterior of the building by carving walls, pillars and even the wooden foundations of the lamin houses. The ornaments in the interior of Lamin's house are incomparable, seen in terms of philosophical and belief the Dayak community towards the ancestors. Dayak Society applying their respect and trust through an art form that is sculpture and carving. The Dayak tribal dance performed at a traditional house that is called Lamin Adat Pamung Tawai.

As noted by Douglas (1970) meanings usually originate from interaction, and there is no other way to construct or shape that meaning, other than indeed by building relationships with other individuals through interaction (Ardianto, 2007, p. 136). This kind of interaction was also carried out by residents or communities who settled in Pampang Village. As in the current digitalization era, the Dayak people there also utilize cyberspace to communicate not only their internal but also communicating with the outside world (Sobur, 2007).

The concept of the situation definition is the implication of the concept of symbolic interaction about social interaction proposed by William Isaac Thomas (1968). The concept of this situation also applies, where "Lamin" is one of the traditional houses of Pampang Village which is the functional shift from what was once a shared residence, to a performance venue and a change in the function of space. Previously, "pagen" (terrace) was used as a meeting place for parents from the Dayak community to formulate decisions, turn into tourism objects. Pagen has now become a performance space and a place for spectators to sit and watch art performances on stage. So it can be said that there have been symptoms of cultural used which can be seen from the



FIGURE 2. Tourism Culture in Pampang Village

lamin and art activities in it as a tourist attraction.

These changes found mainly related to factors of migration and modernization. Based on the symbolic definition of interactionism, this situation shows where the Pampang people see themselves as part of cultural preservation through art performances. A sign of their reaction to external stimuli, such as migration and modernization factors brought about by tourists. Besides, the villagers in Pampang also agreed that traditional houses also called "lamin," are used as an art activity as a tourist attraction. There is influence from outside, then the behavior of the villagers is preceded by a particular stage of consideration and is not directly affected. In other words, stimulation from the outside is not directly done by the inhabitants. There is a selection or process of interpreting the situation, which in the end, the group will give eating of the stimuli that they receive.

It is not surprising if Pampang Village has become a cultural tourism, which since 1991 has become a public spotlight on the culture of the Dayak traditional dance. In this village, tourists can enjoy traditional dances typical of the Dayak tribe at the traditional house of Lamin Adat Pamung Tawai. A magnificent traditional house full of beautiful Dayak carvings. It is quite reasonable if the Samarinda Dayak Pampang Village has been named as one of the leading assets of local tourism because its presence encourage both local and foreign tourists.

The research findings of Pampang Village branding as a cultural tourism in Samarinda City is feasible for branding which can increase the value of the regional economy. That branding can describe a village that has tourism potential. The potentials of Pampang can be explored and can improve the economic flow in Samarinda City. Branding is carried out by the Village

Pampang as cultural tourism is one of the tourist attraction efforts carried out by the village government and the village of Pampang.

City branding itself is closely related to city planning which is used as a strategy to create a good positioning in marketing targets. To get recognition as the best city in certain aspects that depends on how the government makes city branding as a competitive force. The mission of Samarinda city, which is towards a smart city, the concept of city branding needs to be carefully thought out and optimally managed so that Samarinda will be widely known both nationally and globally.

CONCLUSION

The context of interaction of symbolism as a method in this study explains how the culture of the Pampang Village and Dayak tribe within it as a text or reality is laden with symbols. Referring to the method of symbolic interactionism, that the people of this part of Pampang Village, the Dayak tribe has various forms of culture and tradition. Behind the creation of culture and tradition, contained a lot of life values or cultural values that are now a genetic heritage of the Village Pampang itself. Before the creation of culture and tradition in Pampang, people passed through many aspects of the three thought themes of Mead. They start introducing symbolic through interaction and communication; then, they reach an agreement [realized in the form of culture and tradition, which has now been preserved and introduced to the outside public.

The Dayak tribe in the village of Pampang have opened themselves through searching, identification, and deepening understanding of the meaning of the symbols contained behind their culture and traditions. The Dayak tribe is very careful in the use of ancestral

symbols as part of the creation of self-identity through concepts: mind, self, and society. The community has applied these three concepts in attitudes and behavior and culture which is understood to have a function in advancing the Dayak tribe in Pampang Village.

People in Pampang Village introduce their culture to the visitors for a better life because, at that time, there was a crisis. The tradition of tattooing and elongating ears by the Dayaks shows aspects of self-concept. Tattoo symbols or lengthen the ears have meaning and as a means of communication to the public outside. The tradition of tattoos gives information to fellow people inside or outside the community, what is the social status of the individual, and extends one's ear, which is a symbol to shape the community's self-concept in the village of Pampang itself, especially for women.

It is time for us to realize that the culture and tradition that Pampang Village or Dayak Tribe has is a valuable treasure from their ancestors or previous ancestors left to current generations. As a city branding strategy, related parties can maintain local traditions and culture as well as possible and objectively use ancestral cultural values for the development of a city.

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Voter Attitudes toward Hoax Information Sources At the 2019 Presidential Election in West Sumatra

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Abstract. *Presidential election in Indonesia ended in 2019. As part of the democratic process, elections are expected to be a golden opportunity for all elements to play an active role, especially as voters. In terms of political communication, it is important and interesting to examine the attitude of voters when accepting media exposure about candidates. The urgency is even more crucial based on facts that more than 90% of media were fake media. Among 34 provinces in Indonesia, West Sumatra is known as one of the provinces known to be rational. It is interesting to uncover the rationality of the voters in West Sumatra regarding the 2019 Presidential Election. The instrument of study is survey method, questionnaires were distributed to 600 respondents selected based on the stratified random sampling method in 3 cities and 3 districts in West Sumatra. The research finding, 51% of respondents absorb fake media in a raw manner. The research finding is then analysed through a qualitative approach based on relevant references. The conclusion of the study confirms that the majority of the voters of West Sumatra did not use common sense in absorbing information regarding 2019 Presidential election from fake media.*

Keywords: *voter attitude, hoax information, fake media, Presidential Election 2019, West Sumatra*

INTRODUCTION

Indonesia is the third largest democracy in the world after India and the United States, as well as one of the countries in the world to implement a democratic political system in the form of a unitary state. The characteristic of a democratic state is to prioritize the public interest rather than personal interests with the slogan of the people, by the people, and for the people as the main goal. Democracy is carried out in accordance with the 1945 Constitution which states that sovereignty is in the hands of the people and is carried out according to the basic law. One of the main tools for implementing democracy is carried out through general elections which as the realization of freedom of opinion for all

Indonesian people, this is reinforced by the principle of elections that are direct, free, secret, honest and fair.

The 2019 elections then combined executive and legislative elections and were held simultaneously at the national and local levels. In the province of West Sumatra based on the results of the Komisi Pemilihan Umum (General Election Commission's) plenary meeting, May 15, 2019, the Jokowi-Maruf Amin pair only received 14.08% of the votes defeated by Prabowo-Sandi who won 85.92% of the votes. Jokowi-Ma'ruf only received as many as 407,761 votes. while Prabowo-Sandi got 2,488,733 votes. The vote obtained by Prabowo increased compared to the 2014 presidential election in West Sumatra. At that time, Jokowi's vote when

paired with Jusuf Kalla reached 539,308 votes (23%), while Prabowo Subianto who was paired with Hatta Rajasa gained 1,797,505 (77%). Among 19 regencies and cities in West Sumatra, Jokowi only won in 1 region, namely in the Mentawai Islands Regency, while Prabowo won in 18 regions.

Based on the two results of the 2014 and 2019 elections for the voters' choice, it turned out that Prabowo Subianto was the choice of most people in West Sumatra compared to Joko Widodo, so the phenomenon was interesting to study, mainly due to the striking difference with the average nationally, where the Joko Widodo-Ma'ruf Amin pair actually won by getting 55.50%. It can also be concluded that on two elections in West Sumatra were anomalous compared to the average results at the national level.

Moving on from this phenomenon, it is interesting to see the attitude of voters in absorbing political information regarding the 2019 Presidential Election in West Sumatra. Moreover, both as citizens who have met the requirements to take part in the presidential election and who have not yet met the requirements are certain to experience interaction with the mass media. This linkage encompasses all fields, not only social and cultural but also political. Every individual experiences political information exposure through mass media as a form of political experience both within the family and in the wider social world (Mujani, et al, 2019: 247). Information is now increasingly spread and everyone lives to sort out what information will be obtained and chooses the media to obtain the information (Kovach and Rosenstiel, 2001: 191-192).

A study by Saqib Riaz (2014) states that research on the impact of the development of media technology on people's attitudes towards political dynamics is even more interesting and

important to do in developing countries than in developed countries. This is very useful in the context of reviewing the extent to which new media developments have an effect on attitudes and changes in people's behaviour on the dynamics of political communication:

The new media technology has greatly influenced the political communication in the whole world. However, its effects are more evident in the developed parts of the world where this technology is easily available. However, it has also influenced the process of political communication in the developing countries. These countries are now giving more concentration to the spread of modern technologies like internet and mobile phones etc. It has been found that the new media technology has changed the political attitudes and behaviours in the countries where it is used frequently. (Riaz, 2014: 172).

Furthermore, the media is the most important instrument in fulfilling information about leaders/prospective leaders. Through their research of five general elections held since independence (1955 Elections and post-reform elections: 1999, 2004, 2009 and 2014), Saiful Mujani and friends concluded that in Indonesia, the reach of mass mobilization in the form of face to face can only be reached a maximum of one quarter of all voters. While the rest, in the Presidential election, public exposure to campaign information via television can be as much as 87%, newspapers and radio as much as 49%. So the mass media, in this case television has the greatest potential to help voters know the candidate (Mujani, et al, 2019: 269). Based on this argument, the researcher will not only try to get a description of voter behaviour at the 2019 presidential election in West Sumatra addressing hoax information, but also reveals what media choices are selected as references prior to election day.

Analysis of the findings of research data will combine the perspective of political communication and the theoretical study of media literacy that is interconnected (because it cannot be separated) with political literacy. Moreover, the attitudes of the voters who were used as informants in this study were certainly conical on the realization of political participation which in turn helped the process of democratization and the maturation of democracy. Participation is defined as the involvement of individuals in various actions in political life, especially in campaign activities and voting in elections as well as activities in the process of determining political policy (Arifin, 2011, in Mahmudah, 2016).

Research will reveal two interrelated things. First, judging from the moment of the event, this study focuses on revealing the role of the mass media as one of several other factors that played an important role in the presidential election campaign period 2019. Cangara (2009: 412-428) argues that there are four factors that influence the success of the campaign politics, namely (1) political parties, (2) mass media, (3) individual capacity and (4) policies and programs. Secondly, based on the important role of the mass media and the phenomena that emerged before and during the 2019 presidential election campaign in which more than 90% of the information in the mass media was unclear information (liputan6.com, 22/2/19) then it is urgent to see the extent to which the attitude of the voters treat the unclear media exposure. Moreover, elections and the 2019 presidential election in Indonesia took place in the digital era, while the era is marked by the 'abundance of information' (the terminology of abundance of information stated by Blair, 2011). In other words, the current era is an era which is characterized by an abundance of information through various communication channels, not

only depending on mainstream media such as television, newspapers and radio but also social media (Keane, 1998, in Heryanto, 2019: 343).

More conceptually, researchers are interested in exploring how far the dominance of hoax information in the mass media during the presidential election affects the cognitive (critical) and affective (attitude) aspects of voters in filtering and applying the concept of media literacy. Moreover, voter behaviour is interesting to be investigated because voters determine the victory of a pair of candidates for president and vice president (Fauzi, 2019). Concretely, this research will uncover and explain the attitude of voters in the 2019 presidential election in West Sumatra when dealing with information that is not credible/hoax. It is also crucial to review the extent of the triangular relationship between (1) voter attitudes toward hoax information, (2) media choices that are used as the main reference and (3) educational background. This is crucial so that findings can be discussed more sharply and broadly.

METHOD

Research Types and Approach

This research is basically an explanative-qualitative research. Denzin and Lincoln define explanative-qualitative research as a method for describing and explaining the activities or objects under study related to studying phenomena in more detail or differentiating them from other phenomena (Denzin & Lincoln, 2017).

This research uses a mixed approach with sequential explanatory methods, namely research conducted beginning with quantitative data collection then continued with qualitative analysis (Creswell, 2010: 316). This means, this study aims to explain the phenomena that exist by using numbers to explain the characteristics of individuals or groups,

but then the analysis uses a qualitative method. The figures obtained were then presented and analysed from various perspectives qualitatively. This study assesses the nature of conditions that appear and is limited to describing the characteristics of things as they really are. In this case, this study will assess and interpret the nature and conditions that appear based on the choice of respondents' attitudes in searching for, receiving and absorbing information about candidates who come from not credible/hoax sources.

Population, Sampling and Respondents

Research population is the total amount of data to be examined. The population in this study was all voters in the 2019 Presidential Election registered in the DPT (Daftar Pemilih Tetap/Permanent Voter List) in all (19) Regencies/Cities in West Sumatra. The method of sampling is stratified random sampling method. The sample selection is done by taking a sample from the population based on a certain stratum (Hartono, 2016: 98). In this study the sample is limited to the main voter requirements that are at least 17 years old and have the right to vote. This is in accordance with the Election Law, that the voter is an Indonesian citizen (citizen) who has reached the age of 17 years or older or has been married (Election Law No. 8, Article 1, paragraph 25). Even in terms of gender, research will try to be as balanced as possible

TABLE 1. Research Sampling

City/District	Amount
Padang	100
Bukittinggi	100
Pariaman	100
Tanah Datar	100
Agam	100
Pesisir Selatan	100
Total	600

between men and women as stated in this following TABLE 1.

The number of respondents to be interviewed through the questionnaire instrument is limited to 100 people from each location. Respondents were directly met in 6 of the 19 regions in West Sumatra. The rationale for selecting locations is that three of the six locations represent urban areas, and the other three represent regency areas in West Sumatra. The city of Padang was chosen because this city is the provincial capital and has the largest number of DPT, While Bukittinggi is considered to represent a city located on highland, Pariaman on the other hand represents a city located on the coast. Pesisir Selatan and Agam are considered to represent regencies located in coastal areas (especially for Agam, the area extends from the coast to the highlands geographically). Meanwhile, Tanah Datar is considered to represent rural and highland geographical area.

Data Collection Technique

There are two techniques used in this study to collect the data needed. The first is primary data collection. This is a data collection technique that is carried out directly by researchers at the field of study. Primary data collection is done through survey methods. In this case the researcher distributed the questionnaire directly to each respondent that was found in the location of research and assisted in filling it out. The respondents were persuaded before the survey was distributed to be truly honest in answering questions.

Survey objects are generally limited to research data collected from samples to represent the entire population. In survey research methods, information is collected from respondents using a questionnaire distributed directly or through intermediaries such as telephone or online media. The questionnaire is

a data collection technique that is done by asking a set of questions or written statements from respondents (Morissan, 2016: 165).

Next, a secondary data collection method is carried out through studying of library materials needed to support primary data. This is done by conducting a literature study that is by examining the data findings based on relevant literature.

Data analysis technique

The data analysis technique used in this study is a combination of quantitative and qualitative descriptive analysis. Quantitative analysis is an analysis that aims to transform raw data collection into an easily understood form, in the form of more concise information (Sugiyono, 2013). While qualitative analysis is an analysis that tries to understand data by breaking it down into narrative techniques based on relevant theory (Moleong, 2006). In this case, the data findings regarding the respondent’s attitude in accepting and checking information

about the candidates from hoaxes are then analysed by qualitative analysis methods based on relevant theory.

Questionnaire Questions

In connection with the relevance of this research, the following questions are stated in the questionnaire, while other questions are related to the respondent’s educational background as stated in this following TABLE 2.

RESULT AND DISCUSSION

Research result

Based on findings obtained in the field of research sourced from 600 respondents in 6 locations, data obtained about voter attitudes towards various information(s) that is not credible during the 2019 Presidential Election campaign period in West Sumatra as described in TABLE 3.

On the other hand, in terms of the information sources that are used as reference by voters at the 2019 Presidential Election in West Sumatra as

TABLE 2. Questionnaire Questions

Questions	Answers
1. Eduacational Back-ground?	a. Elementary b. Junior High School c. Senior High School d. Bachelor e. Post-graduate f. Not attending school
2. What do you do when you receive hoax news?	a. To confirm through checking and rechecking from various sources. b. Doing confirmation through discussion(s). c. Absorb information without confirmation d. Others
3. From what source(s) do you get information about candidates?	a. Internet (browsing). b. Social media. c. Newspaper/TV/Radio/Magazine. d. Discussion with others. e. People opinions. f. Trending issues. g. Rarely in hunting information. h. Others.

