

# MEDIATOR

Jurnal Komunikasi

The Identification of Persuasive Educational Message About Covid-19 Issue in New Media  
Mutia Rahmi Pratiwi, Kheyene Molekandella Boer, Teddy Dyatmika, Amida Yusriana

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Jasmine Alya Pramesthi

BBC Allegedly Used Leave Campaigners Ideology to Frame EU Referendum  
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## FOCUS AND SCOPE

Mediator: Jurnal Komunikasi focuses on communication studies and media. Although centered on communication, Mediator is open and welcomes the contribution of many disciplines and approaches that meet at crossroads with communication studies. Type of writing is in the form of scientific articles (the results of field research, conceptual articles, or desk studies). This journal is intended as a medium of scientific study to communicate vision, reflection, conceptual thinking, research results, interesting experiences in the field, and critical analysis-studies on contemporary communication issues.

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Telp. 022-4203368 ext.7805

website: <http://ejournal.unisba.ac.id/index.php/mediator/>

E-mail: [mediator@unisba.ac.id](mailto:mediator@unisba.ac.id) | [mediator.fikom@gmail.com](mailto:mediator.fikom@gmail.com)

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## **From “Covid-19” Issues to “the Framing of the EU Referendum”**

Currently, Indonesia, as reported by many media, is touted as one of the countries with the highest Covid-19 transmission rate in the world. The rate of transmission of Covid-19 is unstoppable. Until this “Foreword” was written, the number of cases has crossed 2 million people (Kompas, June 22, 2021). Therefore, the government decided to tighten the restrictions on micro-scale community activities, especially in the red zone areas.

During a global crisis, like the Covid-19 pandemic, the need for trusted news grows. The public wants these needs to be met by an objective and impartial mass media organization. This growing trust in the media, especially in Western Europe, helps the mass media to have a good reputation. This situation is different from the situation in the United States, where the media is being polarized.

People in Western Europe generally believe that the media should reflect diverse views and be neutral. The public certainly values reliable news more. From the results of the study, the majority of people want the media to be neutral. This report is based on a YouGov survey in 46 countries with 96,000 respondents. The confidence levels reach the highest in Finland (65 percent) and the lowest in the United States (29 percent). According to Nic Newman, the report’s author, the focus on factual reporting during the Covid-19 crisis may have made the news appear more straightforward. “This may be temporary, but in almost all countries people are attracted to premium news from sources that are accurate and trusted,” said Newman.

It seems that the issue surrounding Covid-19 will continue to attract the attention of all elements of the world community, including the people of Indonesia. However, the Covid-19 pandemic will be the matter of life and death for all of us.

In this regard, this edition of the Mediator Communication Journal would like to present the result of the study entitled “The Identification of Persuasive Educational Message about Covid-19 Issue in New Media,” which was authored by Mutia Rahmi Pratiwi, Kheyene Molekandella Boer, Teddy Dyatmika, and Amida Yusriana. What makes this piece of writing interesting is because the authors mentioned TikTok application as a new media. According to their views, various efforts have been conducted to persuade people, such as delivering the Covid-19 education messages by new media, TikTok. This research is a qualitative research with content analysis as the method. The object chosen are three videos in new media TikTok that come from the point of view of the health workers, family of the health workers, and society. This research applied the Persuasive Theory. The results shows that the persuasion carried out through the research object by using an evidence-based approach, i.e. by using humor and based on diction. “Based on diction” is carried out from the side of the health worker family members. “Based on the evidence” is carried out from the point of view of people affected by the virus. The “humor approach” is carried out from the perspective of medical personnel.

The second article is also about the Covid-19 issue. Through the heading “The Implementation of Customer Communication to Maintain the Hospital Image from the Issues of Patients who are Allegedly Accused with COVID,” Rain Gunawan and Muhamad

Isnaini said that the accusations of hospitals that they have taken indiscipline actions related to Covid-19 cases resulted on many comments that appeared on social media like Twitter with the hashtag #BongkarMafiaCovidRS which reached 5,700 tweets. This study aims to examine the accusations related to this issue, how the issue started, and how the issue is being dismissed.

Widiana Latifah and Nani Nurani Muksin’s article suggested a point of view on looking at competition between hospitals of today. In the views of these two authors, in the era of globalization marked by intense competition between hospitals, it is necessary to anticipate an increase in service quality on an ongoing basis in line with higher customer expectations for hospital services. Top management of RSUD R. Syamsudin, S.H., Sukabumi City, has determined the policy of coaching method as a mean of interpersonal communication among the leader and staffs to increase the motivation and as part of the staff development efforts, since nowadays the hospital staffs are required to have high job motivation to perform in the health service. The purpose of this study was to determine how effective interpersonal communication affects the success of the coaching method. This research was conducted using a qualitative descriptive method. Data were collected through in-depth interviews with two coaches and one coachee. The results showed that the effectiveness of interpersonal communication in the coaching method affected the success of the coaching process.

A subsequent study discuss about “Digital Information Media of the Salman ITB Halal Center in improving Marketing Performance of Halal Lecture Program.” This study, as described by the authors, Raditya Pratama Putra, Indri Rachmawati, and Yuristia Wira Cholifah, is to look at the digital communication media used in the Halal Lecture program and to see the digital marketing communication process carried out by the Halal Salman ITB center regarding the Halal Lecture program. The research method used is qualitative with a case study approach.

The next article is still about digital communication. By title “Application of Digital Communication to Increase the Tourism Promotion in Dayeuh Kolot Village, Subang,” Firmansyah, Tazkiya Fadhilah, Aryana Catur, Ervana Nurmelia, and Raihan Rachmansyah said that in the internet era, digital communication is mandatory for stakeholders in the economic sector, including tourism stakeholders. Based on this, tourism development through digital communication needs to be done to encourage tourist attraction.

It is also interesting to observe the article written by Chrystelina Gustina Sitompul and Shantika Embundini Akbari. Through the title of the article, “Commodification in the Online Media Industry: Utilization of Users for Collaborative News Kumparan.com,” they perceived that Kumparan.com combines technology and innovation into the media by implementing technology-based journalism so that the news presented in Kumparan are not only written by Kumparan authors but also by users, readers, institutions, and other stakeholders after being moderated by Kumparan editors. This is what they call collaborative news. In collaborative news, Kumparan accepts articles from many people (User Generated Content) to fulfil its daily news production without having to hire and pay their wages, on the other hand, this makes Kumparan stay in the Top 10 Online Media Rankings on various surveys and research because of the amount of news and information coverage.

We have also submitted four other articles that are no less interesting. The four posts are “Identity and Interaction, A Glimpse into Persib WhatsApp Group” (Dimas Yudhistira); “Intercultural Marriage in Madura: Marriage of Kyai and Non-Kyai Descendants in Sampang (Nikmah Suryandari & Mukmiroh Nurani); “Why We Like Podcasts: A Review of Urban Youth’s Motivations for Using Podcasts” (Nicky Stephani, Maya Rachmawaty,

Reni Dyanasari); and “Parasocial Relationships and the Formation of Hyperreality in the BTS World Game” (Jasmine Alya Pramesthi).

“BBC Allegedly Used Leave Campaigners Ideology to Frame EU Referendum,” written by David Randy and Denik Iswardani Witarti. We present it as a closing article. The news broadcasted on the BBC Great Debate places issues related to the referendum into two categories: our party (United Kingdom) and their party (European Union). According to Edelman’s news frame theory, BBC, through the BBC Great Debate program, creates specific perspectives by using particular words that influence the way audiences understand reality. This study explores the impact of the BBC ideology on frames of the EU referendum broadcasted on the BBC Great Debate and the changes in the Brits’ political attitudes.

Finally, Mediator team wishes to thank the following people that have made publication of this edition possible.

Salam,

### **Editorial Board**

## The Identification of Persuasive Educational Message About Covid-19 Issue in New Media

<sup>1</sup>Mutia Rahmi Pratiwi, <sup>2</sup>Kheyene Molekandella Boer, <sup>3</sup>Teddy Dyatmika, <sup>4</sup>Amida Yusriana

<sup>1</sup>Universitas Dian Nuswantoro, Jl. Imam Bonjol No.207, Pendrikan Kidul, Semarang, Indonesia.

<sup>2</sup>Universitas Mulawarman, Jl. Kuaro, Samarinda Ulu, Kalimantan Timur, Indonesia.

<sup>3</sup>IAIN Pekalongan, Jl. Kusuma Bangsa No.9, Pekalongan Utara, Kota Pekalongan, Indonesia.

<sup>4</sup>Universitas Diponegoro, Jl. Prof. Sudarto No.13, Kota Semarang, Indonesia.

E-mail: <sup>1</sup>mutia.rahmi@dsn.dinus.ac.id, <sup>2</sup>kheyenemolekandella@fisip.unmul.ac.id,

<sup>3</sup>teddy.dyamika@iainpekalongan.ac.id, <sup>4</sup>amidayusriana88@gmail.com

**Abstract.** *Indonesia has becoming one of the countries with highest rate in Covid-19 transmission and part of 15 biggest countries in the world with highest death rate because of it. Various efforts has been conducting to persuade people such as delivering the Covid-19 education messages by new media TikTok. This research is a qualitative research with content analysis as the method. The object choosen are three video in new media TikTok that come from the point of view of the health workers, family of the health workers and society. The theory used is The Persuasive Theory. The results shows that the persuasive carried out through the research object used an evidence-based approach, using humor and based on diction. Based on diction is carried out from the side of the health worker family members. Based on the evidence is carried out from the point of view of people affected by the virus. The humor approach is carried out from the perspective of medical personnel. The message structure contained in the video object shows uniformity, including the presentation of messages consisting of one-sided, the order in which the message is presented using the climax flow and drawing conclusions that indicate the message is expressed or addressed directly.*

**Keywords:** *New Media, TikTok, Covid-19, Persuasive Communication*

### INTRODUCTION

Various impacts due to the corona virus disease (Covid-19) pandemic which has happened almost 1 year have became world health problems due to the rapid spread and the increasing number of casualties. Indonesia is one of the countries with the largest covid transmission rate in the world based on The Worldometers data. Indonesia is one of the top 15 countries in the world with a high mortality rate and the number of deaths reported up to April 2021 has reached 1,589,359 cases (<https://www.worldometers.info/coronavirus/>, 2021).

One of the significant impacts seen because of pandemic is the changing in daily behavior patterns. The term New Normal or new habit continues to be

echoed by the government in form of 3M socialization, including: Wearing masks, washing hands and maintaining distance. These three simple ways can support to delay the spread and transmission of Covid-19. Habits that have become culture in Indonesia, such as gathering and sharing are suddenly have to turn into a distance guard and avoiding crowds. Those have been becoming serious psychological problem for Indonesians. It seems that the various messages of health education in various forms whether carried out directly or offline in the form of field work or through mass media and online are not easy to be immediately adopted in the community. Conflicts have been occurring from various levels of society, resulting in reports of the public's

reluctance to enforce the use of masks when they are outside the home and the difficulty of maintaining distance when meeting their peers.

Studies related to health communication during the pandemic have been carried out by medical personnel and academia. Such as the study of doctor and patient health communication based on local wisdom conducted by Al Husain in 2020. The results showed that 5 doctors who were the research subjects applied strategic communication words or steps to patients who came to the hospital and this is relevant to Dramaturgy theory (Husain, 2020). The socialization process regarding the Adaptation of Health Assistance in the Pandemic Period with a Virtual Strategy was also carried out by Ismail, et al in 2020. Researchers said that PKBI Central Java used the Virtual Outreach strategy with a fairly effective evaluation because it required several steps, including: (1) Research/field observations, (2) Adjusting the segmentation to the media used, and (3) Interactive persuasive communication (Amrizarois et al., 2020).

The government through the official covid19.go.id website has mapped several types of covid 19 risk educational material based on the audience segmentation including: the general public, people at risk, seniors, health workers, religious and community leaders, teachers and students, mothers and children, people who travels, entrepreneurs and business people. Educational materials designed for each segmentation are tailored according to the needs and conditions of the segmentation itself. The government also continues to strive to create various creative ways so that health messages can be well received in the community. In 2020, during the pandemic, there were several studies that discussed about the delivery of covid educational messages through various online media. Research

has been carried out by Wardhani, et al in 2020 regarding education on the prevention of Covid-19 transmission through audio-visual learning media where education is carried out through the distribution of educational videos to children (Wardhani et al., 2020). The media plays a role in disseminating information originating from government policies about Covid-19 related to involving influencers to suppress the spread of Covid-19 among millennials (Boer et al., 2020). The Covid-19 educational media through the snake and ladder game media has been carried out by Arissanti, et al. In 2020 and the game was developed with an online play mode stage that allows matches to be played from various internet devices (Ariessanti et al., 2020). The next research that has been carried out related to covid-19 education is the research conducted by (Supriadi et al., 2020), examining the role of the West Java Regional Indonesian Broadcasting Commission in providing education about Covid-19.

The research emerged due to public panic about Covid-19. The results showed that the Indonesian Broadcasting Commission for West Java Regional recommended news broadcasting based on broadcasting ethics, implementing health protocols in broadcasting, and conducting media literacy in order to ward off hoax information that was disturbing the public. Research conducted by (Abdullah et al., 2020) examined the number of covid hoax news circulating in the community where the results show that the effects of covid hoax news have an impact on the economic and social aspects for society.

The research on TikTok is not a very new study. Previous research has been carried out from 2018 to 2020. In 2018, the results showed that TikTok was optimized as a medium for personal branding which was then



uploaded on a personal Instagram page. TikTok optimization is carried out with attractive covers, good audio, hashtags, and involves the people closest to it (Susilowati, 2018). The use of TikTok in the scope of students can actually increase their creativity (Priambodo, 2018). The main reason for someone to become a TikTok user is due to curiosity to follow trends and increasing their presence in cyberspace (Ayuningtias, 2019). The research findings show that the use of the TikTok application can improve mood due to the influence of music and the user's freedom to create according to their desires (Saputra et al., 2020). Based on the results of research references in the previous year, there has been no specific study about the form of persuasive communication that appears as the prevention educational message so it can be claimed that the research was carried out without any updating.

TikTok is a social media platform that is rapidly attracting users in Indonesia. This is supported by data acquisition from Sensor Tower, FIGURE 1 showing that TikTok is the most downloaded application in Indonesia in 2020.

Interestingly, the socialization carried out by the government is not only limited to direct socialization in the field but also social media optimization which is widely used so that it can have a wider impact on society. FIGURE 2 examples of covid 19 pandemic prevention socialization carried out by the government are the Ministry of Social Affairs and the Batu City Health Office. The following are TikTok video snippet uploaded on the YouTube page:

Apart from the government, the health companies also play a role in optimizing digital platforms. Alodokter.com as a digital health company in Indonesia also uses the TikTok digital platform to educate the public to recognize the symptoms of Covid-19,

how to maintain the endurance and carry out physical distancing. FIGURE 3 Alodokter has been actively educating through TikTok Media since February 2020 and has 92.7 thousand followers and 740.5 likes (Kinanti, 2020).

Tik Tok also provides information sourced from the World Health Organization (WHO) regarding the number of Covid-19 cases in the world and various other health information. Tik Tok also collaborates with the International Red Cross Federation (IRFC), the Ministry of Health, the Ministry of Education and Culture to collaborate in providing sustainable education to the community. Doni Mardono as Chair of the Task Force for the Acceleration of Handling Covid-19 said that we will be able to fight this pandemic with collaboration from all parties. Tik Tok has shown a real example of collaboration not only in providing credible content for users but also contributing to Indonesian health workers (Wibowo, 2020).

Social campaigns related to Covid-19 conducted by various parties, both from the government and from the parties outside the government, are very massive. Whether it's through printed media, electronic media or internet media, which includes social media such as Facebook, Instagram, YouTube and Tik-Tok. The Covid-19 social campaign through social media is considered by most people to be important. This is because based on data from We Are Social, currently 175.4 million people in Indonesia are using the internet in 2020. This means that 64% of Indonesians already know and use the Internet from the total population in Indonesia of 272.1 million. After the data breakdown, the most significant usage was used by the community, such as social media users, where 160 million people use social media to fill their daily activities. These social media include Tik Tok, YouTube,

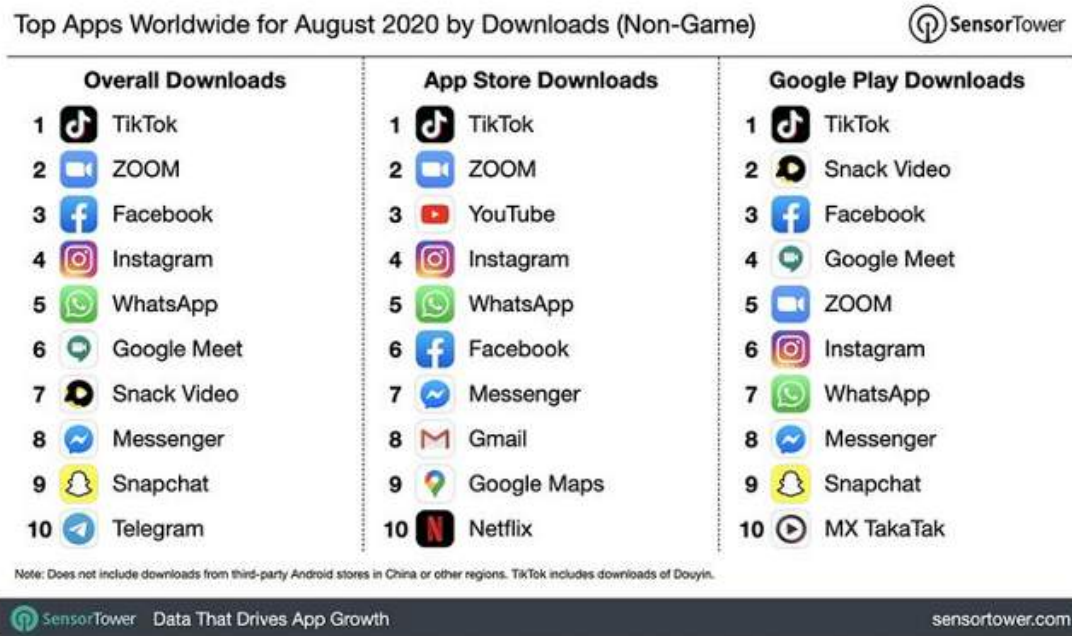


FIGURE 1. Most Downloaded Social Media  
 Source : <https://www.worldometers.info/coronavirus/>, 2020



FIGURE 2. Video Footage of Covid Prevention Socialization through TikTok  
 Source: Youtube.com



FIGURE 3. Educational Video Footage “Maintain Body Resistance” through TikTok  
 Source : Kinanti, 2020

Facebook, Instagram, Twitter, etc. (Haryanto, 2020). Based on the results of the research, millennials are able to receive information on social media, but sometimes there are still many of them who cannot report inaccurate information

According to (Dyatmika et al., 2020) someone's skill in receiving information about Covid 19 is in a good state. But they do not know how to report the negative information so it will not be widely spread. Besides, there is no punishment for someone eventhough they are reported in spreading false information (Bakhri et al., 2020).

Based on the data obtained and references to previous researches, it is necessary to have an in-depth study of socialization educational messages in reducing the number of Covid-19 sufferers through TikTok social media which currently has quite a lot of users in Indonesia. This research was conducted to seek the meaning of the presented messages about Covid 19 in Tik Tok Social Media.

## **METHOD**

This research is the type of qualitative research with content analysis as the method. Content analysis is a method used to observe how researchers perceive the consistency of communication content qualitatively, the meaning of communication content, read various written symbols, and interpret the overall content of communication content (Bungin, 2007). There are three meanings of content analysis, such as: Content analysis is part of the existing written text, Content analysis is the main source of existing text and Content analysis looks at how the process of content emerges as a result of text analysis conducting for the content in a specified context. So it can be concluded that content never stands alone, so the analysis carried out on content is based on the context that is

inherent in it (Rumata, 2017).

There are three content analysis approaches, they are the descriptive, explanative and predictive. Descriptive content analysis aims to describe the aspects, context and character of a message or text (Eriyanto, 2011).

## **TikTok, New Media with Educational Content**

Technology that continues to develop in shaping the society to become both recipients and users of information. There has been changing in the communication process at the individual to group level. One of the manifestations of information is the ease of access to social media aimed at interaction and dissemination of information (Tosepu, 2018). Social media is a part of instant media that nowadays have several functions. Social media has a role and an impact on human lives that social media has benefits in the lives of every individual (Fardiah et al., 2020) such as Facebook, Twitter, Instagram, or mobile phone messages, such as WhatsApp, Telegram, etc. It is alarming if the information conveyed is inaccurate such as a hoax with a highly provocative title, leading the reader and recipient to obtain a negative opinion. For fighting hoaxes and preventing their negative impacts, the government has adequate legal protection named ITE Law. Apart from the legal product, the government also forms the National Cyber Institution. For example, in West Java, the government has formed West Java Clean Sweep Team (Saber. Social media is a communication medium that can create synchronization to pay attention to certain messages. The variety of forms of social media, from social networks to forums on digital pages, is now increasingly being used by the community (Ainiyah, 2018).

New media creates variety of virtual products containing information

in any field, one of it is health. The trend of information consumption patterns through social media is now can be seen. Many people choose to meet their information needs through online media, one of it is social media. Thus, the presence of social media can also provide a large space for the government to enter through virtual campaigns, communicate health messages, one of which is by optimizing the Tik Tok application which is currently being loved by many people. The hope is that these messages reach the public and can change people's behavior patterns to comply with 3M.

TikTok has been in Indonesia since 2018 but was eventually blocked by Kominfo on the grounds of its high negative content. The year of 2020 was the beginning of the rapid development of Tik Tok in Indonesia because this application was reopened by the Ministry of Communication and Informatics. Tik Tok has succeeded in gaining high users in Indonesia and has become part of popular culture, a culture that is liked by many people without being separated by social class or economic strata. So it cannot be avoided that the increasing number of users and more content is produced (Sorrells & Sekimoto, 2016).

TikTok is the leading destination for short videos that provide many interesting features that spoil its users with various features such as: the Special Effects feature. Applications have been downloaded up to 740 million in 2019 and occupy the highest downloaded applications. This shows the high enthusiasm of the Indonesian people because it is a unique creative way (Devi, N. N. J. K., & Dharmawan, N. K. S. (2021).

### **Persuasive Communication Theory: Basic Concepts, Techniques, Approaches and Message Structure**

This research looks from the

perspective of persuasive communication shown in the health messages with the theme of Covid-19 that appear in TikTok. Persuasive messages conveyed by communicators are intended to shape, strengthen, or changing the response of the recipient of the message (James B. Stiff & Paul A. Mongeau, 2016). Persuasive messages are received by a person through the activation of a person's psychological processes that involve three components, including: cognition, affection and convention, which eventually form behavior (Putri, 2016). There are three persuasive communication approaches: (1) Evidence-based approach. In this approach, data and facts are presented as a basis for arguments to strengthen the call. (2) A fear-based approach. In this approach, the sender of the message conveys a frightening fact or reality with the aim of the recipient of the message following the invitation that appears in the form of a persuasive message. (3)The approach is carried out using fun humor so that people are more interested in reading and the recipient of the message is easier to remember because there are positive emotional effects in the message. (4) A diction based approach, for example when the sender of the message using words that are easy to remember or are familiar and memorable which have positive or negative emotional effects (Burgon and Huffner, 2002).

Persuasion will always involve the goals and intentions of the communicator, using the media to achieve goals, and the recipient have the freedom to choose whether to accept or to reject the persuasive messages (Meredith, 2006). Persuasive message structure is related to how a message is presented to a wide audience. The three important points of the message structure are Message Sidedness (in terms of message), Order of Presentation and Conclusion Drawing. The following is an explanation of each

structure: (1) Message Take sides consists of one sided and two sided. If the emphasis of the message is only addressed from the side of the sender of the message by highlighting the positive aspects of the message and there is no argumentation in the message that is contrary to a certain concept, it is a one-sided message. If the message is presented positively and negatively and contains pros and cons, it is a two-sided message (Kriyantono, 2010). (2) Order of Presentation includes Climax - Anticlimax and Recency - Primary. The way of presenting messages by prioritizing arguments at the end of the message is a climax message while presenting messages with arguments delivered at the beginning is called anticlimax. Recency message structure is done by placing an interesting message at the end of a sentence and primacy occurs when a two-sided message is placed or delivered at the beginning of the sentence (Perloff, 2017). (3) Conclusion Drawing can be made explicitly (clearly and directly) or implicitly (subjective conclusions from each recipient of the message and its nature is indirect) (Kriyantono, 2010).

In 2020, Amalliah and Yunita conducted research on persuasive communication strategies in socializing the prevention of the Covid-19 virus in Palmerah, Jakarta. As a result, the education dissemination to prevent the spread of the virus was carried out with the strategy of the meaning, that is knowledge that could influence the behavior of the message recipient. The implementation of this strategy is to learn-feel-do-and make adjustments (Amalliah and Ria Yunita, 2020). The character of the communicator in conveying persuasive messages plays a very important role because it is part of the continuous process of communication. Persuasive communicators must have a self-ethos that refers to a person's self-esteem, including: cognition (knowledge),

compassion, and conformity (Aw, 2019).

## RESULT AND DISCUSSION

### Research Object

In this study, 3 videos related to Covid-19 were selected, taken from the side of the community and health workers. The following are the three videos on the TikTok page that are the objects of research:

### **Video which tells about the struggle of father and son (lung specialists doctors) who are at the forefront of Covid-19 Handling**

This video in FIGURE 4 is uploaded on the TikTok page with the duration of 00.45 seconds. The following is a snippet of the TikTok video.

Here is the video narrative of the first object are: (a) My dad is a pulmonologist, he's 64 years old, (b) My brother learned a lot from dad to become a pulmonary doctor, (c) Those two are the front guards in this storm, (d) If Papa is tired and stressed, his condition will drop, (e) We are as the children often give advice: you can't be tired, you're old. Just cut down the schedule, (f) He said: I cannot neglect my patients. Please always pray for papa, (g) Apart from practicing, my brother is also active in educating the public in the media. Even though I just saw how tired his face was, (h) Eventhough his face is sad, there is still a bad netizen. The accusation of spreading fear or making big profits is behind the pandemic. Even though their lives are at stake; and (i) Wish them good health, friends.

### **A video that tells about the struggles of Covid-19 patients while being treated at the Jakarta athlete guesthouse**

This video in FIGURE 5 was uploaded on the TikTok @ chaichaa25 account with the duration of 00.13 seconds. The following is a snippet of the



FIGURE 4. TikTok Video Visualization of Someone’s father and brother as the First Research Object

TikTok video.

The video narration are (a) Morning Routine Activities for People Without Symptoms (OTG) Covid-19 at the Kemayoran Athlete Village, (b) The patient does light exercise by walking in the morning while maintaining distance, (c) Health workers participate in the morning exercise on foot, complete with personal protective equipments, (d) There are women smiling using masks outside the building under the hot sun, (e) Some people were seen sitting under the hot sun to sunbathe and holding cellphones and there were other patients drinking mineral water while sunbathing.

**A video about steps that can be taken to avoid Covid-19 from the health worker’s perspective. This video is delivered with humorous approach.**

This video in FIGURE 6 was

uploaded on the TikTok @leniparm13 page with duration of 00.15 seconds. The following is a snippet of the TikTok video.

The video narration are (a) Three health workers wear complete personal protective equipment while performing contemporary dance with the text on it “Health Protocol to Prevent Covid-19 Transmission Check !!!!”, (b) The first message that appears is “always wear a mask and the emoticon symbol of wear a mask”, (c) The second message that appears is “Always Wash Hands with Soap / Handsanitizer” and the medical personnel play a symbol of opening hands with water points and closed hands as if they are rubbing the soap, (d) The third message is “Apply Social Distancing X Keep X Distance”, (e) Health workers change to personal protective equipment that looks more fashionable with colorful

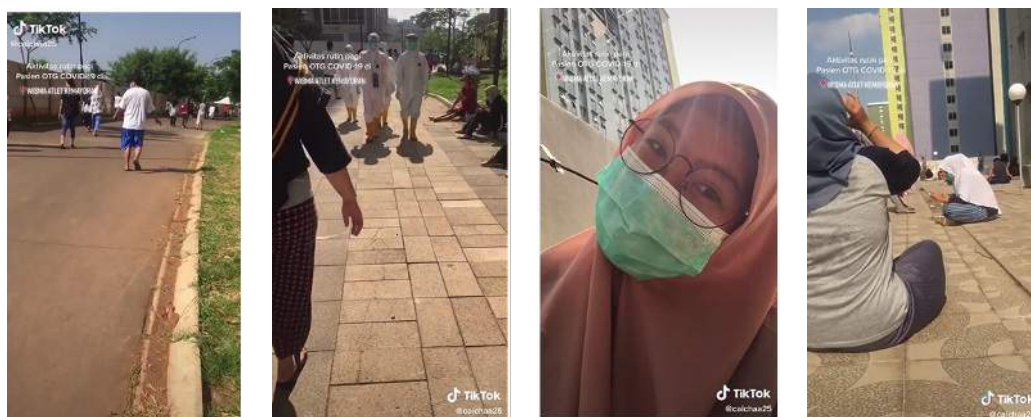


FIGURE 5. TikTok Video Visualization of Daily Activities of Covid-19 Sufferers as the Second Research Object



FIGURE 6. TikTok Video Visualization of The Health Worker in combating the Covid-19 as the third research object

motifs, (f) A fourth message appears, namely “Avoid the crowd XX, there is an image of the fire symbol XX”, (g) The fifth or last message that appears is “Let’s Keep the Spirit to obey the Health Protocol with a symbol of enthusiastic hand and emoticon of wearing a mask and #salamsehat”.

#### Analysis of Research Findings Based on Persuasive Message Theory

Content uploaded on social media has various purposes, from personal, group to corporate purposes. Content owners adjust the social media to be chosen with the expected goals (Pratiwi et al., 2019). In the first video, which tells about the struggle of a doctor, it is a persuasive message with a diction based approach where the sender of the message delivers a memorable message with emotional effects that can be obtained by the reader. The narrative that was conveyed repeatedly stirred the audience’s emotions, here are some sentences that show the emotional side of the message sender:

“Alhamdulillah earlier this year my brother officially became a pulmonary doctor too, then the plague came, They both became the front guard in this storm. If Papa is tired and stressed, he will always drop. We are the children often remind him: you can’t be tired, you’re old. Just cut down the schedule. He said: I will end up neglect my

patients. Please always pray for papa”

The paragraph above shows that the sender of the message stated that his family members were fighters in the vanguard. Often doctors ignore their interests to continue to carry out their obligations in caring for patients. The strength of the narrative of persuasion messages lies in who the communicator delivers the message. When a sense of empathy is grown from the closest person, namely the family, this is called transportation. According to (Green & Clark, 2013), transportation or absorption is the success of persuasive messages through narrative that incorporate individual depth into the story presented.

From the perspective of the persuasive message structure, this message begins with a one-sided message, which is one-way from the sender of the message with the aim of conveying to the communicant that it is not easy for the family doctor as the vanguard to contribute as the supports system. From the family side, he has also tried to remind him of the age factor, but in the narrative it is conveyed that his father, who is a doctor, puts forward the interests of patients as those in need.

The next narrative contains about how the younger brother of the communicator as the sender of the message also struggles not only to care for patients in the hospital but also to

provide Covid-19 educational message. Here is the narration that appears in the first object video:

“Apart from practicing, my brother is also active in educating the public in the media. Please just look at how tired his face looks ☹, his face is already sad, there is still a bad netizen. The accusation of spreading fear or making big profits behind the pandemic. Even though their lives are at stake “

In terms of Order of Presentation (presentation of messages), the narrative that is conveyed is presented with an argument at the end and this presentation is called the Anticlimax. Tired statements that appear on faces but often get accusations that doctors are the most beneficiary during the Pandemic is the most painful thing for the family. This implies that there is disappointment that the family gets when the struggle of the family as a family doctor actually gets blasphemy from netizens whose identities are unknown clearly.

In the conclusion presentation structure, it is conveyed explicitly with the narrative sentence “Pray for them to be always healthy, friends,” and supported by visual photos of family members who are doctors. According to (Farnas & Gumelar, 2017), persuading someone can be done in an emotional and rational way. The use of rational persuasive is done by targeting the cognitive components of a person who are used as goals in influencing. The form of rational persuasion can be done by pouring out clear ideas or concepts. Emotional persuasion is carried out with the aim of touching the affection aspect by arousing one’s sympathy and empathy aspects.

The presentation of a persuasive message in this video includes emotional persuasion. This can be seen from the choice of words used and supported by visuals and audio that inspire empathy

and sympathy for the video audience. The delivery of the message on this video looks dramatic because the uploader is the younger brother and a child who loves his brother and father, where the two figures are doctors who treat Covid-19 patients. In this video, it describes the amount of affection and love from family members as the main support system so that it has an emotional impact on the audience rather than just delivering persuasive messages based on the latest data or rationally.

The choice of TikTok media as a medium for conveying messages can be interpreted that the possibility of TikTok users and the wider community who ultimately repost messages can be a separate force for medical personnel who are fighting the Covid-19 pandemic. The feedback obtained in the form of likes, comments, to the attitude of disseminating content is one proof that the media plays a very important role in meeting human communication needs. According to (Pratiwi, 2014), technology that continues to be created will help humans to meet basic communication needs, overcome distance in the form of limitations and facilitate the dissemination of information without time and space limitations.

In the second research object, the video contains messages without much narration but is supported by real pictures of situations that occur from the perpetrator’s side. This content was created by a communicator who at that time was infected with the Covid-19 virus without symptoms or often called Orang Tanpa Gejala (OTG). According to (Abudi et al., 2020) the category of people without symptoms is those who have a history of direct or indirect contact with the patient and those who are included in the OTG category are those who are within 1 meter radius contact in the same room.

The communicator who at that time looked healthy and was not in the



treatment room showed an optimistic face (part of non-verbal communication). In terms of the structure of the persuasive message, this message begins with a one-sided message, where it is one-way from the sender of the message with the aim of conveying to the communicant that during independent isolation you must stay cheerful and don't forget to do sports regularly, drink lots of water and also bask in the sun. The main message contained in the video is the routine that was conducted during the isolation and shared at the Jakarta Athlete House.

The messages that appear in the second video are mostly non-verbal messages. Persuasive communication can be displayed in verbal and non-verbal forms. Justisiani (2014), states that verbal communication is the delivery of messages that appear in oral and written forms in tangible form. Non-verbal communication is communication that is carried out using gestures, facial expressions, symbols and voice intonation. Verbal and non-verbal communication take place together and supports one another.

The video shows the patient doing light exercise on foot in the morning. Even though many people do exercise, they still follow health protocols by keeping their distance. The next message shows that health workers are also participating in walking sports while still using complete personal protective equipment. The next message is shown a woman as a communicator wears a medical mask with cheerful smile outside the building and under the hot sun. The next non-verbal message is that you can do other activities when you sunbathe in the morning, for example by playing on your cellphone and drinking more water.

In terms of Order of Presentation (presentation of messages), the narrative that is delivered is presented with an argument at the end and this presentation is called the climax. Where

the communicator gives non-verbal messages under the hot sun and outside the building with a smiling face even though it is covered by a mask. The video gives a message to the communicant that even though he is being exposed to Covid-19, keep smiling and being happy which shows health from a psychological side.

In the third research object, the messages contain more narrative messages that are collaborated with contemporary dance and emoticon messages as reinforcement of the narrative message. In terms of persuasive message structure, this message begins with a one-sided message, which is one-way from the sender of the message with the aim of conveying to the communicant that it is important to implement Health Protocols where at the beginning of the video there is a narrative "Health Protocols to Prevent Covid-19 Transmission Check !!!! which shows that currently implementing the Health Protocol is very important. In the message there is also a non-verbal symbol in the form of more than one warning sign indicating that the Health Committee cannot be bargained with in carrying out activities outside the home. The existence of a symbol of people shouting also reinforces the persuasive message conveyed in this video content.

The next narrative message is "always wear a mask and the emoticon symbol wear a mask" there are verbal and non-verbal messages that appear. The verbal message is the sentence *always wears a mask* while the non-verbal is a symbol of emoticon wearing a mask and the movements of dancers from health workers who cover their hands to the mouth and nose. The next narrative message is "Always Washing Hands with Soap or Hand Sanitizer", while the non-verbal message is a symbol of open hands, dripping water and closed hands like using soap plus movements such

as someone washing their hands. The next narrative message is “Apply Social Distancing X Keeping X Distance” in the message there are 2 red crosses indicating that maintaining distance at this time is something very important. The next narrative message is “Avoid the crowd XX, symbol 2 fires XX” is the verbal message to always avoid the crowd, while the non-verbal message is the fire symbol which shows that currently there are still many people crowding around which makes the communicator feel angry with the situation.

In conveying the message so that it can be accepted by the recipient or the wider community, thus serious attention is needed in packaging content. Information presented in the form of content must be tailored to the target communicant as the recipient of the message. The presentation of the content is done by strengthening the basic assumptions or the core of the message, which is supported by arguments that are both pro and contra or even a collaboration between the two. In order for the communicant as the recipient of the message to receive the message well, it needs to be done with five appeals, they are: appeals that are rational, emotional, causing fear, reward and motivate (Supratman, 2015). The narrative sentences that appear in this video show that the communicator persuades the communicant through rational and emotional appeal. This is indicated by the choice of words that emphasize such as: always, apply, avoid. Three words were shown at the beginning as a form of obligation that must be carried out by communicants in an effort to reduce the spread of Covid-19. Emotional appeals are shown by showing punctuation in bold, given an exclamation point, or adding symbols such as X (cross) and a fire sign that emphasizes the prohibition message.

