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Representation of Fat Women in Wolipop.detik.com and Liputan6.com:
A Sara Mill's Analysis Perspective
Rissa Amanda

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Foucaultian Approach and Cyber-Media Research

¹Poppy Febriana, ²Ratih Puspa

¹Doctoral Student in Social Science, Airlangga University, Jl. Airlangga 4-6, Surabaya

²Faculty of Social and Political Sciences, Airlangga University, Jl. Airlangga 4-6, Surabaya

E-mail: ¹poppyfebriana@umsida.ac.id, ²ratih.puspa@fisip.unair.ac.id.

Abstract: *The availability of cybermedia offers many options that vary for discovering and consuming information similar to the ability to generate it. Cybermedia has also given rise to new methods for people to interact and build relationships in society, posing problems for researchers in the communication study field, particularly in dissecting new kinds of multi-modal communication. The research objective is to learn more about how Michel Foucault's discourse analysis applies to the cybermedia discourse. The findings of this study show that Foucault's notions, as found in "The Birth of the Clinic", "The Archeology of Knowledge", and "Technology of the Self", are still relevant in addressing the difficulties of cybermedia research. The Foucaultian approach to social media focuses on sharing processes, which are the foundation of social media. Another aspect of Foucault's media philosophy is "constant awareness and visibility."*

Keywords: *cybermedia, Foucault, new media*

INTRODUCTION

Seeing the diversity of media nowadays, as McNamus described in Severin & Tankard (2014), there has been a transition from media scarcity to the abundance of media. It doesn't end there. The technique of conveying messages through the media also experiences a significant change, with the media becoming interactive and the audience being more than just an object exposed to the media, but an active participant (Rulli, 2014). The rise of cyber media, or network media, is one of the hallmarks of this new medium. This inter-network link through a computer or the internet gives alternatives for discovering and consuming information as good as the ability to create it.

Mark Deuze analyzes in his book *Media Work* (2007) how developments in technology, culture, and society have influenced the lives and professional

identities of media producers in advertising, journalism, cinema, television, and other fields. Deuze focuses on how individuals in the business are responding to the growing need for cross-media innovation, as well as how media audiences have evolved from passive (consumers) to active (producers) viewers (producers).

Cybermedia has created a new method of interacting, forming connections, participating in activities, and performing tasks in society (Putri & Hamdan, 2017). This new perspective alters people's perceptions of objects in their everyday lives, as good as text conversation, social interaction, and even the nature of language (Jones, Rodney H.; Chik, Alice; Hafner, Christoph A., 2015). The presence of the internet and the virtual world in it, according to Yasraf in Yanti (2015), will have an impact on three levels: individual, inter-individual,

and community. Cyber media will alter one's perception of identity on a personal basis. Cyber media will establish virtual social interactions between individuals, while the internet can build an imagined community that is a model of a democratic and open society at the community level (Stephani et al., 2021).

Of course, this development becomes a new challenge in completing studies in the communication study field, especially in dissecting new forms of multimodal-based communication (Yanti Dwi, 2015). Unlike conventional forms of communication, which use only one medium to communicate. For example, in face-to-face communication. The conversation is carried out directly without media intermediaries. Thus, the analysis focused on the delivered text and the captured body language. Another example is communication with conventional media in newspapers or magazines. The research focused on texts produced using semiotic methods, content analysis, or discourse analysis.

As a result of this phenomenon, discourse wars in cyberspace have dynamics that are not evident in traditional media. As a result of this background, the researchers were interested in looking into social media as a type of cybermedia. From Michel Foucault's discourse analysis, the point of view utilized is how a conversation in cybermedia.

METHOD

Michel Foucault's discourse analysis was chosen because there are still not many theses, theses, and dissertations that specifically discuss Foucault's works to read discourse in cyber media.

Regarding the discussion of cyber media, the author will relate some of Foucault's works, including *The Birth of The Clinic*, *The Archeology of Knowledge*, and *Technology of The Self*.

The Birth of the Clinic is a book

by Foucault examines the history of medicine, medicine, and sickness. Foucault employs two criteria in his depiction of medical history, namely "appearance" and "language." The term "gaze" alludes to Foucault's description of physicians' activities when they see sickness in a patient, in which the patient's body becomes the subject of medical inspection and study. The illness is discovered thanks to this doctor's sight.

The discussion begins with how Foucault sees the meaning of a healthy and sick body. How then can a doctor go through an examination carried out on labeling those who come and be examined with the labels "healthy body" and "sick body"

Foucault explains that many things then happen to reconstitute humans and the human body. It is into a network of understanding and specifications, later built, separated, broken down, operated, understood, and taught. And all this happens between the realm of 'gaze' and 'language'. New alliances are formed between words and things, enabling people to see and say (Foucault, 2003).

Meanwhile, in *The Archeology of Knowledge* (1969), Foucault wants to take a deeper look at the processes that occur in the formation of history. Foucault sees that there is a shift in the meaning of history. From a progressive, linear story written by historians, to endless micro-stories, each with its own story.

Foucault (2002) realizes that there is no law of regularity in tracing a history. Foucault calls this the "rules of formation," which broadly sees that the existence of history can appear in various forms: existence, coexistence, maintenance, modifications, and disappearance.

In another of his works, *Technology of the Self* (Martin et al., 1988), the main point that the author wishes to discuss is Foucault's concept of "subjectivation." In *The History of Sexuality* (Foucault, 1978),

Foucault develops his understanding of the constitution of the self as a subject and the dynamics involved in that elaboration. Then, in *The Use of Pleasure* (1988), Foucault introduced the concept of "subjectivation" to define the four dimensions in establishing the self as a subject, namely (a) The ethical substance or part of the self-concerned with moral behavior (e.g., feelings, intentions, or desire); (b) Modes of submission in which people are invited or instigated to acknowledge their moral obligations (such as divine law, natural law, or rational order); (c) Self-formation activities are carried out on the self to change it; and (d) Human figure that is aspired to when we behave morally (e.g.: free, immortal, or self-controlled).

For Foucault, the idiosyncratic mechanism of self-constitution (i.e., subjectivation) is what he calls self-technology. These are the procedures and practices present in all civilizations in various forms, through which individuals form, develop and maintain a single identity with a specific purpose (Foucault, 1984). According to Foucault (1988), self-technology allows individuals to perform in their way or with the help of others some operations on their body and soul, mind, behavior, and way of life, to change themselves to achieve certain conditions of happiness, purity, wisdom, perfection, or immortality.

RESULTS AND DISCUSSION

From a Foucaultian perspective, social media is more than just a "vehicle" for exchanging information but social media is also a "vehicle" for identity formation. It is inseparable from the ability of the internet to distribute content globally and instantly. Through social media, people will consciously build their identities into whatever figures they want (Hartley et al., 2013).

The Foucaultian approach to

social media focuses on mechanisms that are essentially about sharing. The foundation of social media is sharing. Content sharing, on the other hand, is more than just an information exchange. The majority of the time, when someone posts anything on social media sites, they do so openly, in front of their followers. As Don Juan and J.L. Austin (2003) point out, sharing is a sort of performance in that it is a performance to do something in the world. This performative component of sharing will shape the logic and experience of the activity.

When someone publishes material on social media, there is an element of self-reflection. They are motivated to provide their finest performance, like a stage performer who is aware that his performance is being monitored by the audience. It is similar to social media users who purposefully choose and frame material to please or impress people in their network. Later, they were referred to as the followers. As a result of this desire, the phenomena of the edited self, as defined by Marwick, emerges. People might use social media to deliberately create their identities based on the idea that the body has autonomy and is always changing (The Sage Handbook of Social Media, 2017).