TABLE 3. West Sumatra Voter Attitude towards Information That is Not Credible in the 2019 Presidential Election

Attitude	Amount	Percentage
To confirm through checking and rechecking from various sources	141	24%
Doing confirmation through discussion(s).	99	16%
Absorb information without confirmation	305	51%
Others	55	9%

described in TABLE 4:

Meanwhile, in terms of the educational background of voter in West Sumatra in the 2019 Presidential election as described in Table 5:

The findings shows that more than half (51%) on average West Sumatra voters choose not to check or recheck information. On the contrary, only about a quarter (24%) of the voters has doing confirmation or check/recheck of information. Meanwhile the number who intelligently responded the media exposure through discussion with their social environment reaches only 16% of all respondents.

Meanwhile, from various types of information media and methods used as references for information regarding candidates in the 2019 Presidential Election, interesting data were also found. First, in detail, television, newspapers, magazines and radio are the majority choices by voters in West Sumatra with a percentage of 29%. Moreover, the next

choice is social media at 26%. Then the next source of information on the internet media occupies the next choice as much as one fifth of the overall, 20%. Next, the discussion method becomes the choice of 8%, listening to information based on interactions with other individuals (opinions of people around) and passively listening to issues that are trending is a minority choice, each chosen 6%. Interestingly, there are about 3% of voters who admit that they rarely seek information actively, and 2% who do not clear / do not take action that is included in the category of actively hunting for information.

Second, if we look deeply, there is a predominance of reference choices for new media as seen from a combination of choices for information sources from social media and the internet. On one hand social media is the choice of 26%, on the other hand information from the internet gets a portion of 20%, in

TABLE 4. Media Option/Source of Information by West Sumatra Voter in the 2019 Presidential Election

Media Option	Amount	Percentage
Internet (Browsing)	306	20%
Social Media	401	26%
Newspaper/ TV/Radio/ Magazine	440	29%
Discussions with others.	131	8%
People opinions.	88	6%
Trending issues.	100	6%
Rarely in hunting information	52	3%
Others	25	2%
Total	1.543	100%

TABLE 5. Educational Background of West Sumatra’s 2019 Presidential Election Voter

Educational Background	Amount	Percentage
Elementary	33	5%
Junior High School	67	11%
Senior High School	345	58%
Bachelor	130	22%
Postgraduate	12	2%
Not attending school	13	2%
Total	600	100%

total this is 46%. This phenomenon has actually been predicted from the beginning by media experts, especially based on developments and new media revolutions that increasingly overcome the dominance of conventional media. It is stated by Blumler and Kavanagh (in Ward & Cahill, 2004) who realized the emergence of media phenomena where print and broadcast media began to lose their place as the main channel of political communication in an era of information overload. Consequently, ideas, information and political news are now even more dominant in new media rather than in mainstream media.

In terms of educational background, 58% of respondents had high school education background. Less than a quarter, namely as many as 22% have a bachelor’s degree (equivalent S1). While those with a junior high school background are 11% and elementary schools are 5%. In the meantime, an equal data was obtained in terms of minimum graduate background and not attending school, which was 2% each.

Media Literacy

Talking about media literacy as well

as political literacy should begin from a basic understanding of the importance of information as a message delivered to the public through the media. Furthermore, information contained in the media, especially digital media is the main base that determines how the level and skills of media literacy must be implemented when dealing with the media. Furthermore, information is an essential factor for the development of fundamental democratic competencies, formulating opinions, creating trends, examining choices, and functioning in a fundamental arena of decision making. Moreover, information will play an important role in the ownership of rights and opportunities to participate in democratic decision making (Mahmudah, 2016).

Media literacy is briefly the ability to access, analyse, evaluate and create media (Aufdherheide and Firestone, 1993, in Ashley, et al, 2017). It can also be simply explained the notion of media literacy as an effort to how media audiences or consumers, whatever the type of media; print, electronic and online (online), not only consume media content as it is, but also understand what lives behind the text or context of the media content (Rosyidin, in Heryanto, 2019: 121).

In general, media literacy can be conceptualized as the ability to access, analyse, evaluate and communicate messages in various forms of medium and a perspective that is used actively when dealing with media with a view to interpreting the meaning of the message being encountered.

Tamburaka (2013) describes etymologically from the root of the word. In this case, media literacy comes from English, ‘media literacy’, consisting of two words, media, is a place for exchanging messages, and literacy which can be interpreted as the ability of audiences to media and mass media messages in the

context of mass communication . At this point, we can emphasize the importance of media factors as the initial subject of literacy (media). In this case, a world media literacy expert, W. James Potter, further said that the media has a great influence on how individuals perceive the world around them and form trust as well as expectations. By becoming more literate, anyone can avoid the potential negative impacts of the media and on the other hand seize a lot of positive potential behind them (Potter, 2013).

Baran and Dennis (2010, in Tamburaka, 2013) said that media literacy is a media literacy movement designed to increase individual control over the media they use to send and receive messages. In this case media literacy is seen as a skill that can develop in a series where we are not always literate to the media in all situations, all the time and towards all media.

Political Literacy

If we refer to various references regarding the concept of political literacy, one of them can be defined as a concept that is not much different from media literacy, even closely related and contributing to each other. The slight difference is possible only in terms of categorizing the object or target terms. If media literacy refers to media consumers as targets, then political literacy refers to it as citizens (citizens) (Rosyidin, in Heryanto, 2019: 122). Furthermore, quoted based on the same source, political literacy is an effort to make every citizen to participate politically critically by equipping themselves with capabilities as well as political knowledge. In addition to the next section from the same source, Denver and Hands (1990) as quoted by Casel and Celia (Heryanto, 2019) describe political literacy as knowledge and understanding of political processes and issues that allow audiences to play their role as

citizens. According to Bernard Crick (2006, in Putri, 2017), political literacy is a practical understanding of concepts taken from daily life and language. It is an attempt to understand the political issues, the beliefs of the contestants, how their tendencies affect themselves and others. In short, political literacy is a compound of knowledge, skills and attitudes about politics.

Associated with the uniqueness of digital media, where information is interactively sent and received in a multi-directional and reciprocal way, media literacy also has unlimited benefits in terms of counteracting the manipulation of negative constructions contained in media content including political content. In this case, critical power is needed so that it can check the credibility, authenticity and truth of the news, especially if the content is politically charged (Kazakov, 2017).

Focusing on the news as one form of information that is packaged in its delivery to the public, based on the framework of constructionism, it can be concluded that there is no any neutral news. News in the mass media depends very much on: (1) the ideology of each media, both macro in the form of influence from the political system adopted by the country where the media is located and micro, namely politics in media institutions; (2) editorial management; and (3) meaningfulness of news for audiences (Stuart Hall, 1978, in Nasrullah, 2016: 41).

Furthermore, because of the influence of these four factors, media news will be able to stimulate the public, in this case voters in a political contestation. This is coherent with what Kim and Miejeong said, 'The role of news media in stimulating political interest is important because interested citizens in general are more likely to participate (Kim, Miejeong, 2005 in Kazakov, 2017:92). In other words, the urgency of media

literacy that is strengthened by political literacy is increasingly significant when we realize that the media has the potential to convey incomplete and inaccurate information, as conveyed by Hobbs and friends; media literacy centres on the idea that media representations of reality are often incomplete or inaccurate (Hobbs & Frost 2003; Kellner & Share 2005; Thoman & Jolls 2004, in Maksl et al: 30).

Consequently, a systematic effort is needed from various elements in terms of carrying out media literacy education that contains political literacy. Empowering all elements of society will indirectly target media literacy and political literacy towards every citizen who has political rights. It is hoped that through media and political literacy at an optimal level will have an impact on citizen participation and involvement in the democratic political system. Ashley, Maksl, and Craft, citing research results from Jeong, Cho, and Hwang (2012, in Ashley et al, 2017: 81) conclude that media literacy educational interventions are often successful and have positive effects on media knowledge, criticism, perceived realism, influence, behavioural beliefs, attitudes, self-efficacy, and behaviour.

Specifically, Ashley et al, recommend the literacy of news in the media as very important in the democratic landscape of political life and so that media news literacy plays an important role in democratic self-governance, especially when informed by the empirical findings of the existing scholarship on the limitations of news media (Ashley et al., 2017). Ashley further emphasized how media news literacy will be able to increase citizen political involvement. The study confirms the important relationship between certain components of news media literacy and certain types of political engagement, and it offers some support for the widespread adoption of news and

media literacy education as a practical component of democratic citizenship (Ashley et al., 2017). This is also in line with the findings of Dimitrova (2014) who examined the diverse uses of various digital media platforms to influence citizens 'motivation to increase their knowledge and political participation, 'different functions and properties of different forms of digital media, in conjunction with the motivations people may have for using them, clearly matters for the effects on political knowledge and political participation'. (Dimitrova, 2014: 111).

Therefore, it can be said, that media literacy education in line with the political literacy movement is the key to the intelligence of voters on every occasion of political contestation. Media and political literacy will contribute to people's intelligence in general and indirectly contribute to social change. This is in line with what was suggested by Masterman (1997, in Ashley et al, 2017: 82), 'the democratization of institutions, and the long march toward a truly participatory democracy, will be highly dependent upon the ability of the majority citizens to take control, become effective change agents, make rational decisions (often on the basis of media evidence) and to communicate effectively perhaps through an active involvement with the media'. At this level, media literacy education is expected to be able to stimulate the critical thinking skills of citizens. There have been many studies that emphasize the importance of the function of critical thinking skills in the context of media literacy. One of them is the study of Silverblatt (2018) that emphasizes the importance of critical thinking as the main modal in the process of media literacy.

Media Validity

In the same context, it is crucial to

realize the importance of the paradigm that the media has a multi-role and is always among various interests, especially the interests of idealism in order to inform, persuade and regulate social change on the one hand and prioritize the power of media owners on the other. Gebner (1995, in Heryanto, 2019) said, this is the time when the paradigm of the concept of resonance is used. This concept emphasizes the tasks and responsibilities of the media which have several tasks due to its powerful position. First, the media has the power to construct reality. At this point, media has the obligation to convey information based on validity and truth. Second, the media has power as agent of change. Third, the media has power in establishing culture and uniting political and national diversity. Furthermore, of course the media has the power the sources of information according to legal standards, codes of conduct and should contain credible and verification content.

CONCLUSION

More than half (51%) of voters in West Sumatra were not critical in absorbing information during the campaign of 2019 presidential election. They received and responded any information related to the campaign without confirmation so that it had the potential to lead to certain perceptions about the Presidential candidate.

Main stream media such as television, newspapers, magazines and radio were the main choice of voters in West Sumatra with a percentage of 29%, while the next choice is social media at 26%. Next, there is a dominance of choices for new media (new media) seen from the combination of choices of information sources from social media and the internet. The combination of social media and information sources from the internet is the choice of 46% of research respondents. Furthermore,

in terms of educational background, the majority (58%) of them have a high school education background, and only a total of 24% (22% undergraduate plus 2% postgraduate) that attained college.

One important point is underlined, if so far it can be accepted that the majority of Indonesian voters are now more critical and rational that the results of Saiful Mujani's research and friends (2019: 293), now it seems to be not valid in West Sumatra. This is based on scientific facts that more than half of the voters in the 2019 Presidential Election in West Sumatra immediately absorbed information without an attempt to examine and critical on it. At least Mujani and his friends' research findings on the rise of rational people in the political contestation event turned out to be invalid and were not found in West Sumatra during the 2019 Presidential Election campaign and election. Perhaps this is also in line with the thesis of the free access of opinion and the dissemination of information in the digital age are indeed has a consequence on the uncontrolled flow of information.

This research suggests two main things to do as soon as possible. First, the achievement of participatory democracy requires and is highly dependent on rational societies that think objectively, not think subjectively that have no connection at all with vision, mission, programs offered and the quality of performance and integrity (track record) of the candidate. It really needs a systematic movement, both from the government, especially the West Sumatra provincial government, media and people to place media literacy that contains political literacy as a priority for future action in order to increase the critical, deterrent power and the disaggregation of citizens as media consumers in every political contestation. Media political and education for voters is the most crucial part of the four general election implementation activities in

addition to election socialization, surveys of elections and quick counts of election results, because it is through the critical power and intelligence of voters that democracy and democratization are more determined.

Secondly, it takes a smart effort by media in carrying out its role as agent of change and education for the audience. It is through media that emphasizes the truth and validity of information, media and political literacy efforts will be easier to implement.

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Branding a Memorable: Case Study on “Residivist Streetwear” Bandung

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Abstract: *The trust issue occurred toward the former prisoners made it difficult for them to return to society. Based on this issue, an effort was made to counter the stereotypes developed in community. Unlike other clothing businesses, “Residivist Streetwear” has a unique concept, which manifested in the design of its products. “Residivist Streetwear” uses the idea of “prison culture” in every designs. Moreover, 99% of its employees are recidivists. With the stigma and discrimination that the ex-prisoners received, it is not easy for “Residivist Streetwear” to make its brand known and accepted by community. This article aims to find and to analyze Residivist Streetwear’s branding strategies. The method used in this study is a qualitative method with a case study approach. Based on the research, it was found that Residivist Streetwear’s branding strategies included, (1) increasing brand appeal through product maker’s background, brand name, product hang tag, and the use of product design with the “Prison Culture” concept; (2) communicating brands through endorsement, sales promotion, social media, television, and various events and programs of the Anugerah Insan Residivist Foundation; (3) the use of product design with the concept of “prison culture” is a hallmark of “Residivist Streetwear” in changing the stigma aimed by the community to ex-convicts.*

Keywords: *Branding Strategy, “Residivist Streetwear”, Prison Culture.*

INTRODUCTION

Acts of discrimination carried out by the community accompanied by negative labels aimed at ex-convicts resulted they are experiencing difficulties in conducting socialization in the community. Direct sanctions imposed by the citizen on people who are considered to have a negative stigma, namely by limiting their social participation. They are not allowed to play certain economic or social roles, including being refused as workers / employees, being denied to apply for the credit, being prohibited to living in one area, being refused to joint the police corps, and others. According to Kartono (in Akhyar et al., 2014), they were expelled or ostracized from the public. This is what then causes ex-convicts to

commit recurring crimes, or what we know as recidivists. Former prisoners need to be given the opportunity to be able to restart life in society. Especially because those who are unemployed are substantially more likely to return to crime than those who work (Clear, 2007).

Departing from these social problems, there is an effort that is present to fight the stereotype that has been developing in the community. Different from other clothing businesses, “Residivist Streetwear” has a unique concept, namely by using the concept of “Prison Culture” in every product design. Where the design has profound philosophies about the lives of ex-convicts when inside and outside the detention center. This is as according to Keller (1993), customer-based brand

equity occurs when consumers are accustomed to brands and keep several beneficial, strong, and unique brand associations in memory. Not only that, 99% of its employees are also ex-convicts who want to change their lives for the better. However, these ex-convicts face various challenges when they return to society. Especially when they are looking for work, there may not be a greater or more important challenge than finding work. Work is a key factor influencing one's success after being imprisoned (Holzer et al., 2002; Waldfogel, 1994). Therefore, Streetwear Residivist is present as a business line that fights for the fate of ex-convicts.

According to Hirschfield & Piquero (2010); Uggen et al (2014), the stigma that results from prison, which negatively influences the possibility of securing a job. Nevertheless, these ex-convicts can show that they are able to make a business that is no less competitive in the market, with an income of 5-50 million per month. This is as stated by Asep Djuheri (Heri Coet) as the Commissioner of Residwear Streetwear,

If it is deserted a month, you can get out at most 100 pcs, lonely 100 pcs out a month. If a month is around, if the average is taken, it can be 5 to 25 million if it is averaged. Only if it can be up to 50 million more.¹

According to Kertamukti (2015: 87), in the business world, corporate brands and product brands are intangible company assets, but it is very important to maintain credibility. So we need effective facilities and infrastructure to be able to introduce and embed the company's product brand in the minds of consumers, known as branding. According to McQuiston (2004), branding is a multidimensional construct that includes not only how customers see physical

products, but also logistics, customer support, and the image and company policies that accompany these products. Streetwear Residivist tries to build its product image by creating differences between products. Teach consumers about "who" the product is by giving its name and other brand elements to identify the product. Likewise with what the product does, and why consumers should pay attention (Kotler & Keller, 2009: 260).

Previous racial or ethnic prison terms remain an important barrier to success in getting a job. These results are very strong for direct job applications and somewhat smaller for online job applications (Decker et al., 2015). The existence of negative stigma and discriminatory actions cause Residual Streetwear to experience difficulty in branding. This is as according to Al-Jauhar & Ali Imron (2014), the existence of negative stigma and discriminatory actions aimed at the community at ex-convicts resulting in ex-prisoners difficulties in conducting socialization in the community.

It is not easy for "Residivist Streetwear" to make its product brand recognized and accepted by the public. Moreover, branding is now considered very important in determining the success of a brand, because as we realize today there is an explosion of the number of choices or brands offered and have equality of speciality, which ultimately makes consumers confused to choose. Where consumers now prefer products based on the reputation of a brand. consumers see the brand as an important part of the product, and brand determination can add value to a product (Kotler & Armstrong, 2008: 275). Every day, thousands of companies spend millions of dollars building external brand identity and customer loyalty. Branding implies more than just selling a product or service; the best companies create strong

emotional connections between messages and products (Sartain, 2005).