In terms of Order of Presentation,

the narrative that is delivered is presented with an argument at the end and this presentation is called the climax. Even though there are several message symbols that show stern warning signs at the end of the narrative, these stern warnings are always meant to protect each other between people so that the spread of Covid-19 does not get more and more severe.

In the conclusion presentation structure, it is conveyed explicitly with the narrative sentence “Let’s Keep the Spirit to obey the Health Protocol with a symbol of enthusiastic hands and emoticon wearing a mask and #salamsehat”. This is an invitation sentence to all people that at this time do not become complacent. The community must continue to carry out proper health protocols when they do activities. According to (Susanti & Yanti, 2020), the invitation sentence is part of the command sentence with the aim of inviting other parties to do something together according to the desired written down content and context. Invitation sentences usually use the word let’s, come on, let’s and various other forms of invitation words.

## CONCLUSION

The educational message regarding covid-19 should be spread massively because Indonesia is one of the highest countries in the world for the level of covid-19 transmission and the 15 largest countries in the world with death rates due to covid-19. The lack of public awareness in implementing health protocols is one of the factors why Covid-19 has not been resolved in Indonesia. The use of social media as one of the media to provide covid-19 education and to persuade the public so that they are not complacent in their activities is quite effective. This study aims to identify persuasive messages contained in three objects of research where the messages consist of

three points of view. The three points of view include the health worker, the health worker family and the community. The presentation of messages in the three research objects are also similar, such as the presentation of messages consisting of one-sided, the order of presenting messages that use a climax flow and drawing conclusions that indicate the message is expressed or addressed directly. Of the three videos, there is reinforcement of persuasive messages that are carried out not only verbally but also non-verbally, by using the facial expressions that strengthen verbal messages and displaying written text with symbols of prohibitions and commands. The narrative that appears in a persuasive message becomes an interesting object of research to be studied deeper for further research supported by the results of interviews that strengthen the findings of text analysis research.

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## Implementation of Customer Communication to Maintain the Hospital Image from the Issues of Coviding Patients

<sup>1</sup>Rain Gunawan, <sup>2</sup>Muhamad Isnaini

<sup>1</sup>Magister Ilmu Komunikasi Universitas Budi Luhur, Jl. Ciledug Raya No.99, Jakarta, Indonesia.

<sup>2</sup>Magister Ilmu Komunikasi Universitas Bunda Mulia, Jl. Ancol Barat IV, Jakarta, Indonesia.

E-mail: <sup>1</sup>raditya521@gmail.com, <sup>2</sup>emisnaini@gmail.com

**Abstract:** *Accusations of hospitals that have taken Indiscipline's actions on Covid-19 cases have many comments that's appeared on social media like Twitter with the hashtag #BongkarMafiaCovidRS which reached 5,700 tweets. This study aims to examine the accusations of this issue, how the issue started and how to dismiss it. This research is a qualitative research using literature method. To complement the results of this study, the researcher also conducted interviews with several informants from medical personnel who worked in the hospital. Does the issue of coviding patients make the hospital's image worse? How is the hospital able to maintain the image of the hospital as a good health service facility amid accusations of coviding patients? The results of this study indicate that the developing issue is not based on facts, the hospital has clear SOPs and guidelines in carrying out covid-19 patient care. The hospital also conducts and implements customer communication to patients and patients' families before the procedure so that patients and families are well educated. Implementation of customer communication is one of the strategies that are believed to be able to maintain the hospital image and ward off accusations of the issue of coviding patients.*

**Keywords:** *Covid-19 Infodemic, Hospital Brand Image, Customer Communication*

### INTRODUCTION

Currently the Indonesian people, even parts of the world, are overwhelmed in the face of the *Coronavirus Disease -19* (COVID-19) pandemic. The disease, which is transmitted by the corona virus, has been declared a pandemic by the world health organization (WHO) on March 11, 2020, and is a threat to all countries in the world. In the Indonesian state, cases of Covid-19 that were confirmed positive continue to creep up, and this number is increasing. No wonder the central and local governments have made many efforts to stop the progress of the COVID-19 case. In addition to implementing the 3M (Wearing Masks, Keeping Distance and Washing Hands with Soap) movement program, the

Large-Scale Social Restriction Program (PSBB) through the Minister of Health Regulation Number 9 of 2020 dated April 3, 2020, the Government has also designated 132 hospitals to become hospitals. Covid-19 reference.

Seeing the development of news circulating on social media and the mass media in the country regarding the handling of the Covid-19 pandemic, issues related to hospitals that coviding patients are one of the issues that have received many responses and comments by various levels of society ranging from health professional organizations such as the Indonesian Doctors Association (IDI), the Indonesian National Nurses Association (PPNI), health workers, the general public, as well as responses from individual

observers of the world of health. One of them, as reported by [republika.co.id](http://republika.co.id) edition of October 6, 2020, PPNI as a professional organization for Indonesian nurses, responded that taking this action is considered difficult because handling health in hospitals involves various sectors, this of course requires conspiracy very large. Analyzing fraud committed by health facilities related to the act of coviding someone in a hospital requires an extraordinarily difficult step because hospital services record all actions and examination results from the patient's admission to the hospital, services in the emergency unit, in his hospitalization, including laboratory examinations and also the doctor in charge of the patient (DPJP) was all recorded.

This issue also did not escape the attention of the Minister of Health, Terawan Agus Putranto. Reporting from the 21st October 2020 edition of [republika.co.id](http://republika.co.id), the Minister of Health stated that he had worked at the hospital and in the hospital there were workers who had a conscience to say things honestly. if yes have to say yes, and if did 'not just say no. A doctor also cannot arbitrarily convict a patient who died because of Covid-19.

Responses also came from hospitals who were hit by the issue. In the Indonesia Lawyers Club (ILC) TVOne event which was uploaded on the YouTube channel Tuesday, October 6, 2020, Dr. Rifa as Deputy Medical Director of the Islamic Hospital Ibnu Sina Pekanbaru denied that his party had coviding the patient. Handling of Covid-19 does require special treatment unlike handling ordinary cases because this disease is a new type of disease and no suitable drug / vaccine has been found to prevent the spread of this virus.

Of course, this oblique issue related to accusations of the hospital mafia has had its own impact on the image of the

hospital in the eyes of the public. Kotler and Clarke (1987) state that the *hospital brand image* is a combination of beliefs, ideas and impressions that a patient or society has about a hospital. *The brand image* of a hospital is not absolute, but relative to competition between hospitals. Usually the patient and the patient's family form a *brand image of a hospital* based on the experience of the medical examination and treatment that they have gone through.

*Hospital brand image* has a strategic function. Through marketing strategy activities, a hospital's *brand image* can be useful for enhancing its competitive position. Therefore, the *hospital brand image is* useful for strengthening the intensity of patients in choosing a hospital (Wu, 2011). Image (*brand image*) is a valuable *intangible asset* of the company. A positive image enables a company to gain reputation value and competitive advantage. Porter and Claycomb (1997) state that a good image will increase customer satisfaction, service quality, loyalty, and repurchase intention.

According to the Law of the Republic of Indonesia number 44 of 2009 concerning Hospitals, Hospitals are health service institutions for the community with their own characteristics that are influenced by developments in health science, technological advances and socio-economic communities who must continue to be able to improve quality and affordable services. society in order to realize the highest health status. Hospitals are obliged to provide inpatient, outpatient, emergency services and provide complete health services through promotive, preventive, curative and rehabilitative services.

In providing services for Covid-19 patients, the hospital has guidelines based on the Letter of the Minister of Health number HK.01.07 / Menkes / 413/2020

concerning guidelines for the prevention and control of the 2019 corona virus diseases (Covid-19). Given that Covid-19 is a type of disease that causes public health emergencies as well as non-natural disasters that not only cause death but also cause considerable economic losses, Covid-19 is treated specifically considering that the antidote for drugs and vaccines has not been clearly found. This guideline applies to all hospitals in Indonesia, both government-owned and private hospitals.

As time has passed since the first covid-19 cases were found in March 2020, currently the covid services in hospitals have experienced a significant shift in services with the discovery of mild, moderate and severe cases. Of course, hospitals, as health service providers, as the spearhead of health with existing health facilities and human resources, must work together and work hard to serve the community in guarding this Covid-19 pandemic. However, this is a bit tarnished by the issue of accusations that the hospital mafia has “coviding patients”, which has received a lot of responses from health workers who are directly in the field.

Of course, this accusation has quite influenced the image of the hospital that provides Covid-19 services. Da Silva (2008) in Nurullah Hidajahningtyas (2013) states that a good image will be able to increase the success of a company and conversely a bad image will worsen the stability of a company. Istijanto (2005) suggests that a company that has a good image or reputation will encourage consumers to buy the products offered, enhance competitiveness, encourage employee morale, and increase customer loyalty. The image of the hospital has an impact on patient attitudes and behavior towards the hospital. If the information from the patient is good, it will cause a positive image, but on the contrary, if

the information received is bad, it will cause a negative image. The image of the hospital has a function as a liaison and guardian of harmony with their customers (Wu, 2011). Wu's research (2011) shows that the image of the hospital has an influence, either directly or indirectly, on patient loyalty. This indicates that a good hospital image not only increases patient satisfaction through direct patient loyalty, but also increases patient satisfaction through increased perceived service quality, which in turn increases patient re-visit intention.

Darlina's research (2015) shows that the results of the analysis show that the variable company image has a positive effect on customer loyalty, that the provision of service quality has a significant effect on customer loyalty, and a significant effect between company image and service quality on customer loyalty. Service quality is the difference between customer expectations or their desires and their perceptions (Bayhaqi: 2006). Quality health services are services that are oriented towards the satisfaction of each health service user in accordance with the average satisfaction level of service users. Satisfaction is a situation where customer needs, wants and expectations can be met through a given product (Haffizurrachman, 2004).

Service user satisfaction can be accommodated well by the existence of good communication between service providers and service recipients. Within the hospital, communication can be established between doctors and patients, nurses and families of patients, between administrators and visitors to the hospital and others. This communication is a form of customer communication, where the doctor / nurse is the service provider and the patient / patient's family is the service recipient. Quoted from Muhammad Sholeh in his writing “How to build communication with



customers”, customer communication can be interpreted as an activity to convey information from sellers / marketers to customers in order to maintain existing relationships. If the relationship is maintained, the customer can continue to make purchases so that the sales impact increases. Customer Communications (*Customers Communications*) is done so that consumers are satisfied and want to return to buy or use the services of the seller.

According to Laswell, as quoted by Cangara in his introductory book on communication (2010), communication needs to pay attention to the elements of who is conveying, what is conveyed, through what channels, to whom and what effect. A doctor or nurse or hospital officer must understand what is being conveyed, who is being invited to communicate and also be able to estimate the effect of the communication, so that communication can be well established. Every customer who comes to the hospital has a different educational background, different economic factors and also a different character / temperament. For this reason, customer communication is very important needed to maintain the image of the hospital and also help to ward off lopsided issues related to accusations of the hospital mafia who covided patients.

Seeing the unique issue related to the accusation that the hospital has coviding patients, the author intends to examine what really happened to the emergence of this issue. How did this issue arise and once occupied trending on Twitter? and how customer communication can be used to maintain the image of the hospital amidst the ongoing demands for COVID-19 services. The author tries to find a picture based on data in the mass media, compares assumptions that appear in the media, looks for related literature and journals as well as policies issued by the central government, especially

policies issued by the Ministry of Health in handling pandemics this Covid-19.

## METHOD

This research is a type of qualitative research with data collection techniques using the *library research* method or *literature review* and interviews. *Literature review* is a description of the theory, findings and other research materials obtained from reference materials to be used as a research basis to formulate a clear frame of mind from the formulation of the problem under study. *Literature reviews* can be contents of reviews, summaries and author’s thoughts about some literature sources (articles, books, slides, information from the Internet, etc.). As for the interview, considering that currently there is a Covid pandemic, the interview only takes place via telephone and the WhatsApp application. The informants selected were medical personnel at the hospital that the author was familiar with so that it was easy to collect data.

The data used in this research is secondary data, namely data obtained not from direct observation, but data obtained from sources in the form of books, articles, journals, news. The main source of data for this study was taken from the *press* website *droneemprit.id* with an article entitled Hospital Pinched, “Hospitals Between Covid-19 and Accusations of Many Hospital Mafia and Coviding Patients” dated October 5, 2020. The author also took references from several online newspaper portals including *Republika.co.id*, *era .id*, *Suara.com*, *ayosemarang.com*, *detik.com*, *kompas.com*, and *beritamedia.id*. Articles on the *kawalcovid19* Instagram account and pandemic talks are also a source of reference for authors, and journals related to hospital services during the Covid-19 pandemic. The author also accesses policies that have been issued

by the government online through official government websites such as kemkes.go.id, covid19.go.id, dephub.go.id and setkab.go.id. To support secondary data and for more ensuring the sharpness of the author's argument, the author also conducted interviews with medical personnel at a number of Covid-19 referral hospitals such as *Persahabatan* Hospital and *Cipto Mangunkusumo* Hospital.

## RESULTS AND DISCUSSION

The government has issued a targeted policy for handling Covid-19, breaking the chain of transmission by finding infected people to treat and isolate. Dr. Achmad Yurianto stated that steps to find the source of transmission were carried out by monitoring people who had a history of traveling in the epicenter area and tracing the contacts of infected patients. The Ministry of Health has also published specific preparedness guidelines for dealing with the coronavirus. Guidelines are made with the adoption of the WHO Health Organization. The guidelines from WHO describe the triage process for identifying and sorting patients, immediate action for infection prevention and control, administration of therapy and monitoring, collection of specimens for laboratories, management of respiratory failure, management of shock, prevention of complications and special Covid-19 care.

If traced back, various efforts have been made by the government to protect the public from the spread of the corona virus. President Jokowi has stipulated Government Regulation (PP) number 21 of 2020 concerning Large-Scale Social Restrictions (PSBB) and has been in effect since April 2020. Local governments that will implement the PSBB must go through the approval of the central government through the Minister of Health. The mechanisms and indicators for implementing PSBB at the

regional level are regulated in detail in the Minister of Health Regulation number 9 of 2020 concerning PSBB Guidelines in the context of accelerating the handling of Covid-19. In May 2020, the Government has also issued an appeal not to go home for the community. The Minister of State Apparatus Empowerment and Bureaucratic Reform (MENPANRB) has also issued circular number 46 of 2020 which prohibits the state civil apparatus (ASN) from going home during the pandemic, while the Minister of Transportation issued Ministerial Regulation number 25 of 2020 concerning Control of Transportation during the homecoming period.

In connection with developments in handling Covid-19, the Ministry of Health has issued a Minister of Health Decree number HK.01.07 / Menkes / 382/2020 concerning Health Protocols for the public in public places and public facilities in the context of preventing and controlling Covid-19. And in fulfilling the need to increase the role of hospitals in the prevention of certain emerging infectious diseases, the Minister of Health of the Republic of Indonesia has issued a Minister of Health Decree number HK.01.07 / Menkes / 275/2020 dated 23 April 2020 concerning the establishment of a referral hospital for certain emerging infectious diseases. It was stated in the Ministerial Decree that hospitals that are referred to for handling certain emerging infectious diseases have the duty to manage suspected cases that have the potential for extraordinary events or outbreaks of certain emerging infectious diseases including the *2019 coronavirus release* (COVID-19) and provide referral health services for patients and reference specimen quality according to the standard.

Referring to the second dictum of the Health Minister's Decree, it is clear that a hospital that has been designated

as a Covid-19 referral hospital is tasked with implementing covid handling services in Indonesia. In a circular letter from the Minister of Health of the Republic of Indonesia regarding the protocol for handling Covid-19 for public communication protocols, it was also stated that in handling disease outbreaks, communication is an important part of dealing with a pandemic. Public trust needs to be built and maintained so that there is no panic in the community and the handling can run smoothly. The government must show that the government is serious, ready and capable of handling this *outbreak*. Perceptions of the readiness and seriousness of the government need to be conveyed to the public through comprehensive and periodic explanations, by explaining what the government has done and will do.

The government has also issued health protocol arrangements that are regulated during the pandemic period at work, including regarding the sharing of existing human resources (employees) through working from *work from home* (partially or completely), taking temperature measurements with *thermo gun* and risk *self-assessment*. Covid-19, arranging work time is not too long which can cause a decrease in the body's immune system, requires the use of masks, regulates nutritional intake and also facilitates a safe and healthy work place including work environment *hygiene* and sanitation, hand washing facilities, *physical distancing* and also a clean and healthy lifestyle (PHBS)

In the midst of the seriousness of the government, the public and health actors in handling the increasing covid cases, in October 2020, compiled from the *droneemprit.id* data source, an issue arose that was a hot topic of conversation by the public and also netizens with the hashtag #BongkarMafiaCovidRS.

### **Kontroversi bermula dari omongan**

Droneemprit.id analyzes the issue under the title Hospital: between Covid-19 and accusations of many hospital mafia, and coviding patients. Droneemprit.id maps the analysis of hospital issues based on conversations that often appear on twitter. The controversy began with the statement by Head of the Presidential Staff Office (KSP) Moeldoko who said that many hospitals defined patients as having died positive for Covid-19 even though they were negative. Moeldoko's requested that hospitals be honest with data on patient deaths amid the Covid-19 pandemic to prevent unrest in the community. This is based on the fact that the referral hospital covides all the patients who die to get a budget from the government. In addition to the statement from the KSP, the accusation against the Ibnu Sina Pekanbaru Islamic Hospital that has coviding a patient, has also emerged as an interesting conversation for netizens. It is assumed that Ibn Sina Islamic Hospital is taking advantage of the Covid-19 pandemic situation that is currently happening in Indonesia. But this has been denied by the deputy director of medical services Islam Ibn Sina Hospital Pekanbaru and declare that the patient is still in the status is *suspect*. He also explained the chronology of the patient's treatment / care until the patient was buried. The tweet about the hospital mafia coviding this patient was analyzed by *droneemprit.id* with the following trends and volumes:

The Yogyakarta Indonesian Doctors Association (IDI) replied that the accusation was painful for health workers because they had worked hard and were at the forefront of dealing with Covid-19. IDI Semarang also firmly denied Moeldoko's statement about the hospital that deliberately covided all the patients who died to get a budget from the government. Not to forget the chairman



FIGURE 1. Narrative analysis of hospital issues and acusations to the hospital, Source: (*droneemprit.id,2020*)

of the central IDI, Dr. Daeng Faqih, also responded to the statement. The Association of Indonesian Hospitals (PERSI), responding to the statement that it is not accompanied by facts, evidence or not proven true and this can build a false perception or lead to opinions as if the hospital is doing behavior that is not in accordance with the provisions or fraud / *fraud*. This misperception and opinion has resulted in misinformation and disinformation that is detrimental to hospital services in handling Covid-19. It is also feared that it will cause tremendous stigma and impact on decreasing public trust in hospitals. it can also undermine the enthusiasm and sincerity of the services carried out by hospitals and health workers

On the other hand, *Indonesia Police Watch* (IPW) also commented on the issue of value associated with the costs that must be borne by the government for one covid patient within 14 days of treatment with the assumption of Rp. 105 million (lowest cost), and Rp. 231 million for patients with complications. IPW even asked *Bareskrim* to investigate and audit all Covid-19 referral hospitals to find out how many victims actually died due to Covid-19 and how many patients were Covid-19.

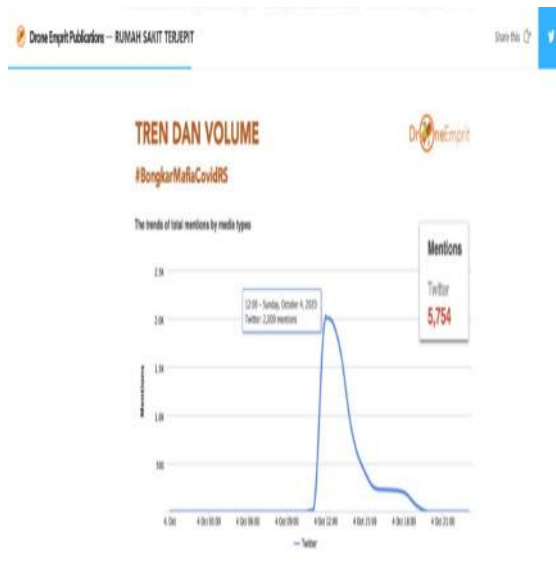


FIGURE 2. The trend and volume of the #bongkarmafiacovidrs conversation Source: (*droneemprit.id, 2020*)



FIGURE 3. Citizen discussion traffic with #bongkarmafiacovidrs Source: (*droneemprit.id,2020*)

Comments from health actors also emerged. many think that Moeldoko’s words are considered to belittle and underestimate the responsibility of hospitals or medical personnel in handling Covid-19 in Indonesia. Many doctors did not accept Moeldoko’s accusations. On social media, doctors are busy delivering protests, such as protests from Dr. Berliana Idris via Twitter account @berlianidris “accusations that hospitals are coviding patients to get this budget is dangerous, let alone uttered by state officials”. while Dr. Tonang through

his account @tonangardyanto tweeted “Hard work to build *trust*, collapsed in an instant. do you realize sir? “. another account, @ dr\_koko28 tweeted “Covid-patient? what’s in it? How to? ckckck” and many more tweets from other health workers.

Judging from the data collected by *droneemprit.id*, there were 5,754 tweets with the hashtag #BongkarMafiaCovidRS on Sunday 4 October 2020 and trending on that day (FIGURE 2). The narrative that emerged through several tweets that became *top trending tweets*, among others: The health mafia used the Covid-19 pandemic to reap benefits with references from Suara.com: *Statement from IPW about the alleged health mafia and the*

*statement of the head of the KSP while in Semarang*, Some areas that allegedly taking advantage of the pandemic to increase budget requirements with references from source.com, Bantennews.co.id, Bisnis.com: *IPW’s statement about the alleged Covid-19 game by the hospital mafia*, allegedly there is a rogue hospital for the sake of the corona budget in Ciamis, Pasuruan, Jambi and several other cities with references from Kompas TV: *Banggar DPR, there are public reports in many WhatsApp groups*, There are hospitals that testify sick people who are not actually infected with Covid, with references from Bisnis.com: *IPW statement, Neta S Pane asks the Police Criminal Investigation Unit to dismantle RS mafia*, Regarding the meeting between the head of the KSP and the Governor of Central Java, discussing “the hospital should not carelessly covided all patients who died during the pandemic “refer to data on the death of Covid-19 patients from each hospital and public unrest on WhatsApp, social media, with references from beritasatu.TV and bantennews.co.id: *K SP in an interview at beritasatu and IPW Statement asking for Crime The National Police, the prosecutor’s office and the Corruption Eradication Commission (KPK) dismantled the hospital mafia* (FIGURE 6).



FIGURE 4. response from IDI regarding #bongkarmafiaCovidRS (1)  
Source: (*droneemprit.id*, 2020)



FIGURE 5. response from IDI regarding #bongkarmafiaCovidRS (2)  
Sumber: (*droneemprit.id*,2020)

When studied and reviewing these issues and review of various media online as well as the policies of the government, especially the Ministry of Health of the Republic of Indonesia, related to the role of hospital and health personnel in the handling of the pandemic Covid-19, it can describe some points as follows : 1) Regarding the circulation of the hospital mafia issue related to the actions of hospitals that offer patients, this has been responded by the Indonesian Doctors Association (IDI) (FIGURE 4 and 5), the Association of Indonesian

Hospitals (PERSI), the Indonesian National Nurses Association (PPNI), health workers, and also health observers and even the Minister of Health. From the responses given, it can be concluded that the accusation of this dishonorable act is baseless and there has been no official report by the patient (no clear facts). 2) Moeldoko's statement has undermined public trust in the hospital, offended the health workers who have fought against the Covid-19 pandemic. The hospital has a standard operating procedure (SOP) in handling covid-19 and all management activities for handling patients starting from admission, being treated and even death records entered into the patient's *medical record*. So if the hospital wants to determine covid status for patients who are not infected with Covid, this will be difficult to do. 3) In dealing with covid-19, the Central Government through the Minister of Health has designated 132 covid-19 referral hospitals. In Decree number HK.01.07 / Menkes / 275/2020 it is explained that to ensure continuity of health services in the context of overcoming certain emerging infectious diseases, a referral hospital is needed. The referral hospital is in charge

of implementing referral health services including covid-19. 4) In addition to referral hospitals, other hospitals can also manage and provide referral health services for Covid-19 patients and specimens, until the determination of public health emergencies or covid-19 disasters is revoked. 5) Hospitals that provide health services for covid-19 patients will receive patient care costs in accordance with statutory provisions.

In the process of submitting claims for covid-19 patients, guidelines for submitting claims for hospitals have been published. It should be underlined that Covid-19 patients are not billed for treatment while in the hospital. Treatment costs are reimbursed by submitting a claim from the hospital to the Ministry of Health. Provisions regarding financing and claim procedures are contained in the Minister of Health's decision number HK.01.07 / Menkes / 446/2020 regarding technical instructions for claims for reimbursement of service fees for certain emerging infection disease patients for hospitals that provide Covid-19 services. There are stages in submitting payment claims which include administrative verification and verification of patient services.

Regarding the accusation that the hospital mafia has coviding patients to take advantage, of course this requires concrete evidence because submitting a patient's claim must pass detailed verification. The Chairman of the Association of Indonesian Hospitals (PERSI) emphasized that the hospital had followed the procedure for submitting claims for Covid-19 patients, so the news about hospitals finding patients was not true. Submission of claims for covid-19 patients is proven by clinical assessments, medical resumes, laboratory examinations and other supporting data and this has been stated in the Decree of the Minister of Health number HK.01.07



FIGURE 6. #bongkarmafiacovidrs tweet reference site in the media  
Source: (droneempit.id, 2020)

/ Menkes / 446/2020.

If someone is asked by the hospital to sign an official report, this can be grouped into the customer communication education process. Why are BPJS patients after treatment either dead or recovered before going home given the option to sign? For example, if you want to sign, the costs for Covid-19 treatment at the hospital are free, but if you don't want to sign, then you are told to pay. According to Dr. Tonang's explanation in his account @tonangardyanto as stated in the *kawalcovid19.id* Instagram post, that this is part of the concept of patient-focused service. Patients and families are involved in the decision-making process for case management and care management. This is the importance of customer communication.

It was further explained that what was signed was the *General Consent*, which contained the consent of the patient and / or the patient's family, after receiving information from the hospital. *This General Consent* is done at the beginning of the treatment. For the Covid-19 case, it is carried out after an initial diagnosis (working diagnosis) is made as suspect or probable or if after being treated for several days there are symptoms or typical signs of Covid-19. before entering the isolation room, there was an explanation of infection as a process of educating customer-to-patient communication. Sometimes this educational process through customer communication is often misunderstood by patients or the patient's family. Patients and their families feel persuaded, persuaded or even threatened to want to be "covid" so they don't have to pay, even though that is not what is meant. It all depends on the patient and family after receiving education from the hospital. If the patient or the patient's family refuses to take a medical action, the patient or the patient's family has the right to refuse and

not to sign the consent form or what is often referred to as *general consent*. This customer communication is important. In addition to providing a sense of security, knowledge of what actions to take and also trust in the executor of the action, this communication will also prevent medical personnel from getting treatment or lawsuits and being able to act safely and comfortably because the communication message conveyed is well received by the patient. or the patient's family.

The following is an official rebuttal by the Association of Indonesian Hospitals (PERSI), which essentially emphasizes that the issue of coviding patients is an issue that is not based on facts and the hospital has an SOP for handling Covid-19:

The Center for Indonesia's Strategic Development Initiatives (CISDI) Research Analysis Study has also made discussions related to accusations of this issue. Experts emphasize that coviding patients requires serious conspiratorial action because it violates ethical health laws.

In accordance with the Law of the Republic of Indonesia number 44 of 2009 concerning Hospitals where the hospital is a health service institution for the community with its own characteristics that are influenced by developments in health science, technological advances and socio-economic people who must continue to be able to improve services that are of higher quality and affordable by the community in order to realize the highest degree of health, a hospital is obliged to provide complete health services to the community. In providing Covid-19 patient services, the hospital has guidelines based on the Minister of Health's Letter number HK.01.07 / Menkes / 413/2020 regarding guidelines for the prevention and control of Corona Virus disease 2019 (Covid-19). Given that Covid-19 is a type of disease that

causes public health emergencies as well as non-natural disasters that not only cause death but also cause considerable economic losses, Covid-19 is treated specifically considering that the antidote for drugs and vaccines has not been clearly found. This guideline applies to all hospitals in Indonesia, both government-owned and private hospitals.

Responding to the accusation against this hospital mafia, refer from dr. Tonang through his account @tonangardyanto: "Hard work to build *trust*, collapsed in an instant. do you realize Sir?", as if to emphasize the importance of the trust built so far, collapsed in an instant through



FIGURE 7. PERSI's public statement regarding the accusation that the hospital coviding patient (p.1)



FIGURE 8. PERSI's public statement regarding the accusation that the hospital coviding patient (p.2) (Sintesanews.com, 2020)

baseless accusations. This is certainly reasonable for people in the field to put forward, as if they have worked hard with clear instructions and in accordance with procedures, but are still accused of doing things that are not in accordance with the procedure. Of course this has an impact on the image of the hospital.

A positive image for an institution such as a hospital is an important thing that needs to be maintained, because the hospital is a public facility for the community to obtain health services. A hospital that does not have an image



FIGURE 9. study related to the accusation of coviding patients with health community and observers (Instagram@kawalcovid19.id, 2020)



FIGURE 10. CISDI study of coviding patients. (Instagram@kawalcovid19.id, 2020)



and is not trusted by the public will, of course, experience setbacks and even bankruptcy. For this reason, the hospital has a public relations division which has the task of assisting the hospital in building the image of the hospital organization. A good image will be very beneficial for the marketing of the hospital services concerned. Hospitals cannot live without public support, because with public support, organizational success is easier to achieve. One way to maintain and improve the image of the hospital is by implementing customer communication, the customers referred to here are patients, patient families, visitors, the surrounding community and also employees of the hospital.

Issues have become a dynamic in organizational life. Issues that appears can be both good issues and sometimes as bad issues. A bad issue, if not handled properly through proper issue management, will cause a crisis in the organization. The issue will develop into a rumor that can spread widely in the community and create a bad image for the company. However, if the right steps are taken to handle developing issues, then these issues can become an opportunity for the organization to develop more.

Referring to the issue of accusations that the hospital has coviding patients, it is necessary to know that in patient care in the hospital, a doctor or nurse conducts customer communication or legal communication by providing an explanation regarding the patient handling procedure to be taken and also filling out medical approval if someone the patient wants to do a medical action by the family. This means that the patient's family will know what type of action will be applied to the patient. This is important to do to prevent lawsuits against the hospital for the actions taken. The family has the right to approve or reject the action if the family does not want it. Dartina (2018)

states that persuasive communication is very important to retain customers so that customers can know the importance of an action procedure to be carried out. Wardhana (2015) also states that service quality and customer relationship management will have a partial and significant effect on customer value. This means that if the relationship between the service provider (in this case the hospital) and the service recipient (customer) is well established, the value of the service will be of high quality and the satisfaction of both parties will be fulfilled. Customers can be served excellently by integrating a well-ordered service marketing mix and customer relationship management which will increase customer loyalty (Agustini, 2007).

Reflecting on the foregoing, efforts to test a patient if indeed the patient is not sick with Covid-19, is something that is difficult to do, considering that to establish the diagnosis of someone who has Covid-19 or not, there must be procedures carried out such as laboratory examinations. through a rapid test or swab. The patient's family will definitely be notified if this action will be carried out.

Covid-19 has indeed become a reality of a disease that changes the social structure of society. Social behavior changes, so does social cohesion. Usage, habits, behavior, and customs also adapt. The health community needs clear information in dealing with this Covid-19 pandemic. Therefore, health communication must be applied to understand health information and services together, both by health actors, the general public and observers of the world of health. Hoaxes must be fought so that people's needs for health information and services are fully obtained. Health communication during a pandemic has a problem with a lot of information coming and it is difficult to contain. There was



FIGURE 11. Communication strategy to customers

a lot of noise in the news and in the beginning the government wasn't ready to counter it. Everyone talks about health from just forwarding the message to even adding to the message and some are incompetent especially in the media of friendship like WA Group which can add to the problem. Everyone suddenly wanted to talk and become "experts" at the problem. In communicating, a communicator should know who he is, who are the opponents he invites to communicate and also understand good communication science.

Effendy, quoting Hovland in his book *Science, Theory and Philosophy of Communication*, states that the science of communication is a systematic effort to formulate in exactly the right way the principles of information transmission and the formation of opinions and attitudes (2003: 13). Hovland pointed out that what is used as the object of communication science study is not only the way of conveying information, but also the formation of *public opinions* and attitudes (*public attitudes*). Mulyana citing Miller in his book *An Introduction to Communication Studies* say that communication as a state all-situations that possible a source transmitting a message to a recipient with the recipient's

behavior constituted to influence (2002: 54). Miller also stated that in communication there is the delivery of messages which can influence the behavior of the recipient of the message. So that what happens in a communication process is a message delivery influencing the behavior of the message recipient. Hidayat citing Berelson and Steiner in his book *Ethics and the Press Law* states that communication include all the procedures through which a person's mind can affect others. Communication is the process of exchanging information and feelings between two or more people, and is important for effective management (2003: 3). The occurrence of communication is a consequence of social relations (*social relations*).

Within the hospital management itself, sometimes various communication problems arise with colleagues who are assigned to functional services and in structural management. With so many changes in disease progression that can be every day or even minute, sometimes causing noise in the hospital itself. Statements that arise as a result of *miscommunication* must be deflected and straightened out by health communicators quickly and precisely and by competent people, because talking about health is the property of all circles and the medical community is currently needed in the field as the spearhead in services as well as the delivery of accurate information, careful and precise according to his knowledge to the community. And speaking of health, we must collaborate not to blame a situation and eliminate the selfishness of each one to be able to work together to fight the pandemic.

Speaking of health belongs to all fields of science from their respective scientific point of view. From the perspective of crisis communication, communication patterns, especially for state officials, should become learning

materials for every state actor to improve their communicative competence in disseminating information to the public. Meanwhile, doctors / nurses or all elements of health as health communicators in times of public health emergencies such as today are by offering health information needed by the public and fighting dangerous behavior including wrong information so as not to cause infodemic information in the community. Issues that spread must be handle wisely, such as the issue of coviding patient. Through the implementation of good customer communication between doctors / nurses and patients / patients' families, the negative issue about coviding patients can be handled because there is a relationship of understanding between service providers and their customers.

## CONCLUSION

The Indonesian people who are currently being hit by the Covid-19 outbreak continue to need information about health, especially regarding the handling and development of Covid-19 in Indonesia. The delivery of inaccurate information can cause uproar in the community, such as the emergence of the issue of the hospital mafia coviding patients. Various comments came from various circles. Health actors, especially health workers who work directly and deal with Covid-19 patients, also contributed to contributing sharp comments to the spreaders of the issue.

Many parties regret that the emergence of this issue came out of a state actor, and it has had a tremendous impact on health workers in hospitals who have worked hard and struggled in this covid-19 delivery. Rebuttals also emerged from high-ranking health professional organizations such as IDI, PERSI, PPNI and even the Indonesian Minister of Health. Good communication is needed in conveying information

to the wider community. Because the information conveyed is based on facts, it will be easier to find the truth than things that are not facts. In warding off the issue of the hospital coviding this patient, the hospital has implemented customer communication which is intended to establish communication so that there is no misunderstanding between service providers and consumers. Customer communication is also intended to give a good education to patients and families of patients that did not happen *misunderstanding* delivered both parties, it is believed to be able to maintain the image of the hospital on this issue.

From the literature study above, it can be said that the issue of accusations related to hospitals that coviding patients is something that is not based on facts (there is no *evidence based* to support this issue). Dividing patients is something that is difficult to do because hospitals in providing Covid-19 services already have guidelines and technical instructions on how to perform procedures for the management of Covid-19 patients. The image of the hospital can also be well preserved through the implementation of effective customer communication between doctors / nurses with patients and their families so that a clear understanding is created regarding the patient's condition.