The panopticon, which Foucault built from Jeremy Bethams' ideal jail model, is one of the most intriguing aspects of Foucault's ideas on the emergence of social media. According to Betham's design, the panopticon is a circular cell layout with a guard tower in the centre. The presence of this tower can be seen from behind the bars of the cell at any time, making them feel constantly monitored even though they have no means of knowing whether they are being observed by the guard or not.

In Foucault's view, the panopticon took on the function of holding prisoners accountable and bringing their behavior

into order. The feeling of being watched at all times makes them behave in an orderly manner under the provisions imposed in prison. The main effect of the panopticon, according to Foucault, is to cause permanent awareness and visibility that can ensure the functioning of a power (Jenks, 2003).

What social media delivers in terms of media is what Foucault refers to as "permanent awareness and visibility." We have become subject to a virtual panopticon by freely discussing our actions on social media. The people who observe the behavior we share have a direct impact on surveillance.

If the picture of guards and captives in the panopticon is an analogy, then we are the guards and prisoners who monitor and evaluate each other for the things they and we share.

With the analogy of the panopticon, Foucault provides a tool to examine the appeared discourse on social media, how the mechanism of supervision, the role-play of supervisors and prisoners flows on social media. Who is in control of a conversation on social media? How does someone then do "edited self" as an adjustment form to make the information they share to get more praise, likes, shares, etc. Another method of examining social media from Foucault's perspective is to look at the discourse on social media to see how new patterns that were previously not by societal standards appear and are accepted on sites like YouTube, Instagram, and Facebook. One of them is the rise of cross-dressed fans and male beauty influencers.

Crossdressed itself is a term used to describe theater performers in the era of Roman theater when male performers played female figures and dressed as women. A similar phenomenon has appeared on the catwalk stage and cyberspace through several accounts of men who often dress as women. Call it

one of them is Jovi Adhiguna, whose Instagram account now has 760,000 followers. It's different from beauty influencers, which is being pinned to beautiful men on social media. One of them is Andreas Lukita, who is famous for his Instagram account @alpha.makeup. Andreas is followed by his female fans widely because he regularly uploads content containing make-up tutorials or content of make-up products reviews. He and himself have a false eyelash product called Loreca Lashes. With 110,000 followers, Andreas is one of many male accounts dubbed as beauty influencers.

These two phenomena are a form of the emergence of body transgression in men. A transgression is an act of going beyond the boundaries as well as pre-determined authority, in opposition to the boundaries that have been constructed (Jenks, 2003).

Both the transgression actor and the followers and people around the celebrity show the phenomenon of body transgression. It considers the body from three points of view, as defined by Julia Kristeva. Namely corporeal body (body in real form); the socio-cultural body (the socio-cultural meaning of the body); and the imaginary body (an imaginary body that appears in the media).

In *The Birth of the Clinic* (2003), Foucault examines how medical science classifies and defines sickness. How a patient is diagnosed and identified as a patient, with an ailment through the doctor's gaze. An ill person has an impact not just on him, but also on his family and society. Similarly to celebrities who have transgressed, Foucault's point of view in *The Birth of the Clinic* will aid in understanding how a transgressor is described by himself, his closest friends and family, and the community around him.

The book's central idea, *The Birth of the Clinic*, differs from Foucault's

understanding of the meaning of a healthy and sick body. How can a doctor conduct an examination based on the designations "healthy body" and "ill body" applied to those who come to be examined? The world of medical practice in the 18th century, according to Foucault, described the body based on natural laws, origin space, and illness spread. Many things happen after that, according to Foucault, to reassemble humans and the human body into a network of understanding and specifications, which may be built, divided, broken down, operated, understood, and taught. All of this takes place in the space between 'gaze' and 'language.' Words and things develop a new alliance, allowing individuals to see and speak things.

To elaborate, Foucault discusses how sickness is grouped by family, genus, and species, resulting in the Nosological Structure, which is like a "picture" for Foucault that will help us recall how the domain of disease propagates.

Mapping disease in Foucault's image like a map is what later became the basis for doctors to define the disease suffered by the patient. Complaints of the disease suffered by the patient will then be seen for similarities with the description of the disease that has existed before, and then the same complaint will be diagnosed as the same disease. This is what Foucault then questioned, how a disease that has many dimensions is only defined based on the similarities that appear on the surface.

Mapping disease in Foucault's image like a map later becomes the basis for doctors to define someone's disease. Complaints suffered by the patient will then be seen for similarities with the description that has existed before, and then the same complaint will be diagnosed as the same disease. It is what Foucault questioned. How disease that has many dimensions defined based on

the similarities that appear on the surface?

In the 18th century, the health universe is also interpreted by Foucault as an era of struggle for doctors. It is because this profession has a political side. Therefore, the first task of doctors is political. It must begin with the fight against bad government. Man will be completely healed if he is left free: 'Who, then, would reproach the tyrants of mankind if not the doctors, who made man their sole study, and who, every day, in the homes of the poor and the rich, among ordinary citizens and the highest in the land, in huts and mansions, contemplate human misery which has no other origin than tyranny and slavery?'

If medicine could be more politically works, it would no longer be so medically necessary. In an ultimately free society, where inequality is diminishing and harmony reigns, doctors will have more role to play than advising citizens and legislators on how to take care of their bodies and hearts. So there will be no need for academies and hospitals.

Some of Foucault's other thoughts that also contribute to analyzing social media are archaeological and genealogical approaches to studying history. In Foucault's thinking, archeology is understood as a means of critical analysis to uncover the relationship between power and knowledge in discourse. He uses the term discourse to describe knowledge-based ways of thinking and acting (Jones, 2009). Foucault views power unlike the Weberians, namely the subjective ability to influence others. Power is not interpreted as a material artifact like the Marxians, that can be controlled and used by a certain class (the bourgeoisie) to dominate and oppress another (the proletariat).

Foucault distinguishes between archeology and the genealogy of power. Archeology focuses on existing historical conditions, while genealogy is more

concerned with historical processes. More precisely, genealogy offers us a process relationship about discourse networks, where the archaeological approach gives us a snapshot and slice through the discourse chain (Foucault, 2002b), genealogy is history written by the commitment to solve the problems of the present, and it will break into the present. In a nutshell, genealogy is an effective history written as a present-day intervention (Letche, 2001).

Meanwhile, in Foucault's view, what is meant by discourse is the way of producing knowledge and the accompanying social practices, the form of subjectivity formed from it, the power relations behind such knowledge and practice, and the interrelationships between all these aspects (Foucault, 2003). (2002a). According to Foucault our view of the world is formed from the dominant discourse that emerges, which is then language in action, and human identity is determined by the discourse they have.

In each era, the discourse that appears is generally different, depending on the existing episteme. According to Foucault, episteme is a structure of knowledge or what in its terms is referred to as a discursive formation, namely a point of view about everything that exists in the world based on facts that are understood by people who see it (Kuper & Kuper, 2000).

Episteme is a state of mind that allows knowledge and theories to form over a while. In Foucault's work, "archeology" or "archeological analysis" refers to efforts to make explicit or investigate the episteme that defines a certain period (Beilharz, 2002). The Renaissance, the classical period, and the nineteenth century, according to Foucault, are all epistemes that sustain one other. According to Foucault, each age has its own historical a priori. Archeology or

archaeological analysis, as defined by Foucault, is an endeavor to study the episteme that determines a certain period.

In light of this, it is fascinating to investigate how discourse is sustained in cyberspace, observing how this archaeological process unfolds in cyberspace, how power relations arise, who becomes the ruler, and how sustained power is. Is it still relevant in cyberspace? These questions might be developed as a kind of cybermedia analysis to deepen Foucault's thinking on the archeology of knowledge.

It will be fascinating to connect Foucault's other ideas in *Technology of the Self* (Martin et al., 1988) to the phenomena of the emergence of bloggers. Personal or individual technology is a method for individuals to undergo self-transformation to achieve specific states of happiness, purity, wisdom, perfection, or immortality defined by Foucault.