Branding efforts will fail or, at least, only achieve minimal success, unless the company invests in maintaining its internal brand. Human resources, in this case recidivist Streetwear workers, who are mostly ex-convicts, become a starting point that will make or break a company's brand, and ultimately the results of the company itself. In fact, companies that neglect their internal brands significantly reduce the potential impact of their external brands. According to Sartain (2005), internal branding efforts are new energy among all organizations. As Yahoo! to build a strong brand image including attaching lifestyle, transformation, potential, excitement, and product fulfillment. In this regard, the company needs to make a comprehensive master plan, which explains how the company will achieve all the goals that have been set based on a predetermined mission (Rangkuti, 2013: 183). Therefore, researchers are interested in knowing how the strategies used by "Residivist Streetwear" in making their product brands can be known and accepted by the public.

The purpose of writing this article is to find out the "Residivist Streetwear" strategy in increasing brand appeal and communicating brands, as well as the reasons why Residivist Streetwear uses product design with the concept of "Prison Culture". After all "Residivist Streetwear" is a business established and managed by ex-convicts, it is not an easy thing for these ex-convicts to make their product brand acceptable and known to the public, especially the stigma attached to the ex-convict.

A study related to clothing branding strategies has also been conducted by Farid (2017); Putra (2018) which shows that innovative, unique and character products can reach a wider

market. Building brand positioning by making loveable products; building a brand identity with a strong logo philosophy; building brand personality by adjusting to the client's character; and building brand communication using non-profit facilities.

METHOD

The method used in this research is a qualitative method with a case study approach. According to Kirk and Miller (in Moleong, 2017: 4), defining qualitative research as a particular tradition in social science that is fundamentally dependent on observations in humans, both in the region and in its terminology. In this case the researcher tries to outline a deep understanding related to a social reality from the actor's point of view, interpreting the meaning behind the data observed by the researcher by building a model based on research data in the field regarding the branding strategy of "Residivist Streetwear" products.

According to Sugiyono (2016), this qualitative research method is often called the naturalistic method because this research is carried out in natural conditions. So through this qualitative method, researchers can find out and observe events naturally. Researchers see and feel directly what is done by the source of research, without reducing or exaggerating the results of research in the field. One type of qualitative research is research with a case study approach. According to Stake (in Creswell, 2015: 137), qualitative case studies can be arranged to illustrate unique cases, cases that have an unusual interest in themselves and need to be described or detailed. In this regard, the existence of Streetwear Residivist is a unique phenomenon, where the business is built and managed by ex-convicts, they try to change the stigma that has been developing in the community through a work with all the uniqueness

of “Prison Culture” as outlined in product design. This gives something different from other clothing businesses. So that the existence of these efforts is expected to be able to elevate the dignity, status and dignity of ex-convicts, and to make the lives of these ex-prisoners better.

In this case, the researcher tries to explore the explanation of the causality contained in the object under study through a case study approach by using explanatory research question types, namely how and why. The data collection techniques used in this study were (1) in-depth interviews with four key informants, namely the Commissioner, Marketing Manager, Marketing Staff, and Creative Director of Streetwear Residivist, as well as two supporting informants namely Residual Streetwear consumers who came from former circles convict and non-convict. These subjects are chosen because, they have a direct involvement in the phenomenon under study, the subject experiences and knows the phenomenon; (2) observations on company work processes, use of social media, and other activities that support the branding activities of “Residivist Streetwear” products; (3) documentation in the form of photos, books, and data stored on websites, online newspapers, or shows on several social media such as Youtube, Facebook, and Instagram regarding the branding of “Residivist Streetwear” products as document studies.

RESULTS AND DISCUSSION

The presence of Streetwear Residivist in Bandung brought a big change, not only for ex-convicts, but also for prisoners who were still in detention. This is because the perceptions built by “Residivist Streetwear” in the minds of audiences related to the brand of their products succeed in showing that these ex-convicts can produce works that have

a sale value. Based on the results of the study, it was found that the Streetwear Residivist branding strategies are included:

Streetwear Residivist Strategies in Increasing Brand Attractiveness

In order to introduce and embed brands in the minds of consumers, Streetwear Residivist strategy in branding one of them by increasing the attractiveness of the brand. The Streetwear Residivist strategy in increasing brand appeal, namely through the background of product makers, product quality, brand names, product hang tags, and the use of product designs with the concept of “Prison Culture”. The Streetwear Residivist strategy in increasing the appeal of this brand, including brand personality. According to Gelder (2004), brand personality is a developed to enhance the appeal of a brand to consumers. Brand personality is a way that aims to increase the appeal of the brand from outside in the eyes of consumers.

First, the background of the product maker. In this case, 99% of Streetwear Residivist employees are ex-convicts. The remaining 1% are volunteers who care about the efforts of these ex-convicts. This is the main attraction for Residivist Streetwear, because companies in general will prefer employees who have a good reputation and background in life. However, Streetwear Residivist is actually more prioritizing ex-convicts to work in his place. This is in accordance with the aim of Residivist Streetwear, namely to fight for the fate of ex-convicts, the welfare of their lives, and together against the stereotype that has been developing in the community.

Second, product quality. Although most Streetwear Residivists are ex-convicts, the products produced are of good quality. The material used is also a premium material, so it can be

juxtaposed with other well-known distros. In addition, the process is even more thorough and detailed. This is because these ex-convicts are already accustomed to surviving the various pressures of life they are undergoing, so they are far more creative and have much stronger endurance. This is evidenced by consumer satisfaction with the quality of Streetwear Residivist products.

In this regard, product quality is one of the main positioning facilities for marketers. Product quality has a direct impact on product performance. Therefore, product quality is always closely related to value and customer satisfaction. This is as stated by The American Society for Quality (in Kotler & Armstrong, 2008: 237), that quality as a characteristic of a product or service depends on its ability to satisfy customer needs both expressed or implied.

Third, the brand name. The use of the name Streetwear Residivist as a brand of this product, originated from the existence of negative stigma and discriminatory actions aimed at the community at ex-convicts. So this is expected to change the image of ex-convicts, where the recidivist name is no longer synonymous with crime, but is a brand of a product. Residivist Streetwear wants to show the public that these ex-convicts can produce a work that has a sale value and is beneficial to the community. Because actually a brand must show the identity of a company that makes it different from competitors. This is as said Kotler & Armstrong (2008: 275), that the brand is a name, term, sign, symbol, or design, or a combination of all them, which shows the identity of the maker or seller of the product or service. Likewise with that expressed by Kotler & Keller (2009: 258),

Names, terms, signs, symbols or designs, or combinations thereof, intended to identify goods or services

from one of the sellers or seller groups, and differentiate them from competitors.

From a moral standpoint, the use of the name "Residivist Streetwear" as a product brand, namely to change the negative stigma directed at the community to ex-convicts, as previously explained. But when viewed from a business perspective, a company does need to be creative in making something. Because the brand is one of the most important elements in marketing. This is as according to Hermawan (in Bungin, 2015: 66), which says that the most important elements of marketing are brand, positioning, and differentiation.

In this connection, "Residivist Streetwear" makes a sensational brand. Where, this recidivist word has a negative connotation, which is a term for recurrent criminals. This is done as a way of "Residivist Streetwear" in making its brand more quickly known by the public. Because now consumers will be more likely to choose products with more famous brands. This is as according to Kartajaya (2010: 3), which is as follows:

Customers will likely choose products with more well-known brands. Employees also tend to prefer to work in companies that have a good brand or reputation. Likewise with investors, they will also consider the company's brand in investing.

With the famous brand of Residivist Streetwear, it will be easier for "Residivist Streetwear" to change the negative stigma that has been directed by the public to ex-convicts.

Fourth, the product tag hang. Streetwear residivist has a different product hang tag than the hang tag in general, because the writings contained in the hang tag have a deep meaning. Among

them “4x8 (do not need to be measured like jobless)”; or writing “The Work of the Former (Criminals) That Are Good, Do Not Be Stolen / Hijacked, Think and Make It Difficult to Enter prison First” which has a philosophical meaning so that with this hang tag, is expected to show the identity of the company, and become unique for the company in promoting, and supporting the position of its products in the market.

Fifth, product design. In this case Streetwear Residivist uses the concept of “Prison Culture”. Where the product design uses prison terms, and has its own philosophy in every design.

Like the design of “Marijuana”, which includes clause 111 paragraph 11 of the Narcotics Act. Where the clause mentioned the punishment that “Please give” hard to narcotics users. So that this is expected to be able to urge the public not to use the prohibited goods, or the design of “Alert Eight Tails”, related to clause 378 of the Criminal Code on Fraud and Embezzlement, as well as several other designs aimed at providing appeals and education to the public related to criminal law clauses.

In fact, the socialization of the criminal law clause as outlined by “Residivist Streetwear” in the design of this product, was given appreciation by one of the national print media, namely Galamedia. Where this Galamedia contains a news regarding the design of “Residivist Streetwear” products, titled “Socializing Criminal Law Clauses Through Shirt Design”.

As for some other Streetwear Residivist product designs, such as the design of “Lapak Jago”, “Install Body”, “Slow Migow”, “Poex CS”, “Key”, “Iron Bars”, “100% PELK”, and so forth. Where the designs are also taken from prison terms, and has its own philosophies in each design.

In this regard, the essence of a brand

must have its own uniqueness associated with its products to be able to survive in the market. This is in line with what is expressed by Zakiah (2019: 841), that the attractiveness of “Residivist Streetwear” is one of the supporting factors of “Residivist Streetwear” in branding.

The uniqueness of “Residivist Streetwear” is one of the supporting factors of “Residivist Streetwear” in branding. The uniqueness of this Streetwear Residivist lies in the concept of “Prison Culture” which is used in the design of its products. Where the design concept uses prison terms, and has its own philosophy in each design.

Streetwear Residivist Strategies in Communicating Brands

Next, the Residivist strategy in branding is by communicating its product brand. The Streetwear Residivist strategy in communicating its brand to consumers, including through the relationships they have; sales promotion; endorsement; several media, such as television electronic media, as well as social media Facebook and Instagram; or by conducting direct socialization to prisons, as well as the general public through programs of the Anugerah Insan Residivist Foundation, as well as through various events that are participated in. This is in line with the phrase according to Schultz and Barnes (in Kusno et al., 2007: 45), which is as follows:

To be able to communicate the brand to consumers, the company uses internal and external communication, such as sales promotion, events, public relations, direct marketing (catalog delivery, mail, telephone, fax, or email), corporate sponsorship, namely offering products / services by working the same as other companies as sponsors, and advertising are ways to introduce products / services

through all kinds of advertisements.

The presence of Asep Djuheri (Heri Coet) figures in various television stations, such as in the “Motivation” program, TVRI; “Morning Show”, Net TV; “Extraordinary” RTV; “Liptan 6 evening”, SCTV; “Window”, MNC TV, “I’m Possible”, “Kick Andy” and “360”, Metro TV; “On the Spot Reveal”, Trans 7; “Bandung Answering”, Kompas TV, etc. opens a great opportunity for “Residivist Streetwear” in introducing its brand to a wide audience. In addition, through several programs of the Anivity Insan Residivist Foundation, Asep Djuheri (Heri Coet) also always introduces “Residivist Streetwear” by bringing its products into these programs. Not only that, Streetwear Residivist often follows various events in communicating their brands.

In addition, endorsement has become one of the tools of Streetwear Residivist in communicating its brand. In this case, many public figures have participated in promoting Streetwear Residivist products, including the Antrabez Band, Entis Sutisna (Sule), Ian Darmawan, Rico Ceper, Andy Noya, Deddy Corbuzier, Gilbert Joshua (Gilbert Saint Loco), Michael Howard, Michael Howard, Merry Riana, Ben Kasyafani, Roby Satria (Roby Geisha), Billy Breakline, Deddy Mizwar, and others. However, this is done by the public figures voluntarily, without using fees.

But in this case, not much sales promotion is done by Residivist Streetwear, just giving discounts (discounts) at certain events, discounts for resellers with a minimum purchase of 10 pcs of products, 20% discount for old goods stock, or a 20% discount with no limits set specifically for prisoners and ex-convicts.

Reasons for Using Product Design with the “Prison Culture” Concept

Basically, the purpose of “Residivist

Streetwear” is always to change the negative stigma and discriminatory treatment aimed at the community at ex-convicts. Likewise with the use of the concept of “Prison Culture” in the design of products, through this product design with the concept of “Prison Culture”, Residual Streetwear wants to show that ex-convicts who are underestimated by the community can work, produce something, and benefit the community. So the design concept taken also came from prison terms. Where every design has a deep philosophy about the lives of ex-convicts inside and outside detention. This is done to show that the products produced by “Residivist Streetwear” are the work of ex-convicts.

Streetwear Residivist also believes, by using the concept of “Prison Culture” in the design of this product, will be something unique for fashion lovers. Because to compete with well-known brands in the market it will be difficult if this Streetwear Residivist product is not unique. So the reason for using the concept of “Prison Culture” in the design of this Streetwear Residivist product, in addition to changing the negative stigma that has been aimed at ex-convicts, is also as a characteristic, or its own uniqueness that distinguishes “Residivist Streetwear” products from other similar products.

Some Streetwear Residivist product designs also contain a philosophy that aims to provide motivation, education, and appeals, both for the community and for the ex-convicts themselves. As well as, the design of “Iron Bars”, “RSDS (Hospital Yourself), and” Keys “. in providing education and appeals to the public, Streetwear Residents are also conducting socialization of clauses through the design of their products, such as the “Eight-Tailed Alert” related to clause 378 of the Criminal Code on Fraud and Embezzlement, or the “Cannabis” design related to clause 11 Paragraph 111

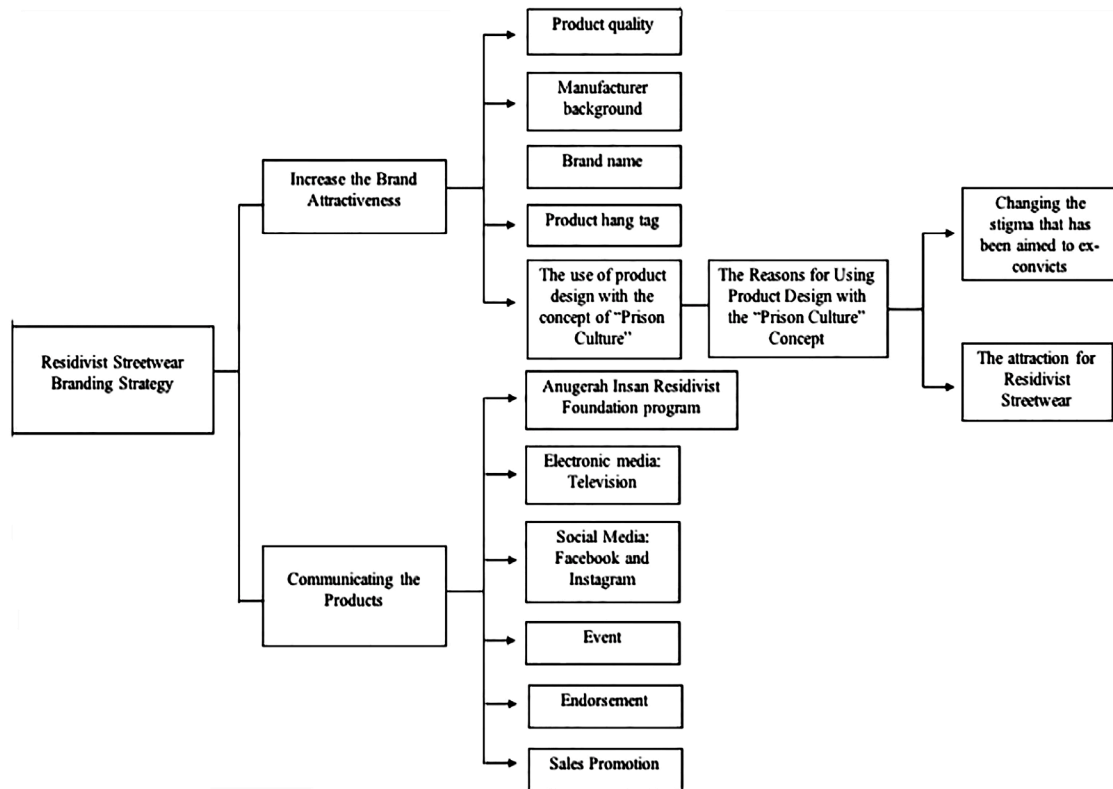


FIGURE 1. Streetwear Residivist Branding Strategy Model

of the Narcotics Act.

So that the design of this Streetwear Residivist product not only contributes to the appearance of the product, but also in terms of its benefits. This is in accordance with the statement according to (Kotler & Armstrong, 2008: 274), which is as follows:

Unlike style, the design is more than just outer skin. Design is the heart of the product. Good design not only contributes to the appearance of the product, but also in its benefits. Good design starts with a deep understanding of customer needs. More than just creating product attributes, design involves shaping the product's user experience. Therefore, product designers should not think too much about product attributes and technical specifications, but rather think about how customers use and benefit from the product. Good design can increase customer value, cut production costs, and create strong competitive

advantages.