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## The Effectiveness of Interpersonal Communication through Coaching Method for Employee in RSUD R. Syamsudin, SH

<sup>1</sup>Widiana Latifah, <sup>2</sup>Nani Nurani Muksin

Universitas Muhammadiyah Jakarta, Kota Tangerang Selatan, Banten, Indonesia

E-mail: <sup>1</sup>f\_widiana@yahoo.co.id, <sup>2</sup>naninuranimuksin@umj.ac.id

**Abstract:** *In the era of globalization marked by intense competition between hospitals, it is necessary to anticipate an increase in service quality on an ongoing basis in line with higher customer expectations for hospital services. Top management of RSUD R. Syamsudin, S.H. Sukabumi City has determined the policy of coaching method as a mean of interpersonal communication among the leader and staffs to increase the motivation and as part of the staff development efforts, since nowadays the hospital staffs are required to have high motivation to work to perform in health service. The purpose of this study was to determine how the effectiveness of interpersonal communication affects the success of the coaching method. This research was conducted using a qualitative descriptive method. Data were collected through in-depth interviews with two coaches and one coachee. The results showed that the effectiveness of interpersonal communication in the coaching method affected the success of the coaching process. Openness is marked by the coachee's willingness, to be honest, and open with the coach, empathy is carried out by active listening and clarifying, a supportive attitude is carried out through self-disclosure and powerful questions, a positive attitude is carried out by building trust and acceptance of positive thoughts and equality which is marked by eliminating the position subordinate superiors and the form of conversation in the form of dialogue and discussion.*

**Keywords:** *Coaching, Interpersonal Communication, Motivation*

### INTRODUCTION

The climate of competition has had a positive impact on advances in health services in Indonesia. This condition has a consequence that hospital managers must be able to face various challenges and provide excellent service for patients. In the era of globalization marked by intense competition between hospitals, it is necessary to anticipate an increase in service quality on an ongoing basis in line with higher customer expectations for hospital services. Based on the research results, without high motivation from employees to work for the benefit of the organization, the goals that have been set are difficult to achieve. Motivation has a positive and significant effect on employee performance at Regional

General Hospital (RSUD) Dokter Soedarso, Pontianak (Potu, 2013).

To increase the work spirit of employees in an organization, effective communication between management and employees is needed. According to research (Anaomi, 2014), communication errors that occur between management and employees can cause the delivery of messages not on target and resulting in differences of understanding. It can be caused by differences in knowledge, needs, and values that the management believes in.

Communication is an integral part of a management process, organizational members need to communicate with each other because harmonious cooperation to achieve goals can be developed through

effective communication (Bacal, 2012). This communication can be interpreted as verbal or non-verbal communication, which contains opinions, ideas, ideas, and information.

So far, the development or coaching of RSUD R. Syamsudin, SH Sukabumi City employees has mostly used training methods to increase knowledge, changing attitudes, and efforts to improve skills only.

Efforts that need to be made to employees of RSUD R. Syamsudin, SH to encourage increased work motivation lies in a personal communication approach, so the psychological intervention method implemented is the career development coaching method. Research (Kuswarno, 2001) states that communication styles determine the effectiveness of organizational communication in line with research (Sunarto, 2008) which states that communication effectiveness will occur when accompanied by conducive openness that is accommodated by an institution that works systematically, meaning that building interpersonal communication within the organization is a way for management to build a good organizational environment. Through communication, the information obtained is also broader and more diverse, considering that communication is a process of sharing and exchanging ideas, information, knowledge, attitudes, or feelings between individuals and groups that aim to create an activity (Liliweri, 2015).

Coaching is defined by the International Coach Federation (ICF), as a form of partnership with clients through a process that stimulates/provokes thoughts and creative processes that inspire clients to increase their personal and professional potential (Whitmore, 2017). The partnership means that a coach and coachee are a form of collaboration where both are equal partners who

maintain the neutrality of the relationship and respect each other. The coaching method is interpersonal communication that contains elements of communication, namely sender of messages, messages, media, the receiver of messages, and feedback. Coaching is carried out between two parties, namely the sender of the message known as the coach and the receiver of the message known as the coachee.

The steps involved in implementing Coaching (Salim, 2015) are 1) Building Trust is done quickly and simply through communication. Several things need to be known to build a good relationship effectively, namely with 3 communication devices, namely: Content, Body Posture and Facial Expression, Voice Pitch and Volume. 2) Active Listening. When we become active listeners, we can easily influence, negotiate, and establish communication. Plus, active listening can avoid misunderstandings. 3) Clarifying with the aim of clarity of conversation, the clarification step aims to help find problems. Clarifying can also avoid creating ambiguous meanings that can confuse and lead to misunderstanding. 4) Asking Right Questions, the right questions can help reveal the real problem, answer and overcome the problems faced by clients/employees. According to De Vito (Liliweri, 2015), interpersonal communication or interpersonal communication is the sending of messages from someone that is received by another person with direct effects or feedback.

Meanwhile, (Effendy, 2014) defines interpersonal communication or interpersonal communication as communication between a sender of the message and a receiver of the message. This type of interpersonal communication is considered the most effective in changing human attitudes, opinions, or behavior because it is caused by a



dialogical interpersonal communication process. De Vito in (Liliwari, 2015) states that if interpersonal communication is to run effectively, then interpersonal communication must have five aspects of communication effectiveness, 1) Openness, namely the willingness of the receiver of the message to react honestly to the stimulus that comes and openness to those who invite to interact. 2) Empathy, namely placing ourselves as the sender of messages emotionally and intellectually in the position of receiver of the message. 3) Supportiveness is aimed at reducing the defensive attitude of communication which is an aspect of communication effectiveness. 4) Positiveness. The sender of messages who have a positive self-attitude will communicate positive things. This can be triggered by encouragement (stroking), namely the behavior of encouraging someone to respect others. 5) Equality or equality is the recognition that both parties have something equally important to say. Equality also means the same, equality, position, and so on, which makes the flow of interpersonal communication acceptable to both parties.

The absence of harmonious communication within the organization will lead to failure in achieving the goals of the organization. If an employee has problems in the form of feeling uncomfortable with the leader, then the employee will have less motivation to work, so that the organizational goals will not be achieved. Motivation has a root word from the Latin word *movore*, which means motion or the urge to move (Prawira, 2014). Motivation according to (Danim, 2012) is defined as encouragement, strength, enthusiasm, need, pressure, or psychological mechanisms that can encourage a person or group of people to achieve performance according to what is expected, cognitively, motivation is defined as individual activities to determine the basic framework of goals

and define behavior as a means of achieving these goals. Affectionately, motivation can be interpreted as an attitude and/or basic values possessed by a person or group of people doing or not doing something. Motivation is further defined as a complex force that can get someone to start something and maintain working conditions in the organization.

The top management of RSUD R. Syamsudin, SH, Sukabumi City determined the coaching method policy as a way of communicating between personal management to employees to increase motivation and as an effort to improve employee performance. The application of a transformational management style is reflected in the coaching method which is defined as a partnership in an in-depth conversation process to generate thought and creative thinking, which inspires to maximize personal potential and professionalism (Kurnia P., 2012). Similar to research (Munthe, 2015) which examines the application of coaching as a current management style, a manager by taking an approach as a coach will be able to improve performance and at the same time develop subordinates by improving abilities and motivation. Both studies only discuss coaching as a management style that can increase work motivation, while this study was conducted to determine how the effectiveness of interpersonal communication affects the success of the coaching method implemented to increase employee motivation.

## **METHOD**

In this research, the approach used is a qualitative descriptive approach. Disclosure of data and facts used by researchers is in a non-statistical or non-systematic form. Qualitative research seeks to understand and explain reality and try to assemble and arrange patterns to find something new or theory through a scientific induction process. In qualitative

research, we are dealing with broad exposure (Bajari, 2017).

Qualitative methods have behavioral observation procedures and are described in writing or orally, the process is through data collection, analysis, and interpretation, then closes with drawing conclusions based on the data analysis (Moleong, 2010).

Research "The Effectiveness of Interpersonal Communication In Coaching Method Employees of RSUD R. Syamsudin, SH" seeks to reveal in-depth the effectiveness of interpersonal communication that occurs in the coaching method. Data collection techniques in obtaining data used in the preparation of this study were primary and secondary data collection, namely: (1) The primary data obtained by researchers is from in-depth interviews with informants who are the research subjects, namely two management who act as coaches; and one employee who acts as a coachee (2) Secondary data, namely the source of research data taken indirectly through intermediary media (obtained and recorded by other parties), namely from documents and literature studies, both published and unpublished. This research also goes through a triangulation process, besides that it is also analyzed based on the theories used in this study.

## RESULTS AND DISCUSSION

RSUD R. Syamsudin, S.H. Sukabumi City is a regional public hospital owned by the Sukabumi City Government as well as a public service institution for the community in the field of referral health from the Sukabumi City, Sukabumi Regency, Bogor Regency, Lebak Regency, and Cianjur Regency. Serving patients with a capacity of approximately 700 beds certainly has its consequences for the development of the hospital in serving patients. As an institution of the Regional Government of Sukabumi City,

RSUD R. Syamsudin, SH of Sukabumi City also has the task of providing health services, namely carrying out services, promotion, prevention, recovery, healing, rehabilitation, referral services, and education in the health sector according to laws and regulations,

This condition in turn encourages employee performance, It's because employee performance is believed to be an important factor for overall organizational performance. The human resources in RSUD R. Syamsudin, SH Sukabumi City consist of health personnel including medical personnel (doctors), paramedics (nurses), non-nursing staff (pharmacists, health analysts, pharmacist assistants, nutritionists, physiotherapists, radiographers, and recorders. medical), and non-health personnel (finance, administration, personnel).

The management of RSUD R. Syamsudin, SH, Sukabumi City applies the coaching method as a way of communicating between personal management to employees to increase motivation and as an effort to improve employee performance. This is as expressed by (Griffin, 2012) "Like charades, interpersonal communication is a mutual, ongoing process of sending, receiving, and adapting verbal and nonverbal messages with another person to create and alter the images in both our minds.

Based on the results of the interview, the coaching held at RSUD R. Syamsudin, SH was limited to work problems and in applying the coaching method currently RSUD R. Syamsudin, SH Sukabumi City has 3 (three) top management as professional coaches have taken training as professional coaches at the Loop International of Coaching institution. Employees who have participated in coaching are still limited to structural and functional officials, equivalent to the head of the installation and head nurse.

The coach, which consists of the board of directors, seeks to help employees solve these problems, refocusing employees on performance targets to be achieved by reinforcing to foster self-motivation.

Based on the results of the study, the coaching method contains an interpersonal communication component. There are coach and coachee, messages from both parties, the media used are the five senses because it is a face-to-face communication method and feedback as a measure of the success of communication. While the elements of the effectiveness of interpersonal communication through the coaching method are reflected in each coaching step in the form of building trust, active listening, clarifying, and asking the right question.

### **Openness in Coaching Methods**

Based on the results of the interview, in the coaching process, there must be cooperation, good relationships, openness, honesty based on the commitment between the coach and coachee. Openness refers to the openness and willingness of employees as coachees to react honestly to stimuli that come and the openness of interpersonal communication participants to people who invite them to interact. For this reason, the first stage of implementing the coaching method is building trust. The coach must be able to convince the coachee that coaching is confidential then the coach must be able to build intimacy. The coach must be able to explain that in coaching, the positions of "leader" and "subordinate" must be removed first so that there is no doubt the coachee will say what he wants to convey. This is done to obtain transparency or self-disclosure from the coachee. The absence of openness is a barrier to the self-disclosure process.

To build openness, the coach must also create a comfortable and friendly atmosphere when conducting interviews.

Such as making a sitting position that is not intimidating, making small talk, and informal communication styles that create a comfortable and familiar atmosphere. Openness in employee coaching is beneficial for management to find out the existing problems experienced by the coachee as a subordinate in their work so that they can take steps or not continue to solve these problems.

### **Empathy in the Coaching Method**

According to (Liliweri, 2015), when we empathize with someone, that person will more freely express his feelings and think about the future, he feels confident because you "put" your heart in his heart. Empathy is the ability for a person to put himself in someone else's shoes and understand feelings from another person's perspective. Empathy emphasizes the importance of sensing other people's feelings as a basis for building healthy interpersonal relationships. In empathy, attention can be done with emotion recognition. The more a person knows his own emotions, the more skilled he is at reading other people's emotions. Based on the results of the interview, in coaching, this is done so that the coach can respond appropriately and see everything from the coachee's point of view. Self-empathy can be communicated in 2 ways, namely verbally and non-verbally.

Verbally, the coach can show empathy with words, expressions, mumbles, and nonverbally, the coach can show empathy by showing the other person through physical closeness, facial expressions and appropriate gestures, maintaining eye contact and caring posture. . Empathy in the coaching process is found in Active Listening and Clarifying activities. During coaching, the coach must also have the ability to listen with the "third ear", so that the coach is able to capture messages or understand the coachee's feelings that are not conveyed verbally. In line with research (Maharani,

2018) that having the optimal ability to listen and feel, in the end, there is a sense of mutual respect and respect so that they work together well and in a friendly way.

Clarification is the affirmation of a statement or response pattern in the form of a technique of responding to a conversation by clarifying the words that have been spoken through picking or taking the core of a conversation that is considered important which is restated (Lutfi, 2008). The clarifying step in the coaching process must be carried out by the coach while listening actively to what is conveyed by the coachee so that he gets an overall understanding and can show his understanding. Clarification can also be a stimulus for the coach to speak more clearly so that there are no misunderstandings. Clarifying can also be done by making affirmations or sharpening important things expressed by the coachee, repeating foreign terms or languages expressed by the coachee but not understood by the coach to avoid misunderstandings.

### **Supporting Attitude in the Coaching Method**

The third aspect of the effectiveness of interpersonal communication is supportive attitudes. One of the ways to establish communication is because of mutual support (Rakhmat, 2012). The two parties who communicate must each commit to supporting open communication. The receiver of the message must respond spontaneously. To make a problem find a solution, it takes mutual support. This attitude can also make people act as expected and allow people to express their feelings in a good communication atmosphere. People tend to want to do self-disclosure to people who provide a positive and supportive attitude.

Supported by Jack Gibb (De Vito, 2011) it is stated that open and empathic

communication cannot take place in an unsupportive atmosphere. This means that to make other people feel valued and interact more openly requires a person's ability to convey feelings and perceptions to others without judging, praising, or criticizing.

The results of the study illustrate that in the coaching held at RSUD R. Syamsudin, SH, Sukabumi City, there is mutual support between the management as a coach and the employee as a coachee. Coachee expresses his supportive attitude with openness (self-disclosure) and answers the coach's questions spontaneously. The coach's supportive attitude is carried out by providing stimulus and feedback on what the coachee has conveyed through empowering questions known as powerful questions and showing that the coach appreciates every coachee's answer.

At this stage, the process of strengthening the coachee's responses is formed until the coachee's solutions arise to the problems, belief in desires so that motivation arises from within him. The role of the coach here is not only to ensure that the coachee finds answers to problems or goals he wants to achieve, but the coach also ensures that it is implemented by the coachee through concrete actions so that in the end it is able to optimize the personal potential of the coachees. For this reason, a commitment is made to carry out continuous coaching so that the frequency of coaching for each person is different according to their needs.

### **Positive Attitude in the Coaching Method**

A positive attitude in interpersonal communication can communicate positive things. In interpersonal communication, a positive attitude refers to 2 (two) aspects, namely: first, if a person has a positive view of himself then communication will develop. Second, if someone has a

positive view of others it can also make communication develop. A positive attitude in interpersonal communication can be communicated in at least two ways, namely showing a positive attitude and positively encouraging people who are in the interaction.

The positive attitude that the coach must take is to build trust or building trust in the coachee so that that the coaching conversation is confidential

. Likewise, the coachee must have positive feelings or attitudes, the coachee must understand and accept with positive thoughts the stimulus that comes from the coach so that feedback can be received without being influenced by emotions. With an attitude like this, it can create effective communication so that the success rate of coaching can be achieved.

Honesty can also be an indicator of the coachee's positive attitude. With honesty from the coachee, the coach will easily make reinforcement of the ideas, opinions, problems faced, formulate action plans, and what goals the coachee wants to achieve until finally, it can increase motivation at work.

### **Equality in Coaching Methods**

Equality in communication can be interpreted as an acknowledgment that each party has something equally important to convey. Equality contains elements that can make the flow of interpersonal communication acceptable to both senders of messages and receivers of messages. The effectiveness of interpersonal communication must be supported by equality so that there is an implicit and explicit recognition that each party has an alignment of values and prices. For interpersonal communication to achieve its efficiency, equality of education level, social level, economy, status, fate, struggle need to be considered in the topic of conversation.

In the coaching method,

"partnership with clients" is one of the keywords contained in the ICF-based coaching definition, it states that the coaching process must be based on equality between coach and coachee. This is very important to support the coachee's confidence and familiarity with his coaches so that open communication is very effective which is useful for the success of the coaching process itself (Whitmore, 2017). In coaching, a coach and coachee stand the same height and sit the same low, side by side and relate like two close friends: trusting each other, being open, honest, what they are, not judging, not blaming, not reprimanding, not confronting, willing to learn, willing grow, and want to achieve something maximally and satisfactorily, for the advancement and development that coachee dreams of or hopes for.

The coaching method carried out at RSUD R. Syamsudin, SH, sometimes the position becomes an obstacle to self-disclosure because the one who acts as a coach is the leader so that there is a feeling of reluctance in expressing feelings and desires of the coachee as subordinates. Other efforts are made to create a friendly atmosphere, both parties are in the same position, and get rid of feelings of embarrassment, both parties make a time contract that is adjusted to the coachee's condition, empowering the mind with the form of dialogue, discussion, question, and answer, use the term "brother" between coach and coachee.

### **CONCLUSION**

Based on the description above, it can be concluded that the management of RSUD R. Syamsudin, SH Sukabumi City implements interpersonal communication through the employee coaching method. This is done to help employees solve problems at work, refocus employees on performance targets to be achieved to increase motivation at work. To improve

overall hospital performance, this coaching method should be applied to all employees and carried out continuously.

Comparing the research results with the theory of the effectiveness of interpersonal communication, it can be concluded that the success of the coaching method cannot be separated from the elements contained in the theory.

The effectiveness of interpersonal communication in the coaching method in the aspect of openness refers to the openness and willingness from the coachee as receiver of the message, giving honestly to the stimulus provided by the coach. The aspect of empathy is pursued by active listening and clarifying activities, then the aspect of a supportive or supportive attitude is expressed by the coachee's self-disclosure and answers the coach's questions spontaneously. The coach's supportive attitude is carried out by providing stimulus and feedback on what the coachee has conveyed through empowering questions or known as powerful questions. A positive attitude aspect is carried out by the coach by building trust with the coachee

Coachee's positive attitude is characterized by honesty and understanding and accepting with positive thoughts all stimuli from the coach so that they can be accepted without affecting emotions. The aspect of equality in coaching is characterized by efforts that create equality between the coach and the coachee so that there is no distance in communication between the coach and the coachee because sometimes, between management and staff positions can become a barrier to communication because of a culture of people who are always reluctant to come forward to people in higher positions

It takes a high commitment from both parties to carry out the effectiveness of interpersonal communication in the coaching method to optimize the benefits

of coaching and have an influence on the quality of coaching implementation.

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## Digital Information Media of the Salman ITB Halal Center in improving Marketing Performance of Halal Lecture Program

<sup>1</sup>Raditya Pratama Putra, <sup>2</sup>Indri Rachmawati, <sup>3</sup>Yuristia Wira Cholifah

Fakultas Ilmu Komunikasi Unisba, Jl. Tamansari No.1, Bandung, Indonesia.

E-mail: <sup>1</sup>radityapratamaputra15@gmail.com, <sup>2</sup>momszie@gmail.com, <sup>3</sup>yurisyurisyuris@gmail.com

**Abstrak.** *The community can make wise use of the existing communication media as well as the growing communication media. The era of connectivity brought many changes to the communication media which is currently known as digital media. Digital media provides many opportunities and advantages for finding and sharing information. The purpose of this research is to look at the digital communication media used in the Halal Lecture program and to see the digital marketing communication process carried out by the Halal Salman ITB center regarding the Halal Lecture program. The research method used is qualitative with a case study approach. As for the results of this research, the digital information media Instagram is used by the Salman Halal Center ITB to inform and market the Halal Lecture program by paying attention to the elements of the message's purpose. Information and persuasion is conveyed through an e-flyer posted on the official Instagram @salmanitb. Not only that, the public also participates in digital marketing through Whatsapp broadcast messages, personal Instagram stories and Whatsapp stories. Ease of access and reach of digital media are benefits that can be obtained by users, therefore digital media can be applied in various fields of activity ranging from education, campaigns, entertainment, to marketing.*

**Keywords:** *Information Media, Digital Media, Digital Marketing, Halal*

### INTRODUCTION

Information has many purposes, whether it is informative, educational, persuasive, or even just entertainment. Based on those purposes, informing strategies by the communicator is very important. The communicator is necessary to pay attention to how information delivers and how to convey the audience by the data. Data is collecting into information then transferred through the use of information media and the information send properly. So, the contents of the information have a selling value and meaningfully in the minds of the audience. Information will be sought by everyone according to their individual needs. This need is a basic human life requirement (Kotler & Keller, 2016).

The information processing process begins with collecting data. And data that has become information will be used by the community as a source that can increase knowledge (Ramdhani, Prijana, & Rodiah, 2017). Increasing public knowledge in this case because every message that contains information will become a critical point for managing what you want to know and need. Information can change people's thinking, behavior, decision-making, and knowledge with the various things it receives. So, the accuracy of the information needs to be considered because inaccurate information will hinder the decision-making process (Darmawan, 2012). This also requires the concern of everyone who is looking for and receiving information to be able



to filter information first. A wise society, of course, will not accept any available information when the clarity of the information is not yet valid. Information search will be carried out by everyone or even groups to meet their needs and under the goals to be achieved (Syawqi, 2017). There is an information retrieval model from Wilson which discusses people's needs to fulfill their various needs by searching for the information themselves. In this model, there are several stages in problem-solving, namely information seeking, information searching, and the use of information related to several stages that can solve problems to achieve goals. The stages begin with an introduction to the problem at hand, problem definition, problem resolution, and statement of solutions if needed (Wilson, 2000). Searching for this information can be done through various sources of information and communication channels directly or through communication media (Riani, 2017).

Along with the development of communication media, it is easier for the public to manage and receive information. This information processing is in line with the development of information technology which currently influences the development of mass media with the presence of digitalization-based media channels (Putri, Hamdan, & Yulianti, 2017). The development of this communication media is known as new media or digital media of which the types also vary. Nowadays everyone easily uses communication tools connected to the internet, anywhere and anytime. Most of the people's activities are currently connected to the internet, starting from communication, conducting remote work processes, conducting distance learning, digital marketing to the sales process which is currently online. Based on the results of a survey conducted by the Indonesian Internet Providers

Association (APJII) in 2019-2020, it shows that as many as 196.71 million internet users out of a total population of 266.91 million Indonesians or 73.7% of the people already use the internet for their lives daily (APJII, 2020). The survey data have shown, that the development of communication media is currently so fast and almost more than half of Indonesia's population has used internet-based facilities for their lives. This is also due to the nature of the internet which can share and receive information without any boundaries which hamper the information process because currently receiving and sharing information can not only be accessed from computers but cell phones, all access can be done (Nugraha & Akbar, 2018).

The development of digitalization-based communication media has brought many changes and conveniences in various sectors of activity. One of the fields that take advantage of the development of communication media is in the realm of marketing products for branding for each program and activity carried out. Branding is the main thing so that people know and are willing to try what producers have to offer. The importance of branding activities is to differentiate between one product and another so that people can calculate each similar product (Afrilia, 2018). Branding is a part of the marketing communication process that uses the media as a means of carrying out these activities. Media on digital is one of the media that is now widely used because digital media offers various features and types that can be used according to needs and communication systems that can be done in two or more directions (Moriansyah, 2015).

In online marketing communication activities, there is a consumer path scheme as a target of what is informed to everyone with the 5A concept as developed by (Kotler, Kartajaya, & Setiawan, 2019),

TABLE 1. Mapping of Customer Paths Through Digital Marketing Communications

Stage	Process
Aware	Customers passively receive brand information from past experiences, marketing communications, and or advocacy of others.
Appeal	Customers will process the messages received, create short-term memories or strengthen their long-term memories, and become interested in some shortlist of brands that come to mind.
Ask	Customers are actively looking for more information regarding the brand to friends, family, or directly on the related brand. this is driven by their curiosity.
Act	Reinforced by the amount of information received, the customer decides to buy a brand.
Advocate	From time to time, customers develop loyalty to the use of a brand. It is reflected in the repurchase and ultimately advocacy to others.

(Source: Kotler, Kartajaya, & Setiawan, 2019)

namely Aware, Appeal, Ask, Act, and Advocate. This stage has an end goal, namely loyalty to make purchases. These stages are more detailed in TABLE 1.

In the online media marketing communications field, the process that is emphasized by business actors is more on consumer understanding of the digital promotion tools that have been implemented by the company. The hope is that through this online media, the public will easily obtain company and product information, are interested in taking a long time searching for information on these online tools, and choosing the company's online media as a reference for their search for their needs. The purpose is to persuade so that they can advocate for other communities. Digital media can increase public perception of the brands, because of the nature of digital media that is up to date and easily accessible anytime and anywhere (Adetunji, Rashid, & Ishak, 2018). Understanding the use of digital media must be initiated from the producer by understanding the use of digitalization-based technology and skills in managing messages so that they look attractive and easy to understand (Gartanti, Triwardhani, & Putra, 2020).

The process of marketing communication through digital media is not only limited to profit companies that

produce products (tangible) that can be sold, but non-profit companies engaged in services can also apply the concept of digital marketing communication, one of which is the Salman Halal Center ITB in informing them. every activity program to be implemented. One of the main programs of the Salman ITB Halal Center is the Halal Lecture. This program provides education and understanding for business actors and the general public regarding the critical point of halal value of a product that is often found and used, ranging from food, cosmetics, to good and correct sales strategies according to Islamic law. The value of halal is one of the virtues in producing, selling, consuming, and how to get it, because halal is part of a lifestyle that has been regulated by Islamic teachings and has a very good purpose for the course of human life (Wajdi, 2019).

The Salman ITB Halal Lecture Program uses various digital media platforms as a means of communication, information, and persuasion as a form of marketing to the public to want to participate in the program. The communication process carried out to inform and market the ITB Salman Halal Lecture program will be packaged attractively according to the portion of the activities that will be carried out through

various digital media ranging from the Official Facebook of the Salman Mosque ITB, Official Instagram @salmanitb, and the Salman ITB website. Digital media is carried out as well as content is packaged in an attractive form with a combination of images and information elements related to the halal value point of a product, information related to free registration for participants, information about resource persons who will present material in Halal Lectures, the number of participant quotas, schedule of activities, as well as persuasion with sentence elements which show that the knowledge of the Halal Lecture program is very important to be implemented in everyday life. This is done by the Salman ITB Halal Center because every communication process will depend heavily on its delivery strategy and the stimulus provided to the public as the target of marketing communication activities carried out (Triwardhani, Trigartanti, Rachmawati, & Putra, 2020). By understanding and applying these elements, any information conveyed will be an opportunity for the community to accept and participate.

In the implementation of the Halal Lecture program, the public will be given an understanding from credible sources of the halal values of the product. The value of understanding halal products is important because the public or consumers are the main targets in the trade industry because they are the main buyers and users of each marketed product (Sukesi & Akbar Hidayat, 2019). Providing education in the Salman ITB Halal Lecture program is carried out in the form of face-to-face classes so that participants can easily understand every material presented by the speakers. Not only limited to halal products that are directly consumed by the community, but this program is also important for business actors for production to post-sales that are under halal values.

From the explanation above, the research with the title Digital Information Media of the Salman Halal Center ITB in Marketing the Halal Lecture Program has a goal, namely to find out the digital communication media used in informing the Halal Lecture program and to find out the digital marketing communication process carried out by the Salman Halal Center ITB related to the Halal Lecture program. Besides, this research was conducted because of its uniqueness, namely the Halal Lecture Program which is not held in other Halal Center institutions so that the public will gain a lot of new knowledge. From each material presented in the implementation of the program, besides that not many parties have realized the importance of halal knowledge to a critical point so that it is the urgency of the ITB Halal Center to educate the public, Muslims, and business people.

## **METHOD**

This study used a qualitative method, as according to Krik and Miller, that the qualitative method is fundamentally carried out by observing directly in the field and being directly involved with the people who are discussed in their research (Moleong, 2012). In line with this, researchers went directly to the field by observing and participating in Halal Lecture activities for the process of observing each step of the activity of the program, then researchers conducted interviews with the subjects of this study. The approach in this research is a case study that presents an extreme case or the presence of unique values that can be used as a basis for conducting this research (Yin, 2015). The unique values in this study are that the process of activities of the halal lecture program is carried out such as lectures or face-to-face education with the presentation of material, assignments, and also discussions. The Halal Lecture

Program is held without any fees so that the enthusiasm of the community is so high and eagerly awaits the event in each period. The communication media used by the Salman Halal Center ITB in informing and persuading the public through digital media has its challenges between the segmentation of halal studies and also the segmentation of the media used, but this can be denied by a large amount of public enthusiasm for their interest in participation this program. The lecture program provides understanding to the participants by educating the critical points of halal products, from food, cosmetics, to good and correct sales strategies according to Islamic law.

The subjects in this study were the management of the ITB Salman Halal Center and the Salman ITB Halal Lecture Program committee. While the object in this study is the digital information media used in marketing the Halal Lecture program. In this study, data was collected through a process of direct observation to the field during the Halal Lecture Program and observations on digital media used as a means of communication, information, and marketing of the Salam ITB Halal Lecture program. Not only that, but data was also collected through an in-depth interview process to participants in the ITB Salman Halal Lecture program who of course obtained and sought information from digital media used by the Salman ITB Halal Center and interviews were also conducted with the management of the Halal Salman ITB center as the organizer of the Halal Lecture program.

## **RESULT AND DISCUSSION**

### **Program Information**

Based on the findings in this study, which was conveyed by the daily chairman of the Salman ITB Halal Center, Ir. Dina Sudjana noted that the ITB Salman Halal Lecture program is a routine program held between January and March, and

this program is held in each period for 10 meetings with a duration of 2 hours per meeting. The general public can take part in the Halal Lecture program because it is open to those who already have a business or who are just starting a business. Not only that, people who want to deepen their knowledge of the critical point of the halal value of a product or business field can also take part in this Halal Lecture program. The halal value of an organization's products and services has now become a lifestyle for the Muslim community, especially those that must be implemented in every product consumed and used because consumption of halal food is currently the primary need for a Muslim (Mutmainah, 2018). Participants from the Halal Lecture Program who take part in this program from the beginning to the end of the session will be closed with an exam related to the material presented and will get a certificate as a Halal Lecture participant to test the participants' understanding while participating in the program.

Participants will be provided with several materials that are presented related to the types of halal products, products that are included in the halal category, and halal brands. Business actors are not only able to meet market demand, but also must carry the value of products and businesses that are good and halal (Jahar, 2015). So that the Salman ITB Halal Lecture program presents techniques in production so that it still has halal values that are useful for business actors and selling techniques ranging from capital to determining selling prices according to halal law. As a form of information and communication media between participants and the Salman ITB Halal center regarding the Halal Lecture program, Salman ITB uses digital media as a medium that is now considered practical and fast.

The digital media used by the ITB

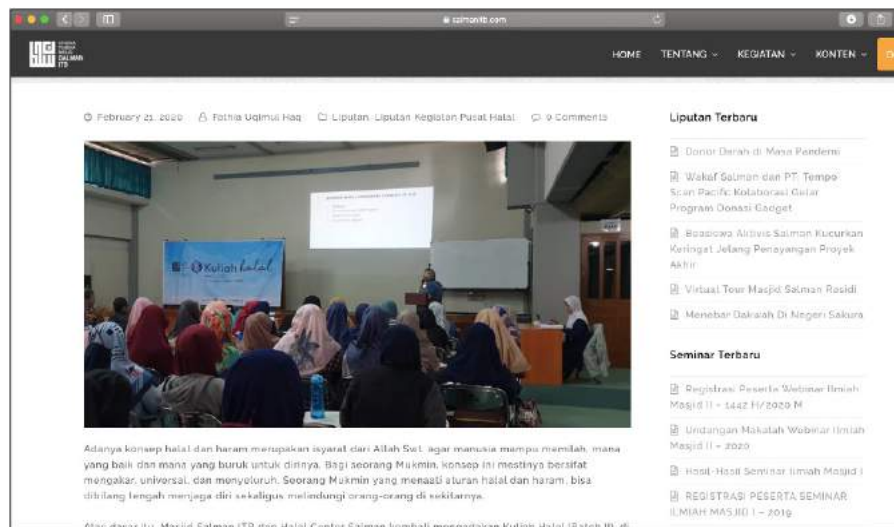


FIGURE 1. Publication Media for Halal Lecture Program Website  
(Source: www.salmanitb.com)

Halal Salaman Center through the official website media facilities from Salman ITB on the page, [www.salmanitb.com](http://www.salmanitb.com) reports that this program is a routine activity of the ITB Salman Halal Center Institute. The news on the website is also informed about the time of implementation, resource persons who fill in the material, and the benefits of the program so that it is carried out regularly every year. From the news on the website, it will help foster a sense of confidence in the community regarding the Halal Lecture program in the application of daily life. In essence, humans will interact and need a product and service to meet their needs, both for food, food, and shelter, these three concepts will be reviewed in the Halal Lecture program.

The news on the website [www.salmanitb.com](http://www.salmanitb.com) can show that the Halal Lecture program is in great demand by the public and as a program that deserves to be followed in the current era. Discussions regarding the study of the halal value of products and business implementation can be accepted by the community as an understanding and also a form that can be implemented. Through the news on the website media, it was conveyed that the enthusiasm of the community

was so high, that 130 participants from students, lecturers, and UMKM activists participated in the batch II Halal Lecture program which is a routine program held in the 2020 period in January (Salmanitb, 2020)

The results of researchers' observations on other digital communication media used by the Salman ITB Halal Center in informing the implementation of the Halal Lecture program, namely by utilizing the official Instagram Salman ITB provides information on the Halal Lecture program in the form of an e-flyer and how to register for people who are interested in participating in it. The message is clear and there is an element of persuasion conveyed through the Instagram media so that the public is interested and willing to participate. Digital media Instagram is currently widely used as a means of information and digital marketing because of the various features offered to users to be able to operate it easily. Various features that are relatively easy to operate allow marketers from profit or non-profit companies to manage their accounts according to their needs and desires (Kusuma & Sugandi, 2018).

### Information Search and Appeal

The features and conveniences of the Instagram media make it one of the factors of the ITB Salman Halal Center in informing the Halal Lecture program through Instagram digital media. Followers of the @salmanitb Instagram account will know that the Halal Lecture program is being held and followers of the official Instagram @salmanitb may repost or share the post with their colleagues via their personal Instagram account or other digital media. As with the results of interviews with participants in the Halal Lecture program who stated that they got this information from seeing their colleagues' posts on the Whatsapp story and Instagram story.

Organizations that are engaged in profit or non-profit such as the Halal Center Institute Salman ITB utilizes digital media as a means of information and marketing for the Halal Lecture program which is shown in FIGURE 1 below because it is in line with the rapid development of technology and communication media. This development has brought many changes and facilities that are used by various fields and interests ranging from making friends, as a campaign program for a particular activity, to a product or service marketing program (Suryani, 2015).

Information is conveyed clearly and in detail on the digital media Instagram

from the Halal Lecture program, starting from the introduction of sources, registration time, implementation time, and the importance of these activities. The e-flyer posted on Instagram @salmanitb is considered capable of attracting participants to participate in the Halal Lecture program because most of the participants in the Halal Lecture program know the information about this program from the @salmanitb Instagram post.

Seeing the results of observations from Instagram @salmanitb on the posting of the Halal Lecture program shows that the number of likes and comments is so high and is considered capable of persuading the public to foster more curiosity by searching for information through the comments column through questions and answers related to the program. This is in line with Wilson's information-seeking model, that humans in fulfilling their needs and goals begin with information seeking, information searching, and the use of information through the stages of identifying the problem at hand, problem definition, problem resolution, and statements. solutions if needed (Wilson, 2000). People who find information on the Halal Lecture program will seek further information on the program through colleagues and also through the communication media used by sources to inform the program, namely through Instagram. This information search is



FIGURE 2. Digital Communication Media for Halal Lecture Program (Source: Salmanitb's Instagram)

carried out by the public by digging in the comments column or even deciding to register immediately.

Based on observations made by researchers on the 2019-2020 Halal Lecture program which began in January 2020, the response from the public was very enthusiastic about joining the Halal Lecture program. Based on data obtained from the Halal Lecture Program committee for the 2019-2020 period, the number of applicants who exceed the quota is 191 registrants while the maximum quota of participants is 100 people. The committee decided to accept as many as 129 participants for that period based on the consideration of adjusting the number of applicants, while the rest of the applicants who did not enter the quota would be used as reserve participants, this was stated by Fitri as the Halal Lecture committee.

### **Act and Advocate**

Not only through Instagram @salmanitb, but participants who have participated in this program before, based on the findings of researchers from the Halal Lecture Program committee, will get further period program information through direct Whatsapp messages. Besides, participants also received information from their colleagues' posts who had participated in the previous Halal Lecture program, with a Whatsapp broadcast message. The communication process carried out through Whatsapp digital communication media can be done in two directions between the source and the recipient. The recipient can carry out a further communication process when there are several points of marketing information on the Whatsapp media that need to be asked or further information (Priantoro, 2019). In other marketing communication media, the communication process that takes place is on average more in one direction, due

to the unavailability of comment column services to ask questions that can be done by the public.

Apart from the Whatsapp broadcast messages of colleagues who have participated in the Halal Lecture program in the previous period, the participants also received this e-flyer from the WhatsApp media group or community they participated in, such as the UMKM group where he was a member of the group. The process of disseminating it through community assistance or parties involved in the Halal Lecture program on the Whatsapp group is considered effective, because in terms of costs it is considered more economical, in terms of implementation stages it can determine the target segment and can determine the number of participants targeted in the program. However, it should be noted that if you use a process like this, that is, the credibility and history of the program being organized must be good in the eyes of people who have participated in the program (Hafiar & Lukman, 2018). The public's concern to participate in informing and also persuading the Halal Lecture program through broadcast messages and making posts on personal digital media accounts is classified as a social movement that embodies concern for changes in people's knowledge and perspectives. Social movements in digital media can be considered effective in attracting public attention (Dewantara, 2015).