Although he employs the term "technology" to define material objects such as prisons and concepts such as the soul in his other writings, it refers to applied knowledge meaning a manner of self-transformation. The term "self-technology" is more closely associated with the Greek word *techne*, which means "practical reason guided by particular conscious goals." In contrast to the general meaning of technology.

There are at least two elements related to the technology of the phenomena of bloggers and writers in cyber media. The first is the usage of hyperlinks in blog writing as a technique for authors to improve the depth of their work by linking to other blog posts that support it. Second, the blog writer includes a brief description of the link content associated with the blog, so that readers can determine whether or not to follow the link.

As mentioned in the research conducted by Siles, the practice of

blogging as a form of self-technology that Foucault meant may be seen from the features of subjectivity in it when considered as a whole (Siles, 2012). Siles discovered various features of subjectivity in his research with several pioneering bloggers in America, including posting on blogs as a medium for writers to give themselves up to others. Bloggers believe that blogging in cyberspace helps them become trustworthy writers, critical thinkers, create reputations, and sharpen their creativity. It is because bloggers must adhere to regulations and norms when posting on a blog.

CONCLUSIONS

According to the foregone explanation, Foucault's concepts and analytical methods provide an opportunity for scholars interested in researching the cyber world to undertake research in this topic. Foucault's views are pertinent in addressing the issues of cyber media research. Whether in *The Birth of the Clinic*, *The Archeology of Knowledge*, or *Technology of the Self*. It includes performing a study on multimodal communication in cyber media, which employs multiple forms of media at once. Uploads to a page, for example, text, links, videos, music, and even direct contact with the page manager. Similarly, communication on social media platforms such as Instagram, where users may make live video broadcasts as entering messages that display on the screen and can be responded to by those viewing the live broadcast. The fundamental nature of power relations continues to play a significant influence in these media development despite the use of new media.

It includes when Foucault's faced point of view with the presence of digital storytelling, another interesting about this cyber media is the presence of digital storytelling. In simple terms, a digital

story is an autobiography that combines media based on video, photos, narration, and music. These include blogs, vlogs, digital special effects, hypertext. It is digital storytelling, an activity carried out by social media users when sharing their daily stories on Instagram, Facebook, Whatsapp, or on microblogging sites which in practice is a form of what Foucault calls subjectivation.

Using Foucault's theory, there are many more intriguing aspects of cyber media to investigate. It involves examining the relationship between social media and what Boyd (2008) refers to as "social convergence." This language further emphasizes how social media has merged social contexts into one, making it impossible for people involved to discern between one social environment and another. In reality, in each place and situation where conventional communication occurs, this social context is served as a reference for building norms. This social convergence necessitates people's ability to interact with various audiences without resorting to a social script.

According to Castells (Castells & Castells, 2010), the novelty of this internet technology-based communication, resides not in its ability to introduce virtual reality into the actual world, but in its ability to build genuine virtuality or real virtuality. This new reality, mediated by the presence of information technology, has given birth to wholly virtual phenomena, such as virtual culture and virtual communities, such as the phenomenon of Selebgram followers, a type of virtual community.

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The Implementation of IMC Tools on Marketing Communication in Niche Market @kedaionyi During Covid-19 Pandemic

Andariesta Adhani Panggita

Universitas Airlangga Surabaya, Jl. Dharmawangsa Dalam, Surabaya, Indonesia

E-mail: andariesta.adhani@gmail.com

Abstract: *Covid-19 pandemic has been for almost two years. However, this pandemic is also turning the business flow into an online business, including Mataram city. Various type of online businesses has helped people to support their needs during the Covid-19 pandemic. One of them is Kedai Onyi, the niche market type in food catering with a low budget. The owners offer and develop the business on social media. The purpose of this research is to analyze and describe the implementation of online marketing communication used by the owner of Kedai Onyi based on the Integrated Marketing Communication (IMC) tools concept. This research is qualitative research with a descriptive method. The result of this research shows us that Kedai Onyi has implemented several IMC tools on its online business. But, the implementation is still not applied to the maximum level.*

Keywords: *marketing communication, IMC tools, small businesses, Niche Market, Covid-19 pandemic.*

INTRODUCTION

The covid-19 pandemic was changing all of the human activity. The pandemic situation has also changed all strategic marketing communication applied by all businesses sector in Indonesia, including all businesses that exist in Mataram city. During this pandemic, all retailers and trades have to close their offline stores because of a revenue decrease (N.N., 2020a). At the beginning of this Covid-19 pandemic, the government of Mataram city imposed offline stores or the outlet policy for four months. It is imposed on all public facilities like department stores, markets, malls, etc. The implementation of that policy brings an anxiety impact on all entrepreneurs (Hernawardi, 2020).

However, humans also never stop innovating, especially in the businesses sector. The presence of the online-based business is a form of innovation that has a positive impact during the

covid-19 pandemic, not least in Mataram city. Covid-19 pandemic also give a positive impact on the development of the businesses sector like small businesses that can help all businesses in the process of accelerating the use of digital technology. So that, the exchange process between customers and sellers is continuing online (Shantosa, 2021).

Using digital technology in the businesses sector is also conveyed by Hj. Niken Saptarini Zulkieflimansyah, the governor's mother and the chairman of Dekranasda NTB, that digital lifestyle because of pandemic crisis can be an alternative in changing the patterns or habits of the society in the process of fulfillment of needs and also helps all entrepreneurs in terms of increasing sales, both products and services offered by online or digital. There are four opportunities for the opening of the online or digital-based trade sector, they are food & beverage, fashion & design,

arts, dan digital marketing (N.N., 2020b).

Niche Market is a small business in which has a specialization. According to Kotler (2003), a niche market is a segmented market that has a specification on what the business actor offers to the customers (Parrish et al., 2006). It means the specification is adjusted by customer needs that cannot be found on the other businesses or anywhere else. Today, many niche market businesses are going to expand to online-based businesses.

As Ho et. al. (2010) said, internet technology can provide many conveniences for society in directing the public to know and answer various questions from the society (Wu et al., 2016). It means the internet helps people collect information, including specific information about products or services offered by some brand or businesses without having the customers go to the store. Moreover, entrepreneurs are also moving on to online sales because they are trying to build a balanced flow between offline and online sales and marketing communication. They think that it could help them for increasing their incomes (Son et al., 2017).

Kedai Onyi is one of the niche market types on food and beverage that exists during the Covid-19 pandemic. Kedai Onyi serves customers on food catering in which all customers can adjust prices, menus, and the model of catering by customer want using online order. Although the business activities are arranged on the internet, such as social media Instagram, some marketing activities created by the owner also use offline communication to balance her marketing communication strategy. This research is trying to analyze and explore how the online and offline marketing communication applied by the owner of Kedai Onyi based on Integrated Marketing Communication (IMC) tools during the Covid-19 pandemic.

The concept of Integrated Marketing Communication (IMC) is a process or strategy in planning, execution, evaluation, coordination, measurement, and persuasion to the communication of brands, products, or services of a business or business with relevant customers and the public (Priansa, 2017). Integrated Marketing Communication (IMC) is defined as a process of managing the relationship between producers and customers and the public at large to the marketing process that aims to create mutually beneficial relationships and improve the image of a brand, product, or service that marketed. Businesses seek to influence and control customer perception through messages. So that the public is interested in knowing more deeply and finally buying or using the services offered.

The concept of Integrated Marketing Communication (IMC) in marketing communication arises due to the lack of communication needs efficiently and effectively in the marketing process (Fill & Turnbull, 2009). Utilizing the concept of Integrated Marketing Communication (IMC) can minimize duplication, unilateral profit-taking efforts from synchronizing the use of promotional tools, and can develop or expand marketing communication programs or strategies that are more effective and efficient (Titis & Kandhogo, 2014).