From the explanation of the results of the branding strategy above, in order to be able to follow up using a different method, taking discussion related to the culture of the company, as well as the meaning in the products offered so that the message in the design can be conveyed to consumers.

CONCLUSION

Today's competitive business environment, industrial marketers must work harder to achieve some degree of differentiation so as not to be seen as a commodity. Many companies have tried to achieve this differentiation through their product brands. Branding, however, is more than just putting the name of a company on a product and broadcasting that name to the target audience. For industrial products, branding is a multidimensional construct that includes

not only how the customer sees the physical product, but other factors that adhered to the product.

The product branding strategy of the “Residivist Streetwear” industry has shown how companies can partake of basic commodity clothing products with in-depth knowledge from ex-convicts. They succeeded in using innovative marketing strategies in creating brands. Streetwear Residivist has succeeded in creating and managing brands, as well as gaining market share and profits. Streetwear residivist has opened up opportunities for ex-convicts to get a job, where the human resources of the company are indeed mostly ex-convicts. On the other hand simultaneously, “Residivist Streetwear” also provides a deep message for consumers through the philosophies contained in the product design that it creates. The naming of Streetwear Residivist itself has given a “strong” brand to consumers because it creates an emotional connection between the brand and the product, so consumers are made curious about the products produced.

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Organization Communication: Internal Conflict In Hospitality Industri

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Abstract: *This article discussed conflicts that occurred in the tourism industry. The techniques of collecting data that used were through observation, unstructured interviews and documentation. While the data analysis technique used several stages, namely the stages of data reduction, data display and conclusions and verification. The results of the study stated that (1) conflicts that occur in the industry are internal conflicts, this dispute appeared because of the failure of two parties (workers and management or between units) in conveying thoughts, ideas, feelings and actions to the cause of not achieving equality of meaning (mutual understanding) resulted in wrong perceptions between both parties. The difference in meaning in the message conveyed occurs because there were different interpretations between communication style (2) transformational leadership can support the presence of internal conflict in organizations. (3) Several cases of internal conflict that occur in the industry discussed at LKB is an institution that aims to create an atmosphere of effective organizational communication and a conducive work climate.*

Keywords: *internal conflict, Organization Communication, LKB*

INTRODUCTION

All of elements in community will always overcome disputes, such as disputes of individual, religious group, tribes, race and class, organization or cooperation, even dispute also happened to nation and country. Knutson et al (1976) in Liliweri (2014) defined disputes as competition or obstruction that oppose or improper movements, or quality (idea, interest and demand) between two or more parties. The quality of disputes can occur on small scale to wider scale, accordingly the way of its resolution can be done in rational ways to ways that are less respectable. In the context of an organization or company can occur equity and difference of perspective and also interests in achieving the goals of

organization that can trigger disputes.

Disputes occurred in an organization or company can be caused by many things, such as value or norm, data or information, relation, structural, different interests, status and personal role between units. As revealed by Barker et al (1987) in Liliweri (2014) that disputes potentially occurred at any time and anywhere, it happened while there are organized people in a group or organization do something in order to achieve the exact aims that oppose the goals of organization. Furthermore, based on the regulation of article no 2 Law no 2 in 2004 (in Sujirwo, 2017) there are four types of disputes occurred in industrial relationship, i.e. rights dispute, interest dispute, work-relationship dispute and

dispute between work labors. Thereby, disputes in company occurred if there are different interests (perceived divergence of interest) in oneself, among individuals or group and cross-organizations.

The disputes of interpersonal relationship in company are caused by the difference of cultural background, individuals framework and also personality, it raises different meaning and interest in company, moreover, the disputes is also originated from different role and duty. Dana (2001) in Vukic, Vukic and Miletic (2017) stated that *internal conflict as a condition between or among workers whose jobs are interdependent, who feel angry, who perceive the other(s) as being at fault, and who act in ways that cause a business problem*. Interpersonal relationship disputes that unsolved immediately will arise stress and frustration and it will affect the degradation of productivity and threaten the sustainability of company. Therefore, it is important for management party to always redeem the tension among employees so the disputes can be well solved.

Tourism industry is an intensive activities industry, people with cultural background, education, personality depend themselves on this industry, it is normal if there are disputes in this industry, particularly on interpersonal relationship. One of regions in Bali that has the biggest tourism industry is Badung regency which consists of six sub-district areas. Every sub districts have different tourism destinations, this is due to the differences in geographical area and landscape, community uniqueness and tradition. The internal conflict occurred in tourism industry mostly caused by less opened good communication channel between management party and workers. Fischer (2000) in Maurerwa and Guantai (2019) stated that bad communication become one of main factors contributed

on disputes. Liliweri (2014) also stated that communication is the key success of an organization or company, because in any situation, an open dialogue among superior and subordinates will bring opportunities for change. With effective communication flow in an organization can develop good synergy among workers and management party, so it can increase the productivity.

METHOD

This study is a qualitative research by using case study approach. Martono (2015) explained that case study focuses the research on describing a case and analyze it until obtaining new findings. The focus of this research is about disputes occurred in tourism industry, particularly about internal conflict in tourism industry.

This study used three techniques of collecting data; observation, unstructured interview and documentation, those three techniques used to collect primary and secondary data. Observation technique used by directly observing the activities of workers and management party related to research questions, moreover Bipartit Cooperation Institution (*Lembaga Kerja Bipartit/LKB*) in tourism industry is also observed and schematically recorded related to internal conflict occurred in tourism industry. Meanwhile, interview held in semi structured, Sugiyono (2012) stated that semi structured interview is a type of interview included in in-depth interview category, it is freer in conducting interview rather than structured interview. The last technique of collecting data is documentation, that collects important documents according to the aims of research or study. Meanwhile, the technique of determining informants is using purposive sampling by classifying the research informants into two groups, i.e. main informants are people that have been overcoming disputes and the management of LKB

in tourism industry. The second group is supporting informants, the informants who will support the information or data delivered by the main informants. In order to analyze data validity, this research used triangulation technique i.e. triangulation of source, technique and time, it is expected that by using the triangulation technique, the obtained data can be complete.

RESULTS AND DISCUSSION

Tourism Industry in Badung Regency

Badung regency divided into six sub districts areas, i.e. Abiansemal, Mengwi, Petang, Kuta, Kuta Utara and Kuta Selatan sub-district. Those six have different tourism characteristics according to geographical area and landscape and also the community. As revealed by Michael (25 years old, tourist from Australia) stated that his visit to Bali has been four times, Bali is his favorite destination since it has many beaches and waves. Several beaches in Uluwatu area is beach that has not been visited by many tourists. It is different from Laura (55 years old, from Birmingham UK) said that *“Sanur is one of my favorite places. For me, there are many things you can get when you live in this area, such as cuisine, sunset views, and one of my main objects for my work is Balinese architecture.”*

Maria (27 years old) and Sydney (33 years old) tourists from Denmark said that : *“We love dances, especially local dances, one of our favorite places is to see kecak dance performances in the Uluwatu Temple area and enjoy the natural beauty around the temple.”*

Meanwhile, Kenny (30 years old) tourist from Netherland *“Bali is my second hometown, since 2010 I often visit Bali. Initially, for holidays but the last 3 years I was visiting Bali for work. The area that I like is the temple, I have visited many temples in Bali, but one of my favorite temples is Taman Ayung Temple,*

located on Jalan Ayodya, Mengwi. The temple building is surrounded by a pond so that from a distance it is like being on the water.”

Paula (22 years old) tourist from Brisbane stated that: *“My friends and I love to travel especially Bali because there are many things that we can explore here. Bali is one of the world’s best holiday destinations. But the most I like about Bali is the ritual of traditional healing that has been used to cure all sorts of ailments, using herbal medicines and massage to balance the mind and spirit.”*

By the existence of tourism destinations offers many opportunities for business and employment for community lived in those six areas. That business chance and job provides many opportunities for local society to develop nature potency and community. In the context of tourism, community empowerment is the role of society as stakeholders to participate in developing this industry. Besides that, preservation of local culture as identity of community also can be maintained by the existence of these tourist destinations and also its existence in six areas can develop many sectors outside tourism that support this industry.

The more developing tourism, the more developing job opportunity for community, so tourism industry is an intensive activities industry. It is not only the community lived in areas near tourist destinations, but also many people from various regions and nations depend themselves on this industry. But, the fact that not every workers comprehend their rights and responsibilities written on the working agreement. Soedjono in Suwiryo (2017) said that working agreement is the relationship between a person as subordinate and a person as superior. However, in its implementation the problems that arise regarding the implementation of work agreement has

not been yet formulated as a solution so it raise disputes in industrial relationship. Disputes occurred in industrial relationship on tourism industry in Badung regency can be caused by rights, interests and termination of employment disputes.

Internal Conflict in Tourism Industry

Internal conflict caused by the failure of two parties (workers and management or units) in conveying thought, opinion, feeling and action become main caused of not achieving mutual understanding so it raises miss-perception among parties. Tourism industry is a cooperation that consisted of various human resources with different uniqueness according to their background of social cultural, social statues and psychology. These uniqueness that raise internal conflict in tourism industry besides several situation factors occurred.

Internal conflict occurred since there is different perception toward communication process. Rismayani (2018) stated that communication begin from an opinion of a person that processed to become a message conveyed to other people by using particular media. This communication message conveyed in form of verbal or nonverbal. Based on the research finding, message in tourism industry related to delegation and tasks implementation by the member of organization, this message also related to the regulation for managing organization. Moreover, message makes organization can adjust with change occurred in the environment.

The difference of meaning on a conveyed message caused by miss-interpretation among communicators, in tourism industry it occurred because of the given idea or concept using other terms and it is no understood by the opponent. Some workers said that they have difficulties to comprehend

information from other colleagues since the information is unclear and without any specific meaning. Obviously, it can cause multiple interpretation toward the message, in the end, the response will be different with the true meaning of message, this caused the communication process is ineffective.

The second difference of meaning caused by the used of signs in process of communication, those symbols and signs is not understood by the other workers so it raise miss-interpretation. Those are form of nonverbal message. According to Adler and Rodman in Mulyana and Rakhmat (2010) that nonverbal message has ambiguity, the message receiver could have various interpretation toward the meaning of nonverbal message. Moreover, the difference of meaning raised by different used of language, even if the person used Balinese but with different regional dialect may caused different interpretation of meaning.

Rahmad (2008) stated that in system of interpersonal communication, first is stimulus perception received by five senses. Internal conflict occurred since the individual is mistaken in perceiving stimulus given by other people, then the response will be different. Indrawijaya (2014) in Dewi and Handayani (2013) stated that perception of a person will influence the chosen behavior. The second component is personal concept, perspective and feeling of oneself including thought and pride. The third component is interpersonal attraction, more interesting a person or information, it is more interesting to listen to, meanwhile last component in system is good interpersonal relationship. These four components is related to each other, so the internal conflict could be raised if the worker is failed in doing communication process (communication breakdowns). The complexity of communication happen when more people involved in

communication process are mistaken in understanding the information.

The internal conflict in several companies in tourism industry is yet well managed alike the phenomenon of iceberg. The surface that could be seen is only the small disputes, meanwhile the fact is there are many disputes that has not been solved behind. As revealed by DeVito (1996) in Nawantara (2017) that internal conflict is dispute occurred when two or more people thought that their desire are conflicted or oppose the other. Besides the conflicted demand, disputes can be caused by small miss-understanding or as the result of different aims or goals, value, attitude or different beliefs.

Internal dispute is not only occurring on level of workers, however it also occurred in relationship between worker and management party. According to result of interview with some employees in tourism industry, it is found that miss-conception of given assignments, give over workload and less opened communication channel with management party become the cause of disputes. Kartika (2000) in Dewi and Handayani (2013) stated that internal conflict that has not been resolved well, the cooperation of employees in working will be disturbed and their motivation for achievement will also be decreased. The resolution of internal conflict depends on the relationship and closeness of conflicted parties, the closer they are, disputes can be solved better, however, the more tenuous the relation, the disputes will get deeper.

Internal Conflict and Leadership Style

According to the finding of research that leadership style in tourism industry is *transformational* style, the loyal workers follow this style since they have trust, good impression and respect to the leader, this type of leadership motivates workers

to do good work since their outcome is important for the organization. This leadership style has important role to motivate workers to get high achievement on their work and be able to lead them to achieve the vision and mission also aims or goals of company.

According to the outcome of interview with some employees in tourism industry that *transformational* leadership style can trigger internal conflict in organization. The workers that cannot follow the work style of it will be overfull and frustrated in working, miss-understanding often occur in delegating assignment and responsibilities. The workload only builds up to the workers who seemed having ability, it make inequity in assignment delegation. Some employees have over workload, meanwhile there are employees who have less work responsibilities. Kartika (2000) in Dewi and Handayani (2013) stated that internal conflict that has not well managed will impact the degradation of workers' achievement. On the other party, there are some superiors in tourism industry pay less attention toward their subordinates' condition, the decision sometime harms them. Internal conflict occurred when the superior cannot be able to embrace the subordinate to cooperate, wrong message flow raises many perception on workers about their superiors, it makes the upward communication is ineffective.

Murni (2009) in Kaswan (2017) stated that in an organization, leadership is very important, since by having good leader will make it easy to establish the foundation of trust of its members, meanwhile organizations with bad leadership will be difficult in gaining trust of its members, the goals of those organizations will not be achieved. Furthermore, Lussier (2002) in Kaswan (2017) stated that quality of leadership can motivate people to have successful career and happiness, on the other word, workers

need good leader in order to improve the productivity and skill. Murerwa and Guantai (2019) in their journal stated that a superior has big role in resolving conflict. The main challenge of a superior is depending constructive conflict on problem in order to not drown in dis-functional internal conflict. As revealed by Luthra and Dahiya (2015) *a leader cannot become an effective leader unless he is an excellent communicator and must use their ability to let individuals follows him. Leader must have knowledge and will be able to communicate the knowledge to others at work, must have the competences to motivate team to achieve which seems to be impossible for others. Communication makes a leader develops better understanding in team.*

Bipartit Cooperation Institution (Lembaga Kerja Biparti/LKB)

Some cases of internal conflict in tourism industry is solved on LKB, an institution for creating effective organizational communication ambience and conducive work climate. This institution is the extension of tourism industry's workers in order to get rights in accordance with their responsibilities. The membership of LKB is the collaboration between businessmen and worker elements, so the internal conflict can be solved by consensus in this institution.

Resolving disputes by external parties is the conflict resolution actions, according to Liliweri (2014), conflict resolution is a set of theories and experimental investigation in understanding its nature, doing research on strategy of conflict occurrence then making its resolution happened. Resolution to redeem conflict can be done by those external parties through several stages, such as (1) collecting data related to conflict in order to identify the cause objectively, (2) opening wider communication channel without

alignment to look for conflict resolution into win-win solution for the common interests. Win-win solution is an effort of negotiation that organized to seek for resolution that upholding the interests of two parties.

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Successful Social Media Advertising Activities for Micro, Small and Medium Enterprises

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Abstract: *In Indonesia, MSMEs are a business group that is a mainstay of economic activity that is able to support most of its citizens. Economic development in Indonesia depends on the development and improvement of the capacity of MSMEs. MSMEs will be helped by improving their marketing performance through social media advertising. The use of social media advertising will create easy, cheap and fast access. Social media advertising can be used by companies to distribute advertisements and create awareness for customers. The research method in this research uses descriptive qualitative method. Data collection techniques use in-depth interviews with SMEs, library research, and focus group discussions involving advertising experts, academics, and social media experts. The data source in this study is MSMEs, advertising practitioners, communication science academics. Data analysis is carried out inductively and interactive analysis methods. The results of this study are 1) successful social media to advertise for MSMEs are websites, blogs, Google, Youtube, Whatsapp, Facebook, Instagram 2) Advertising content on social media must pay attention to ad photography, watermarks, simple videos, videos as much as possible, professional videos, use of keywords, use of endorsements and testimonials 3) Awareness, consumer considerations in making purchases occur in a social media ecosystem that is interrelated and interact with each other*

Keywords: *Social Media, Social Media Advertising Content, SMEs*

INTRODUCTION

MSME is a business group that is a mainstay of economic activity in any country and is able to support most of its citizens. UMKM (Micro, Small and Medium Enterprises) in Indonesia is an economic business that is able to support and support the lives of most of its citizens, numbering more than 250 million. The number of business sectors in this country is very large, namely micro businesses totaling 57,189,393 units (98.77%), small businesses 654,222 units (1.13%), medium businesses 52,106 units (0.09%), the rest are large businesses 5,066 Units (0.01%) (Sutyowati, 2016: 3).

MSMEs as the foremost forefront of economic progress need to be empowered and their capacity developed. Capacity

building is a process of increasing the ability of individuals, groups and networks. In this case, the notion of capacity is not passive but is a dynamic and sustainable process (Mardikanto, 2010: 68). Capacity building has contained a process to improve its capabilities and existence (Balcazar, Yolanda Suarez., Fabricio E. Balcazar, Tina Taylor Ritzler, 2008).