### **Information Media and Digital Marketing**

The communication media used to inform and also persuade the public needs to be made attractive and easily understood by the community for the information. This is in line with the findings of researchers that participants felt that the digital communication media used by the Salman Halal Center ITB in

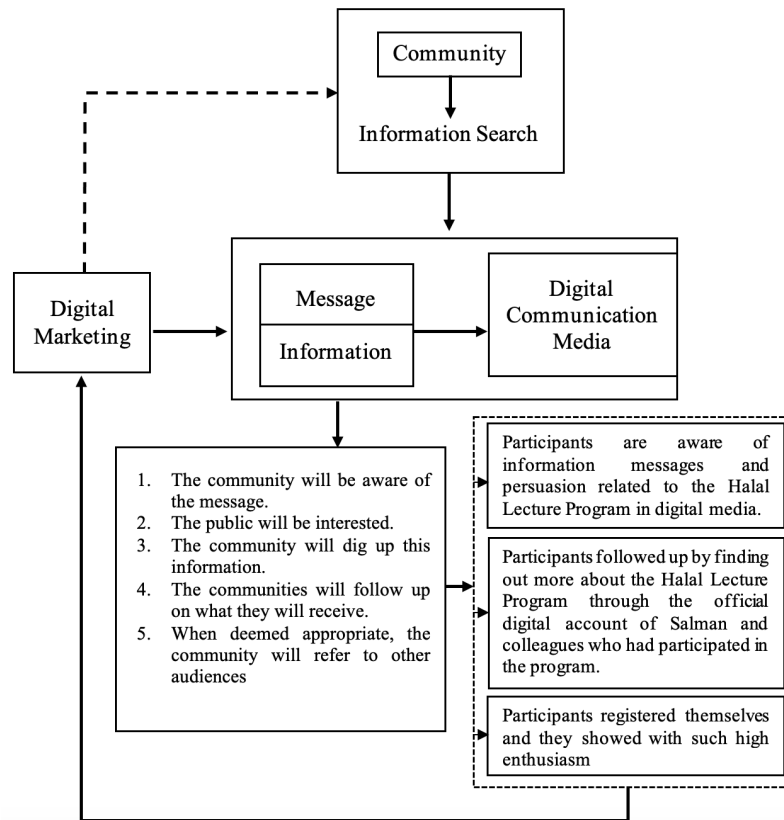


FIGURE 3. Chart of Information Media and Digital Marketing Digital Halal Lecture at Salman ITB (Source: Research Team)

informing and also marketing the Halal Lecture program were considered easy to understand and interesting from the design concept and appearance of the e-flyer. In the process of delivering messages to communicants through various media, the responses of the communicants from the messages conveyed will be reviewed in the FIGURE 3

This picture shows that in the digital marketing process, there are messages and information that will be conveyed to the public as the target market of the organization. This digital marketing process is of course through the use of digital communication media which is currently growing with internet connectivity in every use. The use of digital communication media is to convey these messages and information to the public. People who know the message will not immediately accept it but will seek information first, starting

from the accuracy of the message and the benefits it can receive. This informative and persuasive message, if the public is interested, will seek further from various sources that according to the community can meet their needs. When the information is considered valid and useful, the community will act by participating in the message conveyed, even the final stage is to provide recommendations or references related to the message to colleagues or other communities. Furthermore, this cycle continues as in the initial stage. This is in line with the findings of researchers that when participants first received information related to the Halal course program, they would seek and obtain information through the communication media of the ITB Salman Halal Center, through colleagues who had participated in the program. In addition, people who have participated in the program will provide



recommendations to their colleagues through information dissemination by posting a status on their social media accounts.

Through these stages, it will be known what is the basis for public information needs and what digital communication media are in accordance with the target of the message to be conveyed. When you know this, the communication process that is built to convey informational messages and messages that are persuasive, such as the Salman ITB Halal Lecture program will be right on target and the purpose of the message is delivered. However, the process of communication through digital media can be continued by the public, as was found in the Halal Lecture program where people participate in disseminating information on the program through their digital media accounts. With such a process, of course, it will greatly assist the company or institution in targeting the segmentation of the program to be held and be able to reduce production costs for marketing activities. This is also a form of value from humanity and public concern for developing halal values in the life of Indonesian people.

The development of this technology brings more conveniences and changes in the behavior and ways of decision-making made by everyone because if it is properly utilized, technology is able to drive changes in society for the better. Social change can be changed with the application of digital media as a means of information and campaigns to mobilize the community (Rahmawan, Mahameruaji, & Janitra, 2020). In this study, the social change movement of the community to better understand the critical point of the halal value of products and the implementation of the business sector has been seen with the management efforts of the Salman ITB Halal Center to inform and persuade the

public about the Halal Lecture program carried out through digital media platforms owned by the institution. The use of the digital media platform is of course adjusted to the segments of the program to be implemented and along with the widespread use of digital media that is able to quickly bring information to the public. So that the ideal value of the use of digital media can be accepted by producers and the public if it is implemented properly and wisely as is done by the Salman Halal Center ITB to inform and persuade it as a form of digital marketing activities of the Halal Lecture program.

The research results show that there is still a public understanding of the halal value only from the use of raw materials for production, however the statement of Ir. Dina Sudjana from the Halal Lecture program, to provide an understanding of the public will be equipped with preliminary knowledge of religion and fiqh, to the critical value of raw materials and the sales process.

## CONCLUSION

Based on the purpose of conducting this research, it can be concluded that digital communication media is used by the Halal Center of Salman ITB in informing the Halal Lecture program starting from information related to resource persons, registration information, registration schedule, implementation schedule, and benefits that can be received by participants after participating in the program. Information is presented clearly and in detail so that it is easy for the public to understand the meaning of the message in digital communication media. From what has been done by the Salman Halal Center ITB by implementing digital communication media as a medium of information, the research findings show that the participants of the Halal Lecture easily understand the messages

presented and the appearance of the digital communication media used as information media for the Halal Lecture program looks attractive.

Digital media used such as Instagram @salmanitb, apart from presenting information related to the Halal Lecture program, is also a digital marketing medium by bringing elements of persuasion messages to attract public interest in participating in the Halal Lecture program. The use of digital media that is implemented by the Salman Halal Center ITB as a means of communication, information and persuasion of the Halal Lecture program is considered effective because it is shown by the large number of registrants who exceed the quota. Not only that, but the participants also got information about this program from other digital media such as Whatsapp broadcast messages, both personal and group participants, Whatsapp stories, and Instagram stories of their colleagues who reposted the e-flyer from Instagram @salmanitb so that it made other people find out about this program and want to register as a participant in the Halal Lecture program.

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## Application of Digital Communication to Increase The Tourism Promotion in Dayeuh Kolot Village, Subang

<sup>1</sup>Firmansyah, <sup>2</sup>Tazkiya Fadhilah, <sup>3</sup>Aryana Catur, <sup>4</sup>Ervana Nurmelia, <sup>5</sup>Raihan Rachmansyah

Universitas Islam Bandung, Jl Taman Sari No 24, Bandung, Indonesia

Email: <sup>1</sup>firmansyah.ivan@unisba.ac.id , <sup>2</sup>azkitazkiya17@gmail.com, <sup>3</sup>aryanaa2707@gmail.com,

<sup>4</sup>hania.ramdhina@gmail.com , <sup>5</sup>raihan1707200016@gmail.com

**Abstract.** *The development of tourism villages in several areas including West Java needs to be encouraged by digital promotion. In the internet era, digital communication is mandatory for stakeholders in the economic sector, including tourism stakeholders. Based on this, tourism development through digital communication needs to be done to encourage tourist attraction. This research describes the development of tourism promotion through digital communication in Dayeuh Kolot village in several stages. The research method uses case studies with data collection techniques through observation, interviews, and documentation to measure the stages of digital communication application. Observations were made at the stages of digital communication application, namely in the stages of preparation, implementation, and evaluation of digital development in the period of July until December 2020. Interviews were conducted with tourism organizer stakeholders, namely the village government, BUMDES, and people who were members of the Keciwis community to get an overview of promotion development. Meanwhile, the documentation data is obtained statistically as a comparison before and after the development of digital promotion. The results showed that the knowledge and skills of tourism stakeholders had significantly increased, especially in the management of social media and digital communication for tourism marketing.*

**Keywords:** *Tourism, Village, Communication, Promotion, Digital*

### INTRODUCTION

The tourism village is one of the tourist objects that are developing in the tourism sector. The characteristics of a tourism village are natural resources that are always original, the town's uniqueness, the traditions and culture of the local community (Masitah, 2019). Tourism village is one of the answers to the form of product diversification development efforts that can be done to create a diversity of tourism products in an area or tourist destination that directly touches the community and can significantly reduce the tendency of the phenomenon of community urbanization from village to city (Hamzah & M.Irfan, 2018). In Community Based Tourism, tourism managed by local

communities emphasizing the principles of environmental, social, and cultural sustainability help tourists understand and learn about the ways of life of local communities (Tyas & Damayanti, 2018)

Development of a tourism village is a process or activity that occurs continuously, by increasing, advancing, and maintaining the resources in a particular area which can be developed into tourist attractions, in terms of human resources, natural resources, and cultural resources (Winasis & Setyawan, 2016). In developing tourism villages, strategies that can be carried out are improving infrastructure services, maintaining and preserving tourism potential, increasing tourism promotion, and packaging all tourism potential into a unified tour

package (Rahmatillah, Insyan, Nurafifah, & Hirsan, 2019). As one of the tourism development strategies, digitalization in tourism marketing is necessary.

The use of digital marketing in the era of the digital economy industry plays a significant role in increasing tourism promotion. Digital marketing, in some instances, has a significant influence on increasing tourist visits (Yanti, 2020). Increasing the ease of finding information on social media can increase the perceived comfort of social media and its relation to finding travel references (Sucidha, 2019). Digital marketing applications that are used include websites, social media, online advertising, web forums, mobile applications (Heliany, 2019).

Promotion and marketing are steps that must be taken in managing a tourism business. The existence of tourism promotion will further expand the distribution network or target consumers (tourists) so that more and more potential tourists will know about a tourism destination (Lopez-Cordova, 2020). In digital marketing, like conventional marketing, it requires the proper steps so that marketing can be carried out effectively, including the stages of situation analysis, goal setting, strategic planning, and action and control (Piñeiro-Otero & Martínez-Rolán, 2016). The four dimensions of the use of digital technology in tourism are 1) the provision of information about tourist attractions, 2) the ability to share information, 3) awareness of context and 4) the ability to mark (Pranita, 2018). One of the local community's duties as managers is to implement the culture of charm as a supporter of the concept of digital tourism in tourist attractions (Nagari & Pangestusi, 2019).

Dayeuhkolot Village, Sagalaherang District, Subang Regency is one of the tourism villages in West Java which has a lot of potential tourism destinations.

However, Dayeuhkolot Village people have obstacles in terms of digitalization and still rely on conventional methods for promotion (Desa Dayeuhkolot -, n.d.), even though the development of digital marketing is very much needed by tourism villages to develop their promotions, including on social media. Based on this, the research entitled "Development of Digital Marketing in the Tourism Village of Dayeuh Kolot Subang" needs to be done to describe how to increase the marketing of tourism villages through community digital education.

This research complements several previous studies that have been carried out (Praswati, Utami, Fatahuddin, & Prijanto, 2017) (Pitana & Pitanatri, 2016), by describing the strategy for developing digital tourism village through education to tourism stakeholders regarding digital marketing including the use of social media and the internet. The development of digital tourism promotion is carried out as one of the Dayeuh Kolot tourism village development programs. A strategic step that can be taken to improve the performance of a tourism village is to develop the strengthening of human resources in the field of e-marketing so that tourism village marketing activities through online media can be carried out more optimally and professionally (Raharjana & Putra, 2020).

## METHOD

Based on the purpose of this research that is to illustrate how to increase the promotion of tourism villages through digital, this research is based on a constructivist paradigm. The constructivist paradigm takes an approach in the process of building and reconstructing meaning through daily interactions. In addition to development methods, to measure the success of development, a scientific approach is needed. So in the process, case studies

can be carried out by investigating one or a small group of cases, focusing on many details (Creswell, 2013). The object of this research is the development of digital promotion carried out by the tourist village of Dayeuh Kolot Subang. Simultaneously, the research subjects are tourism organizer stakeholders in the Dayeuh Kolot tourism village, including Village-Owned Enterprises (BUMDES), Kelompok Cinta Wisata (Keciwis), and Dayeuh Kolot Village Government as tour operators.

According to the characteristics of qualitative research, this research uses data collection techniques by observing, interviewing, and collecting documentation data (Leavy, 2017). Observational data were collected by direct observation of digital promotion development in the old-fashioned Dayeuh tourism village. Interviews were conducted with key informants, namely tourism stakeholders in the tourism village, namely the Head of Dayeuh Kolot Village, Head of Bumdes Dayeuh Kolot, and Head of Keciwis Dayeuh Kolot. Apart from observations and interviews, the research also collected data from statistical documentation. Documentation is collected through data collected from comments. Specific data can develop into a construction abstract, which is more of a description after data and facts are contained in the field (Djamba & Neuman, 2002).

## RESULT AND DISCUSSION

Digitalization has developed in every sector of the economy, even the mass media must change their work to publish information (Fuady, 2002). So the digital promotion pattern is a necessity, including in the tourism sector. Digital tourism will be providing accessibility to all tourism stakeholders in Indonesia, from licensing aspect, tourism activities and events, and presenting accessibility for the visitors to

find information regarding the tourism destination in Indonesia. A functional, enlightened, and interesting website will force and facilitate the visitors to visit the tourism destination (Putra, Saepudin, Adriansyah, & Adrian, 2018). Digital tourism is concerned with the use of digital technologies to enhance the tourist experience. This may be as mundane as posting recommendations on a tourist website, but increasingly, it concerns the mixing of the real world with digital content designed to enhance the visitor experience (Benyon, Quigley, O'Keefe, & Riva, 2014). So in carrying out digital education to the community and tourism stakeholders it is necessary to take several steps, namely development preparations, tourism stakeholders development, development program evaluation, and sustainable development of digital promotion in the tourism village.

### Development Preparations

The first step to develop the digital literacy is to determine how the activity will take place, how long it will take, and how long it will take to implement it, and so on. In the process, knowledge about field conditions such as stakeholders, stakeholder abilities, and stakeholder achievement targets is not well known, requiring regular face-to-face communication. The priority is to get support from local officials, regional leaders, and village residents. After receiving stakeholder support, obtaining information about residents can be more in-depth; stakeholders are also the first gate that bridges the villagers. The minimum citizen information needed in this program is whether or not individuals use digital platforms, the stakeholders' age, the stakeholders' interests, and others. The concept of allowing stakeholders to create Instagram content, for example, requires guidance and direction for stakeholders at all times. Initially, this

concept had not been prepared at the pre-implementation stage, because much information about stakeholders was unknown. This also applies to the idea of managing stakeholder content.

At this stage, preparing development program includes a) Observations determination of target audiences for initial preparation of outreach to village communities; b) Mentoring of stakeholders, development, monitoring of the sustainability of the evaluation program; c) Prepare development stakeholders of at least 20 people consisting of BUMDES members and Keciwis; d) Prepare materials on literacy and digitalization and conduct potential users' surveys to target development stakeholders. Stakeholders who took part in the development focused on segments that had supporting tools such as smartphones and an interest in social media; e) Measure the level of knowledge regarding literacy and digitalization related to programs. At this stage, socialization is carried out to the village community about literacy and digitalization, encouraging people to know more about this. This socialization is focused on other Science and Technology and promoting village potential through the tourism sector. Stakeholders are given a memory device containing a video module on digital promotion.

### **Tourism Stakeholders Development**

The implementation stage is the stage of coaching stakeholders to manage digital platforms to promote their natural tourism. To support the goal of developing digital communication, stakeholders are provided with skills development including activating digital promotion applications, developing writing techniques, photography, videography, graphic design, and optimizing the use of digital platforms such as social media and websites. The implementation is

carried out every few weeks to provide material for each meeting. At this stage, the implementer provides some development in online and offline forms. The development includes:

- a. Literacy and digitalization activities involving the community to teach them how to use literacy through digital media. People are trained to use digital technology to encourage exchanging information to become a more leisurely activity to do;
- b. The development for the promotion of tourism potential in the village of Dayeuh Kolot village that can increase Arum Jeram tourism which is currently being developed but is constrained by promotional issues. The development for promotion such as content creation, which includes taking and editing images and videos, digital promotion, and copywriting. Promotional activities are carried out through digital media such as Instagram and Facebook;
- c. Village digital media management development. The development of village digital media management was carried out from July to December 2020. The management process is critical to support the promotional activities carried out at the beginning. At this stage, the development stakeholders will be trained to manage social media and websites so that the content produced can be right on target, so that many people widely knows the potential of villages in the tourism sector. Besides, in this development, the program formed a social media ambassador to develop social media. Social media ambassadors are trained to be active in preparing content and are expected to be the pioneers of village communities to fill and create tourism villages' potential.

To facilitate practical development,

a mentoring group was formed with stakeholders based on the WhatsApp Group material. This group was created as a means of practice, guidance, question and answer, and supervision. Stakeholders are asked to be able to write, take photos, videos, graphic designs, and then distribute them on a digital platform with promotion activation techniques for promoting natural tourism. This development stage occurs in the process with the presence of brand ambassadors, video company profiles, and others. The monitoring phase is carried out with stakeholders in the target villages who have carried out development and their activities are monitored through their activeness on social media and the guidance of the participating village communities to consult the problems.

#### **Development Program Evaluation**

Program evaluation is carried out as a measure of program success from indicators and outputs on the target (TABLE 1). Monitoring activities are carried out every month after development implementation by distributing questionnaires to determine the level of satisfaction, literacy knowledge, and digitalization of stakeholders after participating in the program. The questionnaire was distributed through an online system as a form of implementing literacy development and digitalization. Stakeholders and village officials are required to understand the knowledge and skills that have been provided at the implementation stage. Development materials such as digital promotion activation, writing, photography, videography, graphic design, and digital platforms (social media and websites) are applied continuously. To improve the optimization of the digital village, a village company profile was also designed with the aim that the public would know the tourist attractions, especially culture,

history, culinary delights, and various advantages of the Dayeuh Kolot tourism village.

#### *Statistic test*

To measure the developments, measurements were taken by testing the pre-test and post-test results using the two-sample average paired test. Testing is carried out as a directed measurement of development signification on stakeholder understanding and knowledge. With a straightforward measurement, the indicators of successful development can be measured and evaluated.

In statistical tests based on the pre-test results (tests before development) and post-tests (examinations after development educational), calculating the significance of the difference test is carried out. Statistical measurement as to the importance of differences in understanding among stakeholders in the evaluation phase to obtain evidence of development results. Before conducting the test, several assumptions must be met: normality, especially if the data is small (less than 50), the suspicion of data normality must be tested.

#### *Normality test*

The data normality test was carried out using the difference from the existing data.

##### a. Hypothesis

H<sub>0</sub>: Data comes from populations with normal distribution

H<sub>1</sub>: The data do not come from a normally distributed population

##### b. Real Level

In this test, a fundamental level of 5% was used ( $\alpha = 0.05$ )

##### c. Test Statistics

Calculations were performed using SPSS software with the Shapiro-Wilk test because the Shapiro-Wilk test is suitable for small samples (less than 50)



- d. Test Criteria  
From the results of the SPSS output, the p-value is  $0.637 > \alpha$ , so that the decision  $H_0$  is accepted.
- e. Conclusion  
From the test results, it can be concluded that the data are not distributed. Normal Based on the normality test above, the results show that the data does not come from a normally distributed population. The two average paired samples are tested

TABLE 1. Stages, Indicators and Developments Outcomes

No	Step	Indicator	Achievements
1	Observation	<ol style="list-style-type: none"> <li>1. Survey on the condition of Dayeuhkolot Village;</li> <li>2. Working closely with community leaders and village heads.</li> </ol>	<ol style="list-style-type: none"> <li>1. Collecting data on the condition and situation of Deyuhkolot Village;</li> <li>2. Identified problems related to the promotion problems of Dayeuhkolo village tourist destinations</li> </ol>
2	Targeting Audiences	Determine which communities to target for development of target audience marketing.	The gathering of target communities, namely members of village-owned enterprises, youth organizations, and love tourism groups.
3	Early Preparations	<ol style="list-style-type: none"> <li>1. Prepare and record supporting tools</li> <li>2. Video production containing material supporting activities;</li> <li>3. Forming activity stakeholders as many as 20 people;</li> <li>4. Prepare materials on literacy and digitalization;</li> <li>5. Distribute questionnaires to stakeholders to measure their level of knowledge about literacy and digitalization</li> </ol>	<ol style="list-style-type: none"> <li>1. The collection of tools and materials to support the development;</li> <li>2. A learning video has been made containing the activity material;</li> <li>3. Development stakeholders were formed;</li> <li>4. Formed material on literacy and digitalization;</li> <li>5. The results of the pre-development questionnaire,</li> </ol>
4	Socialization to Villagers	At this stage, there will be an outreach to the public regarding digital literacy	People are familiar with the program digitalization and literacy
5	Mentoring or Development	<ol style="list-style-type: none"> <li>1. Literacy and digitalization development;</li> <li>2. Development on village tourism potential promotion activities;</li> <li>3. Village digital media management development</li> </ol>	<ol style="list-style-type: none"> <li>1. Community knowledge and understanding related to digitalization literacy;</li> <li>2. Stakeholders are successful in managing and promoting tourist destinations;</li> <li>3. Stakeholders can manage village social media well</li> </ol>
6	Sustainability Monitoring	Conduct evaluation and monitoring in every activity	The results of the measurement of the implementation of each activity are obtained.
7	Evaluation Phase	Monitoring Digital Promotion in Social Media	<ol style="list-style-type: none"> <li>1. Obtain supporting data to identify problems</li> <li>2. Availability of equipment, materials, learning videos and development stakeholders.</li> <li>3. Widespread information about tourist destinations in Dayeuhkolot Village, especially Curug Goong</li> <li>4. Open the knowledge of trainees and the public about digital literacy and marketing</li> </ol>

(Source: Stakeholders Interview, 2021)

TABLE 2. Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
Value Results Pre-test	20	8.00	60.00	666.00	33.3000	15.45826	238.958
Value Results Post-test	20	34.00	93.00	1611.00	80.5500	13.88098	192.682
Valid N (listwise)	20						

by using the Wilcoxon nonparametric statistical test.

*Paired sample t-test*

a. Hypothesis

H<sub>0</sub>:  $\mu_1 = \mu_2$ ; There was no significant difference between the mean pre-test scores and the mean post-test scores.

H<sub>1</sub>:  $\mu_1 \neq \mu_2$ ; there is a significant difference between the mean pre-test scores and the mean post-test scores.

b. Real Level

In this test, a fundamental level of 5% was used ( $\alpha = 0.05$ )

c. Test Statistics

Calculations were performed using SPSS software with the Wilcoxon test and obtained a statistical test value of  $z = -3,921$  or  $p\text{-value} = 0.000$

d. Test Criteria

From the results of the SPSS output, the  $p\text{-value}$  is  $0.000 < \alpha$ , so that the decision H<sub>0</sub> is rejected.

e. Conclusion

From the test results, it can be concluded that there is a significant difference between the mean pre-test and post-test score.

In the statistical test (TABLE 2), there were 20 stakeholders participants

TABLE 3. Tests of Normality

	Statistic	Std. Error
Mean	-47.2500	4.31879
95% Confidence Interval for Mean	Lower Bound	-56.2893
	Upper Bound	-38.2107
5% Trimmed Mean	-47.2222	
Median	-49.0000	
Variance	373.039	
Pre-test and Post-test	Std. Deviation	19.31423
	Minimum	-80.00
	Maximum	-15.00
	Range	65.00
	Interquartile Range	29.75
	Skewness	.149
	Kurtosis	-.891
		.512
		.992
	Kolmogorov-Smirnov <sup>a</sup>	
	Statistic	df
Pre-test dan Post-test	.104	20
	Sig.	.200*
	Shapiro-Wilk	
	Statistic	df
Pre-test dan Post-test	.964	20
	Sig.	.637

\*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

with a minimum score of 8 and a maximum of 60 at the pretest time, while for the post-test of 20 stakeholders participants the minimum score was 34 and a maximum of 93. The pretest results also obtained an average score of 33, 3 with a standard deviation of 15.46. Meanwhile, the post-test results showed an average value of 80.55 with a standard deviation of 13.88.

*Test of Normality*

Before the two paired-sample mean tests are carried out, several assumptions must be fulfilled: the normality of the data, especially if the data is small (less than 50), the suspicion of data normality must be tested. They test the normality assumption of the difference in pre-test and post-test values using Shapiro-Wilk with the help of SPSS software. The output results (TABLE 3) show a p-value of 0.637, then H<sub>0</sub> is accepted. The data does not come from a normally distributed population, so the paired sample average test is carried out using the Wilcoxon non-parametric statistical test.

Based on the results of the analysis (TABLE 4) using SPSS software, the test statistic value for the two Wilcoxon average test is -3.921 and a p-value of 0.000, so H<sub>0</sub> is rejected, so it can be concluded that there is a significant difference between the mean pre-test value and the post-test of trainees. With these results, it shows that the development process has succeeded in showing differences in terms of understanding and knowledge regarding digital promotion which can support the development of the tourist village of Dayeuh Kolot, Subang.

**Continuous Promotion with Digital Communication in Tourism Villages**

Tourism marketing plays an essential role in supporting the tourism village potential development program (Sugiarti, Aliyah, & Yudana, 2016). It is important for tourism education to embrace digital transformation, keeping up with the developments and changes in progress. On the use of digital technology, digital competence is regarded as crucial for current and future tourism professionals. It also makes a valuable

TABLE 4. Test two paired sample averages of the Wilcoxon Range

		Ranks		
		N	Mean Rank	Sum of Ranks
Post-test - Pre-test Result	Negative Ranks	0 <sup>a</sup>	.00	.00
	Positive Ranks	20 <sup>b</sup>	10.50	210.00
	Ties	0 <sup>c</sup>		
	Total	2 <sup>0</sup>		
		Test Statistics <sup>a</sup>		
		Result Value Post-test - Result Value Pre-test		
Z				-3.921 <sup>b</sup>
Asymp. Sig. (2-tailed)				.000
a. Wilcoxon Signed Ranks Test				
b. Based on negative ranks.				

contribution to other fields, which are grappling with similar pressures and challenges regarding digitalisation (Balula et al., 2019). In previous studies, several tourist areas in Indonesia need digital promotion as a marketing strategy. In research in Sambangan Village, Buleleng Regency, for example, it has increased but has not been optimal in carrying out digital communication (Suryadinatha Gorda, Widya Hadi Saputra, & Yunita Anggreswari, 2020). In research in the tourism village of Wonosobo Regency, Central Java, promotion through social media such as Facebook and Instagram makes digital communication attracts public attention. (Kurnianti & Tidar, 2018). In West Java, several studies have shown that information and communication technology training must be carried out so that people can develop their own tourism regions (Mulyana, Octavianti, & Faradysa, 2019) (Novianti & Wulung, 2020) (Kurniawan, 2020).

Head of Dayeuh Kolot Village, Budiman stated that to develop tourism in Dayeuhkolot, the village government optimizes development in each tourist destination. Even though the Covid 19 pandemic has had a significant impact on the tourism sector, the village government is trying to keep working with tourism lovers including Keciwis, a tourist veil group in several regions to continue to encourage tourism promotion. To develop a tourism village, the village government tries to enter tourism village information through social media Facebook then Whatsapp and groups of village heads throughout West Java for tourism promotion. Digital promotion development leads to understanding of the use of the internet in the broader market. Practice in writing, videography, website management, social media, and the creation of digital tourism ambassadors enriches the understanding of the community and tourism organizer

stakeholders in using the internet for digital promotion. "I hope that in the future the tourist spot will be centred into integration, with the technology we get, we try to play in technology, but we are physically unable to. It is clear that the technology we learn is obvious to boost, encourage, and the results are like this," said Budiman.

In addition to village administrators, tourism stakeholders include village-owned enterprises (BUMDES) and communities that are members of the Kelompok Cinta Wisata (Keciwis), including tourism organizers that support the development of tourism villages towards digital. The community feels digitalization development can help increase tourist attraction. Head of BUMDES Wildan Husni explained that to complete the facilities, we have to start from homestays, swimming pools, photo spots, and revamping the river for rafting routes. "For promotion via digital following the development provided. We are waiting for the budget to come down and waiting for the pandemic to subside. Because the lockdown of pandemi continues, it becomes difficult to manage it," he said.

Meanwhile, the head of Keciwis, Dayeuh Kolot Iwan, stated that the most effective short-term promotion plan for tourism villages is through social media, especially Facebook and Instagram because they can upload a visual aspect and explain in detail the conditions of Curug Goong. Social media is a part of instant media that nowadays have several functions. Besides functioning as a means of communication, mass media is also a means for its users to gather tons of information (Fardiah, Rinawati, Darmawan, Abdul, & Lucky, 2020). One of the efforts to increase tourism marketing can be through social media management development as one of the drivers of the development of tourist

villages (Indhiarti, Manipuspika, & Sudarwati, 2020). Even so, in developing a sustainable tourism village, based on a marketing concept oriented to customer satisfaction, the next stage is a strategy for determining target segmentation, target market, positioning, and implementing the customer experience strategy (CES) (Tresnati, 2006). Marketing does not only stop at the point of digitalization but further integrates online and offline marketing concepts.

## CONCLUSION

In the era of information technology and the internet, digital communication has been used as an effective means of promotion to introduce products to the market. Digital communication in several studies has been able to introduce tourist attractions in the region, especially for unknown tourism purposes. The application of digital communication for tourism promotion is urgently needed by tourism villages in Indonesia, including in the West Java region which has enormous tourism potential.

Based on the research results, it was found that the development of digital communication requires several stages so that tourism stakeholders can implement it. Each stage requires knowledge to develop tourism promotion in digital media, such as websites and social media. Stakeholders who organize tourism such as the village government, BUMDES managers, and the people involved in Keciwis need to take advantage of digital media and the internet in promoting tourism villages. In addition, the application of digital communication as a tourism village promotion strategy needs to be carried out regularly and measured. The ability to create promotional content, text, photos, videos on digital platforms must be owned by tourism stakeholders, both village governments and communities.

Based on the evaluation and measurement of the implementation of tourism village promotion through digital communication, the follow-up suggestions that need to be done in developing a digital-based tourism village are the need for good collaboration and communication between stakeholders in developing digital devices, increasing the digital capabilities of human resources, implementing digital promotion strategies with measurable evaluation, developing the promotion of sustainability through websites, social media, and other digital tools, as well as managing the potential of sustainable tourism villages through technology.

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## Commodification in the Online Media Industry: Utilization of Users for Collaborative News Kumparan.com

<sup>1</sup>Chrystelina Gustina Sitompul, <sup>2</sup>Shantika Embundini Akbari

Paramadina Graduate School of Communication, Jl. Gatot Subroto Kav. 97, Jakarta, Indonesia.

E-mail: <sup>1</sup>chrystelina@gmail.com, <sup>2</sup>akbari.dini@gmail.com

**Abstract.** *Kumparan.com combines technology and innovation into the media by implementing technology-based journalism so that the news presented in Kumparan are not only written by Kumparan authors but also by users, readers, institutions and other stakeholders after being moderated by kumparan editors. This is what they call collaborative news. In collaborative news, Kumparan accepts articles from many people (User Generated Content) to fulfill its daily news production without having to hire and pay their wages, on the other hand, this makes Kumparan in the Top 10 Online Media Rankings on various surveys and research because of the amount of news and information coverage. When analyzed using Vincent Mosco's political economy perspective, the collaborative news format can be categorized as a practice of commodification, efforts made by the media to change everything in order to generate profits. This study uses a qualitative approach with research and interview methods to determine whether collaborative news is a practice of commodification carried out by Kumparan. The results of the study found that collaborative news contains elements of content/content and audience/audience commodification, where Kumparan innovates in news production by utilizing the audience without paying. Kumparan benefits materially from the presence of diverse content that increases traffic as an online medium without having to employ "users" as journalists and without paying for every news published.*

**Keywords:** *Tourism, Village, Communication, Promotion, Digital*

### INTRODUCTION

Along with the times and accompanied by advances in information and communication technology, it cannot be denied that currently, people use internet as a primary tool for finding information. The internet is a product of information and communication technology whose users are increasing, ranging from children, adolescents, adults, women, men, middle-income, high to low-income economies also use the internet. Its use, for example, includes opening social media sites, playing online games, and searching for information through online news media. One of the media companies that later emerged and had a different job and business pattern compared to the mass media, in general,

was Kumparan.

Kumparan is a collaborative media platform to read, create, and share a variety of information. This digital platform, developed by PT. Dynamo Media Network in early 2017 was built as the first platform in Indonesia to implement technology-based journalism that enables interaction for all users. Kumparan is a collaboration medium, where newsrooms no longer dominate content production, but the content is the result of extensive collaboration with stakeholders, readers, communities, government, and private institutions, as well as client companies. The utilization of content from users is often referred to as user-generated content (UGC) by Kumparan.

According to Vincent Mosco's



theory, the online media business run by Kumparan, when viewed from a political economy point of view, is following the concept of the political economy. Vincent Mosco (Mosco, 2009) distinguishes 3 (three) concepts of political economy formation: Commodification, Spatialization, and Structuring. In this study, the author focuses on commodification, especially the commodification of content and audience commodification. The commodification of content is carried out to attract the audience's attention so that, ultimately, the content can be used for advertising and generate profits for the company. Meanwhile, audience commodification by increasing the attractiveness of the content and the greater the number of audiences who access the site will impact the amount of bargaining value that can be provided to advertisers. Kumparan carries collaborative news in news production to meet the daily needs of its readers, where news is obtained from "users" who provide information or news but do not get the material reward for every news published.

Research related to the political economy concept of Vicent Mosco, especially regarding the commodification of media companies, has been quite a lot done. Previous research related to this topic is research with the title *Commodification of Freelance Workers in the Online Media Industry: Utilizing Community Writers by Idntimes.com* (Jhanattan, 2020). The results of this study indicate commodification carried out by idntimes.com in the form of utilization of Community Writers. Idntimes.com benefits from increasing portal traffic without hiring journalists and paying wages according to the applicable local salary rules. Besides, commodification in television conducted by Perdana (Perdana, 2017) raises the working system of television through the

practice of commodification in the 2014 Indonesian Idol television program. The next research is *Political Economy of Vincent Mosco by Online Entertainment Media Kapanlagi.com* (Wenerda, 2015) found the practice of commodification, spatialization, and structuring by Kapanlagi.com, where workers do not get adequately paid for the content they produce for the Kapanlagi.com site.

Television shows are prone to the concept of commodification. The author found several studies on commodification highlighting shows or programs from television that make a product can be categorized as the process of commodification. The commodification contest on ADiTV television media was highlighted by Ulfah (2014), who saw the relationship between broadcasts, organizational culture, and political economy in the media. It was explained that there was a tug-of-war between commercial interests and cultural interests (da'wah) in ADiTV which was very contrasting in determining the broadcast, which led to contestation of media commodification. There is also a reality show phenomenon with the theme of poverty produced into a practice of commodification of poverty. The media have economic interests behind the phenomenon of the proliferation of poverty-themed reality shows. Production houses and television have intelligently transformed the lives of people living with poverty into part of their business so that anything can be turned into a commodity that is worth watching and for commercialization (Musthofa, 2012).

Based on the findings and several references to previous research, the author is interested in conducting more in-depth research on the political economy of communication in today's online media, which has different dynamics. The research wanted to determine whether the collaborative news that Kumparan

carried by utilizing the “user” was included in the commodification practice carried out by Kumparan in carrying out its functions and business as an online media. The research was conducted to explain commodification, especially the commodification of content and audiences by Kumparan through collaborative news.

## **METHOD**

Based on the purpose of this research This research was conducted using a qualitative descriptive approach to understand the phenomena found by researchers through various descriptions of data, words, and language. According to Moleong (Moleong, 2005), a qualitative descriptive approach is a research approach where the data collected is in the form of words, pictures, and not numbers. These data can be obtained from interviews, field notes, photos, videos, personal documentation, notes or memos, and other documentation. Qualitative research begins with assumptions and the use of interpretive or theoretical frameworks that shape or influence the study of research problems related to the meaning imposed by individuals or groups on a social or human problem. In studying this problem, qualitative research uses a cutting-edge qualitative approach to research, data collection in a natural environment sensitive to people and research sites, analyzing data that is inductive or deductive, and forming various patterns or themes. The final written report or presentation includes a variety of voices from participants, reflexivity of the research, descriptions, and interpretations of the research problem and its contribution to literature or calls for change (Creswell, 2014).

The author takes primary data sources based on in-depth interviews with the editorial staff of Kumparan.com, who controls the management of User-Generated Content (UGC) using

interview guides and other supporting materials such as recording devices and notebooks. Other data were collected through literacy, observation, references/libraries, and documentation data such as photos, archival notes, pictures, website links, and others. The research procedure begins with the stages of identifying and formulating problems, conducting preliminary studies related to research, collecting data, analyzing data (starting from the reduction process, presentation, and conclusions), and writing a qualitative descriptive research report.