Several studies are also similar to this first study, a study (Rismayanti, 2017) entitled "Integrated Marketing Communication (IMC) at PT. Hello House singing." Second, the research (Pambudi & Suyono, 2020) entitled "Digital Marketing as An Integrated Marketing Communication Strategy in Village Owned Enterprises (BUMDesa) in East Java. Third, the study (Zilva Nuraini et al., 2021) entitled "Implementation of Integrated Marketing Communication (IMC) Strategy by PUYO Silky Dessert

to Maintain Consumer Loyalty”. Last, the study (Manurung et al., 2020) entitled “Optimization Instagram Content as @gokampusofficial Brand Communication Medium”.

METHOD

This research is qualitative research using the descriptive method. Qualitative research aims for the researcher to analyze and explore a construction or meaning of a phenomenon or issue in-depth analysis (Kriyantono, 2020).

Descriptive qualitative analysis is an in-depth process to explain the data because qualitative research is viewed as a verified process of various phenomena or issues based on various perspectives. So that, all the data collected by the researcher are described in narrative form. The descriptive method is usually used in social phenomena or issues that aim to make a factual and systematic overview about social phenomena or issues (Nazir, 2017).

The subject in this research is the implementation of marketing communication that was applied by Kedai Onyi, as one of the niche market sectors based on IMC tools during the Covid-19 pandemic. Inappropriate with the unit of analysis, data collection techniques in this research are using interview techniques and documentation studies.

It means the researcher tries to get in-depth information about the implementation of marketing communication from the owner, who run the business independently. The interview technique used is semi-structured or open-ended interviews to collect much information openly, so it can help the researcher to make various perspectives in the analysis process (Creswell, 2014).

Data collecting in interview technique also verified with secondary data that are some documentation information collected by the researcher from Instagram

Kedai Onyi. So documentation data is possible in visual form. Documentation studies is a collecting technique from several archives, documents, or maybe field records. It is possible to support primary data (Creswell, 2015). Because of that, the analysis data use qualitative analysis method, namely Miles & Huberman model (Sugiyono, 2018).

This model has four-step to help the researcher analyze the data. First, data collecting is the process of collecting much data from the data collecting technique applied by the researcher. Second, data reduction is the process of selecting all the data, so the researcher has specific data that can describe the results of the research. Third, data display which is all the data presented in descriptive or narrative form. Last is the conclusion that is the process to conclude all the presenting data in this research (Sugiyono, 2018).

RESULT AND DISCUSSION

The Implementation of IMC Tools

Based on the description of the marketing communication program planning by the owner of Kedai Onyi, it is shown that her business did successfully run the planning. In terms of the process of implementing marketing communication, the marketing communications of Kedai Onyi are divided into two subs, offline and online marketing communication. However, when reviewed based on the components or tools of IMC, Kedai Onyi does not fully apply the IMC to the implementation of marketing communications. Based on the results of data analysis, it was concluded that in the offline marketing communication sub, Kedai Onyi only applies IMC direct marketing tools, and for sub online marketing communication, Kedai Onyi applies IMC advertising and digital marketing tools.

Offline Marketing Communication

The results showed, when the owner of Kedai Onyi began marketing and introducing her business to the public, first, she reached her immediate neighborhoods such as family, relatives, friends, co-workers, and others. On several occasions, the bidding approach process coupled with the provision of food testers. It is to strengthen the persuasion and marketing communication process. The methods carried out by the owner of Kedai Onyi are in line with what is called direct marketing. Direct marketing is the process of managing customer behavior and habits without intermediaries. The goal is to get a response directly, create personal communication, and attempt to influence customers directly. Direct marketing is applied to complement other marketing communication strategies (Fill & Turnbull, 2016).

The owner of Kedai Onyi combined direct marketing tools with digital marketing and advertising tools. Direct marketing is usually applied not to use various intermediaries in communicating its marketing. However, considering that the current situation requires communication and move by utilizing intermediaries, namely the media and the marketing strategies to develop continuously. Today, many people have used communication technology and the internet to convince the public and demonstrate the success of marketing communications. So that, in the end, the direct marketing process that is currently running or carried out by an entrepreneur is no longer just face-to-face or direct offers. It can be done directly by being chained by the media. The response received remained direct but mediated. To maximize the direct marketing process, the owner uses intermediaries such as food testers or products sold for free to convince and affect the public and customers.

In direct marketing tools, there are two approaches in the use of media, namely the one-step approach and the two-step approach (Belch, GE & Belch, 2009). The one-step is media that aims to attract public attention and ultimately place an order directly when the public sees the message or information of a product, brand, or service displayed. Direct marketing in media that uses a one-step approach is usually direct marketing done on television, radio, or advertising media such as billboards and others in the form of advertising.

Direct marketing in media that uses a two-step approach is the first stage aims to filter potential buyers then the next stage is an attempt in generating a response. This approach is used in the form of the telemarketing concept that business owners or businesses have a database of customers and prospective customers and then distribute information messages directly to customers and prospective customers personally.

Based on the results, looking at the form of direct marketing carried out by Kedai Onyi, the two-step approach is more dominant. Considering that Kedai Onyi is a small business type, the owner of Kedai Onyi only conducts direct marketing in a two-step approach. After successfully approaching and collecting a database of potential customers, the owner of Kedai Onyi distribute messages directly or marketing information based on the database through face-to-face or chat features on Whatsapp and direct messages on Instagram. For a one-step approach, the owner utilizes advertising services in Social Media Instagram, namely Instagram ads, which is a feature of advertising or sponsorship services facilitated by Instagram. The goal is to target the specifics of customers and prospective customers of a business or business on Instagram.

Users of Instagram (IG) ads can

set the targets and costs incurred to sponsor independently. According to the informant, IG ads are helpful for small businesses such as Kedai Onyi to reach customers. It is because ads or sponsors aired on social media exposed people or customers looking for information. In addition to utilizing IG ads, the owner also uses endorsement services or promotional content support from influencers and culinary special promotional media around Lombok on Instagram, such as @kulinerdilombok. The purpose of culinary promotional media is in line with IG ads, namely to collect databases about customers, especially potential customers.

Digital Marketing Communication

The results showed that Kedai Onyi applies advertising tools, namely Instagram services ads to advertise and promote business on social media. Digital advertising services are now very widely used by businesses. However, as a startup that is still relatively small and has just been running, Kedai Onyi adjusts the method of advertising and use of media to promote how the habits of the public today are more viewed and searched for information online. The ads carried out by Kedai Onyi through IG ads also require a measure of its success (Clow & Baack, 2018) such as building brand awareness advertising providing clear and informative information; advertising is influential (persuasion); advertising supports the marketing process; and advertising encourages the occurrence of actions in the form of interactions

Based on the results, advertising conducted by Kedai Onyi is successful fairly. It is seen from the number of followers on Instagram social media @kedaionyi currently as many as 1,024 followers. As one of the newly pioneered businesses, the number of followers is enough to illustrate that brand awareness

from Kedai Onyi has begun to form in the community. Kedai Onyi is already quite well known by the public in the public domain online. The ads also encourage direct action where the public or customers then contact Toko Onyi to place an order. Quoting from Halim about brand awareness (2015), Instagram can help all businesses to create a high level of engagement from their followers. A high level of social engagement means that the message conveyed is successfully understood and in demand by the user. This engagement can take the form of likes, comments, and even up to the reshare stage (Manurung et al., 2020).