Capacity building is an effort related to the development of knowledge, skills to be able to improve the quality of personal, organizational and business. In developing business capacity, it will be directly linked to a network of mutually beneficial partnership cooperation (Mardikanto, 2010: 69). The development of partnership cooperation is important.

Development of partnerships related to marketing communication activities. In alternative marketing communication approaches, MSMEs use a network of personal contacts, social networks, business and industrial networks (Gilmore et al., 2001: 5)

One alternative marketing communication method to spur marketing acceleration is through social media advertising. Social media advertising utilizes internet-based information technology (Barnes, 2014: 3). Social media advertising is the process of delivering creative messages created by creative groups through the stage of extracting ideas, delivered to segmented audiences, through planned social media selection, which is able to influence, convince, change perceptions, attitudes, and actions of the audience. In advertising activities we need people who always have big, unique ideas to distinguish their work from the work of others. The function of advertising is to inform the audience about a particular product, convincing about the benefits of the product.

In daily life, in trading activities, social media advertising is present in the midst of society. The role of media advertising has become the dominant communication message and is able to provide awareness about a product, convince the benefits of a product and persuade potential buyers (Suryono, J et al. (2019a), stimulate competition, create demand and encourage the development of new products, accelerators the heart of a liberal economy (Tungate, 2007: 14) Advertising has become a tool for creating a positive brand image of a brand, advertising has become a part of the tool for trading the commodity sign that serves as a messenger for promotion, strengthening and adding to the brand's image (Suryono, J et al., 2019b).

Nowadays, social media have played

themselves as advertising media needed by businesses. Social media has the ability as a medium for delivering messages that is fast, inexpensive with a broad reach and is able to connect one human being with another human being, one organization with another organization. Changes in the development of communication and information technology gave birth to social media that is able to connect one human being with another human being. Social media has become an amazing medium of interaction. Communication between people across islands, across oceans, across continents in just seconds (Krishnamurthy, 2018: 2). Discussions between sellers and buyers easily occur on social media. Social media has become one of the most prominent promotional tools in business and is used as a key platform to create awareness and support for a product (Govender, 2013: 4). The increasing use of social media by customers around the world provides opportunities for small businesses to improve their online platforms and profiles (Govender, 2013: 6).

Through social media, MSMEs can advertise their products faster at much lower costs. Social media has revolutionized the way companies advertise and market goods and services. By using social media, MSMEs can advertise and launch promotions in new ways, carry out ad campaigns quickly and easily, and increase consumer involvement (Mon, 2013: 43). Besides that social media is very effective to increase the spirit of the value of a brand (brand equity). The presence of a brand on social media attracts consumers' attention, generates brand awareness and familiarity, and allows marketers to reach consumers directly (Boyd & Ellison, 2008: 3).

Discussions on social media advertising have been studied in various books and previous studies. Among

them is the research of Advertising on Social Media and Benefits for Brands by Ohajionu & Mathews. In the study, it was concluded that the use of social media for advertising by companies around the world continues to increase. Many companies now have Facebook pages, Twitter accounts, blogs. Various social media companies can use in advertising to improve services and quality for customers and increase profits.

In addition there is a previous study entitled The Right Potential Advertising Media Model Targeting SME Leading Products by Joko Suryano and Purwani Indri Astuti, The study found that in creating advertising messages on social media high creativity, great ideas, both ad text and illustration (photo) of the ad. Friendship communities in social media are ways and strategies to determine the right target market (Suryono, Joko, 2013: 17).

Another study entitled the internet and advertising by Moustofa concluded that the internet had made a revolution of knowledge, production, storage and distribution. A few clicks of the finger on the keyboard, users can save hours searching for ad choices for shopping at the store. Online trademarks with the prefix (e-) such as e-library, e-business, e-health, etc., are increasingly becoming part of the advertising vocabulary. Some social and professional networks collect user profiles for sales and advertising purposes (Moustafa, 2016: 293).

From some of the studies that have been presented above, the urgency of this research is to discuss the importance of social media advertising for MSMEs, which consists of selecting fast and inexpensive social media for MSMEs in advertising their products or brands and MSME capacity in creating inexpensive advertising content. and interesting. More centrally this research aims to produce: 1) an effective description of social media for

MSMEs in advertising, 2) a description of advertising content on social media that is appropriate for MSME products.

METHOD

The title of this research is Successful Social Media Advertising for SMEs. The object of his research is SMEs: Power Cat Cats, Mitshop.Id Bag Sales, Motorcycle Accessory Dses, social media and social media content. Successful Social Media Advertising Research for MSMEs uses a qualitative descriptive study. Descriptive qualitative research seeks to describe a phenomenon in detail, detail and in full. Delivered by qualitative descriptive research Sutopo is a study that leads to a detailed and in-depth description of the condition portrait of what happens according to what is in the field of study (Sutopo, 2006: 111). Added by Denzin and Lincoln, qualitative descriptive is a method for describing and explaining the activities or objects under study relating to the study of phenomena in more detail or differentiating them from other phenomena (Denzin & Lincoln, 1994: 3).

Data collection techniques used were in-depth interviews with informants of MSMEs, observation of passive roles, literature studies, and focus group discussions involving advertising experts, academics, and social media experts. Data analysis is carried out inductively and the method of interactive analysis, the interactive model is a data analysis process consisting of three main components, namely data reduction, data presentation and drawing conclusions/verification which is a cycle process.

RESULTS AND DISCUSSION

Social Media Advertising

Advertising world now, enlivened by the development of social media communication technology. Social media advertising is a communication process

that involves advertising creators, creative messages, social media and the target audience. Delivered by Tono Dzaky, Creative Director at Tono Dzaky Creative Boutique, Marketing and Advertising, “the process of communication using social media must know who we are talking to (target audience), using special language, displaying unique images”.

The character of the target audience has changed, not like when we were in the old media era. The customer has changed the behavior of media exposure. Online communities have a great influence on strategies to reach consumers. Consumers have the absolute right to select messages, both personally and with their communities through a process of mutual trust, mutual reference and shared social views. Interesting and relevant products will attract people’s interest through conversation in this community (Springer, 2007: 277).

In planning an online advertising campaign to achieve a strong impression, advertisers must cleverly balance their target market and message frequency. How many times the advertisement was exposed and how much it would cost (Plummer, Joseph, Steve Rappaport, Taddy Hall, 2001: 33).

Instagram Advertising

When we talk about the target audience of young people, to deliver advertising messages, SMEs often use Instagram social media. The target audience of adolescents likes to use Instagram as a medium to fulfill their lifestyle pleasure and improve their social status. Teenagers claim to use Instagram to meet current lifestyle information needs. They are happy with fun information (Prabowo, 2017: 266).

Visual language often appears on Instagram as a medium that represents teenagers, who are just happy to

admire themselves and other teenagers. Instagram is a visual media that relies on quality photos to attract buyers. Buyers like photos that are artistic, beautiful, character, passionate, have strength and depth. The strength of the product photos will be able to persuade prospective buyers to sell a new trendy product. Product photos will increasingly have a strong magnetic force if the product is worn by public figures or often referred to as celebrity endorsers.

On Instagram social media, one of the strategies to increase the value of a brand is through a celebrity endorsement strategy. Tono Dzaky, Creative Directorate Tono Dzaky Creative Boutique, Marketing and Advertising said, “Instagram is a very effective social media for advertising MSME products such as clothes, bags, the shoes. Instagram celebrities are celebrities who display typical features and attributes of certain products to increase their appeal to the public. For example, celebrity sister Oki Setianadewi (Ria Ricis) has millions of followers. If the celebrity poses with a product such as clothes, cosmetics, celebrity visuals when using certain products, will be able to enhance the brand image of a product, the impression will be displayed forever.

Furthermore, Paramitha MSME Mitshop.id actors said, “social media used for selling is Instagram account mitshop.id by displaying photos of merchandise bags with various models and endorsement strategies. Bags of mitshop.id merchandise are worn by some famous soap opera artists such as super pubescent Mauren Daryanani, super pubescent Sarah Tuff, Elina Joerg artists, Zahwaqilah artists in soap operas on the pilgrimage. With a variety of interesting poses, the endorsement activities can increase the number of followermitshop.id “.

Endorsement strategies are also identical personal branding that serves to

validate, support and strengthen the value of a brand. As in the research of Yuliani & Dida (2018), entitled Personal Branding Celebrities and Online Shop Business. In this research found about personal branding Zaskia Adya Mecca as a soap star and Indonesian film star, Zaskia Adya Mecca wearing Muslim women's clothing in social media on Instagram and website that aims to promote the products owned by Zaskia Adya Mecca to fans and consumers to be interested in buying Muslim women's clothing at social media on Instagram and on the website that aims to promote the products owned by Zaskia Adya Mecca to fans and consumers to be interested in buying products from Muslim women on social media on Instagram and the website. the product it sells. Public figures in the community turned out to be very influential on consumer confidence in certain products. Endorser artist will create a sense of pride in consumers, the product to be purchased will position itself like a famous artist. Celebrity endorsers become brand spokespersons so that they are fast in the minds of consumers and can be used to represent targeted market segments. (Royan, 2004: 12).

Youtube Advertising

YouTube has made major changes that have an impact on advertisers to invest in the field of online advertising and has become the easiest free advertising option for MSMEs. Holmbom delivered a lot of potential and benefits gained by developing YouTube channels. With the characteristics of audio-visual offerings owned by YouTube, marketers can present the message of advertising products or brands through videos that are done amateurs and professionals (Holmbom, 2015: 2).

With the limited capabilities possessed by MSMEs, MSMEs cannot yet produce images and sounds like commercial television. There are two

different opinions from the video ad serving on YouTube for MSMEs. The first, told by Suryadin Loadang, Online Sales Lecturer, "to advertise on YouTube, with the limited capabilities of MSME, there is a very simple and easy way that can be used, namely enough by displaying the name of the item to be sold, for example salted fish and writing the HP or WA number, then upload it on youtube. With google search, people who need certain product items will contact the HP or WA number. To get on the first page on YouTube if our keywords are unique and we make as many as possible, people will easily find our merchandise. "

A different opinion was conveyed by Tono Dzaky, Creative Director at Tono Dzaky Creative Boutique, Marketing and Advertising, "Advertising on Youtube requires the ability to make reliable videos. Amateur video advertisements will make the product look cheap. The company's product image can be seen from the video display, clean images, attractive ad stars, elegant clothing and crystal clear sound quality. Advertising stars should not be modest, only wearing flip-flops, t-shirts in, disheveled hair, without makeup ".

Poor visuals will show that the product being sold is cheap. The audience wants to see something beautiful, an ad with a professional look and execution. As said by Dru in Tungate (2007) consumers always enjoy good advertisements, quality advertising products will always find an appreciative audience. Great advertisers have high respect for consumers and understand consumers by creating ads that have a strong appeal. Advertisers and advertisements are far more respectful of consumers than other industries.

One of the attractions of video advertisements is that they contain an element of entertainment. In addition to containing the beauty and attractive elements, there are important elements that must be considered in making ads

on YouTube, which contains elements of entertainment. Many people spend time surfing to find interesting entertainment sites. Interesting entertainment usually involves community participation (community power), presenting content with the latest trends, news, funny parodies (Davis, Harold, 2006: 5).

Blog Advertising

Blogs have become one source of inspiration and information about certain topics for readers. Blog writers have the opportunity to write and present images in accordance with what is desired. Personal blogs have several independent communication methods, as a communication style visualized in a personal way, as a means of representation, self-expression, self-demonstration, which has individual meanings and unique experiences. Some communication styles are applied in blogging based on personal values and motivation to interact with readers as a specific communication strategy. Communication activities in blogs are influenced by the value of a brand with consumers (Bunina, 2013: 2).

The blogger's strategy in enhancing brand image through an experiential marketing approach is by creating an emotional audience through sharing experiences. As stated by Rika Verry Kurniawan, Automotive Blogger, rikaverrykurniawan.com, "The strategy of developing a particular brand is carried out by involving the blogger's experience through an activity. For example, oil marketers, inviting 1000 Bloggers to Bali to see and try big motor vehicles through touring activities. Driving comfort and influence on fuel efficiency will be part of Blogger's content presentation. 1000 Bloggers in their writings will give positive appreciation, support and invite readers in their blog accounts to use oil products that are used by the big motor.

Writing testimonials and advertorial is very thick in the concept of writing on the blog ".

Bloggers build long-term relationships and friendships based on quality interaction, which aims to find readers with the same passion and experience. Communication sharing experiences through blog mode is an important activity to build community. Bloggers strive to apply certain communication methods for the purpose of self-fulfillment, increase the value of the contents of messages and build the value of relationships.

A web blog is a form of web application that is often referred to as a blog containing various kinds of writings (which are loaded as posts or blog articles) on a public web page (blog template). Like an online magazine that at any given time informs specific messages related to products or services.

Blogs are widely used as UMKM advertising media, which contains information or actual coverage placed on the first sequence, which is then followed by old information. Blog sites are accessed by readers or viewers according to interesting topics and communication goals of the blog owner. As told by Tono Dzaky, Creative Director at Tono Dzaky Creative Boutique, Marketing and Advertising, "I have a Power Cat branded cat food client, one of the social media used by Power Cat is Blogspot. The Power Cat Blogspot is used to inform you about Power Cat cat food features (why cat food should be halal), event information such as the Ada Ada Ada Story story, Riding with the Cat Power Bike, interactive discussions between cat keepers and cat keepers, between cat keepers and cat food entrepreneurs, the presence of child education leaders. " In addition to being used as a blog media to convey information, it can be used for interactive discussions, which take place

continuously.

Dozier, Grunig and Grunig in Thornley, refer to it as “two-way communication,” blog viewers are encouraged to combine communication to not only lead to their buying behavior but also to inspire everyone who follows the blog’s words (Thornley, 2014: 1)

Whatsapp Advertising

Smartphone applications are increasingly popular for sharing information through private networks, community networks, which serve as advertising media for national and MSME companies. The use of smartphone applications such as WhatsApp has contributed greatly, positively impacted and helped develop online businesses. Through the WhatsApp application Information to consumers can be reached quickly and get fast responses too.

Through WhatsApp social media advertising activities, home-based companies can deliver online content to prospective or loyal buyers. Customers can view their online shopping products online and buy products from their smartphone applications. Hwang in Jamaluddin et al said that innovative technology through smartphone applications can help business development throughout the world (Jamaluddin et al., 2014: 2).

WhatsApp as a social media where people gather, communicate, deliver messages in a variety of things is currently experiencing great development, used by SMEs for marketing activities and delivering advertising messages. Oji et al (2017: 1) revealed that social media was quite effective as a marketing tool for MSMEs, WhatsApp was considered the most effective, followed by Facebook and Twitter. Social media can be used as an alternative advertising strategy for small businesses. SMEs can assess and maximize the capabilities offered through social media platforms.

WhatsApp has emerged as the largest marketing media and business communication tool. The message application is simple, able to connect many people around the world and makes it easy for business communication activities. WhatsApp dominates the messaging market in several countries, it can be used as a low-cost global marketing tool.

WhatsApp Network Tools through Broadcast Lists, send messages to a number of contacts at once, one message can be sent to one to hundreds of WhatsApp users. A business person can use the WhatsApp network freely and for free. Network members can use telephone and mobile services. WhatsApp is a cross-platform solution that works with a variety of cellphones including Android, iPhone, Blackberry, Windows Phone and some Nokia products. This network can be used to advertise a product through digital messages such as videos, music, recordings, books or written documents in PDF format.

WhatsApp social media can be used to build private networks and group chats. In Indonesia, WhatsApp was not used to advertise for the first time but was used as a personal chat and a group chat. Many things discussed in the chat include stories of school history, social, social, cultural, political and religious life.

As explained by Agung Wijanarko, Chief Marketing Officer of the MSV Picture University of AMIKOM Yogyakarta, “WhatsApp by its developers is not first used as a medium for advertising placements, WhatsApp is used as a media for broadcasting certain messages. But with its platform, social media as a community media is finally used to trade, offer each other goods.

Today WhatsApp’s potential is used as a business tool. WhatsApp is now an excellent inexpensive tool for transmitting business and professional information.

Important data such as sales plans, business strategies, confidential client communications, contracts, financial records, sales reports and accounting data can be sent via WhatsApp at no charge.

The potential of WhatsApp is widely used by SMEs in Indonesia. Many WhatsApp groups have sprung up which are used as advertising media to deliver business messages. Like the WhatsApp Group Ad Exchange 2nd Motor Car Group that offers used cars and motorcycles. Central Java UMKM promotion which contains advertisements about the sale of robe, ads for caterpillar safety shoes, ads for Tag Heur Tecno hours, tickets ordering ads. Halal online marketplace, which contains advertisements about children's sports shoes, travel recorder cameras, double shoe racks, date palm dates, Date Crown Khallas dates, sling hits, Islamic encyclopedias, Gajah Duduk sarongs and Wadimor. Our Smile, which contains advertisements about powerful diabetes recipes, Mimo Electric massage tools, land plots, pants, seminars and workshops.