## **RESULT AND DISCUSSION**

### **Online Media in the Internet Era**

Technological developments have led to the growth of new mass media (new media) called online media. Online mass media never eliminates the old mass media but substitutes them. Online media is a new type of journalism because it has several features and characteristics of traditional journalism. Its unique features come to the fore in the technology, offering endless possibilities for processing and spreading the word.

Mass media content consists of language and symbols (Effendy, 2000). The language style of a media is very dependent on the target audience of the media itself. Therefore, mass media tend to have different styles in conveying information to the targeted audience between one mass media. The value of the news is very crucial because it is a measure of how interesting the news is written. So that readers are also interested in reading interesting media in terms of news processing. According to Kusumaningrat (2012), there are four news values to attract readers. First is the actual value, i.e., the news presented must be warm by the events that occurred on that day. The second is closeness; the news presented must have a closeness to the readers' habits. Furthermore, the third

is impact, i.e., events that occur directly impacting the readers themselves and finally human interest, where news must be able to attract the reader's attention.

The new mass media (new media) in the era of the internet and the current digitalization gave rise to a new journalism style (Morissan, 2013). The concept of a newsroom containing journalists and editors as news producers is not only carried out by journalists, but anyone can now contribute to articles in online media. The growth of online media is mushrooming in Indonesia, causing each media to determine its specificity according to the audience's characteristics. It is done by formatting media content according to the market and readers' or site visitors' needs, contributing directly to the amount of traffic that advertisers are based on.

The internet and digitization offer convenience and benefits for users as well as challenges for traditional media. This becomes the basis for thinking about and looking for answers to business challenges in the mass media. The challenges that the mass media must answer in this era are market volatility and risk (Hardy, 2014). The digital media market environment is characterized by high volatility where industry boundaries are not clear, business models are rapidly evolving, consumer preferences are uncertain, and competition comes from new players. Apart from that, there are challenges to the economic value of digital content. The era of the internet is an era of free culture, and a large supply of content is available at no direct cost and the easier and more perfect digital replication of content makes it more difficult to monetize creative rights.

The internet domination has made media converge and become almost indistinguishable regarding both the delivery mode and the law embodiment. The internet makes the media converge,

one of which is producer-consumer convergence, which is the changing pattern of media consumers and the possibility that everyone can become a publisher or producer (Iosidifis, 2012). Convergence has resulted in differences and challenges in policymaking. In the past, the public's information consumption was manually by reading print media, and now it has begun to switch to digital media that can be accessed easily through smartphone technology. Conventional mass media will certainly not survive this condition if they do not make changes and keep up with the times. Research conducted by Alfani (2020) reveals how the challenges of conventional media in the digital era, in this case, the OKU Ekspres and the East OKU Pos Newspapers, have made many innovations and convergences to be able to maintain readers and their existence in the digital world. Changes in people's behavior today where they use the internet to get information, then connect with their social networks to produce the information itself, making the mass media have to innovate to maintain their existence.

Media companies will compete with other internet services and activities in terms of consumption and use of information and news. The access options currently rest with the user. Consumption of traditional media, especially television, remains high, but the growth of online games, e-commerce, and social media shows that shifting consumer activities and time spent pose challenges for mass media content services. The supply of alternative content that leads to interpersonal communication or communication between groups and can attract users is a challenge for media owners.

The internet revitalizes journalism by shifting control from the big media to the scattered interactions of bloggers, social networks, and consumers. This

will cause a crisis for the news media if it does not innovate concepts in content and medium packaging in a collaborative way. Internet and digital technology offer participation with users. The practice of exchange or participation is based on commercial transactions, distribution of 'free' public information, and gift relationships, namely reciprocal exchange and unification of services and information (Hardy, 2014). The internet allows individuals to communicate their observations and viewpoints to many others and do so; hence, media owners cannot control and are not as easily corrupted by money as the mass media do.

### **Commodification in Vincent Mosco's Political Communication Theory**

Mosco divides the political economy into three initial processes, starting with commodification, transforming into exchange rates, turning to spatialization, transforming space with communication, and ending with structuring, i.e., the process of building structures with social bodies. This entry point is the preferred choice in explaining a social reality in the political economy. Through the perspective of Vincent Mosco's political economy, the commodification, spatialization, and structuration of the mass media are used by their owners to gain profit. Because in general, the background of media owners is entrepreneurs. Thus, it all comes to how to have anything and generate profits.

Commodification is an effort made by the mass media to change everything to generate profits. In his explanation, it is stated that commodification occurs in content, audience, and workers. Commodification is divided into three. They are the commodification of content related to media content disseminated to the audience, audience commodification related to ratings for the benefit of sponsors

or advertisers, and commodification of workers related to how media stakeholders use workers (Mosco, 2009). The commodification of content is carried out to attract the attention of the audience so that, in the end, the content can be used for advertising and generate profits for the company. Meanwhile, workers' commodification is carried out during the process of eliminating the work done by the workers, resulting in manipulation of the salary receipt report, which is reduced from what it should be. Audience commodification is carried out to attract audience perceptions for media ratings or ratings with the target of ad placement. Efforts in the process of exercising social control are politicized and economical. These efforts are directly related to production and reproduction processes, which is why the emphasis of political economy from Mosco's viewpoint is on control and survival.

In the digital era, mass media is currently competing fiercely with other interactive platforms for media content such as online games and social media, which also provide interactions other than information. Research conducted by Labas and Yasmine (2017) reveals the commodification process in the era of the network society by focusing on Indonesian YouTube creators' cases. The development of YouTube's function, which is a medium for self-expression and a corporate marketing medium, confirms that there has been a process of commodification in the creative process of creators that utilizes creativity, space for self-expression, and interaction between viewers and creators. Research shows that openness in the era of network society provides more space for people to participate in monopolizing resources (in the context of online entertainment). Thus, not only has the potential to prevent creators from alienating as a negative impact of the commodification process,

but openness in the era of network society also confirms the increasingly fluid position and forms of exploitation of each actor involved.

In its development, commodification has extended to institutional areas that were once a resource available to everyone regardless of market forces. This makes rating services for the mass media important not because they are a media commodity, but because they represent a rather advanced stage in the general process of media commodification.

### **User-Generated Content (UGC)**

User-generated content as consumers who create content provided through publicly accessible transmission media such as the internet; reflects multiple levels of creative effort and created free of charge outside of professional routine and practice. It includes blogs, Wikipedia entries, posted videos and photos, and microblogging posts on Facebook and Twitter platforms (Haigh & Wigley, 2015).

User-Generated Content is content published on publicly accessible websites or on social networking sites that need to demonstrate many creative endeavors and have been created outside of routine and professional practice. It can be developed individually or collaboratively and produced, modified, shared, and consumed. UGC is a way people take advantage of communication with online brands and other media such as social networks. In the world of marketing, UGC is a form of content marketing in the current era. Many businesses rely on content from users as their marketing strategy. The advantage of user-generated content is that it is authentic and trusted because the content must be related to the information needs that users are looking for.

Currently, the use of UGC with marketing is often found in online

marketplaces that rely on consumer trust without seeing the goods or services to be purchased directly. Pinuji and Satiri (2019) revealed that user-generated content as a business communication tool significantly affected the Tokopedia website information's credibility. This means that other users' content or comments on the Tokopedia website look credible so that other consumers who read them believe the information listed in the comments column. The influence of UGC on the business world is not only on the marketplace, but social media is also a marketing content arena that utilizes UGC through advertising photography, watermarks, videos, use of keywords, use of endorsements, and testimonials from other users (Suryono et al., 2020). The consideration of consumers in making purchases occurs in the social media ecosystem, which is interrelated and interacts with each other.

In the online media Kumparan, news material or information from UGC is content that attracts readers because of the closeness of the issue and the speed of its content. There are various news published by Kumparan as if Kumparan has journalists spread all over the country, in fact, the Kumparan editorial team only has 100 journalists throughout 2020, but in the production process until 2020, there are nearly 13 thousand people registered as UGC and at least 700 writers who always write for Kumparan (called a die-hard writer).

### **Commodification on Kumparan.com Collaborative News**

As online media, Kumparan was founded by former Detik employees who are experienced in managing online media. The development of online media and the public's increasing interest in accessing information through online media is the basis for establishing a media startup called Kumparan. Starting

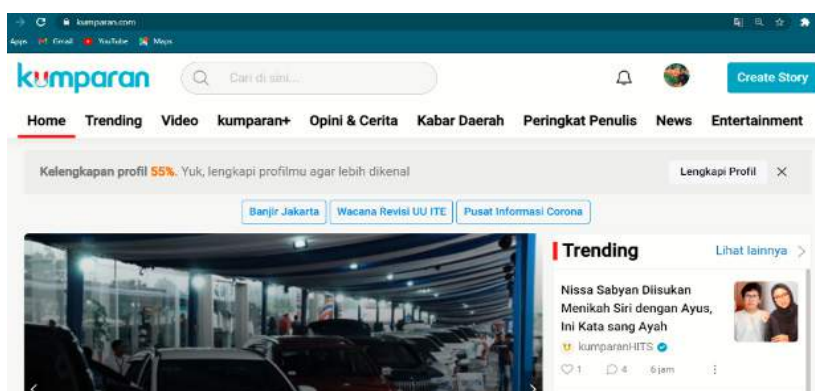


FIGURE 1. Kumparan's home page

development in mid-2016, Kumparan finally launched a beta version in the form of a website and Android and iOS applications in January 2017. Kumparan put technology not only as a support but as the main foundation. This is what made them decide to build a platform that combines the concept of a news site with social media. Kumparan tries to present a hybrid platform that unites editorial-based content and community content (user-generated content). With his vision to redefine the country's media industry, through "people power" Kumparan has embarked on a journey to find new approaches and new patterns in modern journalism. The concept of social media is broadly adopted in the Kumparan user experience (Pratama, 2017).

So far, Kumparan claims to have millions of unique visitors every month, with more than one hundred journalists. In the seventh month since its establishment, i.e., July 2017, Kumparan received funding from Global Digital International, a funding institution owned by GDP Venture affiliated with the Djarum Group. This proves the success of Kumparan as a media start-up that was able to obtain such funding in a short time and is an important note in the highly competitive media industry.

If we access Kumparan, we are faced with a timeline-shaped display that resembles social media (Figure 1). Users can log in to become Kumparan

followers, and if they have logged in, they will be recorded as UGC and can contribute to writing information or news called collaborative news. Users can also arrange to follow certain authors or topics so that the timeline only contains content that matches user interests. Currently, Kumparan has many channels that can be adjusted according to the interests of each user. There are approximately ten types of channels available such as News, Entertainment, Automotive, Mom, Business, Football & Sports, Techno & Science, Food & Travel, Woman, Regional news, and Opinion & Stories.

In developing its business, not less than a year since its establishment, Kumparan has received early-stage funding from investors. Meanwhile, to earn income, Kumparan continues to take advantage of the use of advertising, which is still the backbone of the country's online media industry. Kumparan must compete with various other types of online media in getting advertisers, which in Indonesia is primarily determined by rank and traffic contributed by articles on the Kumparan website page.

The number of channels provided causes Kumparan to produce many articles every day. As is known, the specificity of online media is the speed with which the news or articles are presented. To overcome this since its inception, Kumparan has created a hybrid content strategy or what they call

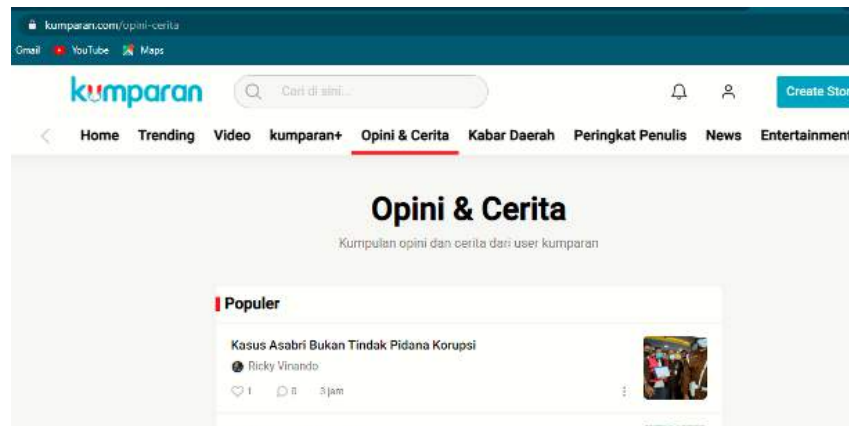


FIGURE 2. Opinions & Stories page  
(Source: kumparan.com )

collaborative news. What is meant here is that the content presented does not originate from the Kumparan editorial but is content originating from the community or users (user-generated content). For this, Kumparan creates pages that can be easily accessed by users who want to create content (which they call “stories”), including choosing which channel according to the type of content they create. This page can be found at the top right of the Kumparan website under the title “Create Story”. All user-uploaded content is subject to editorial rules. News and information from users will automatically appear on the Opinions & Stories page (Figure 2). In addition to the Opinion & Stories page, content from users is also moderated by the editorial according to several journalistic rules to enter on other pages that match the content type. Every day Kumparan receives various articles with the author’s authority to choose the closeness of the topic and on which channel they want to be featured. Of course, as a news media, there is a conformity check stage and several other rules at the editor stage. After passing that stage, the writing will immediately appear on the Kumparan portal page.

Kumparan manages well the “users” who become collaborative news sources by having a special division that manages these users and writers or

contributors under the Collaboration Division. From research through interviews conducted with Collaboration Division Editor Muhammad Rizki, it is known that throughout 2020 there were more than 13 (thirteen) thousand users who wrote (categorized as UGC) for Kumparan, and 700 (seven hundred) of them were included in the category die-hard or write more than once news or article. These users are managed through chat and email groups following writing interests, and some of them are grouped following the number of posts generated. Kumparan users located in all regions of Indonesia provide news with the latest issues in their area so that Kumparan does not need to send journalists and even employs journalists in all Indonesian regions but is continuously updated with conditions in each region in Indonesia. Users’ content must be actual, close to each Kumparan user everywhere, and has a human-interest side. With so many UGCs that are managed and contribute to Kumparan, every day Kumparan can fulfill the information desired by all users in all regions, which would not be possible if only by Kumparan editors. Muhammad Rizki confirmed this by saying:

“We have many channels. If the content is only sourced from editors, it will not be able to fulfill the demand because the news or

information needed by Kumparan users or readers want to cover the entire area of Indonesia. Current technology allows everyone to submit articles from anywhere, but once uploaded, they must agree to our rules that the editor has the right to edit. Even for mapped writers, we can ask them to write if the issue they like is booming.”

The UGC is well managed to continuously provide or produce content for Kumparan’s needs, making Kumparan not require many writers or journalists to be formally hired as employees. On the other hand, Kumparan does not provide material compensation for published content. Unlike the journalists, these users do not get paid, nor do they get a fee for any of their content published by Kumparan.

Kumparan considers that writing content is related to the material and related to motivation or self-actualization medium. If they write a lot on Kumparan, the reward given is a blue tick (verified) on their account, other than if there are advertisers who need writers who are not journalists, Kumparan can promote them. Apart from the above, there is no feedback given by Kumparan to users. Kumparan considers that users can undoubtedly use Kumparan as a means of personal branding. It was explained by Muhammad Rizki:

“Indeed, many writing platforms exchange writing for money, but there are two things that motivate people to write, money and not money. Kumparan provides benefits for writers, namely personal branding. Some write just to fulfill assignments; for example, students need distribution to write, so it depends on their motivation. But it does not rule out that they will be

referred if there are advertisers who need authentic writing from users; for example, writing experiences about products will get material directly from the advertisers. At Kumparan, their posts are seen by all Kumparan readers, their links are available, and each article can be commented on. Their name will be easy to find on the Google search engine as Kumparan is a media entity and SEO friendly.”

On the other hand, Kumparan receives many benefits, especially financially as a corporate entity with this news or collaborative content format. As a newly established media, Kumparan is currently ranked 8th in Top Sites according to Alexa (2021), close to other online media Detik.com and Kompas.com which have long been established and dominate online media in Indonesia. Not only now, but Kumparan has also immediately had a position in the Top Sites ranking in Indonesia, especially online media, since 2018 and 2019., Kumparan has always ranked as the 15 most accessed sites by users in Indonesia. Muhammad Rizki conveys another advantage obtained from collaborative news:

“The benefit of collaborative news is the diversity of content, as well as increasing the number of clicks, of course, because it contains not only news but also provides personal stories for UGCs. Currently, the collaborative news page (UGC editorial team) holds the second most page views after Kumparan News. Kumparan is also good in the eyes of advertisers because it presents diverse and authentic information from users.”

Apart from ranking, Kumparan also received an award that further positioned



its name in the online media business. In 2019, Kumparan was one of the award recipients at the 2019 LINE Indonesia Awards for the Most Favorite Publisher category. Media Kumparan has helped spread positive content through the LINE Today service during 2019 with articles that appeal to readers, especially millennials. In the same year, Kumparan was also awarded as the Best Digital News Startup held in Hong Kong by the World of Association of Newspapers and News Publishers (WAN-IFRA). This achievement is a tribute to Kumparan 1001 Startup Media Online program, which provides funding, coaching, and networking for local media companies to create credible content. In 2020, the media, which is not yet four years old, won another award at the 2020 Asian Digital Media Awards held by the World of Association of Newspapers and News Publishers (WAN-IFRA). The award was pinned in the Special Award for the Best Marketing Campaign for News Brand category tribute to Kumparan, WOMAN and the Special Award in the Best in Audience Engagement category for the Home of Premier League program by Kumparan, BOLA.

All of this success is due to the contributions of all users who also write for Kumparan content. Appreciation for interesting and up-to-date content results from the diversity of writers at Kumparan who do not only come from Kumparan editorials but more from UGCs. A significant impact is certainly seen on Kumparan's business growth. With higher traffic, it will affect the rating and impact on more and more revenue through advertising, Kumparan's channels are currently increasing and also penetrating social media such as YouTube and Instagram, which also offer participation and collaboration in filling out their content.

Mosco emphasized that the

commodification of content in communication involves transforming messages into valuable products so that messages or content will be wrapped according to market tastes to compete. With the development of the internet era, the mass media have to think creatively in creating content and running their business, demanding innovation from the owners of capital so that participation and collaboration are needed.

The emergence of Web 2.0 technology enables internet users to no longer be limited to being consumers who can read, browse, and consume internet content only. More than that, now users can be actively involved in being consumers as well as producers or called prosumer (Subagio & Irawanto, 2019). The commodification of content that utilizes users as the media currently carry out writers to be able to compete and attract information seekers. Content that is a selling point in Indonesia includes entertainment and the news that has its market share. Religious content is modified by the media today and has a selling value. The commodification is seen from the framing of celebrities' hijrah, which is packaged attractively in the form of entertainment (hijrahtainment) on the online media [tribunnews.com](http://tribunnews.com), [detik.com](http://detik.com), and [okezone.com](http://okezone.com), where these media make religion a commodity to benefit from consumers (Kusumalestari, 2020).

By the meaning of commodification as an effort made by mass media to generate profits, Kumparan carries collaborative news as an innovation in news production and as an effort to survive competition in the era of digital mass media. The commodities of news content in this era are demanded to be diverse, unique, and authentic or close to readers' issues, so the media must present news under the demands of the current market and satisfy today's public media's behavior also demands interaction. The

community's behavior, which is not only as consumers of news or information but also as producers of information, is used by Kumparan to fill their content by providing a very user-friendly platform. Collaborative news brings material benefits to Kumparan without spending rupiah for writers, which according to Mosco, is included in the political economy of mass media called commodification. The mass media in the digital era must do a lot of innovation to be able to survive in the competition, especially to attract ratings that lead to advertisements.

The swift flow of information led to a race for the speed and content of the news presented. Similar research reveals that the digital era has had a huge influence on the mass media, especially efforts to survive the intense competition and changes in people's media consumption behavior. Media convergence is widely used to open the tap for participation and connection with social media. In terms of various information and engagement with users, the commodification of content and end-users is mainly done. Prolific provides a writing platform and a container for media interaction to create multiple pages according to the interests of the user or reader and special pages for the user's writings. If the mass media used to open user pages with content that was purely the author's interest, now the user's page can contain articles or writings that are requests from media editors to fulfill writing on developing issues. The direction of articles for media needs is included in the category of content commodification, and there is no material feedback for writers, while the media gets material benefits from each published article, including the user commodity category according to Vincent Mosco's theory. Kumparan only has a few journalists, and it is not proportional to the amount of news and information that

must be produced every day to fill each channel. News or collaborative content is the key to managing this business. Kumparan gets free content from UGC ("user"), but it becomes content that has selling value for Kumparan to survive in the digital media business.

## CONCLUSION

The news media or collaborative content promoted by Kumparan is a novelty in running a mass media business nowadays. The internet and digital era demand creativity in the production of news content and value, which currently is not only one direction, but news that is personalized according to readers' or media users' wishes. The high demands for the amount and diversity of news push the online media to fulfill it and not lose in today's fast online media competition. The digital era not only creates competition with fellow media but also other digital platforms, like e-commerce, and online games that offer a personal sensation to its users. This is under the theory in the global era that users demand participation and collaboration in media that are chosen to be consumed every day.

Vincent Mosco in his political economy theory asserts that intense business competition requires mass media owners to think about innovation to generate profits, which is called commodification. In today's media, they do commodification as an effort and strategy to maintain the media business in order to generate profits through advertising. Mosco explained, commodification occurs in the content, audience, and worker, where economic control from Mosco's point of view lies in the control and ability of investors to survive.

The research findings that Kumparan practiced content commodification as a strategy to survive among competitors and attract advertisers. The

commodification of content in Kumparan is a novelty of content commodification in the era of digital media, namely a collaborative news format that generates benefits for Kumparan and does not provide material value returns for writers or UGC. By utilizing various content from UGC, Kumparan can meet daily news needs and get financial benefits through advertising, even making Kumparan the online reference media today. Meanwhile, Kumparan does not pay any fees to the UGCs. Considering these findings, this research only explains from the perspective of the media owner regarding the use of UGC, it is hoped that further research can examine the related phenomenon from the side of the author or user. This perspective is considered to be able to enrich the explanation of the meaning of commodification itself, both for the media and for users or media workers.

Researchers see that the development of online media with business concepts such as Kumparan in the future will be more, where media owners do not need to spend much money and invest in workers or journalists. However, with personal branding in return (self-existence) to users, they can meet their daily information needs. It fulfills the need for diversity and the amount of information and creates a profitable rating effect, while the authors are not aware of the commodification of content in them.

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## Identity and Interaction, A Glimpse into Persib WhatsApp Group

Dimas Yudhistira

Sekolah Tinggi Manajemen Logistik Indonesia, Jl. Sari Asih 54, Bandung, Indonesia.  
E-mail: [dimas.yudhistira@stimlog.ac.id](mailto:dimas.yudhistira@stimlog.ac.id)

**Abstract:** *Persib Bandung, an Indonesian professional football club, is the place where several identities are encountered. The specific place discussed in this article is a virtual place namely WhatsApp group. This research illustrates the form of virtual interaction among the players and managers. The interaction form is connected with the identity markers of the players. To illustrate the form of interaction in Persib's WhatsApp group, I interviewed Persib's social media manager. The aim of the questions is to uncover the activities inside the group. It makes this is a qualitative research. From the interview session, the data in the form of narration are discussed with the theory of identity, interaction, and social to find a meaning behind player's responses towards messages from managers. As a result, Persib's WhatsApp group is designed as a medium where the instructions are given. It shows that players' understanding is influenced by their identity. The article finds the identity markers like age, race and experience enables the players to be more active in the group. However, identity markers like performance, which is seen as a salient aspect in football, do not guarantee the players to be more engaging in WhatsApp group.*

**Keywords:** *Identity, Football, WhatsApp, Interaction, Social Media*

### INTRODUCTION

Persib Bandung is one of the Indonesian professional football clubs located in Bandung, West Java. Being one of the most successful football clubs in Indonesia, it attracts international and national players to join and play for Persib. The international and local players not only meet and communicate in real life but also in a virtual place. Persib social media manager confirms they use WhatsApp group to organize the players. WhatsApp group is one of the features of WhatsApp where up to 250 people can gather and interact as a community. The Persib social manager also stated that not every player participates actively in WhatsApp group. In addition to that, the board mentioned this issue usually

occurs due to the language barrier and personality traits of the players. To give more details about WhatsApp, Herring (2004) argues that WhatsApp conversations are text-based interactions that rely on a keyboard to write the messages and a screen on which to read them, in addition to the use of online interaction symbols. Also, WhatsApp is categorized into synchronous, a same time information exchange (Maryani; 2006: 96). Myers and Anderson (2008) believed that group members are interdependent and coordinate their efforts to accomplish a common task which is the purpose of the group's existence. In Persib, the common task is to be the champion and it is the manager and players' job to make sure it happens

despite all of the obstacles including the communication and interaction issues among the players. The interaction itself is seen from the way they communicate with each other in WhatsApp group. The form of interaction is usually surrounded by norms. Feldman (1984) argues that a group norm is seen as a rule that groups adopt to control member's activities. It is because a task norm allows the group to work toward task accomplishment, procedural norms draws the procedures the group will follow, and a social norm defines how group members engage in the communication (Myers & Anderson, 2008).

This article illustrates how the identity of players and manager shape the interaction in WhatsApp group of Persib Bandung season 2019/2020. To illustrate it the identity markers become significant in this research and need to point out. Markers of identity such as gender, race, ethnicity and age are strongly evident in virtual worlds (Thomas, 2007:6). Previously, an article from FourFourTwo Magazine entitled *How WhatsApp Change Football* described the new trends among football players in Europe. The article points out that WhatsApp becomes a noisy place for football players and often causes misunderstanding between teammates because their perception is cultural bias. Assuming that situation happens vastly in football, Persib with its diverse culture inside experiences a similar situation. Quoting Gruhl, Gritsenko (2016: 17) believe online community members tend to form shared identities and coverage in discussing topics of common interest. When the member of the group interact, the identity and cultural background affect the understandings when the message is received. As Ungureanu and Corina (1: 2013) state people make sense of representations in different ways according to their understanding of values and assumptions. Mulyana (2004:

351) outlines every communication practice essentially represents culture. In addition, Khotimah (2000: 49) argues that everybody has a different image toward the surrounding reality. Thus, although the main discussion in the WhatsApp group is about football, the understanding and response among players may be different. It leads to what Lemos (2008; 96) states that the connecting place physical and electronic place becomes more complex because this territory is now related with laws, regulations, subjectivities, cultures, and politics. In other words, besides illustrating the interaction pattern of football players in virtual space, this research also tries to seek the most expressive identity markers in shaping the interaction in a multi-cultured-sport community like Persib Bandung.

## METHOD

This section outlines the methodology applied in this research. It involves describing the participants which are players and manager, research design, and the way the data is analyzed. The research started with the perception towards the football players' lifestyle especially the way they communicate in a sport community. It has been highlighted by the media and to verify the phenomenon, I met Persib officials to do some interview. The data gathered from the interview was matched with the second short interviews with former Indonesian football manager Simon McMennemy on a *zoom* meeting. He confirmed that most players rely on their mobile phones to interact. He added that mobile app such as WhatsApp helps to enhance the communication process but real-life communication is more important in building interaction between players. The statements connote that virtual interaction may cause misunderstandings between players. Therefore, from the data, I traced the way Persib's player communicate

and marked some potential conflict that related to by identity issue.

### Data and Participant

The data obtained for this article included 27 players from the official Whatsapp group Persib, involving international and local players and international managers. They are senior and junior players of the Persib's first squad 2018/2019. The senior is meant by the older players and the most experienced players in Persib. On the other hand, the junior players are younger player with maximum 22 years old. Supardi (36) is the captain and local player. Management, staff and assistant manager also exist and contribute in WhatsApp group e.g. Yudiana (47) and Budi Bram. Table 1 provides the detail of player's identity, it comes from the official web of Persib Bandung and is confirmed by the interview session with the management.

Other aspects that contribute in constructing the player's identity are their performance and the atmosphere of Persib itself. As Hall & Gay (2003: 4) stated "identities are constructed within, not outside, discourse, we need to understand them as produced in specific historical and institutional sites within specific discursive formations and practices, by specific enunciative strategies. Moreover, they emerge within the play of specific modalities of power, and thus are more the product of the marking of difference and exclusion." In 2018/2019 season of *Liga 1*, Persib finished at 6 at the table. Considering their target is inside the big five, the 2018/2019 season was not impressive for Persib. Despite there are plenty of components in football statistics, goals for (GF), goals against (GA) and assist can tell a lot on how the players and managers performed in one season. Some players become the highlight in 2019/2019 for Persib. Febri Hariyadi (23) is a local midfielder. He

successfully bagged 9 goals that season, considered as the most impressive player by football pundits. His teammate, Ezechiel (31), also bagged 9 goals that season, but it was less than average since he is a striker. Meanwhile, Febri Hariadi (23) also provided excellent support from his position with 4 assists followed by Ardi Idrus (26) with the same number of assists. Overall, Persib successfully netted 49 goals and conceded 39 goals that season. Thus, several local media, namely *Tribun*, *goal.com*, *Tempo*, and *Viva* argued that Persib was lucky to have Robert Rene Alberts as manager, otherwise the season might even get worse. In short, Persib in 2018/2019 didn't perform really well and failed to achieve the target.

### Research Design

In this study, I examined how members of WhatsApp group of Persib Bandung, a professional football club from Indonesia, interact with each other. The interest comes from a how multi-cultural group of players, with the same status as professional football players, communicate and understand messages in a virtual place. However, due to strict policy from Persib management, the access to WhatsApp group is off-limits. Therefore, I interviewed the social media manager of Persib Bandung, Yudiana (47) and Budi Bram, The Head of Organizing Committee of Persib Bandung. In the interview session, both of them were asked about the activity in the official WhatsApp group of Persib Bandung. The aim of this interview is to describe how identity influences the way they interact in the virtual world. Thus, the question is designed to give an illustration of what happened inside WhatsApp group Persib.

This study relies on Bailey's methods of social research (1982). According to him, this is acatergorized as a descriptive study as an attempt to describe phenomena in detail or to describe what

TABLE 1: Official Persib Players and Managers Persib 2018/2019

Players' Name	Nationality	Age
M. Natshir	Indonesia	26
Aqil Savik	Indonesia	20
I Made W	Indonesia	38
Dhika B.	Indonesia	28
Henhen H.	Indonesia	24
Indra Mustafa	Indonesia	20
Supardi (C)	Indonesia	36
Ardi Idrus	Indonesia	26
Zalnando	Indonesia	23
Jufriyanto	Indonesia	32
Kuipers	Netherlands	27
Dedi K.	Indonesia	28
Febri Hariyadi	Indonesia	23
Hariono	Indonesia	34
Ghozali S.	Indonesia	27
Kim Kurniawan	Indonesia/Germany	29
B. Nugraha	Indonesia	18
Syafril	Indonesia	19
Abdul Aziz	Indonesia	25
Erwin	Indonesia	26
Vizcarra	Indonesia (Naturalized)	33
Gian Zola	Indonesia	21
Nazari	Philippines	28
N. Ezechiel	Chad	31
Frets Butuan	Indonesia	23
Kippersluis	Netherlands	26
Omskarba	Indonesia	21
Robert Rene Alberts (M)	Netherlands	65

(Research Data)

happened, in this case what happened in WhatsApp group Persib (1982:38). As an attempt, the interview is organized with a close-ended question system. The result of the interview session is recorded and transcribed, resulting in 3 pages of transcript. The questions are mainly focused on how the players communicate with the members of the groups, and what purpose of the group. All questions had been answered with addition of spontaneous responses. The answers from both informants are the fundamental

sources to study the connection between identities and interaction patterns in a virtual world. All the answers are analyzed and discussed with the help of previous similar studies and theories in the next chapter.

I encountered some obstacles in collecting the data. Persib's WhatsApp group is limited to outsiders. The policy is completely reasonable. As a result of heavy competition, Persib doesn't want to jeopardize their data to be public. Therefore, I conduct an interview with



Yudiana (47), a social media manager of Persib, and Budi Bram, Match Organizing Committee. The two of them are significant figures, very close to the players and managers, and members of the official WhatsApp group of Persib Bandung. The question is mostly about the interaction pattern that happened inside WhatsApp group. The questions like *who are the most talkative members?*; *What football topic is mostly discussed?*; *Do the players fully engage in a conversation?* are consistently asked while interviewing. The result will be in greater detail in the next chapter. it enables me to illustrate the interaction that take place in WhatsApp group. However, due to the limitation of data, observing messages directly cannot be practiced. Thus I can only discuss the interaction in general i.e. daily interaction of players. on the other hand, the official website of Persib Bandung provides some additional data. The players and managers attribute displayed on the website. I can easily spot the best player from the particular season, the youngest, the oldest, the captain, the injured player and their nationality. This data from the interview and the website is considered as identity, the identity that decides their role in WhatsApp group when the actual interaction happens and how they interpret it. As Hall, et. al. (1980: 126) state as *“self-identity is cultural identity; claims to individual difference depend on the audience appreciation, on shared performing and narrative rules.”* In short, role and identity have strong connection and they contribute to shaping one pattern of interaction in a virtual place without relinquishing any narrative rules.

## RESULTS AND DISCUSSION

Being a football fan, judging the team performance after a match is inevitable. The opinion may vary from appreciation to critic. A topic is that often underlined is the communication

issue between players in or off the field. Having an up and down season, Persib's performance a few years back is associated with a communication issue. The issue itself is confirmed by sport journalists and pundit that can be found in online videos and articles. Considering that the issue is linked with the combination of national and international players, this section presents the breakdown of Persib squad in the a2018/2019 season. The aim is to present that Persib is a multi-cultured place and how identity marks can be a vital part in building communication among players.

From the data, Persib has 27 players in the senior squad. The data show that Persib senior squad compete in 2018/2019 season and they failed to reach the target. Also, the data shows the composition of the team based on nationality, from its squad, 21 players or 78% are local players. 4 players or 15% are international players (2 Dutch, 1 Filipino, and from Chad). The rest, 2 players, is players who have double nationalities. On the other side, based on the age of players, the average age in the first squad of Persib Bandung is 26 years old. B. Nugraha is the youngest player, while I Made W, 38 years old, is the oldest player to play for Persib. Persib is dominated by local players. The captain is local players. Since the average age of the players is 26 years old, they are in their prime condition to play football and have similar shared experiences. Therefore, having a decent squad yet struggling in the table may actually hurt them. However, this unsuccessful attempt to win the league doesn't affect the communication inside Persib's WhatsApp Group.

In the language aspect, although more than 70% of players are local players, they use English to communicate in WhatsApp group. This happens because the managers, one of the most influential and important figure, Robert Rene Alberts (65) has difficulties in

speaking Bahasa Indonesia. Also, first-choice players like Ezechiel, Kippersluis, and Kim Kurniawan can't fluently speak Bahasa Indonesia. English is chosen to connect players to players and players to managers. The reason is it's the most common language practiced. Another reason, even though most local players are not fluent in speaking English, they still are able to understand the instruction because a lot of terms in football are in English. In addition, WhatsApp offers help to players who don't understand spoken English by giving them a chance to read and understand the text first. In the other words, the purpose of Persib WhatsApp is to discuss football and players understand it. The first explanation is the group of multi-cultural members with different identities easily understand messages and instruction because they are already familiar with the topic which is football. The second one, the managers understand English very well, so he can communicate with everyone. The last one, terms and lexicon in football e.g. *corner kick*, *free-kick*, *throw-in*, *midfielder* and *offside* are widely spoken and written in English.

### **Activities in Persib's Official WhatsApp Group**

From the interview session, I can illustrate the activity that happened in Persib's WhatsApp group. It begins with how players got an invitation. Players will automatically be invited to the group if they are officially joined Persib Bandung and signed the contract. The manager, captain and coach have already joined the group and welcome the players. They show the same gesture to both local and international players. In total, there are approximately 30 members with the combination of 27 players and the rest is managerial figures. Like Lemos (2008) states about the connection between reality and the virtual world, there are rules in the virtual world just like

reality. Persib official WhatsApp group is the virtual group dedicated to sharing football related ideas among players and managers. In this WhatsApp group, managers set the rules, and the players must obey them, so it becomes a norm. In general WhatsApp group members interact with sharing messages contain news, images, videos, voice notes, and even jokes inside WhatsApp group.

Through WhatsApp group, managers have control over the players. The players are aware that there are being controlled. According to Waycott, (2017: 13) the sense of being observed is an ever-present mediating force that impacts on people construct and perform their identities online. Waycott implies that when interacting on an online platform like WhatsApp group, the members of the group understand that there are certain rules that must be followed and it impacts the shape of interaction and understanding the message text. The text messages themselves contain notifications of the training schedule, training menu, and match fixtures. They communicate using English as their primary language. Players like I Made Wirawan (38) and Kim Kurniawan are bilingual. They can help interpret to young players what the managers have said. Also the assistant manager, Budiman (48) helps to translate and explain the instructions to younger players and players who don't speak English fluently. This approach is found effective to clear up the language barrier in Persib's WhatsApp group. With that help, players are requested to understand every information, instruction and strategy coming from the manager. This behavior is a result of the assumption that the group belongs to everyone who understands the instruction, in order to make every player feel the same way, senior players try to help them. In preference of Huffaker, 2011 that members identify belonging to a certain group by using shared language

and talking about items using the same language.