In addition to using IMC advertising tools, Kedai Onyi also added the power of digital marketing communication tools by applying digital marketing tools. Digital marketing is an amalgamation of all marketing components, both online and offline integrated into digital media, namely the internet (Clow & Baack, 2018). Digital marketing is considered more profitable and promising in helping business people or businesses because it allows the public, especially customers and potential customer to receive various information about products or service and make it easier for business people to be able to analyze customer characteristics through interactions on the internet (Pambudi & Suyono, 2020).

Kedai Onyi utilizes social media Instagram to become its official digital media in communication marketing. Social media is now digital or online media widely used by entrepreneurship and business. Social media builds networks and social relationships for people who have interests, hobbies, backgrounds, or even build new connections for a specific purpose (Belch, GE & Belch, 2009). In the official Instagram profile of Kedai Onyi, spelled out with details about the business, products sold or offered, contacts, address or location, how to

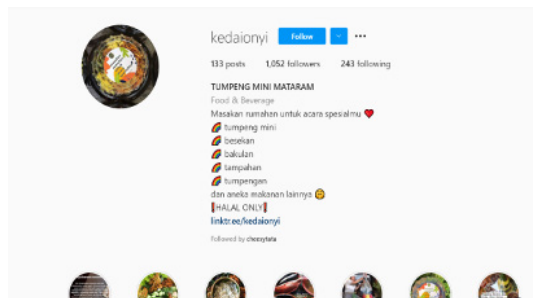


FIGURE 1. Instagram Profile of Kedai Onyi (Source: Instagram @kedaionyi)

order, and snippets about customer testimonials. This can be seen from @kedaionyiInstagram (FIGURE 1)

As for matters related to marketing communication content, Kedai Onyi is very active in providing up-to-date information and marketing persuasion messages in the form of photo and video content on the official Instagram of Kedai Onyi (FIGURE 2). The arrangement of content on Instagram Kedai Onyi is neat and well organized. So, the public or customers have no difficulty finding information or other things that want to be known related to Kedai Onyi. Image content also comes with descriptions of persuasive messages to the public or customers packaged in an interested and informative manner.

Doing digital marketing also has different forms of strategies so that messages and information about products, brands, or services can directly target public segmentation or potential customers. The various strategies in digital marketing are (1) interactive marketing, (2) content and native marketing, (3) Location-based advertising, (4) Remarketing, (5) Behavioral targeting, (6) Blogs and newsletters, (7) E-mail Marketing (Clow & Baack, 2018). Based on the research on digital marketing content conducted by Kedai Onyi, the form of digital strategy that is trying to be applied first is interactive marketing.

Interactive marketing is a strategy

to create interaction between business people and customers and potential customers (Clow & Baack, 2018). There is interaction or communication that is built-in marketing content that is disseminated or updated on the Instagram of Kedai Onyi. In addition to helping to target potential customers and current customers with messages or information tailored to the public character online, interactive marketing also engages customers actively in the marketing exchange process.

However, existing marketing content has not maximized the interactivity process in Instagram. The content on Instagram has not created interactivity with current and potential customers through comments shared. The content shared is still information about products and testimonials. So interactivity has not become a habit in the content on Instagram Kedai Onyi. It is seen from the number of likes, shares, and comments in each digital marketing content that is not much. The content setting allows it to be seen by the public, but the public, especially regulars and potential customers, do not have an interest in joining and building interactions because the content shared is informative content but not interactive.

Until now, the task of marketing communication is still handled by the owner of Kedai Onyi independently. This is because Kedai Onyi is still a small business type. And this can be one of the causes of the lack of interaction on their marketing content. The limitations in human resources in the internal Kedai Onyi also affect content ideas that can increase brand awareness, brand image, and social engagement. Engagement in social media such as Instagram is important for a business. Halim (2015) said that engagement is the first stage in building a relationship between customers and brands, engagement will

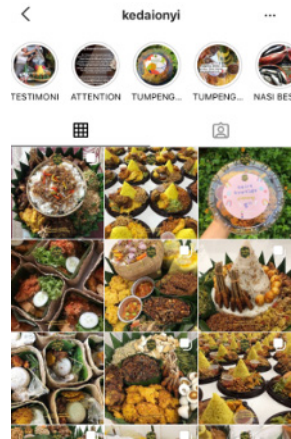


FIGURE 2. Digital Marketing Content of Kedai Onyi (Source: Instagram @ kedaionyi)

make consumers willing to help promote and protect the brand and generate brand advocates, and engagement formed with consumers will make a better product (Manurung et al., 2020).

Second, Kedai Onyi implements a content marketing tool. Content marketing is a marketing tool done and created by third parties. (FIGURE 3) As a medium or information provider, the goal is to help promote a product, brand, or service (Clow & Baack, 2018). Content marketing seeks to increase brand awareness and social engagement towards a business and the product or service promoted (Clow & Baack, 2018).

Endorsement is a form of content marketing in which a person or an information provider opens and manages paid promotional services. Business people do not need to think about digital marketing content because the third party will create and package marketing content digitally so that the public can be interested and visit the business instagram or directly contact the business and make the ordering process. Content marketing is an alternative used by entrepreneurs in advertising or implementing IMC advertising tools. Currently, traditional and digital advertisements are widely circulated to the point that they are considered disturbing the public. So the



FIGURE 3. Content marketing on Third Media (Source: Instagram @ kulinerdilombok)

messages or information disseminated cannot be conveyed or are not well received by the public.

Integrated Marketing Communication (IMC)

The result of this research shows that a combination of offline and online marketing communication performed by Kedai Onyi as a niche market business type during the Covid-19 pandemic has described how the owner quite understands the concept of marketing communication. The owner of Kedai Onyi understands her goals or targets to be achieved. The owner generally knows the importance of communication and marketing components in running a business. Thus, the communication component is integrated into the marketing process and changes the communication and marketing components that are initially separated. Then it is blended or merged.

The concept of Integrated Marketing Communication (IMC) is a mix between the communication component in the form of public relations and advertising and the 4P marketing mix, which are product, price, place, and promotion. (FIGURE 4) The mixing of the two components then formed new tools in marketing communication and is known as IMC tools. The IMC has five components or tools, namely advertising, direct marketing, sales promotion, personal selling, and publicity/public



FIGURE 4. Tools of IMC (Source: Belch & Belch, 2009: 16)

relations (Belch, GE & Belch, 2009).

However, some experts also add a summary of tools related to marketing communication and adjust to the era of technology utilization today. IMC tools are related to packaging, event & sponsorship, and customer service (Ekhlassi, 2012). These three additional tools are still quite influential in marketing communication. But these tools are not the main components or tools in the concept of IMC. The three tools can be used as an option if the businessmen want further detail on marketing communication application to product operations and efforts to reach specific customer interests.

Then, digital marketing also became an additional tool of IMC in marketing communication strategies (Belch, GE & Belch, 2009). These tools describe the use of internet technology in marketing. Businesses use digital media to communicate business marketing, products, or services. The interactive nature of digital media communication makes business people receive responses or feedback more quickly.

Integrated Marketing Communication (IMC) Planning

The first step for a business actor is creating a marketing communication program or strategy for business, product, and service. The goal is to map the opportunities and possibilities of the business undertaken, including planning the right marketing communication

strategy by utilizing IMC tools.