Facebook Advertising

Now Facebook has become an easy, inexpensive, safe and convenient way to develop advertising activities. With Facebook, business people can build business relationships, grow the number of customers. Facebook keeps adding features and innovating consistently. Companies can utilize Facebook's features to reach audiences in various ways.

Gangadharbatla in Roberts (2010) states that social networking sites change the way advertisers reach consumers. Facebook features can be used to create and experiment in advertising activities. Every Facebook account, like a personal profile page, can write messages to the public and other users. Facebook applications can be in the form of photos,

events, groups, videos, notes, links, and inboxes and write private messages to others.

Social media advertising has received significant attention since the introduction of the social networking site Facebook. Now Facebook followers are more than 1.1 billion, beneficial for businesses to carry out social media advertising activities. Advertisers are willing to invest large amounts of money in advertising activities to reach their target market. Facebook as social media offers a way to advertise by reaching certain markets, such as demographic factors, interests, hobbies, income (Barnes, 2014: 3).

Albertus Erwin Kusuma W, MSMEs D'Amensi Motor Accessory, business actors said, "I offer merchandise Yamaha Byson motorcycle accessories through the hobby community on Facebook. The way to target the Byson motorcycle enthusiast community segment is to create an Albert D'Amensi sales account and display Yamaha Byson motorcycle accessory advertising content to your Byson Photo Display Group account. The group account is a collection of people who have the same fun and hobbies in beautifying Yamaha Byson motorbikes. In the group there was a discussion giving comments, giving recommendations to each other. As in the narration of the advertisement conveyed by Setya Hadi Wibawa, "maybe there is someone who wants to look for Mas, this is OQ, I want to sell, the conditions are still smooth, hehehe". Agus Irawan commented: "How much is it ??". Trie Vanjoel: "he sinini is suitable or not". Answered Setya Hadi Wibawa: "suitable Mbah haha, neat Mbah only needs to be cut a bit mogelok hahaha".

CONCLUSION

The picture of successful social media to advertise for MSMEs is through

social media which have sites with hundreds of thousands and even millions of members connected on websites, blogs, Google, Youtube, Whatsapp, Facebook and Instagram. Advertising content on social media must pay attention to photo works that have an appeal, both in terms of photography techniques, photo stories in the concept of ad photography, photo works must be protected with (watermark) so that it is not easy to plagiarize, in making video advertisements on YouTube there are several alternative ways, i.e. by making simple videos, as many videos as possible, professional videos, using keywords (keywords) or in the title of the advertisement made as much as possible that is similar to the product being sold. To attract a brand of goods, in photo or video messages a strategy for using endorsement and testimony is required. Consciousness and consideration of consumers in making purchases occur in a social media ecosystem that is interrelated and interacts with each other.

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Local Newspaper Strategy to Survive in the Digital Era

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Abstract: *The development of communication and information technology that gave birth to the digital era has made the competition for the mass media industry increasingly competitive. This condition requires conventional mass media, especially local newspapers to carry out special strategies focused on efforts to transform their activities in accordance with the demands of the times, so as not to get further behind with new media that use the internet and digital technology. The Daily OKU Ekspres and OKU Timur Pos, as conventional local newspapers, are confronted with this reality. Surrender or immediately develop a strategy for transformation and change, in order to remain able to compete in the media industry. This study uses a qualitative method, where data analysis is displayed descriptively. The results showed that the two newspapers systematically implemented four strategies to face competition with online media, namely; strengthen local content with investigative reports, media convergence, penetration in social media networks and carry out regular and incidental off-air activities. In the context of this strategy choice, the two newspapers are able to capitalize on the vulnerability of online media to strengthen their existence.*

Keywords: *Newspaper, digital era, online media, media convergence*

INTRODUCTION

The rapid development of information and communication technology advancements since the 2000s, on the one hand, presents convenience in supporting the activities and governance of print mass media, in this case, newspapers. But on the other hand, this condition gave birth to challenges for the editor and the press company that owns the newspaper.

One of the tough challenges is the presence of internet-based digital “newspapers” (*online media*) as real competitors. As mentioned by Sholahuddin (2013), for hundreds of years, print media became the dominant media for information dissemination. The print press has also become the

mainstream media in the information business world. However, in the internet-based digital era, the dominance of the print media industry in the mass media industry has begun to be displaced. The proliferation of digital newspapers is not only difficult to compare from various technical operational aspects of conventional newspapers such as OKU Ekspres and OKU Timur Pos, but also causes stuttering to be on the map of the current competitive reality. Perhaps, stuttering is caused by the romanticism of the past. After so long dominating the information market, now its existence must be threatened in the internet-based digital era.

Waluyo (2018), states that the intensity of internet use in the community

is getting higher, which can easily access online news portals anytime, and then conduct information exchange activities through social media accounts. The speed of news broadcast by online media causes OKU Ekspres and OKU Timur Pos to compile various strategies so that they are not increasingly left behind.

Asyir and Nurbaya (2019), explained that the evolution of media from print to digital was the impact of the Industrial Revolution 4.0 as an unavoidable global phenomenon like the three volumes of the previous industrial revolution. In this context, the OKU Ekspres and OKU Timur Pos must start to get used to the evolutionary context from the print era to the digital era.

Whereas Leksono and Elmada (2017), emphasized the necessity for print media to also play in the digital world, considering that more and more people have now switched to digital media. This condition is a challenge for OKU Ekspres and OKU Timur Pos because the transition to digital will certainly erode the quantity audience of readers and their advertisers.

This phenomenon is reinforced by Kristanto's notes (2019), in 2018, the Press Council recorded no less than 43,000 online news portals in Indonesia, although some of them did not meet the requirements as a mass media. This situation could actually be an opportunity for OKU Ekspres and OKU Timur Pos because the legality and technical operations of its management have met the requirements as a media institution.

Therefore, with all the advantages and disadvantages as a conventional local newspaper, the OKU Ekspres and OKU Timur Pos must deal with the consequences of the fact of readers' decline, ad revenue, and rational decline (circulation) rationally. As Nurkinan noted (2017), referring to the Press Council data, that until 2014 there were

567 print media in Indonesia, consisting of 312 daily, 173 weekly, and 82 monthly. This sluggishness is not only affecting the national media. According to SPS data, regional newspapers reduce circulation by 20-30%, whereas in 2014 national media circulation growth was only 0.25%. There are even 5 print media stopped publishing: Sinar Harapan (published since 27 April 1961, officially closed as of 1 January 2016), Trax (music and lifestyle magazine, published since 2002, closed February 2017), Harian Bola (stopped on 31 October 2015 edition), Jakarta Globe (English language newspaper, published since 12 November 2008, closed 15 December 2015) and Jurnal Nasional (closed as of 1 November 2014). These five print media claimed to be closed because production costs continued to rise, the number of readers declined, and competition with the internet media.

The progress of internet-based information technology has become a fertile "growing media" for the growth of digital media, and slowly but surely has shifted the *habits* of conventional newspaper audiences such as OKU Ekspres and OKU Timur Pos. Previously, the consumption of public information manually by reading print media, but now, began to switch to digital media that can be accessed easily through smartphone technology. This is according to Nurliah (2018) because people use the internet to get information, connect with their social networks, to produce their own information, making the role of the internet increasingly important.

The condition of behavior change due to the internet, also mentioned in Putri, Hamdan, and Yulianti (2017) research, that behavior change is its fairness, considering that humans also cannot be separated from communication and advancement of information

technology into a new chapter in the world order and the development of human communication. However, “fairness”, for OKU Ekspres and OKU Timur Pos is a real threat as well as challenges that must be answered to maintain its existence in the digital era.

Related to this, in an interview with Jurnal Prisma (Volume 35, 2015:62), Jakob Oetama said that the times had changed and that changes also changed the face of the mass media. New types of media have emerged that have increased competition in the media industry. The mainstream media is required to be careful in making adjustments. The print press, especially local newspapers such as OKU Ekspres and OKU Timur Pos are faced with fierce competition (from the business side and the ideal side) with the presence of digital media or social media which continues to develop very rapidly.

Therefore, looking at the presence of digital media in the era of the press industry, which gave rise to the reality of fierce competition nationally and globally, then what about the local newspapers “in the same class” OKU Ekspres and OKU Timur Pos survive? What strategies should be designed by the two local newspapers in addressing the changing behavior of the audience consuming information due to the proliferation of digital media to survive? Because, about this existence, McQuail (2011:34), has warned that the most important newspapers are local and regional newspapers, which to maintain their existence, must present news values that are relevant to local readers. Because, OKU Ekspres and OKU Timur Pos based on preliminary data of this study, have experienced “illness” due to the impact of the digital era as mentioned Nurkinan (2017), circulation, advertising revenue and the number of readers continues to decline sharply.

OKU Ekspres has been published since 2007 in Ogan Komering Ulu Regency (OKU), South Sumatra, with 13 districts and 157 villages. In 2017 the population was 357,502 people. Whereas OKU Timur Pos has been published since 2009, in Ogan Komering Ulu Timur Regency (OKUT), has 20 districts and 339 villages. With a population of 670,272 people recorded in 2018. Based on these data, the actual market share of OKU Ekspres and OKU Timur Pos is very potential. However, online media, which are competitors, are also quite significant in number. Based on data recorded at the Indonesian Journalists Association (PWI) OKU, there are 41 online media or online news portals. It means, OKU Ekspres and OKU Timur Pos are faced with the reality of very competitive competition when viewed from the data on the number of online media.

Based on the description above, by looking at previous research, the context of the literature that is considered relevant and the initial search results of this study, that the Daily OKU Ekspres and OKU Timur Pos as the only local newspapers that still survive in Ogan Komering Ulu and Ogan Komering Ulu Timur, South Sumatra, is also affected by the rapid development of digital media that reaches into the regions. Both newspapers experienced shocks in maintaining their existence as (conventional) newspapers which were first present in the region.

Based on that situation, two problem contexts will be discussed in this study. First, how are the business management efforts of OKU Ekspres and OKU Timur Pos in the face of competition to maintain their existence in the digital era at the local level? Second, how is the editor in chief’s efforts to increase the capacity of journalists to be able to present quality

information or news according to the characteristics of the local community in their operational areas?

METHOD

This research is a qualitative approach, with the claim that knowledge (paradigm) is social constructivist (transformative) which is inductive. Qualitative research is associated with a social constructivist paradigm that emphasizes the nature of socially constructed reality. Creswell (2014:59), explains that qualitative research begins with assumptions and uses a theoretical interpretation framework that shapes or influences the study of research problems related to the meaning imposed by individuals or groups on a social or human problem. Furthermore Creswell (2014:61), also confirms that qualitative researchers collect various forms of data, such as interviews, observations, and documents, not relying on a single data source. Then review all the data and provide meaning, organize it into several categories or themes that cross all the data sources. Then build various patterns, categories, and themes in a “bottom-up” manner, by organizing data inductively into increasingly abstract units of information.

Moeleong, (2004:6), mentioned that qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects, by way of description in the form of words and language in a special natural context and by utilizing various scientific methods.

The primary data source of this study was obtained through in-depth interviews (in-depth interviews) with participants (informants) who were chosen deliberately (purposive sampling). The resource persons in this study are the General Leader/Editor in Chief and the Daily Executing Editor of the

OKU Ekspres and OKU Timur Pos who are considered to know, understand and, have the information needed by researchers. The instrument used was an interview guide and the material used included tape recorders, photo cameras, and notebooks. While secondary data obtained through observation, reference/library, and documentation data such as photographs, archival records, images, website links, and others in the editors of both newspapers. The research procedure begins with the stages of identifying and formulating problems, conducting preliminary studies related to research, collecting data, and analyzing data (starting from the process of reduction, presentation and concluding) and writing qualitative descriptive research reports. Descriptive qualitative perspective on the presentation of research data can reinforce the fact that the choice of the editorial staff of OKU Ekspres and OKU Timur Pos in formulating strategies to face competition in the media industry in the digital era is not only a necessity but a necessity.

RESULTS AND DISCUSSION

The development and advancement of internet-based communication and information technology have given rise to logical consequences for the management of the media industry. The existence of conventional print media such as OKU Ekspres and OKU Timur Pos became the most affected by the change. The logical consequence of this rapid change, as mentioned by Ishadi SK (2010: 130-131), causes the media to position itself to survive. There is a significant migration of young people to switch to the internet. The system accesses information, changing from push media (one to all) to pull media (taking from anywhere by anyone, anytime).

Nevertheless, Garini and Besman (2018), give a gap that the news circulating

in the *online* mass media today tend to be similar and *homogeneous*. Therefore, based on the results of in-depth interviews with the General Leader/Chief Editor and Managing Editor, both in the OKU Ekspres and OKU Timur Pos, as objects of this study, four strategies were undertaken to face the challenges of media industry competition in the digital era, which is adjusted to the conditions and characteristics of the two local-conventional newspapers. The following description and analysis.

Strengthening “Locality” with Investigation Reports

Based on interviews with research sources, two key pointers should be carried out by the editors of OKU Ekspres and OKU Timur Pos, to face competition with online media. Namely, technically and non-technically in the operational context of management and the journalistic context. Because, if it is connected with the opinion of Tabroni (2018), print media (newspapers, magazines, tabloids) and online media, actually not present in a vacuum, the press system of the mass media is strongly influenced by the political system in a country or region. So, if examined closely, that view is related to the social system and culture of the community influencing the activities of the mass media. Likewise, the efforts of OKU Ekspres and OKU Timur Pos show the characteristics of their locality in facing competition with online media.

Alva Setiawan, Managing Editor of OKU Ekspres in the interview said that the context of local information is the “trademark” which has always been prioritized. The following explanation:

“We understand very well the conditions that are happening. Since it was first published in March 2007, we have been consistent and focused on local information that is happening at OKU. The OKU

Ekspres localization label cannot be changed, it is a “trademark”. Local news information must be primary, through in-depth investigation, to maintain close contact with readers. That is our artery. The keyword, of course, is increasing the capacity of journalists.” (Alva Setiawan, Interview January 2020).

What Alva said, was an effort to strengthen the character of the locality by conducting an investigation (depth reporting) on the facts of events. Although, if you borrow Imam Wahyudi’s notes (in Arief and Utomo, 2015:53), that investigative reporting is not mediocre coverage that can be carried out by speeding or chasing broadcasts. However, for OKU Ekspres it is the first strategic step taken to strengthen its position in facing competition with online media. The focus on increasing the competence of journalists, to understand the socio-political-cultural conditions of the region and current issues, is a major prerequisite for creating local strengths in the news to attract the attention of local communities.

Alva also emphasized that if the news is national-international in nature, the public can access it from various sources (media). However, for example, cases of drug trafficking in villages, robberies orchestrated by unscrupulous village chiefs, sadistic killings by students, sadistic robberies that disturb society, child abduction manipulation, local government policies on concessions for plantation and mining land, or the flood disaster that occurred at OKU or OKU Timur, became the main focus of the news which was supported by facts, complete data, reliable sources and in-depth coverage (investigation) carried out to maintain the trust of readers.

The same thing was also mentioned by Purwadi, General Leader/Editor in Chief of OKU Timur Pos. He said that the focus and steeped in local issues is

growing, becoming a grain headline in OKU Timur Pos. According to Purwadi:

“The closeness of the context of events according to the facts with the reader in our opinion is very important for the reader. Here the editorial policy clearly rules. Journalists must not play games, we continue to boost technical competence in journalism. OKU Timur Pos is concerned with local issues that have socio-psychological-geographical proximity to the community. The public not only wants to quickly access information but also requires certainty and completeness of the information. In that context, we are always there and present.” (Purwadi, Interview January 2020).

Alva and Purwadi, also confirmed that the proximity event along with the facts with readers, both geographically and socio-psychological, the key to strengthening the reader's choice on “selling” locality information or news published OKU Ekspres and OKU Timur Pos. So, in practice, the company editor-in-chief, or editor-in-chief continues to make technical efforts to increase the capacity and competence of journalists in terms of journalism, both in the context of coverage, disclosure of facts, and in writing news. In order to stay ahead of online media in OKU and OKU Timur.

The maximization of the editors of these two local newspapers increases the capacity of journalists in line with what Abrar (2011:43) says, that the weight of the task carried by the press is to be able to present useful information for improving the quality of life of the people, so the press needs to pay attention to tips to fill the contents of the press, related to the technical aspects of news presentation. Journalists need to prepare the contents of the press with an awareness of the picture of the problems being faced by the community.

Indeed, if observed from the technical side of journalism, according to Alva and Purwadi, online media in OKU and OKU Timur tend to convey the facts of the news on the surface, not yet in-depth. Not yet seen the efforts of journalists to explore the problems being covered. The advantage, the important thing is fast; publish and share on the portal/online link. The second weakness of online media, which is still reporting on ceremonial events, local issues that are viral, or events that are easily reached.