Managers share information in WhatsApp group. The information contains match tapes and profiles of the next opponents. The players then analyze it and begin the discussion. The discussion aims to spot any weaknesses and gain advantages for the next match. The WhatsApp group is formal and only cover football topic. The peak of interaction happens before and after the match. Then, After the season finished, usually the managers don't control the player through the WhatsApp group. The managers just wait until the players get back from holiday. During the season, if the players don't get a call for the next match, managers still ask them to keep in touch with the squad in WhatsApp group. The players who sit in their home usually just send messages containing encouragement like *good luck!*, or *selamat bertanding dan semoga dapat 3 poin ya*. While the WhatsApp group is formal and the topic is about football, players send messages outside the topic on a particular occasion. Marriage, death, engagement and the birth of children spark communication inside the group. Jokes and humor also are accepted by the members of the group.

Inside the WhatsApp group, players get the match taping and they can watch their performance. The manager sends the messages containing critiques and compliments. However, managers mostly send messages containing evaluations from the finished game. He points both major and minor mistakes. The players should understand their mistakes and try to not repeat the mistakes for the next match. Every report about a player's performance is shared in WhatsApp group. If players perform under the expectation and continuous for several games, the manager will not point it out in WhatsApp group, instead the managers will call the

players and have more private face to face conversation. Robert Rene Alberts understands the timing of discussing matters in or out of the WhatsApp group. In the other words WhatsApp group plays a major part in modern football, especially in Persib. Review, evaluation, scheduling are done and shared through WhatsApp group. Although the squad is multi-cultured, they can understand and have to understand the topic.

### **Interaction and Identity in Persib's WhatsApp Group**

Players respond to the messages from the manager with various responses. The response includes confirmation, negation, and interrogation. Some players choose to remain silent, usually this behavior is shown by young players. Young players, even though they play in the senior squad, they still feel uncomfortable to respond because they feel the WhatsApp group conversation belongs to the older and more experienced players. Washington & Karen (2001: 8) point this as *just as individuals struggle to enhance their personal status/distinction within their sport and community, they also struggle to enhance their sport's status in the larger community and society*. Also, most of the young players are not fluent in English. It makes them not confident to give response. If they must respond, the responses are very limited to only one or two words like *yes, ok, and thank you*. The managers and older players aware of this condition and they don't put too much pressure on young players to be more active in WhatsApp group. It shows that the manager tries to keep positive atmosphere in WhatsApp group. He believes the players respect him even though the response is very minimum.

As I mentioned before, young players feel that WhatsApp group conversation belongs to the older players. The older and more experienced players

respond to the manager's instruction frequently. However, there are among old and experienced players who happen to be more active than others. I Made Wirawan (38) and Hariono (34) are senior local players and have been playing for Persib Bandung since 2008 and 2012. Having loyal to a club for 5 to 10 years means something to fans and teammates. They get the respect they deserve and able to speak more often in WhatsApp group. Active in WhatsApp group for these players means they are active and give fast response to answer manager's instruction in WhatsApp group. Not only that, they can throw questions and have a further discussion. They don't start a discussion but always ready to answer and discuss football matters.

Kim Kurniawan (29), a player with dual nationality, and Ezechiel (31), an international player, respond to the manager's instructions in WhatsApp group. They are one of the most important players in the squad. Kim Kurniawan (29) came from German and already familiar with multi-cultured groups, and Ezechiel (31) is from Chad. When they arrived at Persib Bandung fans, managers, and players put their hope to them because international players mean they have played in the higher level of football and Persib Bandung respects it. Both of them can communicate in English well. Therefore, they are easy to communicate in WhatsApp group and fully understand what happens in WhatsApp group. However, the pattern is the same with experienced local players. They don't start a discussion, they wait for the managers to open the conversation and then they join it. Uniquely, significant international players like Ezechiel (31) can make fun of and bully young players like Beckham Nugraha (18). The manager allows it and sees it as an amusing interaction and keeps the atmosphere of the group alive and loose.

In this case, WhatsApp as a place becomes crucial. Reality has a connection with virtual places. The WhatsApp group as a virtual place adopts reality in the terms of value, control and boundary. As Lemos (2008) stated that there aren't any differences between reality and the virtual world. Ezechiel (31), Kim Kurniawan (29), I Made Wirawan (38), and Hariono (34) are the epitome of the most influential Persib's players that season. They have more value, they control the match, they set the higher bar and they get the respect that they deserve. It gives them the identity of the dominant players on and off the pitch. It affects the way they interact inside WhatsApp group and probably as what happened outside the WhatsApp group. This argument is supported by Delaney (2005), who stated "*we must not see territory as 'natural' but as a cultural artifact, a social product linked to desire, power and identity.*" As correlation to the statement, some dominant players have the power to dominate the conversation in WhatsApp group yet never start a conversation but reply to the manager's instructions. The power is a product of the higher performance and longer experience in football pitch. Contrastingly, the young and inexperienced players tend to be silent members due to the language barrier or as Prasanti & Indriani. 2019:184 mentioned as the main obstacles for professionals while interacting in online groups are ineffectiveness and lack of skills i.e. language skills.

Even though, only dominant players have access to interact in WhatsApp group broadly, The WhatsApp group has a warm atmosphere. All of the players feel the warmth inside WhatsApp group. Back to the main purpose of WhatsApp group, the intention is to create a place where players can interact with other players and managers without the limitation of time and place. Thus, player-

player and player-manager interaction can happen effectively. On the other hand, reality gives a great influence to the virtual world. The certain atmosphere inside Persib's WhatsApp group is a reflection of the atmosphere in the daily life of Persib players. Lemos (2008) argues "*electronic relationships can reinforce communities and the community meaning of place.*" McMenemy (47) the Scottish former Indonesia head coach, on an online interview on 22<sup>nd</sup> April 2020, was asked about the social media usage among the players. He answered that he doesn't like the players communicate on social media including WhatsApp way often. He likes the players to build communication and interaction in reality. Therefore, stronger interaction and a sense of belonging for the team will reflect on WhatsApp group. In short, WhatsApp group is an artifact that boosts player identity so it can be seen clearly while interacting inside WhatsApp group. While only some players respond actively in WhatsApp group, WhatsApp group also strengthens the connection between players. This is the result of the manager that keeps the atmosphere inside it respectful and warm as in reality.

## CONCLUSION

Persib's WhatsApp group is created as information sharing media. Managers and first team players are the members of the group. The manager shares the information and instruction related to football. The shared information is equivalent to instructions. The instructions may vary from individual instruction or team instruction. The manager expects the players to give full attention to the video and learn it. Even though only some players respond to the instruction directly, the manager demands a full understanding of the instruction. In other words, in the terms of daily activity and performance, the manager uses WhatsApp groups daily to organize the

players for better collective performance.

In identity-interaction terms, the multi-cultured players give various responses to the instruction. The players usually respond with a confirmation or as a silent reader. Players that show an expected performance, will be considered as successfully understanding the instruction. The behavior of responding to the manager's instruction is influenced by player's identity. Previously, I assumed player's identity is constructed at the same time as they interact in WhatsApp group, yet the identity is represented from the real world and it influences the way they interact. Therefore, it is in line with Locher (2010) argument that online communication is as authentic as offline interaction. The player's identity associates with their origin, fan's expectation, performance on the pitch, and experience. The discussion shows the identity of players determines the frequency of responding in WhatsApp group. Players who fluent in English usually give respond to the manager's instructions because they understand the demands. At the same time, higher fan's expectation of international players boosts their confidence to respond to the instructions. Therefore, players with higher confidence often respond to manager instruction.

Players with excellent statistics like a number of goals and assists are personified as important players. Those statistics are the evidence of understanding the instruction. Experience plays a major part in the behavior of responding to the instruction. In Persib WhatsApp group, players with the most experience are the most active member of the group. While some local players suffer inconsistent performance and choose to be quiet, the more experienced players respond actively in WhatsApp group regardless of their performance. The opposite happens to young players. For example, Febri

Hariyadi (23) has been incredible for the team. However, he is still reluctant to give responses to the instructions. This behavior from young players has correlation from the identities. They see themselves as individual who isn't comfortable expressing ideas among experienced players. It can be concluded that in the sports field, especially football, great performance doesn't guarantee players to be more engaged in the communication process. It is seen as certain players understand the instructions from WhatsApp group. The article finds that identity markers like spoken language and experience are the key factors for players to be more engaged in the communication process. For future research, these findings may contribute more to sport management to shape effective communication in sports teams.

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## Intercultural Marriage in Madura (Marriage of Kyai and Non-Kyai Descendants in Sampang)

<sup>1</sup>Nikmah Suryandari, <sup>2</sup>Mukmiroh Nurani

Prodi Ilmu Komunikasi FISIB Universitas Trunojoyo Madura, Bangkalan, Indonesia.

E-mail: <sup>1</sup>nikmahsuryandari@trunojoyo.ac.id, <sup>2</sup>mukmiroh.n@gmail.com

**Abstract:** *The purpose of this study is to explore aspects of intercultural marriage communication and identify potential cultural-related conflicts in an intercultural marriage as well as to uncover some conflict resolution strategies applied by intercultural couples to overcome this problem. The research was conducted in Sampang Madura. In-depth interviews were conducted with three intercultural couples. This research was conducted in the city of Sampang, Madura, which has a very strong sense of religiosity. Kyai is one of the central figures in social life in Madura. This strategic position has made the figure of a kyai one of the main opinion leaders in Madura. As a community leader, how is the marriage between kyai and non-kyai families? The intercultural couples in this study are husband and wife who come from a kyai family cultural background with a non-kyai partner. The interview data were then analyzed using a data reduction process to synthesize the meaning and essence of the participants' experiences.*

**Keywords:** *intercultural marriage, Madura, kyai*

### INTRODUCTION

Marriage requires couples to communicate their thoughts and feelings to each other. The main problem for cross-cultural marriage is related to communication. This statement clearly shows the importance of a form of communication between cultures. Dyadic communication in marital relationships, is a special type of interpersonal relationship. Marriages between people from different cultures have long been a part of history of Madurese.

Cross-cultural marriage is a fact of life that can happen anywhere. In a multicultural country like Indonesia, the opportunity for special research in intercultural marriage is very potential. The focus of this paper is to explain

that cross-cultural marriage does not only occur because of differences in ethnicity, nationality, and so on. Cross-cultural marriages also occur within the same ethnic sphere, but with different backgrounds in religious knowledge and socio-religious status in the community. This is important because the position of religious leaders in the Madura region has a strategic position in society. With this position, marriages from among the kyai are usually carried out with other kyai families. So that when there is a marriage between kyai and non-kyai families, it can also be categorized as a cross-cultural marriage.

In the matter of marriage between kyai and non-kyai families, several factors cause a person to choose a life partner



with different ancestral backgrounds, including love for a partner, strict family rules so that it is violated. In connection with the choice of a partner with different cultural and religious backgrounds, this intercultural couple is experiencing pressure from both family and social circles. Some of the consequences received by children who violate these family rules include not being recognized as family members and are considered to have a different social status from the extended family.

In kyai families, boys are generally freer to choose their life partners or accept matchmaking from the family. Parents (kyai) do not force matchmaking as is done on girls. However, the freedom of male kyai boys in choosing a partner must pay attention to the criteria determined by the family.

Marriage through the matchmaking of kyai's daughter is still common among the Madurese community. This is shown when the kyai's daughter grows up, "the kyai" will wait for the proposal from the man who deserves to be the husband of the kyai's daughter. Even parents sometimes force and find a mate. The mate that is usually found can come from the kyai's family or the best student at the hut.

The problems in this study are: (1) aspects of intercultural marriage communication, (2) potential conflicts in intercultural marriage, (3) intercultural conflict resolution strategies.

Based on the research conducted by the researcher, there is intercultural research that has previously been conducted. The first research was conducted by Rostini Anwar and Hafied Cangara (Anwar, 2016) regarding the barriers to intercultural communication that occur in marriage and divorce. This research was conducted on Javanese and Papuan ethnicities in the city of Jayapura. The results of this study found that there were several communication barriers and

clashes which included obstacles regarding differences in thinking frameworks, perceptions between partners, and language differences. Another obstacle that arises is the existence of language differences and misunderstanding of non-verbal messages. This misunderstanding is due to cultural differences between couples. This triggers conflict in the context of the interpersonal relationship between husband and wife. This conflict can occur in a harmonious Javanese Papuan married couple or those who are divorced.

According to Anwar and Cangara (Anwar, 2016) in this study, communication barriers that occur between Javanese and Papuan ethnic couples from the aspect of differences in frame of mind are caused by differences in levels of education, experience, and mobility. The communication barrier from the perception aspect was mostly due to most informants feeling that their perception of their partner and extended family was influenced by the stereotype elements that existed in their two cultures.

This study also found that the language factor often triggers a conflict between Javanese and Papuan ethnic couples. This is due to a misunderstanding of words. The choice of words in everyday life often creates conflicts in the form of psychological power that have an impact on the household. This happens to verbal and non-verbal messages that have different meanings between the two ethnicities.

The second research on intercultural mixed marriages was conducted by M. Masyhur Abadi entitled Cross Marriage (A Model of Cultural Integration between Chinese, Arabic, Indian, Javanese and Madurese Communities in Sumenep Kota (Abadi, 2007) (2007). The findings of this study indicate that cross marriage is one important aspect of the adaptation process. This case in the marriage in Sumenep

proves that an inter-ethnic intermarriage is a form of intercultural assimilation of various ethnicities which has a significant effect on the process of acculturation and cultural assimilation in various aspects of life. This research shows that intercultural marriage between “ethnic and racial groups” that has occurred naturally for a long time has become a driving force for cultural assimilation in every aspect of community life in the city of Sumenep. The occurrence of tolerance and harmony in this city is natural and not engineered. This condition occurs because of the awareness and life experience of its citizens in responding to cultural diversity and making it the basis for the formation of the cultural unity of the city of Sumenep. Research on marriage was conducted by Suryandari (Suryandari, 2019) and Rinawati (Rinawati, 2017)

Referring to the previous research above, research on intercultural marriage in Madura is different from the aspects of the focus of the research as well as the theoretical studies used as the main analysis. This research will use the theory of interpersonal communication in the context of intercultural marriage in Madura. The focus in research on intercultural marriage in Madura is more on differences in the cultural aspects of married couples. The difference in cultural aspects is not only due to the concept of differences in ethnicity, religion, belief, but more to differences in the socio-cultural status of each partner which allows conflicts to occur.

Family communication is one of the important aspects in preventing domestic violence. According to (Rinawati, 2017), domestic violence is often not revealed to the surface. This is of course caused by many factors such as the assumption that violence experienced by women is due to women’s fault. Another factor is the notion that the violence that occurs is a disgrace that must be hidden from the

outside world. Also, there is the fear of victims of violence to report the violence they experience due to the threats they receive, causing much domestic violence not to be revealed to the surface. Couples with different social status have the potential to cause domestic violence.

Husband and wife with different backgrounds of social status, can be analyzed with the concept of intercultural communication and self-disclosure. Self-disclosure is the act of revealing details about ourselves to others. The topics of disclosure range from superficial details to very private, sensitive, and personal information (Devito, 1997).

### **Intercultural communication**

According to Alo Liliweri (Liliweri, 2003), intercultural communication is an interpersonal interaction and communication carried out by several people who have different cultural backgrounds. Intercultural communication is a situation that occurs when the sender of the message is a member of one culture and the recipient of the message is a member of another culture. In such circumstances, the participant is faced with problems that exist in a situation where a message is encoded in one culture and must be encoded in another culture.

### **Conflict**

Researchers have defined conflict communication in many different ways (Putnam, 2006). Three types of conflict message forms appear to be these: conflict as negative events; conflict as positive versus negative behaviors; and conflict as strategic orientations. According to Devito (Devito, 1997), there are several strategies in dealing with interpersonal conflicts, namely Avoidance active fighting strategies, Win-Win Strategies, Face Detracting, Verbal aggressiveness, force, and talk strategies.

### **Intercultural Couples Self Disclosure**

Self-disclosure is the act of revealing details about ourselves to others. Self-disclosure can reveal many things about oneself which can be seen through facial expressions, posture, clothing, tone of voice, and non-verbal cues. Self-disclosure is more common in two individuals in the context of interpersonal communication relationships. An individual's self-disclosure can determine the stage of a person's interpersonal relationship with other individuals. This stage of interpersonal relationships can be shown through the breadth and depth of the topics they talk about.

According to Adler and Rodman (Adler, R.B., and Rodman, 1991), this type of communication can be seen from four concentric circles where each of these circles represents a different type of communication. The first level of self-disclosure is Kliches (Cliches) which is the outermost part of the concentric circle. This cliché is part of the response to the individual's social situation. This cliché is the shallowest or weakest stage of self-disclosure, because at this stage, although there is openness between individuals, there has not been any interpersonal relationship. At this stage, the individual communicates just pleasantries as a form of politeness. The second level of self-disclosure is facts. At this level, not all individual statements in the form of facts are part of self-disclosure. However, several categories of facts fall under self-disclosure, namely facts that are important in nature, disclosed intentionally and these facts are not yet known by other individuals. At this stage, the facts revealed by the individual are information about other people outside of themselves.

The third level of self-disclosure is an opinion. At this level, the individual expresses what is in his mind. Self-

disclosure is made by individuals to other individuals in the form of statements of ideas or opinions that occur in close relationships. The fourth level of self-disclosure is feeling. This fourth stage is almost the same as the opinion stage but has several fundamental differences. At the level of self-disclosure in the feeling stage, the expression of feelings by individuals is more based on what is in the individual's heart or feelings. Everyone may have the same ideas, ideas, or opinions, but the feelings or emotions that accompany these ideas or ideas are different. Any relationship that calls for deep and sincere interpersonal encounters must be based on an open, honest relationship with deep feelings involved.

Self-disclosure is the process of making oneself known to others, allowing oneself to be felt by others. Self-disclosure has been an important part of interpersonal communication for about two decades. Two types of self-disclosure, intentional and unintentional, were described by Jourard first in 1964, then reformulated in the 1971 edition of *The Transparent Self*. when expectations and roles are different, it requires discussion and awareness of each partner. it is important to find the right fit and self-image for their partner. There are indeed differences in the patterns of self-expression from culture to culture. It is generally agreed that women use less self-expression than men. Perhaps missing is a set of Johari Windows which graphically depicts the number of open, blind, hidden, and unknown areas of disclosure that represent culture. Such a model can help partners in two-cultural marriages to understand the patterns of expression in their partner's culture and can also help in depicting idiosyncratic patterns of culturally recognized ones.

### **Intercultural Romantic Relationships**

One of the main problems facing any

discussion of marriage between people of different cultures is the inconsistent and overlapping terminology found in the literature. The term marriage is relatively clear. Marriage can be described as "... a type of interpersonal relationship which is culturally significant enough to be governed by law". Marriage can also be described as "... a process in which two people learn to live together and adapt each other to work towards common goals and achievements"(TSENG, 1977).

One of the first questions an intercultural couple is usually asked concerns the circumstances in which they met. These questions are usually related to opportunities, timing, availability, and specific issues that only the partner in question can understand. Besides, love of course plays an important role. Several researchers (Gao, 2001) , Ting-Toomey have discussed the concept of love in the context of intercultural and intercultural romantic relationships. According to Gao(Gao, 2001), love characterizes romantic relationships that cross social, cultural, and national boundaries, even though their meanings and functions can vary from one relationship to another and from one culture to another.

Research themes that are often studied in intercultural romantic relationships are issues of adaptation and decision making(TSENG, 1977), Finnish-Russian marriage (Jääskeläinen, 2003), motivation(Chen et al., 2005), satisfaction (Foeman & Nance, 2002), inter-racial relations (Troy et al., 2006), and intercultural counseling and therapy(Molina, B., Estrada, D., & Burnett, 2004)

Studies on intercultural couples reveal that their relationship is more complicated because both partners go through a relationship that is equipped with a different set of rules; different values, habits, and points of view, different ways of relating, and different ways of

resolving their differences. Any type of marriage can run into difficulties, but the issue of intercultural marriage is said to be unique. The impact of traditional marriage rules and unwritten prohibitions in certain cultures is one of the factors that are vulnerable to conflict in the inter-cultural relations of husband and wife. Constraints in many intercultural marriages tend to be associated with increased anxiety and uncertainty

## **METHOD**

The type of research is descriptive qualitative with the purpose to describe the process of interpersonal communication in marriage between cultures in Sampang. The research was using qualitative approach which is expected to be able to produce a description of the speech, writing and behavior that has been observed from an individual, group organization specified in a context of "setting" that studied from the angle of view of the whole (Ahmadi, 2014)). The subject of research is the couple husband and wife who came from descendants of kyai and non-kyai. Data collection technique in this study were carried out through observation, in-depth interviews, and documentation. The determining informants uses purposive techniques, which based on arguments or certain considerations that are tailored to the objects of the study(Pawito., 2007). 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(Zakiyah & Yulianti, 2020).

## **RESULT AND DISCUSSION**

### **Overview of Intercultural Marriage (Offspring of Kyai and Non-Kyai)**

In a general wedding, intercultural marriages between kyai descent and non-kyai descent in Sampang are

differentiated into two categories, namely the first husband came from descendants of Kyai, wife of a descendant of non-kyai, being the second is the wife who came from descendants of Kyai husband of descendants of non-kyai. The second category has character and characteristics are different in each pair. Marriage to the first spouse (wives of kyai descent, non-kyai descent husbands) occurs because the husband comes from a non-kyai family and is considered less by the habits of the local community to match daughter kyai with fellow family kyai. The couple first is at the beginning of the wedding does not receive the blessing of a family of women, because of the prospective husband considered less appropriate when paired with the daughter of kyai such. Party men considered having the character of a bad (drunk) in the young. Family party women less agree marriage is not due to a factor of economic, but more to the habits prospective husband. This was expressed by S (2nd informant):

“Not because of the prospective husband and my people who do not have, but because of the embarrassment of mas MAR who love drunk, fear not to be priests both in the family“

In the second couple, the sons of kyai have more freedom to choose their partners, while still paying attention to several family provisions. Conditions are such originating from the family well, having morals commendable and terms are good in general. On the first that often arise conflicts are mostly large because of factors contribute interference her great family in their family problems.

### **Informants' Profiles**

MAR is a husband who is the first informant in this study. MAR comes from a family of non-kyai who has undergone

marriage for 19 years together with S (wife) who comes from a family kyai. MAR is the father of 4 children the result of marriage with S. In daily life, MAR is an artist who produces works in the form of relief sculpture decoration that is used in the purpose of performance art, and celebration more. The second informant was S (wife), a daughter of a well-known and influential kyai in Sampang. S is the third of five children. As the daughter of kyai, Informant S was educated in the discipline of the science of religion. S is the daughter of a kyai in Sampang, the owner of the DF pesantren. The third informant is HR (husband). HR is one of the sons of US kyai and nyai HA from Sampang. HR married with H from a non-kyai family. H is the wife 's selection of HR itself without any process of matchmaking as generally son kyai. HR married with H as a factor in love. Informant 4 is H who is the wife of HR. H came from an ordinary, non - kyai family whom HR married for reasons of love. As a woman from among the common people (non - kyai), H feels lucky to get a mate from the kyai's family, other than for reasons of love.

### **Factors Causing Intercultural Marriage Differences in the roles of men and women in intercultural marriages**

In the case of this study, boys from kyai families have a different position from girls. Kyai child male relatives are entitled to choose a mate who likes still with consideration of the magnitude of certain families. This is different from the female kyai children who are usually arranged by their parents to decide, even when they were very young. The role of parents is very dominant makes children kyai women tend to be passive in carrying out choosing a partner. In contrast to male kyai children who have the freedom to choose a mate based on their wishes with certain conditions in the family. The term couples usually they choose must come

from a family of kyai, people who are respected, and community leaders.

### **Conflict and resolution in an intercultural marriage**

The conflicts that often occur in intercultural marriages in Madura are usually related to problems with extended family or friends. In this study, several couples experienced conflict because of problems with extended family or friends. Sometimes a great couple's relationship with their family is going well, sometimes it can be unpleasant. Some extended family members tend to interfere in this cross-cultural couple's marriage. For cross-cultural couples in Madura, this can still be tolerated, as a form of dynamics in the household. While there are couples who think things have violated the privacy of the partner. For the above problems to be overcome, according to the informant's research the key is to maintain communication and an open mind. Empathy, trust, and flexibility are also important to keep these problems from upsetting the balance in a marriage.

This is in line with the opinion of Hafied Cangara (Cangara, 2002) which explains that the function of communication in the family is to improve relationships between humans, avoid and overcome personal conflicts in the family, reduce uncertainty, and share knowledge and experiences with others. Communication within the family can improve human relations between communicating parties. In family and social life, a person can find it easier in life because he has many friends. Through communication within the family, good relationships can also be fostered, to avoid and resolve conflicts between family members.

### **Discussion**

The purpose general of research is to reveal the problems of culture that are

present in the relationship pair between cultures. The data collected was analyzed by qualitative. Before answering the research questions, the transcript was read over and over to find out the depth of the data. This part of the qualitative analysis has also been described as meaning categorization and simultaneous condensation (Kvale, 1996). The research is to use the analysis of qualitative Miles and Huberman (Miles & Huberman, 2019), which means that through the various stages of working with the transcript of the interview, categorization early, and the reduction of data by way of encoding. Encoding of this, the level of which is very common, says as a step first towards organizing the data into the meaningful category. After sorting through the categories, I decided which categories were recurring and central, and which were less significant. After that, I understand the data from the perspective of the more extensive and use the perspective of theoretical was established to explain the findings of the study.

Studies on intercultural marriages couples revealed that they happened to be more complicated because both couples undergoing relationship with a set of rules that is different; the values are different, habits, and the angle of view, a way that is different in a related one each other, and how that is different to resolve differences them. Marriage what else can run into trouble, but the problem of marriage between culture is said to be unique. Impact of the rules marriage intercultural and prohibition in the culture stable and traditionally provided, while not any obstacle in many marriages between cultures tend to be associated with an increase in anxiety and uncertainty about making choice, as well as increase the opportunities for error or selection that is not practical). While Tuomi-Nikkula (Tuomi-Nikkula, 1989) suggest any relationship between cultures

through the process of adaptation (the theory of stages of acculturation), Oksa-Walter (Oksa-Walter, 2004) combines the process of acculturation with the stages of the relationship between culture, namely the phase of admiration, life every day and routine, crisis, and objective adaptation.

There are several things universal in marriage (apart from long-term concepts and success), in two-cultural marriages. Following this, some things possibly happen in marriages between cultures: 1. Married with someone from a culture other means to get married to a culture that too. Lack of interest was communicated or assumptions partner that the partner is not bound by culture to pose a problem that worst. Because behavior is a product of culture when the culture was to be raised, discussed, and appreciated (if not shared) by both sides of the parties. 2. Awareness will be differences in culture must appear before a sensitivity and appreciation can be developed. Differences in culture are this which makes the fabric of the wedding more varied, interesting, and richer. Differences in culture can be the basis for a lot of interaction constructive that helps both the couple to clarify expectations and to express feelings is verbal. 3. Miscommunication in marriages between cultures can be minimized if the pair can be ruled out factors of differences in the background behind social culture and they have. 4. Communication about the differences in culture (in the form of perceptions and values) should be part of the continuing of the marriage between cultures. So that communication is effective, skills such as listening to the meticulous, a question which does not take sides, and disclosure of the wise is very necessary. In short, the marriage of two cultures is recognized by researchers in several disciplines of science as distinct from marriage by partners in culture are

the same. Investigating how different it was just started, borrowed from the study of marriage as a process.

## CONCLUSION

In intercultural marriages in Madura, the aspect of communication that often arises is communication with extended families, which is partly due to the initial factor, namely disagreement with the intercultural couple's marriage. Despite the resolution of conflicts by couples with their families, quarrels or minor conflicts often occur in these intercultural households. Approaching two-cultural marriage as an important factor in satisfaction and conflict resolution in intercultural marriages has yielded useful insights, as seen in the example of adjustment in marriage. Further research for further exploration of self-disclosure and decision-making power in intercultural families is needed. On a practical level, the guidelines emphasize better cultural awareness and communication skills in intercultural marriages. The most important thing is also the awareness that communication is the essence of intercultural marriage.

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## Why We Like Podcasts: A Review of Urban Youth's Motivations for Using Podcasts

<sup>1</sup>Nicky Stephani, <sup>2</sup>Maya Rachmawaty, <sup>3</sup>Reni Dyanasari

Universitas Pembangunan Jaya, Jl. Cendrawasih Raya Blok B7/P, Tangerang Selatan  
E-mail: <sup>1</sup>nicky.stephani@upj.ac.id, <sup>2</sup>maya.rachmawaty@upj.ac.id, <sup>3</sup>reni.dyanasari@upj.ac.id

**Abstract:** *Podcast becomes one of the digital media close with urban youth. People listen to it when they are on their way, doing an assignment, and spending leisure time. As new media content developing nowadays, there is only a little research on podcasts in Indonesia. Research results on podcasts released by the media, research agencies, and streaming platform companies discuss majorly on volume, profile, and access habit of audience. Nevertheless, there is no research investigating the youth's reason for choosing podcasts compared to other media. Hence, this research aimed to identify and present the motivation underlying the urban youth preference on podcasts. This research framework was compiled based on the typology of digital media motivation in uses and gratifications theory, namely educating entertainment or edutainment, storytelling, social, and multi-tasking. This research employed a quantitative and positivist paradigm approach. The research respondents were college students who were still accessing podcasts in the last three months. Eventually, the research result identified a significant effect among four types of motivation for using podcasts. In addition, this research result also proved that the typology model of motivation for using new media could explain the reasons underlying the urban youth in using podcasts. Reviewing the close correlation between the urban youth and podcasts, this research also identified the potential of using podcasts in the education realm.*

**Keywords:** *motivation, uses and gratifications theory, youth, podcast*

### INTRODUCTION

Podcasts have become a media ecosystem symbol familiar with contemporary society's daily life (Perks et al., 2019). A podcast, the combination of iPod and broadcast, is an audio file that can be listened to directly through streaming and downloaded on a mobile device connected with the internet. Podcast contents can be listened to via client programs, such as Spotify and iTunes.

Several observers argue that podcasts will never be a massive medium. Instead, it will only be an alternative player in the digital industry (Perks & Tuner, 2019). Nevertheless, many people are interested in trying podcasts. In addition, Survey Edison Research in

2018 on podcasts customers in the United States indicated that 44% of respondents had accessed podcasts, and 26% of them listened to podcasts regularly in the past month. Moreover, the research result also identified that podcast users were high-educated people and full-time workers who had smart speakers in their houses (Edison Research, 2018). It is in line with the 2018 Podcast Stats, stating that podcast users were loyal, educated, and well-established (Podcasts Insights, 2018).

These users' characteristics make advertisers interested in podcasts and select podcasts as their advertisers' darling (Nielsen, 2018). New media researchers placed podcasts as a niche "prosumer" (producer as well as consumer) activity,

i.e., an active special market maintaining its life cycle. Eventually, podcasts can create a robust, unique market in digital sectors worldwide, including Indonesia (Vrikki & Malik, 2014).

Furthermore, a survey conducted by The Marketeers in 2019 indicated that podcasts have gotten more and more crowded since the last three years and millennial is the largest group of podcast listeners at 49%. Spotify, Soundcloud, and Google podcast were the three main client programs referred to by the respondents; in addition, the duration of listening to podcast at Spotify grew by 250% in 2019 (Tirto, 2020). On the other hand, concerning the podcast contents, the Indonesian audience usually accessed comedy, horror stories, culture, sport, and entertainment (Katadata, 2020).

From the same research, another important fact is the age of podcast users in Indonesia, namely 42% of the respondents were 20-25 years old, and 26% of them were 26-69 years old. It implies that the majority of podcast users were the youth. As a matter of fact, podcast users' age groups in Indonesia are ranging from 25 years old and above which are relatively younger than those in the United States and England at around 30 years. (Lindeberg, 2019). Regarding the users' occupations, most of the podcast users are college students and first jobbers. Moreover, podcast use for the youth increasingly develops along with the growth of streaming music platforms in the world. Podcast users reached more than 50 million in 2018 (Statista, 2019). This same condition has also occurred in Indonesia since the presence of the JOOX and Spotify platforms.

Despite the podcasts' rapid development from the aspects of technology innovation, creativity, and user growth in the last decade, scientific researches on the activity of listening to podcasts are relatively minimum

(Markman, 2015). Based on the literature study related to the current research result, there are two research tendencies of podcasts. First, most research was conducted before podcasts reached the golden era (McClung & Johnson, 2010). Further, Wade and Patterson (2015) regarded the end of 2014 as podcasts' golden era, namely, when podcasts broadcasted investigative journalism contents (Wade & Patterson, 2015). Berry (2016) explained that investigation contents such as Serial (2014-present) have successfully evaluated podcasts' existence as a medium that not only presents high-quality contents but also as an alternative platform for creators and storytellers to distribute more personal and original stories (Berry, 2006). Unfortunately, new media researchers missed this moment.

Second, the current research focuses more on podcast technology and content aspects, such as the number of users, mobile devices used, favourite content, and other things related to the podcasts market. In Indonesia itself, podcast researchers tend to discuss the number, profile, and access habits of users, such as the data issued by Daily Social and Spotify in 2019. Another research topic widely conducted was the podcasts use in the education world, one of which is an audio-based learning medium (Indriastuti & Saksono, 2014; Tang, 2014; Lognecker, 2014). This condition indicated that many podcast researchers highlighted their study on visible consumption aspects and ignored other crucial aspects underlying podcast use, namely motivation.

Podcasts have been a new medium appropriately adopted by the youth. This medium has become a part of the urban youth's daily life; it is listened to when they are on their way when they do their task or job, and fill their leisure and break time. Even though podcasts' golden era is predicted not to overtake television, the

current data pointed out a consistently increasing number of users. Additionally, the podcast users segment is regarded as capable of presenting society groups targeted by advertisers and marketers.

Owing to that matter, this condition identified significance and urgency for media researchers to understand the reason for using and taking advantage of this new media in society. Studying the podcast users' motivation allows us to obtain a fundamental understanding of society's interest and engagement toward a medium that is running toward its golden era in Indonesia. Therefore, the research problems were : what is the urban youth's motivation for listening to podcasts, and how is the effect of the urban youth's motivation for listening to podcasts?

This research aimed to identify the correlation between urban youth and podcasts from the perspective of uses and gratifications theory. Thus, this research results would present the youth's motivation for using podcasts and explain their attitude toward podcasts. It was expected that this research could academically develop a more adaptive theory framework of uses and gratifications theory toward a new medium, such as podcasts. In fact, new media characteristics, for instance, interactivity and customization, have not been broadly developed in the uses and gratifications research. So far, it focuses only on conventional mass media use. Besides, this research was also expected to commence further studies on podcast use in Indonesia, particularly in practical fields, namely marketing communication and education.

In addition, this research framework was built based on the uses and gratifications theory as the main foothold of studies related to media use. The researchers particularly highlighted the motivation typology concept to prove

the relevance of uses and gratifications theory amidst digital media development. Additionally, the concept of audio-based media use and media for the youth were also employed to help the researchers to analyze the needs and gratification that the youth obtain by listening to podcasts.

## **METHOD**

This research employed a quantitative approach by the positivist paradigm. The data collection method used was a survey with a questionnaire instrument distributed online via Google Forms. While accessing the survey, the respondents were required to score 31 items of access motivation measurement and attitude toward podcasts with a Likert scale of 4 points. It ranged from 1 (Strongly Disagree), 2 (Disagree), 3 (Agree), and 4 (Strongly Agree). Furthermore, respondents were also required to complete information on basic demography and the habit of accessing podcasts.

The population engaged in this research was the youth of podcast users. The respondents' research sample was determined by quota and purposive method focusing on distribution and respondents' criteria fulfillment. Specifically, this research sample was 350 private college students in South Tangerang. Respondents' selection was based on accessibility and research result of Daily Social in 2018, stating that college students were a group presenting a profile of podcast users majority recently; namely, a young individual aged 18-24 years old.

This research framework was built from a typology of motivation for media use viewed from the uses and gratifications theory related to attitude toward podcasts. Thus, the research hypotheses were:

$H_0$ : There is no significant correlation between motivation and attitude toward podcasts

- H<sub>1</sub>: There is a significant correlation between edutainment motivation and attitude toward podcasts
- H<sub>2</sub>: There is a significant correlation between storytelling motivation and attitude toward podcasts
- H<sub>3</sub>: There is a significant correlation between social motivation and attitude toward podcasts
- H<sub>4</sub>: There is a significant correlation between multi-tasking motivation and attitude toward podcasts

The data analysis method employed to test the above hypotheses was Structural Equation Modeling (SEM). It is a statistical technique to analyze relation patterns between latent construction and indicators, latent constructors one and another, and direct measurement mistakes (Primabudi, 2017). Moreover, there were three crucial stages in SEM, namely validity and instrument reliability testing (equal to Confirmatory Factor Analysis), model testing of the relation of latent variables (equal to path analysis), and predictive modeling (equal to regression analysis). Thus, SEM analysis in this research was conducted using AMOS software.

## RESEARCH RESULTS

### Respondents Descriptive Analysis

The research samples amounted to 350 unique respondents, consisting of 151 boys (43%) and 199 girls (57%). Overall, the respondents were college students with an average age of 20 years old. The survey was conducted online by distributing questionnaire links from Google Forms through social media, such as WhatsApp through individual and group messages. To ensure participants' response uniqueness, the survey access was limited to only one for each email address.