Before directly implementing a marketing communication program, first, the business owner Kedai Onyi does research and planning. So that messages and information about Kedai Onyi can be received by the public directly. As for the planning carried out spelled out by the owner in the form of mapping what kind of market. Secondly, the owner conducted research and determined the type of product marketed. Third, the owner analyzed the internal side, from the business's suitability with its routine to the

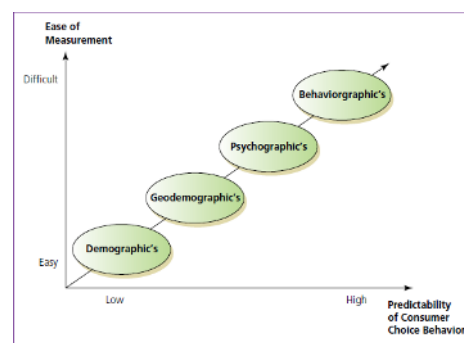


FIGURE 5. Targeting Aspect in IMC Planning (Source: Shimp, 2006: 91)

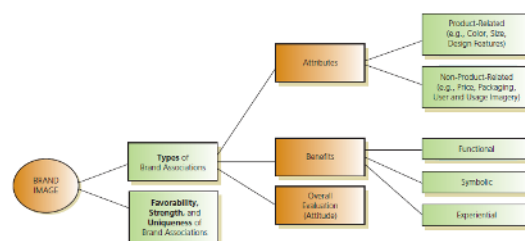


FIGURE 6. Positioning Aspect to create brand image (Source: Shimp, 2006: 124)

ability with the existing budget. Fourth, the owner analyzed the characteristics of the public as a prospective customer. The last, established the communication process in marketing businesses and products to the public. The plan carried out by Kedai Onyi's owner has followed the planning of IMC in marketing communication.

Generally, the stages in IMC planning are the same as the planning stages in general, namely targeting analysis, positioning, marketing objectives, and budgeting (Shimp, 2006). The targeting step is to read the conditions of prospective customers so that business people or businesses can adjust messages or information based on the characteristics of the public and prospective customers based on geographical conditions, geodemographic (group analysis, public sub-units based on their geography), and psychographics to form a habit (FIGURE 5).

Furthermore, at the positioning stage, the owner used to read and place the products, brands, or services we offer in the right market and customer environment according to targeting analysis. (FIGURE 6) This positioning stage described by Kaller (1993) is a process of forming the image of a product, brand, or service (Shimp, 2006).

The marketing objective stage is the process of shortening and maximizing planning adjusted to the estimated time in the scope of business or business. In addition to time constraints, marketing communication planning is also ordered based on achievements completed, both collectively and individually. Thus, in addition to market and customer analysis results, any marketing communication plan must be measured based on time and goals achievement. The last is the budgeting stage which all businesses must also make a plan of marketing communication budget estimates.

In detail, (Belch, GE & Belch, 2009) IMC planning begins with: (1) Conduct a review of the marketing plan. It aims to find t the existing market conditions by examining the planning and objectives of products and marketing tailored to the market, analyzing the role of advertising and promotion, analyzing similar businesses or competitors that already exist in the market, and analyzing emerging environmental influences. (2) Analyze the situation in the promotion. It is related to the process of analyzing promotions based on the internal and external situation of the business running. From the internal side, the things that go into the analysis of the promotion situation are the organizational environment and the promotion department, the ability

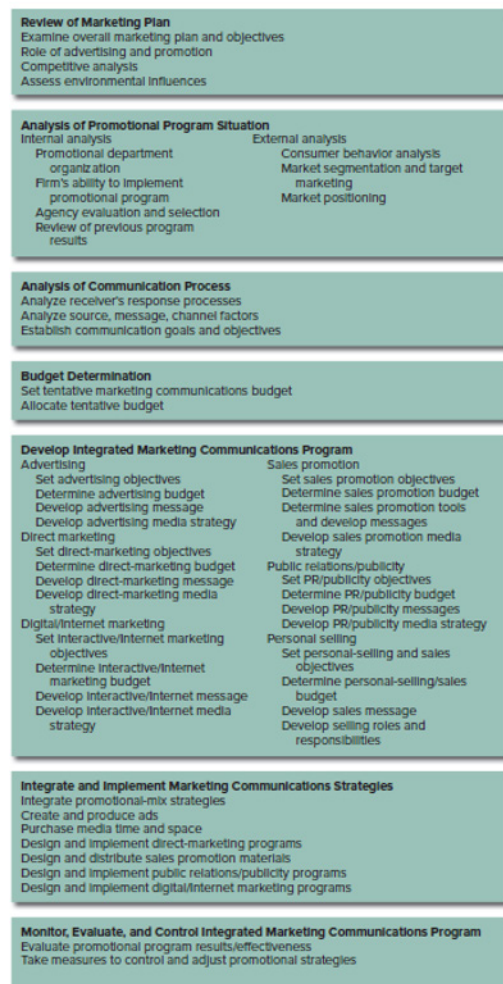


FIGURE 7. The Step of IMC Planning (Source: Belch & Belch, 2009: 33)

to carry out promotions, reviews of promotional results, and finally is the evaluation process to select promotional strategies or programs carried out.

From the external side, the things considered in the promotion analysis are consumer behavior, the picture of the existing market segmentation, marketing targets to be achieved, and the position of our products in the market. (3) Next is to analyze the communication process. This analysis includes an analysis of the process of acceptance or public response to the business, product, or service offered; analysis of sources, messages, and the use of channels or media as intermediaries in communicating; and the determination of the goals and objectives of communication. (4) Then, the planning stages of IMC continue with the determination of the budget. This stage includes the budget for marketing communication and the budget for the overall implementation of the business. (5) Enter into a more specific stage of planning, namely planning in detail related to IMC's components or tools used in communication marketing and things considered in each component or IMC tool used. (6) Then, create a marketing communication implementation strategy based on IMC tools established. (7) Lastly is the process of monitoring, controlling, and evaluating the implementation or implementation of marketing communication strategies based on IMC tools. Furthermore, an overview of IMC's concept planning in marketing communications is in FIGURE 7.

Niche Market Strategy

This research shows that the owner has applied the strategy in the process of their business. She did market research to get data on some specific audience, market orientation, demography, segmentation, and the targets is one step to the classification type of the

businesses. Dalgic and Leeuw (1994) define five essential elements of niche market strategies. Namely, positioning, profitability, distinctive competencies, small market segments, and adherence to the market concept (Parrish et al., 2006).

Based on the result, the owner has analyzed their markets and audience to build several specifications and specialization on what the owner offers to the customers. The owner tries to find the kind of urgently needed during the Covid-19 pandemic. For offline strategy, the owner has succeeded to built engagement or making a continuable relationship with the customers. In the digital process, it has no customer engagement or relationship yet. It shows that content on the Kedai Onyi Instagram has not attracted customers to comment or respond by turning the likes button and texting direct messages. They just asked about Kedai Onyi or gave feedback about the services. It means, the digital strategy still needs to be maximized.

The most important factor in the niche marketing to succeed is relationships (Parrish et al., 2006). Dalgic and Leeuw (1994) said that strong, long-term relationships could build a barrier to deter some potential competitors and sustain long-term profitability like customer retention. One's opinions play a crucial role in a product's success (Parrish et al., 2006). Quoted from Michaelson (1988), that the first rule of a niche market strategy is to offer the customer a clearly differentiated product that fills (or creates) a need. His opinion based on Raynor (1992) perspective that true niche marketing must be based on the ability to provide products that meet actual customer needs. The niche has to be real, and the product has to satisfy (Parrish et al., 2006). Engagement is important for all business actors to give much information about people's reactions and responses. Some experts believe that a business or

marketing strategy will be in danger if every promotion or marketing does not build many responses by the public. If there is feedback given by people, either positive or negative, it indicates that the owner has been successful to introduce their product or businesses to the public.

CONCLUSION

From the results presented in the discussion, it is concluded that the concepts of IMC help specify and map how the implementation of marketing communication by marketers not only in the scope of business or macro-scale business, but businesses in micro and specific scope such as the niche market can also use IMC concepts and tools. Also, IMC concepts and tools can be integrated digitally. It further facilitates and accelerates the process of disseminating messages and information related to marketing to customers, especially potential customers.