This is influenced by various operational limitations that still surround local online media management. The limited number of human resources and journalistic competence of journalists. In fact, there are online media that are only managed individually such as managing social media accounts. Only because the individual can use information technology. In fact, according to Alva and Purwadi, managing the management of mass media institutions is not as easy as imagined, because the media management function is related to many aspects such as research, planning, organizing, movement, supervision, and evaluation by the management of the Sumatera Ekspres Jawa Pos Group.

This gap is exploited by OKU Ekspres and OKU Timur Pos, as confirmed by Alva Setiawan and Purwadi, in order to continue to exist and be competitive by displaying different content when dealing with online media. Their assertion is in line with what Santana said (2017:6), that people need unusual glasses, whether they are “minor plus” glasses, to see events that occur. The media provides these “read” glasses, by showing what is happening behind the event: showing the news as deep and as detailed as possible.

The editors of OKU Ekspres and OKU Timur Pos process local issues with in-depth reports, as a side of excellence, so they cannot be “rivalled”

by local online media which prioritizes speed rather than accuracy and depth of the news. However, despite the internal problems of the local online media, both newspapers still consider it a competitor that must be taken into account. The key is that journalists' understanding of the problem is the main thing that must be considered. Sensitivity and carefulness in seeing the core of the issue or event covered is the principle of coverage that is put forward. Complete data support, competent or relevant news sources, transparency, fairness, balance, cross-confirmation, responsibility, and in favor of the public interest are also mandatory guidelines for journalists in OKU Ekspres and OKU Timur Pos.

Self-Transforming Options:

Convergence

The development of communication and information technology today has positioned the print newspaper as a conventional media that carry out journalism activities for a long time, meticulously addressing the changing situation. Transforming by applying convergence steps is a must. Because, according to Kovach and Rosenstiel (2003:212-213), journalism is modern cartography. Produce a map for citizens to make decisions about their lives. This cartographic concept helps explain what is the responsibility of journalistic coverage. Like maps, the value of journalism depends on completeness and proportion.

Based on this concept, the second step taken by the editor in chief of OKU Ekspres and OKU Timur Pos is to make a convergence in order to continue to be connected with changes in reader habits. OKU Ekspres and OKU Timur Pos transformed themselves into multimedia, multichannel and multiplatform channels. It was explained in the interview, that it is obligatory

to carry out self-transformation by implementing media convergence practices as mentioned by McQuail (2011:150), convergence is a combination of all forms of media relating to their regulation, distribution, acceptance, and regulation based on the consequences of digitalization facts.

In an interview Purwadi said:

“We have to make changes. At present, convergence is a necessity. Times change, habits, and culture of people are increasingly familiar with multimedia and multiplatform. News online version does not always have to be displayed narratively but also supported by images, infographics, and even videos It's funny if we don't do convergence as a whole OKU Timur Pos moves quickly through okutimurpos.com and midor.com The news was updated during the day after the printed circulated version We still make a printed version for reference. But if there are events in the afternoon or evening, the news is directly uploaded in the online version. The printed version is the next day, more complete and in-depth news. “(Purwadi, Interview January 2020).

While Alva Setiawan emphasized that:

“The convergence strategy is chosen by considering the actual conditions. Because the reader's habit begins to shift and change. The habit of readers over the age of 60, certainly very different segments of the reader 50 years and under, especially the millennial generation, who are very familiar with digital information technology with multimedia and multichannel types, as active users of digital technology through smartphones and android. Then the choice of convergence, through okes.co.id, becomes a road map as well as tools to “serve the market” the

majority-majority reader “. (Alva Setiawan, Interview January 2020).

Even though convergence is a must, the printed version still works. Online news is published on the website with the same or different names. There is an online version at okes.co.id and nakar.com (FIGURE 1) which is updated during the day. Alva said that the printed version of the news must be more than those presented online. According to him, the step was aimed at making the online version of the program not “kill” the presentation in printed form. Similar policies were also carried out by the editor of OKU Timur Pos, the online version on the website is okutimurpos.com and midor.co, also published daily which is managed specifically, but still with the quantity of news below the printed version.

The choice of media convergence is carried out, able to offset the “onslaught” of online media. The readers ‘and especially advertisers’ trust in both newspapers is slowly but surely beginning to stabilize. Because the principle of depth and localization are consistently applied in the news presented, it can attract readers because it also keeps the advertiser moving to online media. In Figure 1. below is the online version of OKU Eskpres’s display with the okes.co.id and OKU Timur Pos with the link/ website and midor.co.

If we look at the efforts of OKU Ekspres and OKU Timur Pos, then the logic to maintain existence starts with mapping rationally without losing the print roots. Of course taking into account various factors that exist in publishing an online (digital) version, such as accuracy, topicality, and completeness-depth of the news presented. So that the “weakness” of publishing in the printed version can be closed at the same time to preserve the choice and trust of the audience.

Furthermore, to bring OKU Ekspres and OKU Timur Pos into local, multimedia, multichannel and multiplatform mass media, the management and editor in chief continue to strengthen the carrying capacity of information technology (computers, photo cameras, smartphones) and adequate internet network capacity. The capacity of journalists, as “man behind the gun”, is also being encouraged. To accelerate convergence, journalists are not only required to have the ability to use technology but also to sharpen sensitivity, journalistic ability, artistic ability, and point of view in covering, recording, writing, and reporting multiplatform journalistic events in-depth and with quality. Therefore, in maximizing the choice of convergence, OKU Ekspres and OKU Timur Pos editors position the two local newspapers as multimedia, multichannel and multiplatform mass communication channels. Transformation and synchronization between the printed version and the online version through



FIGURE 1. Display of Online Version of OKU Ekspres (left) and OKU Timur Pos (right)

the three properties, it is expected that OKU Ekspres and OKU Timur Pos will perform convergence on various sides as a whole.

Penetration in Social Media Networks

Human efforts to develop communication with each other to develop their identity and build their society, carried out endlessly from time to time, according to the condition mentioned by Saefudin (2008). There is an unwritten agreement, stating that the presence of social media networks is the result of human efforts to develop communication with others. Social media is not only transformed into a new channel in mass communication, but a new civilization in forming channels and fields of communication between each other.

Social media networks such as; Facebook, Twitter, Instagram, You Tube Channels, and so on, the more here, the more multifunctional and their use continues to increase, almost every individual has a social media network account, even can have more than one type of account and different. Simultaneously, an individual can have a Facebook, Instagram, Twitter account and even has a You Tube channel. Therefore, according to Alva Setiawan,

OKU Ekspres utilizes trends in the use of social media by the community as a potential market for cultivation. Related to that Alva explained:

“If we look closely, previously the focus of social media account owners is more likely to make the account as a window or “showroom” personal activity. But now social media also “functions” as an information channel; political campaigns, debates, and even become media spread hoaks. But we are just positive, that social media is also a market that we must work on. We decided to go in and make the most of it with an official account through Facebook, Instagram, Twitter and even the You Tube channel.” (Alva Setiawan, Interview January 2020).

Alva also emphasized that the decision to enter social media was also based on the latest facts. Previously, social media accounts were more individual, but now official institutions with various activities (state and government institutions, private companies, political parties, mass organizations, associations and so on) also has an account on social media, as a bridge to communicate with the public. This potential, according to Alva, is also used as a penetration opportunity for *OKU Ekspres* to introduce their products. Public space on social media is



FIGURE 2. Display of OKU Ekspres Facebook, Twitter and Instagram

increasingly very open, heterogeneous, abundant, even frenzy.

In FIGURE 2 below is the display of OKU Ekspres social media accounts with the same name, OKU EXPRESS (written in capital letters), from left to right Facebook, Twitter and Instagram.

The next, in FIGURE 3 below is a channel display of YouTube OKU Ekspres, also with the same name that is OKU EKSPRES which is also written in capital letters.

This is also the case with the editor of OKU Timur Pos. In his explanation, Purwadi said that they were well aware that the current condition of public spaces was so open on social media networks. People with various social statuses, educational levels, age levels, professional backgrounds, and ethnic and cultural backgrounds, are massively exposed and become hyperactive users of social media with a very high duration of use. Purwadi said:

“That fact makes us think that OKU Timur Pos must also enter social media networks, maybe our media can interact more *intensely* with readers. So, penetration is “intact” to include ourselves in various social media networks, we do. We make *Facebook* and *Instagram* a bridge to keep in touch with readers in unlimited space and time”. (Purwadi, Interview January 2020).

The context of OKU Timur Pos

entering into the world of social media, according to Purwadi is very important. Why? Because OKU Timur Pos is well aware and has a belief that the current habit of media society is preceded by his daily activities on social media. In Figure 4 below is the display of OKU Timur Pos social media accounts, Facebook (left), and Instagram (right) OKU Timur Pos.

Penetration of OKU Ekspres and OKU Timur Pos entered social media networks, illustrating that social media has significant potential to strengthen both positions. Through Facebook, Instagram, Twitter, YouTube channels, both newspapers actively share various information both news and other information related to the internal activities of their media institutions as well as social, cultural, artistic, sports activities planned in the future will come.

Periodic and Incidental Off-Air Activities

For an institution or company, building a positive image in front of the public is one of the basic needs. Image is a bridge to build sustainable relationships with the public, both with various institutions and with various communities. OKU Ekspres and OKU Timur Pos also use this public relations channel by holding various activities that touch or deal directly with daily activities in the community.

Why has public media relations become so important? If you look at



FIGURE 3. Display of OKU Ekspres YouTube Channel



FIGURE 4. Display of OKU Timur Pos Facebook and Instagram Accounts

what McQuail says (2008:10), that the influence of the community is present everywhere and is sustainable, and appears in all external relations of the media. Therefore, it is a logical action if the editor of OKU Ekspres and OKU Timur Pos actively and sustainably establish good external relations with the community with various social dynamics.

In connection with this effort, both Alva Setiawan and Purwadi in a research interview stated that the management of both newspapers had a specific focus on managing this strategy. The focus is realized by forming a team to manage activities (events) that involve the community or parties who are the closest business partners. As Alva explained:

“We are serious about this effort, taking advantage of the existing momentum. Both periodically and incidentally. For example, at the anniversary of OKU Ekspres in 2019, we held a healthy walk. Wow ... thousands of participants, many sponsors involved. That enthusiasm certainly strengthens our conviction, that this newspaper is still preferred by the community, business partners, government, and social organizations in Ogan Komering Ulu Regency.”

(Alva Setiawan, Interview January 2020).

Meanwhile, Purwadi said:

“We are very confident, our relationship with readers or the audience is not finished only in the newsroom, through the print newspaper or digital space that we present. But the relationship must also be built in an open space, off the air by involving the participation of many people, various parties, and even institutions with various joint activities. The concept is mutualism and benefits. We are aware, as local media, we cannot “hide” in the newsroom. But it also creates various spaces and stages to build closeness with all groups.” (Purwadi, Interview January 2020).

Activities that are held are grouped according to their fields, such as arts and culture, social, religious, sports, education, hobbies, tourism, environment, and so on. Such as shadow puppet shows, tambourine competitions (Islamic art), music festivals/bands, singing competitions, Muslim women’s princess selection contests, and modeling competitions. Istiqosah, distributing food

during Ramadan, donations for orphans, caring assistance for disaster victims, zakat and alms movements, caring for people with disabilities, distributing masks during the dry season, and blood donations. Election of outstanding teachers, coloring competitions for kindergarten and elementary school students, writing letters to regional heads, student journalistic internships, public discussions, and local election polls. Twitter birds, fun bikes, classic bicycles, fishing, dirt bike, healthy walking, soccer, volleyball, nature tourism, tree planting, river clean, and so on.

Both informants were well aware that in this era of media the media must not be hypocritical. The influence of capitalism has indeed become the root of the survival of the media, especially local media such as the OKU Ekspres and OKU Timur Pos. Obtaining profits is certainly the focus of attention and the main target for maintaining the existence and living operations as a media institution that has an economic orientation. Therefore, the economic benefits need to be achieved maximally.

But on the other side, according to the two informants, the involvement and presence of OKU Ekspres and OKU Timur Pos in the social spaces that were held were also based on the awareness that the media also had responsibilities that did not necessarily have to relate to financial benefits from journalistic activities. This means that the presence of *OKU Ekspres* and *OKU Timur Pos* in the social-community sphere can be a “tool” to maintain a balance with economic interests.

Therefore, various activities that are held in public (social) spaces are managed systematically to establish close relations with the community and with various institutions, so that both newspapers remain the main reference as local media that produce information

needed by the community. Strictly speaking, *OKU Ekspres* and *OKU Timur Pos*, continue to try to maintain their audience both “from within and from outside” so that “remains loyal and does not turn to another heart”. However, through psychological and emotional relations, the two newspapers feel the need to remain consistent in maintaining their image and responsibility as “eyes” and ears “for the public who need reliable and quality information, in addition to their interests or business orientation.

CONCLUSION

Based on the results of this study, which examines the existence of local newspapers that have been conventionally active; how to formulate a strategy, with the focus of problems on the editorial strategy of *OKU Ekspres* and *OKU Timur Pos* in facing the competition of the media industry in the digital era, it can be concluded that *OKU Ekspres* and *OKU Timur Pos* chose to implement a strategy of strengthening localization with an investigative report. This strategy was chosen because the news coverage carried out in-depth by prioritizing local issues that have proximity with the audience is a strength that can strengthen the existence of the two newspapers, compared with online media operating in both regions.

Addressing the digital media era, *OKU Ekspres* and *OKU Timur Pos* implemented a media convergence strategy. This strategy follows the rapid development of the digital era which is the mainstay of online media. In addition to publishing the printed version, both newspapers also published an online version that can be accessed online by readers through the official website. In the context of the implementation of this convergence, including the next two strategies, the two dailies seek to transform themselves into multimedia, multichannel and multiplatform media as

alternative strategies in transforming to maximize media convergence choices in the digital era.

OKU Ekspres and OKU Timur Pos implement penetration strategies to social media networks (including multimedia, multichannel and multiplatform) to establish relationships with readers, various information related to journalistic and non-journalistic activities uploaded to official social media accounts such as Facebook, Twitter, Instagram, and YouTube. Finally, carry out the strategy of carrying out various activities directly related to community activities or with government agencies, social and private institutions. Arts and cultural events, religious social, sports, education, hobbies, tourism, the environment, and so on, serve as a glue of sustainable relations with the audience. Besides, the involvement of OKU Ekspres and OKU Timur Pos in social space is an effort to create a balance between social responsibility as a public information channel and economic interests as an institution or company that has a business orientation.

Based on this conclusion, it can be emphasized that for conventional newspapers such as the OKU Ekspres Daily and OKU Timur Pos, the digital era does not only create challenges and threats. But in various contexts, it also creates a gap to create unforeseen opportunities. Transformation into a channel that is multimedia, multichannel, and multiplatform is a key step undertaken consciously and systematically to make changes following the times that are marked by the era of advances in communication and information technology.

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Media Literacy in Information Chaos Era: Qualitative Study Bandung Literacy Activist

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Abstract: *Media must get control in order that the practice is not authoritative. In the context, when it is in an individualist form, it tends to produce information without considering the norm. In the individualist characteristic, all the information flow spread massively with the tendency for thick interest. The research arranged to find out literacy activities in this chaotic era, using qualitative descriptive methods to uncover the minds of literacy activists in the information chaos era. The aim is to find out the form of literacy in accordance with the chaotic conditions of information and literacy activities in growing public awareness in information management. The results showed that literacy forms carried out through the introduction of media (media knowledge) concerning the credibility of the media and recognizing the nature of mainstream and non-mainstream media. Another platform is digital literacy and management of public information. Meanwhile, to raise public awareness is done by producing digital content in anticipation of hoax news, making fact check content, media practices through radio broadcasts and websites, introduction to news construction.*

Keywords: *media, literacy, chaos information*

INTRODUCTION

Conventional media is on the verge of collapse. Replace the variety of internet-based media. Recent discoveries in the communications technology sector, replacing the public information base that for centuries served the mainstream media (print and electronic). The media must change the platform into the internet to continue to take part in providing information services. According to Muhtadi (2016), through online media, an information revolution is taking place.

According to Andoko in Kusuma (2016), the threat of the internet to print media, is indeed real. As paper prices become expensive and the print media industry becomes increasingly not easy to survive, the choice for print

media inevitably has to transform itself to master the development of digital technology that has, is, and will happen. Television managers also experienced a similar threat. According to Wishnutama, online media is both a threat and an opportunity. Television can exploit the potential of digital online or internet-based broadcasting as an opportunity. (Kusumaningrum, economic news on October, 11th, 2017, downloaded Saturday 30 May 2020, at 11:25 WIB) the transformation process into the form of the internet requires various adjustments, given the internet medium has a distinctive character. According to Karman (2017), the characteristics of internet-based media are digital, convergence, manipulable, networkable, and demassification.