All respondents were podcast listeners with relatively high-frequency

access, ranging from quite often (66%), often (25%), and very often (8%). The respondents listened to podcasts for around 35 minutes a day. Nonetheless, there was a difference in access habits on weekdays and weekends. The respondents listening to podcasts less than 60 minutes on weekdays were higher than those on other days, reaching 59% and 35%, respectively.

The smartphone was a device used by most of the respondents to listen to podcasts (81%). However, there were respondents accessing podcasts through their laptops (16%). In addition, YouTube and Spotify was the most frequently accessed podcasts broadcast platform, namely 49%, and 48% respectively. Meanwhile, from the genre point of view, contents of education (18%), music (14%), social and culture (13%), and comedy (11%) were the most routine contents listened to by the respondents.

### Validity Testing

The research data validation was conducted using four parameters: loading factor, Average Variance Extracted (AVE), discriminant validity, and cross-loading. The testing was conducted with AMOS and MS Excel programs. The first parameter, namely the loading factor, aimed to show a correlation score between indicators and latent variables. An indicator is said to be correlated with the latent variables if the loading factor score is higher than 0.5. Meanwhile, if the score is under 0.5, the indicator is invalid and must be eliminated from the research model.

In the first testing, there were six invalid indicators (the loading factor score was <0.5), then it was eliminated from the research model. Those six indicators were a part of two indicators on the edutainment variable (EDU3, EDU8), one variable on the storytelling variable (STR3), and three indicators

TABLE 1. Validity Testing Result with Loading Factor Parameter

Indicator	Loading factor	Indicator	Loading factor	Indicator	Loading factor	Indicator	Loading factor
EDU1	1.00	STR2	1.57	SOC3	1.90	MLT4	0.88
EDU2	2.24	STR4	1.47	SOC4	2.07	MLT5	0.55
EDU4	1.51	STR5	1.21	SOC5	1.97	SKP3	1.00
EDU5	1.50	STR6	1.41	MLT1	1.00	SKP4	0.97
EDU6	1.68	SOC1	1.41	MLT2	2.96	SKP5	0.83
EDU7	1.61	SOC2	1.80	MLT3	2.75	SKP7	0.98
STR1	1.00						

Source: Researchers' Analysis Result (2020)

on the attitude variable (SKP1, SKP2, SKP6). Meanwhile, in the second testing, all indicators were stated valid with the following results:

Based on the TABLE 1, all indicators were stated valid since they had fulfilled the loading factor score criteria.

The second parameter was Average Variance Extracted (AVE), aiming to exhibit the average variance score percentage extracted from a series of latent variables estimated through standardized loading. The AVE score was stated valid if the score was higher than 0.5.

The TABLE 2 illustrates that the loading factor standardized score of all variables indicated number  $> 0.5$ . It implies that all latent variables were valid.

The third parameter, namely discriminant validity, aims to compare the root AVE score for each variable with the correlation between the variable and other variables in the research model. If AVE's root value was more significant than the correlation of other latent variables, the variable was declared valid. Based on the discriminant validity test results, all latent variables met these criteria; thus, all latent variables were declared valid.

Meanwhile, the fourth parameter, namely cross-loading, was conducted by comparing each indicator's loading factor score among latent variables. The measurement model was declared valid if each indicator's loading factor score

toward its latent variable was more significant than the loading factors score of other latent variables. Hence, the result of the fourth parameter testing indicated that each indicator met the criteria. Therefore, all indicators were declared valid.

### Reliability Test

The reliability testing of the measurement model was carried out using the Composite Reliability and Cronbach's Alpha parameters. The first parameter, namely Composite Reliability, aimed to measure the internal consistency of a latent variable. The latent variable was declared reliable if the Composite Reliability score was greater than 0.7.

The TABLE 3 exhibited that all latent variables met the score criteria of Composite Reliability greater than 0.7. Hence, all latent variables above were declared reliable.

The second parameter, Cronbach's Alpha, was one method to measure latent variables' internal consistency. A latent variable was declared reliable if the Cronbach's Alpha score was greater than 0.6. Based on the Cronbach's Alpha score obtained, all latent variables in this research had met the criteria of Cronbach's Alpha score of greater than 0.6. It implies that all latent variables were reliable.

### Structural Model Testing

TABLE 2. Validity Testing Result with AVE Parameter

Variable	AVE	Note
Edutainment	0.59	Valid
Storytelling	0.62	Valid
Social	0.75	Valid
Multi-tasking	0.52	Valid
Attitude	0.69	Valid

Source: Researchers' Analysis Result (2020)

Structural model testing was carried out with three parameters: R-Square ( $R^2$ ), path coefficient, and hypothesis testing. The calculation of the  $R^2$  value on the dependent and independent variables shows the following results:

The TABLE 4 above illustrates the  $R^2$  value of the four variables tested in this study. The structural model's quality criteria based on the  $R^2$  value in the structural model test were 0.25, indicating a weak model. Meanwhile, a score of 0.5 indicated a moderate model, and 0.75 indicated a good model. Based on these criteria, the edutainment, storytelling, and social variables indicated a moderate  $R^2$  value, while the multi-tasking variable indicated a weak  $R^2$  value.

The next test employed the path coefficient parameter to test the significance of the relationship between latent variables through the bootstrapping process, which produced t-value or t-statistic. The test criteria were based on the comparison of the t-statistic value with the t-table. If the t-statistic value is greater than the t-table, then the two variables had a significant correlation.

For the confidence level (margin of error) 95% ( $\alpha = 5\%$ ), the t-table score used was 1.96. If the path coefficient value was positive, the two variables had a positive correlation and vice versa.

The correlation between variables indicated a score of t-statistic greater than t-table, P values smaller than 0.05, and a positive score based on the above table. Hence, it can be concluded that the four categories of motivation for using podcasts had a positive correlation of attitude toward podcasts.

The main research hypothesis was the effect of four categories of motivation toward attitude. The above table exhibits positive and significant correlations among independent variables of edutainment, storytelling, social, and multi-tasking toward attitude variables. Thus, it can be concluded that  $H_0$  was rejected, whereas  $H_1$ ,  $H_2$ ,  $H_3$ , dan  $H_4$  were accepted. The following is the structural model shaped:

#### Model Accuracy Test

The Goodness of Fit model was conducted to discover whether the

TABLE 3. Reliability Testing Test with Composite Reliability Parameter

Variable	Composite reliability	Note
Edutainment	0.80	Reliable
Storytelling	0.78	Reliable
Social	0.84	Reliable
Multi-tasking	0.73	Reliable
Attitude	0.78	Reliable

Source: Researchers' Analysis Result (2020)

TABLE 4. R<sup>2</sup> Value of Each Variable

Variable	R-Square (R <sup>2</sup> )
Edutainment	0.52
Storytelling	0.58
Social	0.40
Multi-tasking	0.23

Source: Researchers' Analysis Result (2020)

structural model above can explain the research data.

Based on the Goodness of Fit table, it can be assumed that generally, the structural model could result in the expected prediction.

**DISCUSSION**

Research of the motivation for using podcasts based on the uses and gratifications theory resulted in a positive contribution in understanding the relation pattern of the urban youth with audio-based digital media. The measurement results described a picture of the urban youth as podcast listeners who generally have full control of content, time, and

other side activities. Compared to the old media, podcasts as a new media offer possibilities for individuals to have more significant control and capacity to select certain information they want (Kurnia, 2005). Listening to podcasts is not only related to podcasts but also a listening activity that is easy to blend and embed on the tight urban youth's routine, among other social media.

Podcasts do not only offer one type of content. By combining the accessibility of old and new media, podcasts listeners can access information on sports, politics, relationships, psychology, and other things. Moreover, podcasts are a medium capable of leading the youth to an

TABLE 5. Results of Path coefficient Model with Bootstrapping

Variable	Path coefficient	t-table	t-statistic	P-Value
Edutainment → Attitude	0.24	1.96	2.18	0.02
Storytelling → Attitude	0.24	1.96	2.40	0.01
Social → Attitude	0.11	1.96	3.52	***
Multitasking → Attitude	0.09	1.96	2.6	0.00

Source: Researchers' Analysis Result (2020)

TABLE 6. Hypothesis Result Testing

Code	Hypothesis Variable	Effect	Path coefficient	P-Value	Result
H <sub>1</sub>	Edutainment → Attitude	Positive, significance	0.24	0.02	Accepted
H <sub>2</sub>	Storytelling → Attitude	Positive, significance	0.24	0.01	Accepted
H <sub>3</sub>	Social → Attitude	Positive, significance	0.11	***	Accepted
H <sub>4</sub>	Multi-tasking → Attitude	Positive, significance	0.09	0.00	Accepted

Source: Researchers' Analysis Result (2020)

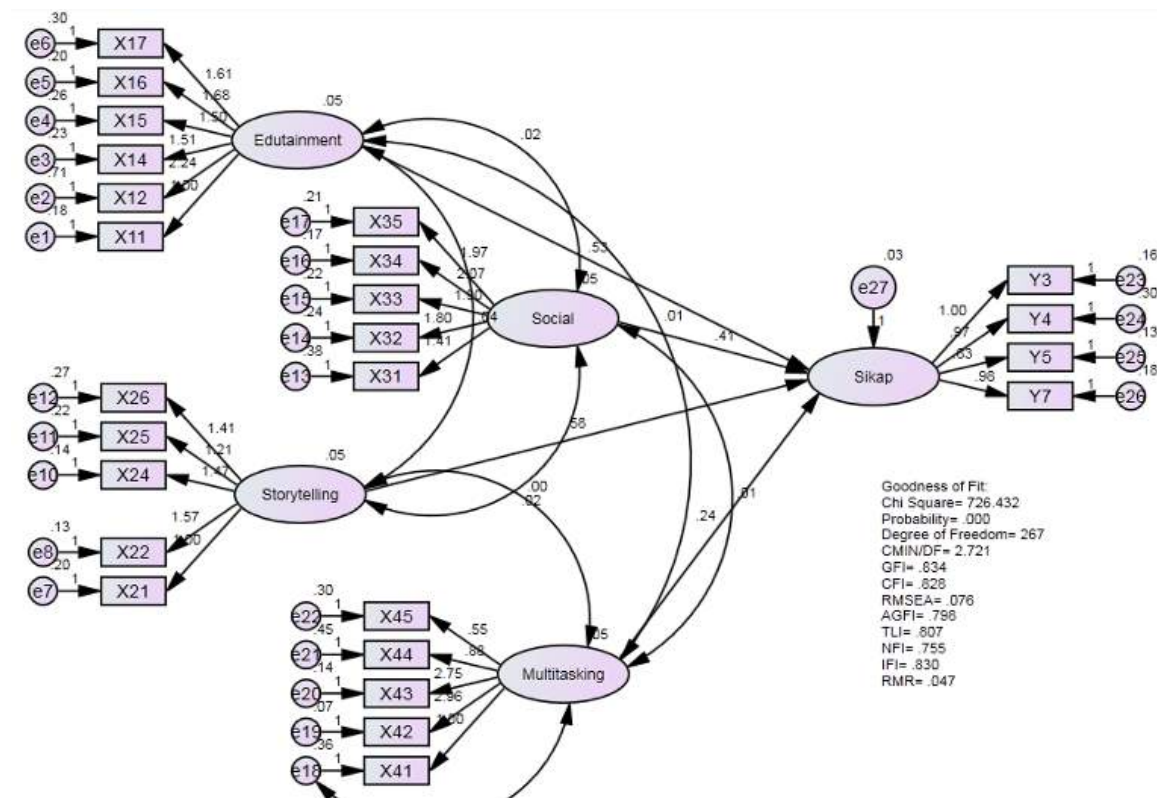


FIGURE 1. Research Structural Model  
 Source: Researcher’s Analysis Result (2020)

interesting narration, stimulate the mind, provide a platform for social interaction, and keep the mind busy amidst the daily routine.

Motivation related to education looks more prominent in this current research than the research of Rubin (1984). The results of Confirmatory Factor

Analysis indicated that edutainment motivation was a significant factor to predict gratification obtained by podcast listeners. It proved that the youth did not merely use podcasts to kill time but also achieve more specific objectives, such as seeking educational entertainment.

Edutainment motivation, precisely

TABLE 7. Result of Goodness of Fit Model

Variable	Cut Off Value	Output	Note
Chi-Square	< Chi-Square Table	726.432	Different and meaningful
CMIN/DF	< 2	2.721	Marginal (Quite Good)
GFI	>0.9	0.834	Marginal (Quite Good)
CFI	>0.9	0.828	Marginal (Quite Good)
RMSEA	< 0.8	0.076	Good (Qualified)
AGFI	>0.9	0.798	Marginal (Quite Good)
TLI	>0.9	0.807	Marginal (Quite Good)
NFI	>0.9	0.755	Marginal (Quite Good)
IFI	>0.9	0.830	Marginal (Quite Good)
RMR	< 0.8	0.047	Good (Qualified)

Source: Researchers’ Analysis Result (2020)



the item showing that podcasts broaden the listeners' knowledge, significantly contributed to podcast users' attitudes. These research results are in line with research conducted by Chung & Kim (2010) regarding the use of podcasts among students. It explained that students listening to podcasts to gain insight had a more positive attitude than those only looking for entertainment or relaxation. Thus, it can be interpreted that the fulfilment of edutainment gratification would impact urban youth's loyalty to podcasts.

In addition, educational content was also the genre that listeners loved the most. Podcasts offer various educational contents, such as lectures that are directly related to subject matter to sharing and tips for college students' daily life. It should be emphasized that educational content is not only associated with the formal and serious subject matter but also light content that makes listeners feel educated. In this case, content with the theme of romantic relationships presented in a humorous manner, such as "How to deal with heartbreak?" can also provide new insights for the youth. Therefore, listeners categorize the content as educational content.

Besides mapping the motivations that encourage urban youth to listen to podcasts, this exploratory research also discovered an essential motivation for using podcasts that align with the urban youth's attitude. Of the four categories of motivation (edutainment, storytelling, social, and multi-tasking), storytelling motivation was a significant factor representing the podcast's use among urban youth. The storytelling motivation that encouraged urban youth to listen to podcasts actually described how they enjoy life, namely entertaining and educating themselves from others' stories or experiences. This result, however, was different from the findings in research on

the uses and gratifications theory of other media in general, where escapism and relaxation were more dominant. At the same time, the motivation for storytelling was relatively less prominent.

The results indicated that listeners wanted new and unique things by listening to podcasts, such as new knowledge, exciting entertainment, and stories from other people different from themselves. When mapping the correlation between mobilization and companionship, Green et al. (2004) suggested that a person would experience a positive effect by expanding oneself and gaining new knowledge about the world through narrative experiences. Two observation indicators that were in line with previous research results were "I can broaden my knowledge with podcasts" on the edutainment factor and "I like to learn about the experiences of other people who are different from me" on the storytelling factor. Both represented the gratification that urban youths get from listening to podcasts, namely learning something beyond their prior knowledge or experience from other people's stories or life experiences.

The storytelling factor also suggested that although it involved relatively light sensory activity, listening to podcasts was, in fact, an immersive experience. The fulfilment of storytelling gratification indicated audio content creators' ability to create a memorable listening experience and stimulate the user's sensory senses. Podcasts were media for stories that made listeners feel connected to broadcasters whose voices can act as substitutes for protagonists in traditional narrative formats (e.g., actors and actresses in television soap operas or films). Therefore, the host's presence as a speaker figure helped listeners kill time or make the time flies. This finding is in line with the findings of Green et al. (2004), stating that people who were moving (for example, driving, taking public

transportation) often lost their sensitivity to the time and activities occurring around them because they focused on the story or narrative heard.

The findings on the urban youth's motivation for using podcasts explained the similarities and differences between podcasts and other media, particularly television and YouTube. For example, a study conducted by Rubin (1984) on the motivation of television viewers indicated similar results with motivation to use podcasts, namely a significant correlation between entertainment motivation and companionship, which was the same as the correlation between edutainment and social motivation in this study. These two motivations were often common in individual media experiences.

Social motivation focuses on the interconnection of podcasts listeners. Although listening to podcasts is a solitary activity that is easy to do, the social engagement factor shows the potential to bring podcast listeners together, which ultimately opposes the solitary experience. Considering that podcasts are not mass media, social media plays a vital role in connecting podcasts listeners with their fan forums. It is illustrated in the item specifically stating that social media is a means to connect with other listeners ("I use social media to discuss podcasts with friends" and "I use social media to recommend podcasts to others").

For urban youth, listening to podcasts is regarded more as a personal experience than a collective experience. Nevertheless, this personal experience is a part of the social gratification factor because the listeners share what they listen to, and they listen to what is shared. Listeners have a desire to interact with their fellow users in numerous ways. This condition also indicates that new media such as podcasts and the internet create a community that expands individual relationships across time and distance

boundaries and even creates a virtual society where people get to know each other through networked communication (Saefudin, 2008).

This aspect of interpersonal relationships is included in social motivation, proving that listening to podcasts is an individual activity; listeners still feel that they are not alone. They feel like they are a part of a conversation, listen to other people's experiences, and share them on social media. Therefore, listening to podcasts is actually a mutual experience of the individual users that creates social interactions. In addition, this condition indicates the integration between various digital media consumed by urban youth and reinforces the assumption that urban youth live their life with plentiful media usage.

Other similarities existed in the multi-tasking aspect. Even though these factors were rarely used in the uses and gratifications typology, the multi-tasking factor analysis results indicated item coherence with urban youth habits, which often regarded listening to podcasts as a side activity. This finding is coherent to a study of YouTube audiences conducted by Haridakis and Hanson (2009), demonstrating that the ease of accessing the media was due to their freedom to keep doing other activities while watching YouTube. Podcasts listeners also experienced the same ease and flexibility in this study, measured by multi-tasking motivation such as "I do my homework while listening to podcasts" and "I listen to podcasts on my way". Therefore, podcasts do not only offer gratification that meets the basic motivations for media consumption, like what they get when consuming conventional media, but also particular motivations which are suitable with their characteristics of new media, such as accessibility and mobility.

The multi-tasking factor referring to the activity of doing several tasks at

once was relevant to the motivation for listening to podcasts to help the youth complete tasks or at least feel productive. In the edutainment and storytelling factor, learning new things or experiences through podcasts could be a means to kill time and help individuals develop themselves. Thus, there was a cohesive correlation between the motivational factors of edutainment, storytelling, and multi-tasking. Meanwhile, social factors were an individual's way of dealing with their loneliness by customizing their listening experience to suit their own desires and conditions. Individuals can listen to podcasts but share common gratification by recommending interesting content or making podcasts content a conversation topic.

The research results indicated that the four categories of motivation positively and significantly affected podcasts' listener attitudes. Storytelling and edutainment factors had a strong influence on the loyalty of young podcast listeners. These findings can be used as a basis for practical considerations for designing and producing podcasts content. Small-scale podcast content producers and content creators can produce podcast content with various genres, and according to young people's needs. For example, the edutainment factor will considerably help listeners who want to educate and entertain themselves depending on their mood, time, and other conditions. The storytelling factor will appeal to listeners who want to make time fly. Meanwhile, the social factor will make the listeners feel connected to other listeners. Additionally, the multi-tasking factor is highly required by listeners doing their routine activities that tend to be monotonous and boring. Podcast content producers' and creators' efforts to facilitate these communication needs can foster an actively engaged and loyal media audience.

One example of podcast development in the practical realm is in the field of higher education. Previously, podcasts were not a medium developed to facilitate the teaching and learning process. It was instead addressed for entertainment. In its development, the need for self-entertainment fulfilled by podcasts has brought positive impacts, namely education and engagement with others. Moreover, previous research that discussed the relationship between education and the media proved that advances in media technology bridged significant changes in learning activities (Putri, Hamdan, & Yulianti, 2017). Therefore, podcasts could also be used to facilitate students' needs to learn and interact with others in online education.

From the institutional side as a creator, uploading learning content in podcasts format can be an effort that can be done, but producing podcasts broadcasts alone is not enough. College students should also be encouraged to contribute actively with interactive materials and activities that allow them to download and upload their own podcast content. This strategy will fulfil the gratification of enjoyment, convenience, and education continuously and simultaneously.

Higher education institutions, in collaboration with content creators, can develop broadcast programs based on genres or themes that suit student motivation so that they can fulfil the essential gratification needed by them such as obtaining entertainment as well as new knowledge, feelings of not being alone, and the ease of sharing or interacting. Thus, podcasts use does fulfil not only cognitive graphics such as entertainment and education but also emotional aspects such as friendship and interpersonal relationships.

## **CONCLUSION**

This research aimed to identify

the urban youth's motivation for listening to podcasts. There were four motivation categories driving the urban youth to listen to podcasts: edutainment, storytelling, social, and multi-tasking. The four motivation categories were identified from studies of the uses and gratification theory focusing on new media use. It is undeniable that it is also influenced by motivation indicators adopted from the old media use. These research results identified that the four motivation categories could explain the relation between podcasts and the urban youth who need important entertainment, personal stories, connection with the outer world, and "friend" in doing daily routine. Thus, gratifications offered by podcasts make the activity of listening to podcasts a meaningful experience for the urban youth.

Another objective of this study was to explain the relationship between urban youth's motivation and attitudes towards podcasts. The results showed that the four categories of motivation had a significant and positive relationship to the urban youth's attitude. This condition explains that when the urban youth's motivation is channelized through podcasts, and they get the expected gratification from listening to podcasts, their attitude towards podcasts will be increasingly positive. This positive attitude is characterized by a desire to continue listening to podcasts in the future and a willingness to recommend podcasts to others. It can be concluded that the fulfillment of gratification or media satisfaction by podcasts makes the relationship between urban youth and podcasts closer. Podcasts are more and more embedded in the youth's daily lives, and they are more loyal to podcasts. This finding is in line with the theoretical assumptions of uses and gratifications typology, in which media users are considered to be active audiences

who have a motivation to use media. Meanwhile, audiences' preference for the media is determined by the gratification of the media's needs.

The findings and implications of this study offer both theoretical and practical understanding of podcasts. From a theoretical aspect, the motivation typology employed as a research model can be adopted and explored further by researchers of digital media uses and gratifications, considering that new media technology is overgrowing these days. Meanwhile, from a practical aspect, this study's findings are expected to become practical considerations in developing podcast content that can create a satisfying media experience so that users will be more loyal to podcasts. In addition, this study also views an opportunity to use podcasts to optimize satisfaction from edutainment motivation, namely by exploring podcast use in the realm of education to present an entertaining learning experience for the urban youth.

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## Parasocial Relationships and the Formation of Hyperreality in the BTS World Game

Jasmine Alya Pramesthi

Pascasarjana Departemen Ilmu Komunikasi, Universitas Indonesia, Jl. Salemba Raya, Jakarta, Indonesia.

E-mail: jasmine.alya@ui.ac.id

**Abstract.** *The rapid development in the gaming business makes games, besides being a means of entertainment, also become the promotional tools for companies. One of them is the BTS World game released by Big Hit Entertainment to promote the K-Pop idol group, BTS. From the fandom perspective as the game users, BTS World is a form of media artifact facilitated by the company. BTS World is a video game as an adaptation of fan fiction, in which most of the story contents are the interaction between users and BTS members as the characters of the game. From the contents, it is possible to create a parasocial relationship and hyperreality felt by its players. The researcher conducted a study using a qualitative approach and phenomenological method to describe the meaning of the BTS World game and the experiences felt by the players both in parasocial relationships and forming hyperreality. Based on the results, the parasocial relationship, the meaning between parasocial friendship and parasocial, and the formation of hyperreality were found, which leads to the meaning of pseudo interaction and control of the characters' life.*

**Keywords:** *video game, parasocial, hyperreality, BTS World*

### INTRODUCTION

The development of communication technology has made the exchange of information between humans more quickly, effectively, and efficiently. Communication technology has a role that cannot be separated from modern human life. Even almost all aspects of human life have an offense with the presence of technology. In recent years humans have been faced with changes in the digital world that have affected many individuals because digital systems have become an essential factor in their daily activities. This makes the use of smartphones to be the daily needs.

People often use a smartphone for various purposes in everyday life. The reason is, smartphone currently provides

various facilities that owners or users can use to access various things (Satriani & Rinawati, 2020). Products created from technological developments can be found every day, one of which is in the form of entertainment through video games. A video game is a game played with an audio-visual device and can be based on a story (Esposito, 2005). One of the things that makes video game popular is that it is designed very attractively to amaze and arouse the players' curiosity. To amaze the players, a video game usually presents exciting gameplay with realistic images and sounds. A virtual world in the video game is created with the inspiration of real-life locations. This is intended to provide a sensation as if the player is visiting the actual location not

to be easily bored. In addition, the game also makes players familiar and easy to measure the area (Eskasasnanda, 2017).

The rapid development in the gaming business makes games, besides being an entertainment tool, also become a promotional tool for brands to use a game as a branding platform. Suppose an organization or company ignores the development of games. In that case, the company will face the same fate as those organizations and companies that ignore the rise of the internet as a promotion media. The absence of careful strategic planning will make the company or organization lag behind the competitors that are sensitive in seeing the increasing number of game users so that game is used as a promotion media. This is also following organizations and companies that ignore promotion through the internet. One of the commonly known cases is the competition between Netflix and Blockbuster. Netflix, which has innovation by utilizing the internet, left Blockbuster behind until it finally went bankrupt.

In playing a viral promotion game, players can experience virtually the brand they want to share (Renard & Darpy, 2017). A game has a role in marketing as a promotional tool. One form of promotion using games is utilized by one of the entertainment companies to promote their artists, especially in the K-Pop industry. The media synergy is commonly found in K-Pop. K-Pop entertainment companies

are known for producing merchandise, one of which is games. This trend was started by the SM Entertainment company in 2014 when they released Superstar SMTOWN. Various games such as Superstar SMTOWN, Superstar BTS, Superstar JYP, and BTS World are examples of how the gaming and K-Pop industries rely on each other (Aastha, 2019).

As a promotional tool for artists from the perspective of the users, which is a fandom, a video game is a form of media artifact facilitated by the company. Media artifact is one form of fan activity with various forms (Long & Wall, 2012). The utilization of a video game as a form of artifact for fandom is a video game released by Big Hit Entertainment in collaboration with Netmarble Corp. & Takeone Company, namely BTS World.

BTS World is a video game, which is an adaptation of fan fiction, in which most of the story content is the interaction between the users and BTS members as the characters in the game. This video game was released in 2019. The synopsis in the video game tells the users as the manager who manages the South Korean boy band BTS. After winning the ticket to see the concert, the users are brought back from 2019 to 2012, the year before the group was released debuted. From there, the users find that the users not only travel to the past, but the users are also the employee of Big Hit Entertainment, the BTS company, and are responsible

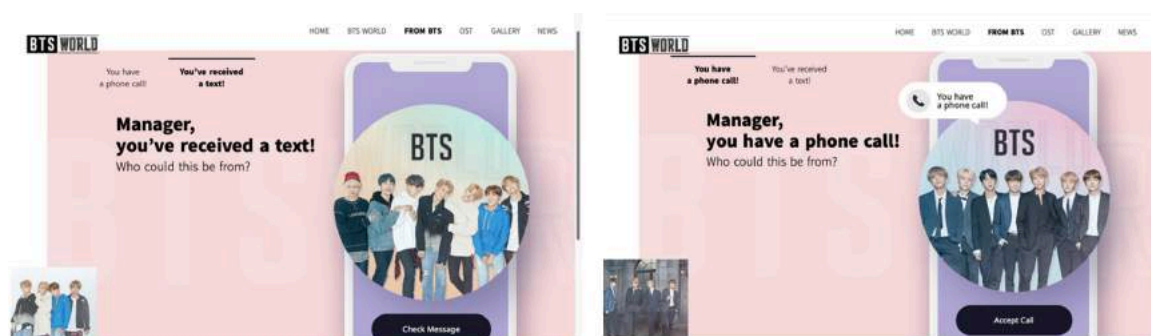


FIGURE 1. The View of the BTS World Website



for bringing the group together (Haasch, 2019). The video game presents contents that seem to bring the users to interact directly with BTS members, either through phone calls or short messages, as in the FIGURE 1.

The following is a screenshot from the official website of the BTS World video game, which explains that users who act as managers of BTS will get short messages from BTS. Besides short messages, users also seem to get phone calls from BTS members.

BTS or Bangtan Sonyeondan in Korean or Beyond the Scene in English is a boy band group from South Korea founded on June 13, 2013. BTS has won an award from Billboard with the Top Social Artist category in a row since 2017. According to Billboard, winners are selected based on the main fan interactions with music, including album sales and digital song, streaming, radio playback, tours, social engagement, and the results of global online voting by fans (Herman, 2018). Thus, it can be stated that BTS has a solid fan base called ARMY.

On July 13, 2013, ARMY was formed one month after BTS officially debuted as a boy band group. Several studies discussed the relationship between idols and fans, which is explained as a parasocial relationship. The concept of parasocial is a popular concept among those who study the media effects and media. Initially suggested by Horton and Wohl (1956), parasocial refers to the reaction of media users to media actors so that media users assume the actors as an intimate conversation partner (Dibble et al., 2015).

Mihardja & Paramita (2019) explained in their study that there is a parasocial between ARMY and BTS, especially in fangirls, there is an emotionally intense relationship. Therefore, it forms an impulsive response to whatever BTS was doing, and there is an

interest in building a relationship that was more than just a fan with BTS. Fans who are members of fandom are identically wearing attributes about their favorite idol (Afifah & Kusuma, 2019), and there is a desire to be recognized as a faithful fan (Ruthllianie & Candraningrum, 2020).

Based on the following explanation, as a parasocial, fans assume that they have a close relationship with their idol to create a parasocial relationship. This can also be explained in the concept of hyperreality by Jean Baudrillard, which was present due to the development of technology and the economy of postmodern societies that consume signs but are full of meaning. Simulation, which represents a reality, experiences duplication of reality, namely simulacrum, so that the difference between authenticity and simplicity cannot be found, referred to as hyperreality (Diah Natalia et al., 2019).

The creation of pseudo-reality or hyperreality in the fandom world is considered to be formed from available media artifacts. In the implication of the BTS World video game, where the users are positioned as the manager who manages the BTS, it assumes that the users are a part of BTS's life, which is supported by the existence of a simulacrum space.

There are several previous studies regarding both parasocial and hyperreality perceived by fans separately. Parasocial, explained by Rasmussen (2018), is that respondents report a feeling of knowing and familiarity with the speakers, thereby revealing parasocial occurrence. Audiences socialize with YouTube celebrities, who may also serve as brand ambassadors. In a particular meaning, YouTube Celebrities become their friends to share opinions.

Moreover, Rachman et al. (2020) explained that hyperreality means creating a new reality that does not follow reality itself. This is based on research

regarding the action of K-Pop fans in Malang. Many fans claim to be lovers of their idols and think their idols are near them, but they are not. Furthermore, a study concerning hyperreality in a game was explained by Tuela & Susilo (2017) that the phenomenon of hyperreality in the Pokemon Go game is a place where the game players feel they are in their world and their activities in the game world so that the meanings, symbols, and codes are no longer valid.

Unlike the previous studies, the researcher would like to research by combining two concepts, parasocial relationships, and hyperreality as the theme of the study in the BTS World game phenomenon. The researcher chose this phenomenon because of the parasocial relationship between ARMY and BTS, which is later elaborated on how the BTS World game creates hyperreality for ARMY.

## **METHOD**

The researcher conducted a study using a qualitative approach and a constructivist paradigm. The constructivist paradigm from an interpretive perspective that the reality is not something “out there” that can be explained, described or interpreted clearly by the researcher into a research report. On the other hand, either reality or knowledge is constructed and reproduced through communication, interaction, and practice (Tracy, 2020). Whereas the study method was a phenomenological method to describe the meaning of the BTS World game and the experiences felt by BTS World game players both in terms of social relationships and forming hyperreality. To describe the meaning of parasocial meaning and hyperreality, the researcher arranged the category of meaning as a second construct degree.

Afterward, to get the study’s data, the researcher chose five informants

considered to be involved either as BTS World game players or the ARMY fandom with the criteria determined by the researcher. The criteria of informants are that they have joined the ARMY fandom for at least one year and actively become the BTS World game player. The information obtained from in-depth interviews was selected based on the purposive sampling technique, which has the basis for obtaining all possible cases according to specific criteria using various methods (Djamba & Neuman, 2014).

The data obtained from in-depth interviews were primary data that are then complemented by various secondary data, including literature reviews in the form of books, previous studies, or data obtained from the internet.

## **RESULT AND DISCUSSION**

### **Parasocial Relationship**

In a parasocial relationship, fans have an assumption that they are close to their idol, and this closeness feels like an interpersonal relationship for fans. Nevertheless, in reality, this interpersonal closeness is only felt by one side, the side of the fans (Sagita & Kadewardana, 2018). Interpersonal closeness in the parasocial relationship involves emotions from fans, as explained by Weaver (1993). The factors of emotional involvement are based on the repeated interaction, high self-disclosure, high interdependence, and high emotional involvement.

### **Repeated Interaction**

In repeated interaction, fans, especially BTS World players, regularly access the game. Not only limited to game access, but players also periodically find out the latest information about the BTS World game through BTS World social media and are active in the forums provided in the game.

Based on the information obtained from the five informants, all informants

routinely open applications from BTS World. Two informants open the game twice a day at the same time every day, two informants open the game more than twice a day, and one informant opens the game every day but did not have a fixed number. The five informants followed the Twitter account of BTS World, and three of the informants actively joined the forums provided in the game. To maintain their interaction in the game, the five informants activate the notification feature in the game to stay connected when there is a new notification regarding the game.

The informants gave various reasons regarding the frequency of opening the BTS World application. Two informants explained that they routinely open the application at 12 pm and 6 pm due to the bonus given in the game if users access the game every 12 pm and 6 pm. One informant explained that although she/he does not have a fixed time to open the BTS World application, he/she opens the application every day. Meanwhile, the following two informants explained that they routinely interact with other BTS World game players through the forum features provided in the game, as described in the following interview quotation:

“At 12 pm and 6 pm, I will definitely open the game because it becomes a habit so that I always have (to open the game) at that time. However, I also open every 1-4 hours because every 1 hour, I can refresh (feature) the agency, then every 4 hours, I can upgrade items at the magic shop. I also often open (feature) posts, also follow (leave) comments, sometimes there are tips from other (players)” (Interview with Amel, January 23, 2021).

### High Self-Disclosure

Besides the repeated interaction, the users of the BTS World game do not hesitate to make high self-disclosure as a BTS World game player to their surrounding environment. Game players express their feelings both through the forum feature in BTS World and through their respective social media.

As explained in the introduction that this game offers as if one becomes a manager, the five informants once consciously expressed the pride felt as a BTS manager. This is done by sending posts on social media about the achievements in the game achieved and uploading if they have succeeded in reaching a higher level. However, due to the law regulated in the game that players are prohibited from uploading in-app content, then the five informants follow the rules.

“Yeah, I also often upload it when I have just completed one level or get a new card on my Twitter. However, if, for example, I successfully unlock the video or I get the message content, I did not upload it. I just showed it off to people who were close to me. Like at that time, I showed off when I was invited to watch a movie with Jimin, hahaha” (Interview with Tari, January 22, 2021).

### High Interdependence

BTS World game players also feel a high dependence on continuously accessing the BTS World game. This dependence is related to repeated interaction, in which when BTS World game players have to open the BTS World application every day by activating notifications from the game. Out of the five informants, all informants agreed that by accessing the game every day, they would get benefits and already considered the BTS World game as a daily routine

that could not be missed even though the game requires ample memory storage for its users. They do not hesitate to make additional transactions to get easiness for informants to play the game.

“I always save my pocket money for VIP member subscriptions, only 75 thousand a month, but I can get additional ammunition, even my level has quickly increased because I am a VIP member subscription” (Interview with Tari, January 22, 2021).

This shows the dependence felt by game users. Even the informants do not hesitate to save their expenses from facilitating their activities in playing the BTS World game. Besides that, other informants also support the statement regarding the high dependence in the BTS World game as follows:

“From the first time the game was released, it means it has been more than a year; I rarely skip the game, never even. I always open it every day. It is because every noon, there is a check-in reward which is very useful so that my account level goes up. Moreover, every two weeks, there are new events in the game, so I am not bored playing it” (Interview with Dinda, January 22, 2021).

Unlike Dinda, Sheila downloaded the BTS World application not on her cellphone but through her tablet. There are times when the informant has left the house for days without his tablet so that the informant does not have the chance to open the BTS World application.

“There was one time when I was camping. Because there is no signal on the mountain and it will be

heavy to bring an iPad, so I left it at home. I do not feel comfortable either because it is a habit, thinking it for two days I do not get (check-in) the reward “ (Interview with Sheila, January 22, 2021).

### **High Emotional Involvement**

Furthermore, there is high emotional involvement by users of the BTS World game. Various emotions occur when the user plays the game. These emotions are described as happy emotions generated when a user gets a new card, gets new content from the game in the form of videos, messages, and even received phone calls. Not only positive emotions, but users also feel annoyed when they have not succeeded in completing a mission or limited resources in the game. This shows that there is a high emotional involvement between BTS World game players.

“I have been successfully finished up Jungkook’s chapter in a day, and I was glad because I could unlock Jungkook’s exclusive video. I was thrilled, so I keep playing (the video). Seeing Jungkook taekwondo is very cool, and it was kind of a mood booster for me. Especially when I successfully unlock a video call with a member, it felt like I was that close to them” (Interview with Amel, January 23, 2021).