Kedai Onyi is a small business of niche market that has implemented several Integrated Marketing Communications (IMC) tools in the promotion and marketing process. Toko Onyi adjusts IMC tools in its marketing communication process based on situation and how people's habits today utilize internet technology. And during the Covid-19 pandemic situation, Kedai Onyi tends to do more marketing communications digitally.

However, there are things or aspects in digital marketing that have not run maximally. It also affects the process of building brand awareness and brand image in the community. It needs to be the attention of business owners and other business people when they want to implement the IMC series of tools as the power of their product or service marketing communication strategy.

Marketing content and messages shared on social media @kedaionyi are

quite interesting and informative. That is, niche market owners have systematically compiled a variety of content and marketing messages whose purpose is to attract the attention of customers and the public on social media. However, the public interest built has not reached the development of active interactivity in every content and marketing message shared on social media. That is why the marketing content and messages have not been able to build full strength related to brand awareness and the brand image of Kedai Onyi itself and its social media, namely @kedaionyi. The messages and content marketing shared can not describe the characteristics or as a specialty of @kedaionyi that is easily remembered or can even be remembered continuously by the public.

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Gen Z's Reception of Covid-19 Information on Digital Media

¹Ratri R. Kusumalestari, ²Arba'iyah Satriani, ³Andalusia N. Permatasari, ⁴Millenia Anjani,
⁵Nova N. Nadifah

^{1,2,3,4,5}Fakultas Ilmu Komunikasi, Universitas Islam Bandung, Jalan Tamansari No.1 Bandung, Indonesia.
E-mail: ¹ratri@unisba.ac.id, ²arbaiyahsatriani@unisba.ac.id, ³andalusia@unisba.ac.id,
⁴milleniaanjali@gmail.com, ⁵nadifahnova@gmail.com,

Abstract: *As a generation that was born and grew up with digital technology that is developing very quickly, Gen Z has different characteristics from other generations. Gen Z's acceptance of information related to Covid-19 is one of the important things to assess regarding their potential role and quantity. This study aims to explore Gen-Z's acceptance of Covid-19 information in digital media with a qualitative approach to reception analysis. Data were obtained through FGDs and in-depth interviews. Research findings show that Gen Z prefers access to information that is fast-paced and practical; has a preference for news that is more relaxed, positive and informative; has adequate information literacy to identify hoaxes and perform fact checks; and has a reading position of negotiation and opposition with diverse behavior, but not hegemony-dominant. The results of this study contribute to the qualitative data of Gen-Z reception of Covid-19 information among the available quantitative data.*

Keywords: Gen Z, reception, Covid-19 information, digital media

INTRODUCTION

The interaction of Generation Z or Gen Z with the media is an interesting topic to study. The paradigm of active audiences in this age group has different characteristics compared to other generations. Who is Gen Z? According to Bruce Horowitz, who introduced the term of generation Z for the first time, Gen Z is a generation with an age range of 17 to 24 years or born from 1995 to 2014. The main characteristic of Gen Z according to Huntley is that they have enjoyed the wonders of technology after the birth of the internet in all their life activities (Purwani & Kertamukti, 2020). This generation grows and develops along with the dynamics of the rapid advancement of digital technology. Therefore, they become very dependent on gadgets and activities in digital media in their daily life.

The existence of exposure to technology from an early age and the ease of obtaining information play a pivotal role in shaping Gen Z. Newspaper, radio, and news on television are conventional ways to obtain information. A very striking difference from generation Z to other generations is the use of cell phones. Based on Tirto.id's research on Gen Z in Java and Bali, 14.4% use television as the main source of information, 83.6% get information from the internet, and 1.7% read newspapers. Access to the internet is further divided into 35.2% accessing news from social media, 26.1% from browsers, 14.1% from messaging service applications, and 8.2% via Youtube or web streaming (Zuhra, 2017). The use of easy internet access via cell phones along with living in the era of globalization in Gen Z produces a generation that depends on the internet. The impact of the ease of

accessing the internet makes it the main reference source in finding information (Firamadhina & Krisnani, 2021).

Tirto.id's research on 1,201 respondents with an age range of 7-21 years in big cities in Indonesia such as Jakarta, Bandung, Surabaya, Yogyakarta, Tangerang, and Denpasar in mid-2017 (Tirto.id, 2020) shows that the media used by Gen Z to access news are social media (35.2%), browser (26.1%) and television (14.4%) and their internet access averages 3 to 5 hours per day. Gen Z is more individual, more open-minded, and prefers to communicate with an internet connection (digital intuitive). The results of a survey conducted by researchers to recruit research informants showed that Gen Z chose digital media or the internet as the main source of information for reasons of ease and speed of access and the availability of unlimited information. This is in line with Tirto.id's findings regarding the reasons Gen Z choose their main information media, namely ease of access (41.3%), large number of users (23%), and complete information (21.5%).

In fact, Gen Z is not only named the biological child of digital technology, but they are also experiencing a prolonged pandemic condition. This condition makes their space for movement limited and surfing activities in the digital space increase. One of the activities they do when surfing the internet during a pandemic is looking for information about Covid-19. Covid 19 information in cyber media based on data is the most sought-after information throughout 2020 on the Google search engine for the news category (Global, 2020). But keep in mind that not all information related to Covid-19 in digital media is true. It also contains fake news or hoaxes.

The spread of fake news and information about Covid-19 during the pandemic certainly causes panic for

some people, especially those who do not have adequate media literacy skills (Supriadi et al., 2020). Meanwhile, media communication carried out by the government is still not effective because it gives too much confidence and there is no consistency (Ardiyanti, 2020).

The public selective behavior in choosing Covid-19 information in the mass media is ensuring that it is following needs, regulating the frequency of accessing COVID-19 information, and checking information from other sources (Yudhaswara & Hidayat, 2021). A social media study in Indonesia found that social media culture can act as a teacher that is able to educate the public and stimulate the latest research related to COVID-19 (Sampurno et al., 2020).

As of mid-October 2020, according to the Minister of Communication and Information of the Republic of Indonesia, Johnny G. Plate, there were 1,197 findings of the COVID-19 hoax issue spread across several digital platforms as many as 2020 hoaxes with details; Facebook 1,497, Instagram 20, Twitter 482, and YouTube 21. Some of the hoaxes that have been taken down or blocked are 1,759, namely on Facebook are 1,300, Instagram are 15, Twitter are 424, and YouTube are 20 (Putri, 2020). Based on these data, it can be seen that the COVID-19 hoaxes are widely spread on social media, not in mainstream media.

The rise of hoaxes related to Covid-19 on social media and the high level of consumption of social media as a source of information for Gen Z lead researchers to the question of how Gen Z accepts information about Covid-19 in digital media. Do they just accept all the information that is spread in digital media or do they make a selection by recognizing which is fake news and which is true information according to facts? How are they receiving the information circulating in digital media related to Covid-19?

Then, how can the information they get regarding Covid-19 be reproduced in their daily lives?

The most dominant characteristics of Generation Z (Stillman, 2018) are; (1) Fig. Gen Z was born to see the world and all its technological advances. They live in a new world where rapid technological advances are removing the barrier between the physical and the digital. This amalgamation affects their daily life; (2) Hyper-Customization. Gen Z is always trying to adapt their identity and make customizations to be known to the world. Their ability to customize things gives rise to the expectation that their behavior and desires are familiar to understand; (3) Realistic. Gen Z has gone through a hard crisis from an early age that forms a pragmatic mindset in planning and preparing for the future; (4) FOMO or Fear of Missing Out. Gen Z includes people who are very afraid of missing out on information. They are always at the forefront of trends and competition; (5) Weconomist. Gen Z knows the world in new, practical and cost-effective ways; (6) Do it yourself: prefer to do a lot of things yourself in order to make things easier and faster. This could clash with the collective culture that Millennials previously struggled with; (7) Driven. Gen Z believes in winners and losers. Gen Z is ready and active in competition because life is very digital. For previous generations, such as Generation Y, the source of information is from television, the second is from the source engine, and the last is social media. On the other hand, Gen Z gets information from social media, search engines, and finally television. Gen Z does not like reading newspapers, magazines, and watches television less because internet access is very easy.