This radical change at the media level happened because of the era of disruption. According to the Big Indonesian Dictionary (KBBI), the term disruption has uprooted from its roots. The disruption era delivered by the development of industrialization phase 4.0, brought a revolution in communication technology that converged media into digital platforms by integrating text, images, sound, graphics into a platform. According to Jenkins in Rhamdani (2008), media convergence is the flow of content (information, images, audio, video, at so on.) to various media platforms. Collaboration between several media industries, as well as the behavior of the audience who uses different media to consume content.

The development of communication technology weakens the function of mass media. According to Lasswell in Little John and Foss (2011), the utility of the media provides information about the environment, observation (surveillance), provides options to solve problems, relationships (correlation), and socialization and education known as transmission (transmission) that can not be carried out. The role of delivering information is lost. Strict selection through internal mechanisms by presenting the role of a gatekeeper, according to Manca (1999), illustrates the function of an agent that facilitates the information process in society replaced by amateur hands who prioritize their narcissistic ego. It shows that now information is no longer owned by journalists or is media monopoly. But it is divided into individual internet account holders.

Individual participation in the production and sharing of information accommodated by new media groups consisting of blogs, WhatsApp, Facebook, Instagram, twitter, youtube, and other application systems. According to McQuail (2010), new media have

the main elements of digitalization and convergence. The internet is proof of convergence because it combines several other media functions such as audio, video, and text. According to Nurudin, internet-based applications allow everyone to interact and explore throughout the world by sharing various events they see in a short time to different network application systems. The ease of use of social media eliminates the mechanism that becomes an information management procedure. According to Mandbergh in Nasrullah (2015), social media is a medium that facilitates cooperation between users that produce content (user-generated content).

On the one hand, it is advantageous because the information can receive in real-time, and on the other hand, it is detrimental because of the construction of events that presented without regard to the norm. According to Berger and Luckmann in Bungin (2008), the social construction of mass media is on the rapid and extensive circulation of information so that social construction takes place very quickly and should be equitable. The constructed reality also forms mass opinion means the audience tends to be a priori at the mass opinions and tend to be cynical.

The picture of the new media power has become the hallmark of the information society. According to Fukuyama (1999), the information society is a society that is conditioned by the power of information tends to respect the values that held in high regard in democracy, namely freedom (freedom) and equality (equality). Such community characteristics emphasize the new civilization, one of which is marked by the chaotic situation of information. According to Fitzgerald (2014), information chaos regarding information storage. Chaotic situations also occur because information values are controversial and contain an element of bias. According to Al-Zastrouw in

Sobur (2015), the degree of media bias influenced by three things: the capacity and quality of media managers, the strong interests that are playing in social reality, and the critical level of society. Based on his understanding, according to Schramm in Rakhmat (2018), information as everything that reduces uncertainty or reduces the number of possible alternatives in a situation. It is in line with the notion of literacy that aims to make light of information. Although according to Iriantara (2017), literacy means the ability to read and write. If applied to understand the news, it will provide guidance. When you get inaccurate information, it will be ignored. According to Rachmiatie and Suryadi (2009), media literacy is a term used as an answer to the rise of people views about the effects and impacts arising from the contents of mass media that tend to be negative and unexpected.

METHOD

This research uses descriptive method with qualitative procedures. According to Mulyana (2010), research methods are specific techniques in research. Meanwhile, according to Creswell (2017), the qualitative process still relies on data in the form of text and images, has some peculiar steps in the analysis of the data, and are sourced from different research strategies. To uncover the phenomenon that is studied, this research uses a type of case study research conducted on a unified system in the form of programs, activities, events, or groups of individuals engaged in literacy.

The selection of informants was carried out intentionally, in other words, the researchers established informants consisting of activists both engaged in community organizations and the government, in this case, the West Java Provincial Government and the Bandung City Government that were attached to

their duties and obligations as information controllers. The interviews were conducted directly with the informants by face to face and supported by the use of Whatsapp application facilities, if the data obtained still requires further deepening. The data obtained from the informants has thought to based on an organized program of media literacy activities that systematically scheduled.

RESULTS AND DISCUSSION

Media literacy activities directed as an effort to foster competence in entering the information ecosystem that is already in a chaotic situation. Information in the form of text, sound, images, and graphics moves circularly from one information channel to another with relatively fast and numerous frequency of occurrence. Information that spread is full of various contents and values that are truth, hoax, or slander. The information source also varied to accommodate personal aspirations to the organized ones. The facts in the form of data from observations and interviews based on questions asked to informants. The question raised consists of literacy forms that are appropriate to the information chaos situation and literacy activities in fostering public awareness in information management.

Forms of Literacy in the Information Chaos Era

The information situation that is at a chaotic level occurs because of bursts of news from various media platforms. Diverse content, from the objective to the dimension of slander, are integrated into one information channel. Without being able to be prevented, the information entered the entire media space. Information sources consist of channels owned by individuals, institutions, organizations, or media that managed in the form of corporate, and media that relate to certain interests.

When the loss of the gatekeeper's role becomes the situation now, information, or news spread without going through a strict selection. Likewise, without competence, at least every member of the public who has a media account, is free to oppose and share their opinions. As a result, the face of the media is increasingly chaotic by increasingly biased elements of value. Recognizing this reality, fostering awareness among groups, organizations, and governments to create an immune system for the public is not easily affected by issues that scattered across various media channels. This system manifested in the form of literacy that aims to provide education in the hope of increasing ability and create a competitive environment for the media. These forms of literacies are packaged in a directed movement to give community preparedness to face information chaos situations. According to literacy activists who are members of the Metrum Foundation, Ahmad Nada, the form of literacy that he developed is media knowledge by emphasizing the credibility of the media.

“Media knowledge is directed as the main form of literacy activities held at the Metrum Foundation. We think that media knowledge is a basic knowledge and must be mastered by the public so that it can not be influenced easily by the news and information received from the media. With the media knowledge, it will become the resilience of the community, so that when they exposed to information or news, the first thing to do is to find the source of the disseminator, or the media. If the media is not credible, they will ignore it.”

This form of literacy leads to public knowledge of the media. It is in line with the method used. In his work, Ahmad Nada explained the media on various platforms. Next, direct the knowledge of

literacy participants to the credibility of the media. This credibility correlates with the quality and capacity of the manager. Credible media managed by editorial crews who have adequate quality and competence, have a knowledge base on science, principle, and journalistic ethics. The basis of this competency used in compiling, producing and disseminating news, so that the media does not cause information chaos. Ahmad Nada provides a simple guide to distinguish credible and non-credible media.

First, refer to the Press Council verification. While quoting data released by the Press Council, around 47,000 media outlets were circulating and scattered in all media spaces. Of these, the verified media only numbered about 2000, it remaining 45,000 were still unverified. According to him, all print media verified by the council as well as electronic media. While not all internet media. Verified internet media The verification process carried out by the Press Council is mandated by Law 40 of 1999 concerning the Press article 15 paragraph 2 (e).

Second is the practical fact that the media are mainstream and non-mainstream. The mainstream media has a long culture of going through various stages in news management and taking a strict internal mechanism before publishing news to the public. In the mainstream media, there is a management structure that emphasizes their respective duties, from journalists, editors to editors-in-chief. The task carried out as a structure is as a gatekeeper whose function is to select the news from the feasibility and spread. Unlike the case with non-mainstream media that has no structure and does not recognize the stages of coverage. Ahmad Nada continues:

“This is one of my literacy materials with the Metrum team, that the objective is how people can

live during increasingly crowded information. In my opinion, literacy is not just the ability to read about the texts presented in the media. It is more than that is how the public understands the character of the media, the nature of the media, and more specifically is who is behind the media. After understanding, it finally becomes understood and becomes a system of information security in facing this chaotic era.”

The next form of literacy is digital literacy. As the name implies, the target is online media. Activists who carry out digital literacy activities assume that online-based media include social media are the source of the emergence of false news or information or hoaxes. Literacy is carried out every day, with the production of content following developing issues to open public knowledge of this internet-based media. At the time when information of the pandemic Covid-19 milling about fills the media space, the content directed not only to strengthen the right view of the attitude that must be carried out, as well as the production of content that aims to counter misleading information.

Educational content is information that can guide the public in dealing with symptoms that arise. This form of digital literacy is a product of the West Java Provincial Government (Pemprov), through Diskominfo with the specific unit named Jabar Saber (Clean Sweep) Hoax (JSH) (FIGURE 1). This unit formed with a structured organization, headed by a coordinator, in charge of 1 facilitator, and ten staff. All of these staff divided into social media data administration staff, fact-checking, strategic content, and graphic and video design teams. JSH Coordinator, Retha Aquila Rahadian explained:

“This is the scope of JSH’s activities, both in online and offline

formats. For online targets targeting people who have become social media followers of JSH. While the offline focuses on activities of fostered information volunteers such as RTIK (Information and Communication Technology Volunteers) and KIM (Community Information Group), students, and students. Especially for the target students and students are packaged through the Anti Hoax Ambassador and Literacy Ambassador programs with a target of 27 Regencies/Cities in West Java.”

Retha continues the agenda of digital literacy was related to efforts to strengthen the resilience of rural communities by rolling out the Anti Hoax Village program plan with the pattern of providing skills through the ToT (trainer on trainee). The ToT provided media knowledge and information to rural youth leaders. Through these young leaders, she hoped that they be able to assist the public in examining news that is not true and invalid. Thus, villagers are not exposed to hoax news easily. When carrying out its task of titrating the public about digital media, JSH socializes its function and presence in the community of West Java. Last year the socialization involved district/city Diskominfo, formed



FIGURE 1. JSH products remind the public about the corona virus hoax

local ICT and KIM volunteers, this year focusing attention on students. Besides, collaboration with journalists as a partner checking deals with outstanding issues.

“Another mission that is designed by JSH is to move to counter negative content with positive content. For this step, it will collaborate with content creators in West Java, and build a belief that positive media content will produce interesting material if packaged creatively. Then is the preparation of JSH in the face of simultaneous local elections that will be held in 8 cities and regencies in West Java, one of which is collaborating with West Java KPU to socialize Hoax Free Election.”

A similar form was carried out by the City Government (Pemkot) of Bandung. Viewing that digital media can be a source of problems, the Bandung City Government under the Information and Information Control Section of the Office of Communication and Information (Diskominfo) of Bandung City has shifted the focus of activities towards media literacy. Literacy activities that began in 2017, together with the increasingly chaotic world of information. The form of its activities is through counseling to control information and provide knowledge about information circulating in the media. The knowledge provided is about making news construction, news sources, to the direction and tendency of the news.

According to the Head of Information and Information Dissemination and Control Section of Bandung City, Tany Rosada, the current information situation is different from the previous period. When the media is increasingly converging will indirectly change the role and position of society. Previously it was only as a consumer, so now it has turned into a producer.

Nowadays, people can produce news or information through social media. It causes more information chaos.

From its identification, this chaotic information can have the consequences for vulnerable groups. These are school students or students. So with the establishment of this circle, literacy is directed at students. Furthermore, to strengthen the student information base, literacy is also directed at students' parents. It is the role of parents as a controller and control of information. If parents already understand about the media, especially social media, it's easy to control their children's media activities. Parents also become a means of consulting findings that are not understood by the child.

“The parents are expected to be able to provide information about the benefits as well as the dangers of using gadgets. Targeting school students and their parents will at least be the first safety in the family. Thus the literation children are at a minimum about the benefits as well as the dangers of gadgets, and parents can control children's media activities.”

Tanny continued, if students' media activities are for good purposes, it will provide great benefits. Conversely, if it use for unfavorable purposes, it will have other consequences. To anticipate the bad impact, according to Tanny, literacy also emphasizes the use of gadgets to be used in things that are more useful and can increase the ability of school students, for example making a video or short film and then competing. Another benefit of the gadget can be used to create a vlog that is included in the race.

On the other hand, activists of the Bandung City Student Literacy Movement develop a form of literacy by collaborating with journalists in delivering information and media knowledge. The benefit of this movement is considered

appropriate in peeling the media from the side of the media actors. The public can know the techniques, methods, and ways of the media system in formulating and compiling news. Thus the audience can understand the direction and tendencies of the media.

“This form, in my opinion, will be immediately understood by the public because we explain it directly. For example, how news arranged, made, and distributed to the public. By understanding the initial process of making the information, it will comprehend the direction and dealing with the media,” said journalist and literacy activist who is always invited by the Student Literacy Movement, Asep Awaludin

Literacy Activities in Fostering Public Awareness

Literacy activities intended ultimately to raise public awareness about danger, ignorance of information, or sharing information that is not filtered first. At this level of awareness, literacy must touch the aspects of people’s cognition by highlighting the source that is the cause of the chaos of people’s thinking. In this realm, JSH establishes the major source of digital media literacy, so its activities produce educational content for digital platforms. The production content is not only intended as an educational tool, but also counter hoax content and fake news in the form of digital displays with the Instagram application format containing fact checks for the publication of misguided information. JSH Coordinator, Retha Aquila Rahadian explained:

“We do more literacy in social media with the production of educational content. This literacy is what we call digital literacy. So we still have many activities on social media (online) compared to offline. As for the literacy format, we try through workshops by inviting students, media,

and communication volunteers. From the results of the workshop, we get input and evaluation, the results we refer to the digital literacy strategy going forward.”

While the public awareness activities carried out by the City of Bandung Diskominfo, through face to face with the participants. The production of media content, such as rules, and effects that would be derived from the use of the media were presented in the meeting. This knowledge is about posting posts and sharing information to stay following applicable norms.

“These students are usually among those actively using social media. They must be equipped with an understanding of the value of information. It should also be explained that the posts received by one of them, for example, containing news that has value, and then spread through the groups that he follows. Of course, this will get an unfavorable response from members of the group. If, for example, the news disseminator does not accept criticism or suggestions submitted by other members, it will eventually lead to an argument even further that may violate the ITE Law. It is what we must anticipate. Including certain content that can be misleading and contains pornography. “

Tanny realizes that school students are usually reluctant to take part in literacy activities that packaged in the form of counseling. To that end, to get a positive response from all participants, straitening strategy through a thematic approach. In other words, themes made as interesting and as close as possible to the target. For example, in 2017, the theme for the activity is Incapap or utilization of the internet in a creative, intelligent, and productive manner, and in 2020, which is an activity from 2019, the theme is

Preparing for the Tough Generation in the Digital Age.

The literacy activities is creating public awareness that was initiated by Ahmad Nada by conducting direct practice to participants with direct meetings through literacy classes. After the participants understand the media, then they are directed to practice the media. This media practice aims to have the participants have the skills to write news and spread it through the Metrum website and so that the participants feel when they are announcers on Metrum radio. This media practice gives participants an understanding of how to treat news or information.

“To keep the literacy process from having a positive effect, I limit the number of participants. But from here, I always emphasize to participants who have participated in literacy at our foundation, can spread their knowledge to others. Besides, the activities in our foundation are quite long, participants will take part in a whole series of literacy activities for three months. The participants will be trained by mentors who are prepared by journalists.”

With this knowledge and the increasing number of people, this will encourage managers and media owners to improve their ability to manage information. In a situation when the community has a high level of media literacy, then media managers will also increase the values of information that was disseminated.

The statements of the informants are answers to questions raised through the research guidelines. The information is the data of research results. Then these data are analyzed based on the steps and procedures established by carrying out the reduction, display data, and conclusions. Meanwhile, documentation analysis used

as a compliment and comparison of data collected as secondary data from various sources, both print and electronic.

CONCLUSION

The presence of new media changes the order of public information. At first, the information that took place in one direction, now widely shared in individualistic forms. The changes in the platform and pattern of media production, changing information from the grip of the industrialists into the hands of individuals. As a result, the appearance and appearance of the media become chaotic due to the mixing of various values of information, between the valid and the hoaxes, which have news value and nuances of subjective opinion.

This information chaos harms the public, thus inspiring activists to create a media literacy movement. Activists believe that people must understand the media correctly so as not to be fooled by the information it receives. However, the forms of literacy activities carried out by each activist are different. Activists who are members of the Metrum Foundation emphasize literacy forms on media knowledge so that they can further understand the media's credibility. While JSH emphasizes the form of digital literacy following its social media goals, Diskominfo of Bandung City has the management and control of public information to introduce gadgets and their benefits. The Literacy Movement Community Students form their literacy movements by directly targeting their goals, the media. In literacy activities to create public awareness, activists raise awareness about the media by producing digital content in anticipation of hoax news, countering fake news with the fact check content, practicing pause through radio broadcasts and websites, and activities to provide understanding regarding news construction by making

news.

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1. The content of the manuscripts should be original and it is the result of research and/or community service, related to the theme of communication or media, and has never been published or is being accepted for publication in journals or other publications.
2. Manuscripts should not be less than 3500 words and not more than 5500 words (excluding abstract, references, author/s biodata and acknowledgment), Manuscripts that do not adhere to this will not be considered for review. Each manuscript must have an abstract (between 150-200 words) and 3-5 keywords. Manuscripts in Bahasa must have an abstract and title in English with similar abstract content***
3. All manuscripts must be typed in Microsoft Word and single spaced, Times New Roman, font 12. Margins are to be set at Normal (2.54cm all round) and paper size at A4 (21 x 29.7cm).
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