Besides happiness, informants often feel irritated emotions when they are playing the BTS World game.

“Yeah, sometimes it got irritated when I tried to complete one mission, but my card was not strong enough to finish the mission, even though the card I used was the highest (value). I wanted to draw a new card again, but my diamonds

lack, and I wanted to buy diamonds, but I did not have any money “(Interview with Devy, January 23, 2021).

The results of the findings, the following study explained that there are meanings of parasocial perceived by informants as BTS World players, the meaning of parasocial friendship, and the meaning of parasocial love as defined by Tukachinsky (2010).

### **Parasocial Friendship**

Parasocial friendship is described as a feeling of attraction with public figures, feeling the solidarity built, a trust formed, wanting two-way communication that leads to openness between the two. In this study, it can be understood that informants have a parasocial meaning of friendship with BTS members.

Personally, the informants feel that with repeated interaction, such as routinely opening applications, solidarity was formed between the informants and BTS members. Solidarity is also supported by the consistency of players in accessing the game at certain times so that players can get the benefit. Not only limited to game check-in time, but a meaning of solidarity is also built from the purchase of VIP features so that players can have more access than other users.

A feature that seems to put the game players on a video call is two-way communication, which the BTS World players wanted from the BTS members. Players' confidence is also formed from the availability of players in making transactions in the game. BTS World players do not hesitate to express their feelings in playing the BTS World game. The self-disclosure performed by the players shows the player's confidence in BTS. In-game features such as voice calls, video calls, text messaging, and status updates seem to show that the BTS

members and the players (described as BTS managers) have an open relationship. However, all the parasocial meanings received by the players only run one way because all the responses by BTS members are the settings of the game system itself.

The motive underlying ARMY to be BTS World players to the formation of parasocial is due to the solidarity feeling of ARMY to support all activities carried out by BTS, including launching games considered to entertain ARMY. Besides that, as an entertainment company that houses BTS, Big Hit is considered facilitating the parasocial felt by ARMY through the BTS World game.

### **Parasocial Love**

Unlike parasocial friendship, in parasocial love, there is a firm intention from BTS World players for the presence of BTS members, feeling a longing to be physically close, and there is an openness around to be accepted and noticed. In this study, it can be understood that informants have a meaning of parasocial love with BTS members.

Physical attraction towards BTS members leads to the firm intention of BTS World players for BTS members. The visual of each BTS member becomes a commodity to attract the loyalty of BTS World players. It can be seen from the content collection feature in the form of a new card displaying the photos of each BTS member. High emotional involvement shows the strong desire of BTS World players to be in parasocial relationships. Happy emotion is when successfully opening the latest content as if interact directly with BTS members, and irritated emotion is when can not complete the mission so they can not access the video call, voice call, and so on.

The habit of BTS World players causes a feeling of dependence. The

informants mentioned that they once left home without playing BTS World, then they felt uncomfortable. Based on the findings of the study above, it can be stated that ARMY as BTS World players have a meaningful relationship with BTS members, both parasocial friendship and parasocial love.

### Hyperreality

Hyperreality or pseudo-reality is a reality generated and the reproduction of objects with unreal object references (Dermartoto, 2009). The condition of reality creation outside the reality is called hyperreality (Wulandari & Luthfi, 2018). At the level of consciousness, simulation kills the people's consciousness in actual reality. The logic applied in the simulation has nothing to do with the logic of real reality. The consciousness formed by pseudo-reality is a consciousness of simulated form. In the simulation era, the meaning of the world is based on pseudo-reality in the form of images produced by various information media. After that, the definition of reality shifts to something that can be reproduced equally. An illusion is no longer a dream or a fantasy but an artificial illusion of reality itself. Information media has a role as a model for building values, self-image, and meaning in social life (Dermartoto, 2009). It is in accordance with the statement of the five informants that the informants felt as if the illusion was real, as explained below:

“Big Hit (the agency of BTS) is really good at making me hallucinated. I really feel very close to Bangtan, especially when they have a video call, send voice notes, duh” (Interview with Devy, January 23, 2021).

Through the informant data, according to the explanation from Dermartoto (2009), the existence of the

simulation process kills the consciousness of BTS World game players regarding the reality that there is only a parasocial relationship felt by BTS World game players. The players feel pseudo reality through the BTS World game. This reality is reproduced equally by application developers, even though the logic applied in the simulation in the BTS World game has nothing to do with the logic of reality actually happened. Logic in reality that places game players only as application users is shifted by the logic provided in the game, which is how game players place themselves as managers of BTS and have closeness with BTS members.

Baudrillard's focal point lies in the influence of technological advances in the process of reproducing objects in contemporary society, especially in Western culture by what they call simulation. The simulation generates a separate space known as the simulacrum space. Simulacrum space is a space containing pseudo realities (hyperreality). Baudrillard emphasized that the purpose of the simulation is to simulate the diffusion process of forming an object, an object based on an incorrect reference source (Dermartoto, 2009). Regarding the relationship between the simulation world and hyperreality, Baudrillard saw that in the real model, making an unreal thing becomes real through a simulation mechanism (Andreas, 2020).

Game with virtual simulation basis builds the implementation of simulacra and simulation concepts. The process of forming hyperreality illustrated in the BTS World game is the simulation performed by the game developer, which ensures the consciousness of BTS World players with real reality that everything that happened is only the settings of the game. The logic applied in the game has nothing to do with real reality. There is a fictional arrangement that the fate of BTS members depends on how the players

direct their game. Game players who have a role as manager of BTS have the right design their members, from the clothes that will be worn to the activities that will be done. Furthermore, through another alternative mode, the “Another Story” chapter, the game developer provides a simulation process to the players to enter the pseudo-reality if the BTS members are not K-Pop idols.

The findings explain that there are two meanings of hyperreality felt by informants as BTS World players, the meaning of pseudo-social interaction and the meaning to determine the life of a character.

### **Pseudo Social Interaction**

When discussing hyperreality, a person’s paralysis is not felt by a person, or there is a pseudo-reality. In the information conveyed by the informants, it was stated that the existence of the BTS World game makes players feel the interaction between them and BTS members through the facilities and content provided in the game. The video call and voice call contents seem to put the position of information in a two-way interaction with BTS members. The text messaging content with the answer choices makes the players do not feel one-way communication. The meaning created by BTS World game players is undoubtedly far from the actual logic that happened. The personalization set in the game makes players feel special, but the content is designed for millions of players.

### **The Control of Character Life**

The game contents that have been set in the game show the structural and systematic characteristics, but it is packaged as if players can determine BTS members’ lives as the character in the game. If faced with a situation, the players were provided an alternative

to determining the fate of the game characters, which are the BTS members. All alternative chosen by the players will lead how the BTS act in the future at the game.

This is a specialization created to build hyperreality in the BTS World game. The simulation process places as if the BTS World players can determine BTS members’ lives as a manager, but it actually has been set from the beginning by the developer. The life of BTS members, either in appearance, performance, or levels as an idol, is determined by the BTS World players that have a position as a manager.

In the K-Pop industry, fan service is often carried out by the entertainment agency, one of which is by giving extra detail to the game released to create the pseudo consciousness as if there is an interaction and life of idol set by the fans.

### **CONCLUSION**

To explain how parasocial relationships and the formation of hyperreality occur in BTS World gamers, researchers conducted a study on five BTS World gamers as informants. The following study answers the research question that parasocial relationships and the meaning of parasocial friendship and parasocial love and the formation of hyperreality lead to the meaning of pseudo-interaction and control of the character’s life.

The following research contributes novelty to enrich the study of parasocial relationship studies that are elaborated with the concept of hyperreality, where the majority in the study of celebrities are limited to parasocial relationships, have not been elaborated with the concept of hyperreality, so it can be explained that with the formation of parasocial relationships, it can not be separated from the existence of hyperreality. The findings in this study also explain that

parasocial relationships can be formed through online games. The lack of studies that discuss it, parasocial studies are widely discussed through social media or through entertainment media such as movies.

The researcher arranges a suggestion for the further researcher to conduct a study using other theories, such as the social construction of reality, to enrich the scientific knowledge of communication from different perspectives. Based on the emotional factors in a parasocial relationship, the researcher suggests that other game developers be able to involve the users' emotion as the main focus in developing a game application to create a loyal consumer behavior.

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## BBC Allegedly Used Leave Campaigners Ideology to Frame EU Referendum

<sup>1</sup>David Randy, <sup>2</sup>Denik Iswardani Witarti

Universitas Budi Luhur, Ciledug Raya, Petukangan Utara, Jakarta Selatan, Indonesia

E-mail: <sup>1</sup>1871600035@student.budiluhur.ac.id, <sup>2</sup>denik.iswardani@budiluhur.ac.id

**Abstract.** *The news broadcasted on the BBC Great Debate places issues related to the referendum into two categories: our party (United Kingdom) and their party (European Union). According to Edelman's news frame theory, BBC, through the BBC Great Debate program, creates specific perspectives by using particular words that influence the way audiences understand reality. This study explores the impact of the BBC ideology on frames of the EU referendum broadcasted on the BBC Great Debate and the changes in the Brits' political attitudes. This research's paradigm is constructivism with a qualitative approach, and the analytical method used is Edelman's frame analysis model. Based on the findings, despite numerous criticisms expressed by leading UK academics regarding BBC's alignments with Leave campaigners in the first three months of the campaign, BBC continued to frame biased stories. The news packages broadcasted by the BBC were potentially designed to influence the Brits' political decision, turning their vote from remain to leave the EU. However, a specific survey on the voters should be conducted to profoundly examine whether the BBC Great Debate had significantly changed their political decisions.*

**Keywords:** *BBC, EU Referendum, Frame Analysis.*

### INTRODUCTION

Based on Nielsen Media Research cited by The New York Times, the duration of watching television has increased significantly every year (Biagi, 2016). It is known that some people spend more extended time watching TV than communicating with others. These statistics support the results of research related to the psychological closeness of audiences to television programs. The increase in the average viewing duration each year allows TV stations to influence audiences significantly.

Little argues that the wider the audience access to television, the greater the opportunity for mass media to influence the audiences' opinion and perspective (Little, 2016). According

to Edelman, "what we know about the nature of the social world depends upon how we frame and interpret the cues we receive about the world (Eriyanto, 2012)." In other words, communicators construct reality and direct the audience's perspective by using specific words to influence how the public understands a fact or reality. The information conveyed by the mass media is the media frame for a reality. Mass media has an ideology that acts as the primary yardstick in framing a reality. According to Eriyanto (ibid), the behaviour and news produced by journalists are within mutually agreed-upon values. When viewed with Edelman's theory, the BBC, as a mass media, selects certain realities and constructs them through categorisations

to understand them more easily. BBC ideology serves as a guide in selecting and constructing a reality.

In the first quarter of 2016, leading academics from various institutions in the United Kingdom conducted 79 studies related to the EU referendum, 21 of which were directly related to the mass media's role. Ten out of those 21 studies criticised that the BBC news covers on the EU referendum favored the Leave campaign. Deacon et al. measures the independence of the BBC group, ITV group, and Sky Newsgroup with three variables: balance of direction, the balance of time, and balance of issues (Deacon, Downey, Stanyer, & Wring, 2017). As a result, the Leave campaign received a share of 60% of all journalistic works related to the EU referendum in the first quarter of 2016, while only 40% for the Remain campaign. When the scale is narrowed down to three main issues: economy, immigration, and the UK's position globally, the Leave campaign got a more significant portion, namely 80% (Jackson, Thorsen, & Wring, 2016).

The BBC Great Debate is a special program broadcasted live from Wembley Stadium on BBC One, BBC News, BBC Parliament, BBC World News, BBC iPlayer application, the BBC official page, and the BBC's social media. The program was aired two days before the referendum, 20/06/2016. The 120-minute program was divided into eight segments. The BBC begins each segment of the debate by showing a news package related to the issue. In the news package, BBC emphasised two categories: our side (UK) and their side (EU). When viewed with Edelman's news frame theory, BBC is assumed to create particular perspectives using certain words that affect how audiences understand reality through the Great Debate program.

### **Media Ideology**

Silverblatt, Ferry, and Finan stated that ideology refers to the system of beliefs or ideas that help determine the thinking and behaviour of a culture (Silverblatt, Ferry, & Finan, 2015). Williams argued that ideology might involve a more general way of seeing the world, human nature, and relationships (Silverblatt, Ferry, & Finan, *ibid*). According to Eriyanto (2012), ideology could propose a political marker or meaning. He argued that how a person sees events with particular glasses and views is an ideology in a broad sense. Hartley in Eriyanto (*ibid*) views news narratives as supposing two sides displayed by the media. The media is always considered to present two-sided figures to be contrasted between the two. According to Hartley, the way to see the media's ideology is by analysing the politics of marking carried out by the media, such as which sides are highlighted and where the media place themselves.

Denzau & North defines ideology as the shared framework of mental models that groups of individuals possess that provide an interpretation of the environment and a prescription regarding how that environment should be structured (Lu, Chu, & Shen, 2016). There is an active role of ideologies on political communication, and the reality that media directed with this ideology affects the masses (Çakmak, 2018). Thus, the media ideology is a set of agreed values that becomes the benchmark for journalists of a producing-news media. Media ideologies do not always coincide with the values that society agrees with. The media's view of the world and the nature and relationships of people can construct public understanding and create false awareness.

### **Media Construction of Reality**

Berger and Luckmann argue that mass media's social construction is on

the rapid and extensive circulation of information so that social construction takes place very quickly and should be equitable (Taufik & Suhaeri, 2020). They believe that the constructed reality also forms mass opinion causing the audience to tend to be a priori and cynical at the mass opinions. According to Couldry and Hepp, daily reality is a form of institutional communication practices that dominate the social world (Couldry & Hepp, 2018). Hence, daily reality comes from the dominant group's reality construction widely disseminated by the mass media, which generally dominates the social world.

Yan formulates two fundamental processes related to the construction of media towards social reality (Yan, 2020). First, selecting news through a gatekeeping process is based on its value. Second, defining and constructing the issues that have been selected. Based on those explanations, the social world is a result of a construction formed by humans. Mass media has a significant influence in constructing a widely disseminated reality to dominate the social world. Often, media-constructed reality becomes a reality consumed by the public daily. The media-constructed reality can have a significant impact on audiences. Those with low media literacy tend to be more exposed to constructed realities. In the end, according to Yodiansyah, they can be more easily misled by misinformation, fake news, or even hoaxes (Fardiah, Rinawati, Darmawan, Abdul, & Lucky, 2020). Thus, the media construction of reality can be studied by observing the entity of a media discourse and delivering that entity to the public.

### **Theories of Media Frame**

News is a window to the world. Through the news, we can find out what is happening in other parts of the world (Tuchman & Tuchman, 1978). As is

the case with windows, not everything behind the frame can be seen. There is a limitation of view, and some things can only be seen clearly from a certain point of view. Kriyantono argues that the mass media frame influences public perception on who must take responsibility for each issue (Prastya & Dewi, 2020). Edelman defined framing as categorisation, directing particular perspectives by using certain words that also indicate how facts or reality are understood (Edelman, 1993).

According to Eriyanto (2012), "categorisation in Edelman's view is an abstraction and function of thought. Categories help humans understand the diverse and irregular reality into a meaningful reality." Eriyanto (ibid) argues that categorisation is a significant force in influencing public minds and awareness. According to him, this is because categorisation can be more touching, more competitive, and more in touch with the subconscious. The majority of audiences do not realise that a particular perspective and mindset have dictated the realm of mind and consciousness not to think in other dimensions. Edelman in Eriyanto (ibid) explained, "often the media's categorisations are wrong or deceive the public."

Edelman explains politics as a game of symbols that aims to influence public opinion. Audiences are invited to think with words and symbols designed to win public support. The media agenda reflects the political attitudes of the media that can direct views and shape public understanding of an issue. The questions raised by the sources also aim to direct public opinion in a specific direction. Thus, categorisation can be interpreted as a simplification of complex reality to be understood by emphasising one side or dimension and putting aside other sides or dimensions. Categorisation is a tool for how reality is understood and present

TABLE 1. Edelman’s News Frame Analysis Model

Frame	
It contains media-constructed reality about an issue based on comparing our and their parties and the alternative reality found (if any).	
Our Party	Their Party
It contains media statements or views indicating its position and/ affiliation regarding the issue.	It contains media descriptions about the opposite parties and/ those whom they think are responsible for the issue.
Alternative reality	
It contains categorisations that are technically part of one party but are excluded, thus creating a new reality about a category.	

Source: (Randy & Vera, 2020).

in the minds of the public. Alternative reality can change the meaning. Changes are not determined or caused by changes in reality or events. Instead, it displays the media’s abstraction of thoughts regarding how reality is to be understood.

**METHOD**

Eriyanto (2012) explains that when the news is constructed, not only events are described in a particular ideological map, but the audience is also placed on a particular ideological map. According to Hall in Eriyanto (ibid), “the work process of creating and producing news is not something neutral, but there is an ideological bias practised by journalists consciously or not.” Sobur believes that framing analysis is used to examine how media’s ideology constructs the facts (Satriani, 2018). Pan and Kosicki in Satriani (ibid) define framing analysis as an approach that is used to analyse news discourse, especially dealing with the creation and bargain of the public discourse related to public policy issues.

Yin explains, “unit analysis is a component that is fundamentally related to the problem of determining what is meant by a case in the research concerned (Yin, 2013).” According to Chambliss and Schutt, unit analysis is the things and the behaviours that researchers wanted to study and understand (Chambliss & Schutt, 2018). Regarding that, the paradigm of

this research is constructivism, with a qualitative approach. This study explores the ideology used by BBC in constructing the reality of the EU Referendum. To identify the ideology, the author purposefully examined all three news package samples broadcasted on the BBC Great Debate using Edelman’s news frame analysis model. All three samples were selected because they contributed significantly to figuring out the media ideology. Edelman model was chosen because its main objective is to examine the news frame and identify the media ideology or its political alignment.

**RESULT AND DISCUSSION**

**Sample 1**

Title: United Kingdom’s Economy  
 Date of publication: Monday, 20 June 2016  
 Duration: 1 minute 30 seconds

According to the BBC editorial team, the value of UK exports was £ 223 billion to EU countries and £ 288 billion to non-EU countries (minute 00:10-00:27). In the meantime, the value of imports from the EU is £ 291 billion, which means the EU’s trade deficit is worth £ 68 billion (minute 00:28-00:38). Based on the news package, the trade deficit was caused by the absence of buying and selling tariffs between the UK and the EU (minute 00:40-00:50). Supporters of the Leave



FIGURE 1. UK's Trade Deficit

campaign will impose tariffs on the EU after Brexit.

The producers quoted the Leave campaigner, who stated that the single market requires all EU members to apply the goods and services' rules and standards regulated by the EU Court of Justice (minute 00:52-01:03). The producers also quoted the Remain campaigner, who stated that the single market is good for local companies and provides job security (minute 01:04-01:12). They again quoted the Leave campaigner, which considered the single market binding local companies required to follow EU regulations, including those

that are unnecessary according to Leave campaigner (minute 01:13-01:22).

From this news package, it is known that the BBC producers constructed public opinion regarding UK membership in the EU, which is considered not to provide economic benefits, but only losses in the trade sector. The UK government cannot impose export tariffs on EU countries. Local companies must follow the EU Court of Justice's rules and standards, whose board is not directly elected by UK citizens. As a result, many of the regulations and standards that applied were deemed unnecessary and / incompatible with UK economic

TABLE 2. Results of News 1 Analysis

Frame	
UK membership in the EU provides no economic benefit but a trade deficit.	
Our Party	Their Party
<ul style="list-style-type: none"> <li>a. UK;</li> <li>b. Leave campaigners;</li> <li>c. The single market creates a trade deficit of £ 68 billion against the EU;</li> <li>d. Will apply trade tariffs with the EU after Brexit;</li> <li>e. Will apply trade tariffs with the EU after Brexit;</li> <li>f. The EU Court of Justice sets regulations on goods and services that local companies need to follow;</li> <li>g. The single market binds local companies to follow unnecessary regulations</li> </ul>	<ul style="list-style-type: none"> <li>a. It EU;</li> <li>b. Remain campaigners;</li> <li>c. A single market for both companies and jobs.</li> </ul>

conditions.

Based on the findings above, the BBC producers have emphasised the EU's shortcomings by not showing the benefits of UK membership status in the EU. Thus, the BBC had constructed a framework in support of the Leave campaign. In terms of time balance, the Leave campaign got a longer duration than the Remain campaign. There are four statements quoted from the Leave campaigner and one statement quoted from the Remain campaigner, so the issue ratio is 4:1.

### Sample 2

Title: United Kingdom-European Union Immigration

Date of publication: Monday, 20 June 2016

Duration: 1 minute 40 seconds

According to BBC's infographic, in 2015, there were 508 million EU citizens who have the right to live and work in EU member countries (minute 00:03-00:06). In the data displayed, that year alone, there were 372 thousand people who migrated to the UK, 184 thousand of them were EU residents, and the rest 188 thousand came from other countries (minute 00:20-00:27). In the data shown,

up to the first quartal of 2016, 3 million EU residents live in the UK, and only 1.2 million UK residents live in the EU (minute 00:34-00:45). Based on the news package, since the UK is not a Schengen member, everyone who comes must show a passport, and UK immigration can reject those considered dangerous (minute 00:46-00:57). In 2015, as many as 2,165 EU passport holders were refused entry to the UK (minute 00:59-01:03).

The BBC stated that five countries had been accepted as candidates for new membership by the EU: Albania, Montenegro, Macedonia, Serbia, and Turkey (minute 01:03-01:10). However, current EU members have veto power (minute 01:12-01:16). According to the Leave campaigner quoted by the BBC, UK membership in the EU made the country lose control over borders and immigration rates (minute 01:17-01:24). Meanwhile, according to the Remain campaigner cited by the BBC, EU migrant workers positively impact the UK economy (minute 01:25-01:29). This news package indicated that the BBC tried to construct public opinion regarding UK membership in the EU, which is considered not to favour immigration figures. It is rather confiscating government control over national borders. The number of EU

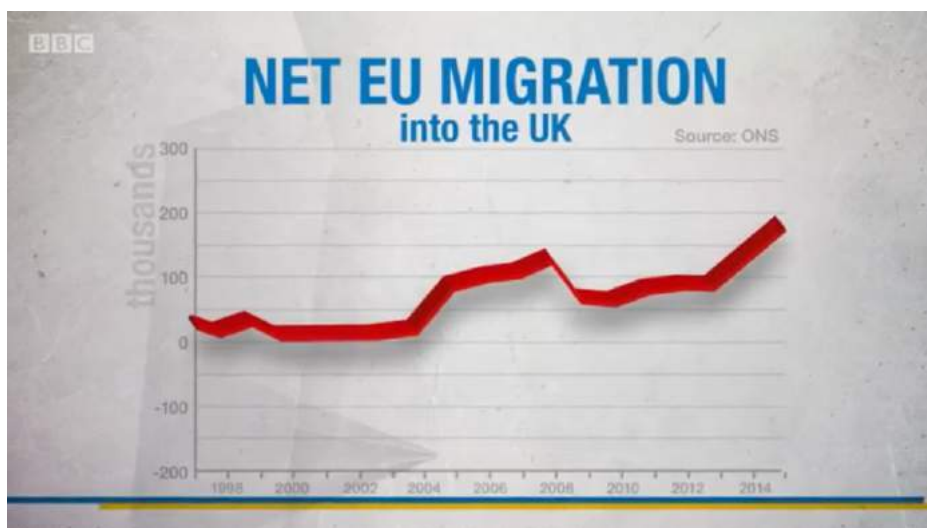


FIGURE 2: EU Migration into the UK

TABLE 3. Results of News 2 Analysis

Frame	
UK membership in the EU put us (Briton) out of control over national borders and immigration rates.	
Our Party	Their Party
<ul style="list-style-type: none"> <li>a. UK;</li> <li>b. Leave campaigners;</li> <li>c. Freedom of movement increases immigration rates in the UK;</li> <li>d. The joining of several new member states to the EU during the 2000s increased immigration rates in the EU and UK;</li> <li>e. Five countries have been approved to become candidates for the new EU membership</li> </ul>	<ul style="list-style-type: none"> <li>a. EU;</li> <li>b. Remain campaigners;</li> <li>c. Workers from the EU are suitable for the UK economy.</li> </ul>

residents living in the UK was 3 million people. It is bigger than the total UK population living in the EU, which was 1.2 million in 2016.

In this news package, the BBC emphasised the negative impact on UK membership in the EU. The producers also seem to pressure the public with fear that there will be five new EU members, which will increase immigration rates in the UK. Thus, the editorial team constructed public opinion to support the Leave campaign. The editorial team also gave less duration for statements supporting the Remain campaigner. Regarding the issues' balance, the BBC published three statements favouring the Leave campaign and one statement for the Remain campaign. Thus, the issue composition for the Leave and Remain

campaign is 3:1.

**Sample 3**

Title: United Kingdom's Position in the World

Date of publication: Monday, 20 June 2016

Duration: 1 minute 38 seconds

The BBC explained that the UK joined the European Economic Community in 1973 (minute 00:15-00:22). The UK stayed a member based on the 1975 referendum results, in which 67% of the population supported the membership (minute 00:23-00:32). According to the BBC editorial team, the EU was formed in 1993 as a political and economic union (minute 00:33-00:47). It introduced a one currency program that



FIGURE 3: Future of European Union



TABLE 4. Results of News 3 Analysis

Frame	
UK membership in the EU put us (Briton) out of control over national borders and immigration rates.	
Our Party	Their Party
<ul style="list-style-type: none"> <li>a. UK;</li> <li>b. Leave campaigners; The 1975 referendum results supported UK membership in the EEC, the European Economic Community;</li> <li>c. EEC is only an economic community; the EU today is an economic and political union;</li> <li>d. Five candidate countries will join the EU; Senior EU leaders will create EU soldiers and intelligence agency;</li> <li>e. The EU plans to form a superstate, where member countries will merge into one big country.</li> </ul>	<ul style="list-style-type: none"> <li>a. EU;</li> <li>b. Remain campaigners;</li> <li>c. The UK refused to adopt the one currency program;</li> <li>d. EU members currently have a veto on new country membership;</li> <li>e. The UK can choose not to follow policies that are incompatible with national politics at a later date.</li> </ul>

the UK did not adopt (minute 00:46-00:56). According to BBC, in 2004, many new countries joined the EU, which has now reached 28 countries (minute 00:57-01:02). There are currently five countries that can become new EU members if they meet the criteria (minute 01:02-01:06). However, current EU members have veto power to determine whether these countries can join the EU (minute 01:07-01:10).

The BBC editorial team reported that senior EU leaders discussed the EU army and intelligence agencies' formation (minute 01:11-01:17). According to Leave campaigner, the EU is currently aiming to establish a superstate (minute 01:18-01:24). Meanwhile, according to Remain campaigner, the UK government can choose not to participate in integration in the future (minute 01:25-01:28). Based on this news package, the BBC intended to construct public opinion regarding UK membership in the EU, which is considered no benefit to the UK's position in the world. In 1975 UK residents supported UK membership in the EEC because the EEC is an economic community. Meanwhile, the current EU policy objective includes politics.

In this news, the BBC is more concerned about the EU army and

intelligence agency formation issues. The editorial team also quoted a statement from the Leave campaigner regarding forming an EU superstate that would later merge member countries into one large country. Like the two previous news stories, the editorial team intended to direct public opinion to support the Leave campaign. The duration associated with material favourable to the Leave campaign is longer than the Remain campaign. The editorial team mentioned five issues that benefit the Leave campaigner and three issues that benefit the Remain campaigner, so the ratio of issues is 5:3.

## DISCUSSION

In Jackson, Thorsen, and Wring (2016), the research conducted by Dr David Levy from the University of Oxford, Dr Billur Aslan from the University of London, and Diego Bironzo, the Director of PRIME Research UK, as well as Prof. David Deacon et al. from the Loughborough University communication and cultural research centre, found the alignment of the mainstream media, such as the BBC group, ITV group, and Sky News Group regarding the coverage of EU referendum. Based on the results, academics have criticised mainstream media for the bias

TABLE 5. News Frames Comparison

Elements	Sample 1	Sample 2	Sample 3
Frame	UK membership in the EU provides no economic benefit but a trade deficit	UK membership in the EU put us (Briton) out of control over national borders and immigration rates.	The plan to form the EU superstate threatens the sovereignty of the UK government.
Our Party	<ul style="list-style-type: none"> <li>a. UK;</li> <li>b. Leave campaigners;</li> <li>c. The single market creates a trade deficit of £ 68 billion against the EU;</li> <li>d. Will apply trade tariffs with the EU after Brexit;</li> <li>e. The EU Court of Justice sets regulations on goods and services that local companies need to follow;</li> <li>f. The single market binds local companies to follow unnecessary regulations.</li> </ul>	<ul style="list-style-type: none"> <li>a. UK;</li> <li>b. Leave campaigners;</li> <li>c. Freedom of movement increases immigration rates in the UK;</li> <li>d. The joining of several new member states to the EU during the 2000s increased immigration rates in the EU and UK;</li> <li>e. Five countries have been approved to become candidates for the new EU membership</li> </ul>	<ul style="list-style-type: none"> <li>a. UK;</li> <li>b. Leave campaigners;</li> <li>c. The 1975 referendum results supported UK membership in the EEC, the European Economic Community;</li> <li>c. EEC is only an economic community; the EU today is an economic and political union;</li> <li>d. Five candidate countries will join the EU; Senior EU leaders will create EU soldiers and intelligence agency;</li> <li>e. The EU plans to form a superstate, where member countries will merge into one big country.</li> </ul>
Their Party	<ul style="list-style-type: none"> <li>a. EU;</li> <li>b. Remain campaigners;</li> <li>c. A single market for both companies and jobs.</li> </ul>	<ul style="list-style-type: none"> <li>a. EU;</li> <li>b. Remain campaigners;</li> <li>c. Workers from the EU are suitable for the UK economy</li> </ul>	<ul style="list-style-type: none"> <li>a. EU;</li> <li>b. Remain campaigners;</li> <li>c. The UK refused to adopt the one currency program;</li> <li>d. EU members currently have a veto on new country membership;</li> <li>e. The UK can choose not to follow policies that are incompatible with national politics at a later date.</li> </ul>

news stories they broadcasted during the first three months of the campaign period. Despite the criticisms from leading academicians three months before the broadcast, the BBC allegedly still produced and distributed bias news stories two days before voting.

The closeness of the BBC's leadership board, Sir David Cecil

Clementi, with one of the companies supporting the Leave campaign, Rio Tinto Group, could indicate the influence of eurosceptic in framing news related to the EU referendum. Eurosceptic is an ideology that opposes the European Union and encourages its country to withdraw from the European Union (Stojić, 2018). Based on news stories broadcasted on

the BBC Great Debate (20/06/2016), the BBC emphasised the reality regarding UK membership in the EU by dividing public opinion between our and their parties. The BBC positioned themselves on our party and indicated directing public opinion to vote for Leave, giving the Leave campaigners more duration on marking more issues than the Remain campaigners, with a ratio of 12 issues for the Leave and 5 for the Remain. Thus, the average issue ratio in percentage was 70.6% for the Leave campaigners and 29.4% for the Remain campaigners. This finding has shown that the BBC was highly biased and in favour of the Leave campaign.

Eriyanto (2012) argues that when the news is constructed, not only reality is described in a particular ideological map, but the audiences are also directed to understand things in particular ways. Hall in Eriyanto (2012) explains, “the work process of creating and producing news is not something neutral, but there is an ideological bias which is practised by journalists consciously or unconsciously.” Based on Hall’s argument, in the context of the news stories broadcasted the BBC Great Debate, BBC producers are assumed to side with the Leave Campaigners on narrating the news stories related to the referendum. The BBC has played a role as a conspiracy agent that hid and/or presented specific desired facts and knowingly tricked the audience for the Leave campaigners’ benefit.

According to Edelman in Eriyanto (ibid), categorisation has great power in influencing public minds and awareness. It is because categorisation can be more touching, flexible, and in touch with the subconscious. The majority of audiences do not realise that the realm of mind and consciousness has been dictated by a particular point of view or perspective and mindset so that they do not think in other dimensions (Eriyanto, 2012). Edelman

argues that often, the categorisations used by the media are wrong or deceive the public. Through the news packages broadcasted on the BBC Great Debate and the referendum’s outcome, it is proven that political decisions are affected by the system (Buchanan, 2019). In this case, the BBC played a role as a political agent that created a system to influence the public’s mind and awareness about their choice regarding the UK’s membership in the EU.

Quoting from the (BBC, n.d.) page, BBC World News is available in more than 200 countries and territories worldwide, with around 300 million households and 1.8 million hotel rooms. In the 2016/2017 period, the BBC claimed that the BBC’s total weekly viewership increased by 8% to 346 million audiences worldwide. The BBC’s Great Debate program, which aired on 20 June 2016, was broadcast live on the channel; BBC One, BBC News, BBC Parliament, BBC World News, the BBC iPlayer application, the official [bbc.co.uk](http://bbc.co.uk) page, and the BBC’s official social media accounts. As reported by The Guardian (23/6/2018), the BBC Great Debate program was watched by 12,000 viewers at Wembley Stadium, 3.9 million viewers on BBC One, 1.5 million viewers on BBC News, 1.6 million viewers on BBC World News, and 5.7 million viewers on BBC iPlayer as well as social media (Sparrow & Phipps, 2016). Thus, the BBC Great Debate program was watched live by more than 12.7 million people through various channels.

As reported by Office for National Statistics, the total population in the Kingdom of Great Britain’s territory reached more than 66 million (66,040,229) people in June 2017, up nearly 400 thousand (392,000) people compared to the same period in 2016. It means that the BBC Great Debate program was watched by more than 1/5 of the UK’s total population. Based on

the polling report, there were 354 polls conducted by six institutions in the UK between January and June 2016. A total of 226 (63.84%) polls reported that most of the public voted for the UK to remain in the EU. Only 117 polls (33,05%) said that most of the Britons voted to leave the EU. Another 11 polls (3.11%) showed comparable results. The majority of politicians at the time believed that the referendum result would propose the country to remain a member of the EU.

The referendum's result showing that the majority of Britons chose to leave the EU shocked all parties. This study showed that the news stories on the BBC's Great Debate program favored the Leave campaigners and cornered the Remain campaigners. It also potentially had significant success in directing the UK's public opinion. The categorisations designed by the BBC have had touched the audience's subconscious and succeeded in changing their political choices.

Today, the referendum's impacts can still be seen daily. Scotland and Northern Ireland's politicians threatened to hold a referendum on their political relationships with the UK after Brexit. Several comedians and celebrities from Scotland and Northern Ireland, such as Larry Dean and Fern Brady, often identified themselves as EU citizens instead of British. Anti-immigrant anarchist actions are also increasingly reported on UK television, meaning that the EU referendum results that tend to be influenced by BBC frames had led to new conflicts and symptoms of more considerable changes in the UK's social life.

After almost five years since the announcement of the 2016 EU referendum results, the UK has officially exited the EU on 31 January 2021. However, the UK government failed to impose the trade tariffs. Starting 2021, British travellers need a visa to stay in the

EU countries longer than 90 days within 180 days period. Also, both British and European professionals will not be able to work freely across borders. Many unsettled deals are still under discussion. As predicted by many experts, Brexit does not seem to give many benefits as initially promised by Leave campaigners. As stated in his official resignation speech, former British prime minister David Cameron said he strongly believe that UK would be best to stand with the EU.

## CONCLUSION

The BBC Great Debate program was watched live through various channels by more than 12.7 million people or more than 1/5 of the UK's population. Thus, the BBC's frames on the EU referendum had potentially impacted the British public's political decision. The proximity of the BBC's board of directors to companies supporting the Leave campaign could influence the producers' ideology in framing news about the EU referendum. This study validated Thaler's argument that political decisions are affected by the system. As we already discussed above that ideology is a system of beliefs. Mass media has its ideology. They also have the power and capabilities to inject their beliefs into the public.

Despite the numerous criticisms expressed by leading UK academics regarding the BBC Group's alignments with the Leave campaigners in the first three months of the campaign, BBC continued to frame biased stories. Through the news packages broadcasted on the BBC Great Debate, BBC designed a system to construct public opinion by positioning themselves as our party (us) and placing the EU and the Remain campaigners as their party (them). This study has also shown that the BBC had mainly directed public opinion favouring the Leave campaign. The editorial team

had proven to provide a longer duration for Leave campaigners to make statements or explain their argumentations. Meanwhile, the Remain campaigners could only make or explain five statements or arguments.

Based on these findings, it can be seen that the BBC has an ideology that tends to align with the Leave campaign. The news stories broadcasted by the BBC, especially on the BBC Great Debate, potentially designed to influence the Brits' political decision, turning their vote from remain to leave the EU. However, a specific survey on the voters should be conducted to profoundly examine whether or not the BBC Great Debate had significantly changed voters' political decisions. Despite all that, as public-funded media that reach more than 300 million audiences worldwide weekly, the BBC should frame realities more objectively. So that the reality conveyed is not only informative but also educative and somehow provides a more precise understanding for the public. To become a more credible news television, the BBC needs to be more neutral, not explicitly showing its siding with any groups or parties. BBC journalists are also expected to be more open to the public's and academics' criticisms instead of ignoring them and doing the exact opposite.

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