These characteristics have an influence on the way Gen Z receive and interpret the information they receive

regarding Covid-19. As research has been done on the Millennial Generation's acceptance of advertising (Oktayusita et al., 2020) and assertive messages on blogs (Nair, 2020), culture also has an important role in the way Millennials read and respond to the information they receive in social media in their daily life. Other research on audience reception of media messages about cyberbullying also emphasizes that daily activities and social experiences can have an influence on the way audiences read media texts and respond to them (Haryanti & Ratna Sari, 2018).

Some scholars argue that the categorization of generations into Gen X, Y, and Z should be reconsidered for the Indonesian context (Muhammad Faisal, 2020), this study uses Gen Z categorization to provide boundaries and focus on certain age ranges. A research on the lifestyles of youth Muslim shows that they try to get lessons about religion through recitations on virtual networks (Nisa et al., 2007).

In addition, another factor that is thought to influence Gen Z's acceptance of information related to Covid-19 in digital media is their ability to both technically and critically think in consuming information in digital media. This ability is known as digital literacy, especially in the context of information literacy. It is one of the things that should be owned by Gen Z as students during the Covid-19 pandemic until entering the new normal that forces them to interact a lot and do activities using digital technology. Digital literacy is the main capital for students to face the current condition (Kusumalestari, 2020).

Reception analysis was chosen as a theory to analyze the findings in this study because of its approach that emphasizes media consumption in the daily life of the audience. According to Narottama (2008), reception analysis is an analysis

that emphasizes the views of the audience and how they produce something different from what is offered by the media. The audience's experience with media on a daily basis will depend on social location, age, culture, occupation, gender, and so on. Acceptance analysis finds the causes why audiences interpret things differently based on psychological and socio-cultural factors (Fauzi & Fasta, 2020).

Referring to this theory, the code that is sent (encoded) and received (decoded) is not always equivalent or symmetrical. This difference is defined as the level of understanding and misunderstanding of the exchange of messages in the communication process, depending on the similarities or differences in reactions formed between the encoder and decoder. The position of the encoder and decoder can be expressed as the maker and recipient of the message (Storey, 2010).

According to Stuart Hall (Storey, 2010), audiences decode media messages through three possible positions: (1) Dominant hegemonic position, namely a situation where the media produces the message; the masses consume it. The audience reading coincides with the preferred reading. So in this position the audience will receive the full meaning as desired by the message maker. In other words, the message that has been created and delivered by the media, can really be well received by the audience; (2) Negotiated position, the audience will accept the dominant ideology and refuse to apply it to certain cases. As Stuart Hall says, the audience assimilates the leading ideology in general but opposes its application in specific cases. The audience will accept the ideology in general but will refuse to apply it if there is a difference with their culture. More specifically, the audience will reject a message that is made if it is not in accordance with their beliefs; (3) Oppositional position, the audience rejects the meaning of the

message given by the media and replaces it with a meaning according to their thoughts on the content of the media message. In this case, the audience does not accept and even completely rejects the program created and delivered by the media.

Through the study of this theory by David Morley (1980), the theory of how audiences capture a text is proposed as stated by Stuart Hall in television discourse – encoding/decoding. Morley emphasizes the three processes of reading texts as positions that are not stagnant, but more flexible in their categorization. According to him, the dominant or preferred reading in which the audience shares the code of the text and accepts their opinion fully and understand the meaning of his choice as intended by the producer or can be called a hegemonic reading; negotiated reading in which the audience only shares part of the text code and mostly accepts the preferred meaning, but they have a tendency to change the meaning based on knowledge, values, culture, experience. This group can also argue for some representations that may not be accurate. Furthermore, the reading opposition is where the audience is aware of the chosen meaning but does not share the text code. They reject it to construct alternative meanings (Storey, 2010).

Several studies intersect with this research but do not examine qualitatively Gen Z's acceptance of information about Covid-19. Some of them are research on Gen Z's acceptance of political advertising (Oktayusita et al., 2020) and film (Fadlilah et al., 2020). Other studies related to audience receptions examine blog (Nair, 2020), film (Fathurizki, 2018), television program (Fauzi & Fasta, 2020), and Youtube video (Haryanti & Ratna Sari, 2018). The study of information on Covid 19 looked at the reflection of vulnerability to gender and races (Estrela et al., 2020), its relation to preventive

behavior (Liu, 2020), and disinformation related to the issue of Covid 19 (Vériter et al., 2020) and for the European Union (EU).

This study seeks to answer questions about how Gen Z receive information related to Covid-19 in digital media, what is their reading position and how the messages they receive are implemented in their daily lives.

METHODS

This study uses a qualitative approach. The qualitative approach according to Bogdan and Taylor (1975: 5) is defined as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Compared with the quantitative approach, the qualitative approach is directed at the individual background and the individual holistically (Moleong, 2014).

The method used is reception analysis derived from the encoding-decoding approach proposed by Stuart Hall. Using this analytical tool, the researcher tries to reveal how the audience actively receives messages

and the relationship between producers' and consumers' perceptions of the text. The meaning of the message depends on the background of the audience and their experience (Haryanti & Ratna Sari, 2018). The encoding and decoding process is carried out by the media and the audience. Encoding is the process of making a message according to a certain code, while decoding is the process of using a code to interpret a message. In the process, the audience plays an active role in interpreting the messages they receive, which may not be in accordance with the meaning contained in the message itself (Fathurizki, 2018).

The primary data collection techniques used in this study were Focus Group Discussion (FGD) and in-depth interviews. The informants in this study were 12 students from several cities, namely Jakarta, Bandung, Pekalongan, Sorong, and Tanjungpinang. TABLE 1 shows students who became informants in this study.

The selection of 12 students as informants in this study was carried out first through the selection of informants by distributing online questionnaires

TABLE 1. Research Subject

No.	Name	Domicile	Campus
1	Jamalludin	Anambas, Kepulauan Riau	Universitas Islam Negeri Sultan Syarif Kasim Riau
2	Ani Indriani Agustini	Palopo, Sulawesi Selatan	IAIN Palopo
3	Andi Aulia Nabilah Anshari	Depok, Jawa Barat	Politeknik Negeri Media Kreatif Jakarta
4	Ezza Arianty	Sorong, Papua Barat	Universitas Negeri Makassar
5	Faisal Guntara	Bandung Barat, Jawa Barat	Universitas Islam Nusantara
6	Hashim Thaci	Medan (sumatera utara)	Telkom University
7	M Mucharom Syifa	Pekalongan, Jawa Tengah	IAIN Pekalongan
8	Dicki	DKI Jakarta	Telkom University
9	Annisa O.D	Bandung	Unisba
10	Farhan A	Bandung	Telkom University
11	Selvira Meiliza	Muara Bungo	STKIP Muhammadiyah MB
12	Alam Syarizal	Tanjungpinang Provinsi Kepulauan Riau	UIN SUSKA Riau

using google forms. The distribution of the questionnaire was carried out from January 18 to February 11, 2021. A total of 207 respondents were collected to fill out the questionnaire. The results of the filled out questionnaire were then taken into consideration by researchers to select informants in this study using purposive sampling technique. The diversity of the data and the demographic background of the respondents are elements that are considered in the selection of informants.

RESULTS AND DISCUSSION

Gen Z as a generation born and raised by digital technology is often assumed to be the generation that is most familiar with digital technology and information. Their presence in the digital world occupies the largest portion when compared to other generations before and after them. The findings in this study provide a qualitative picture, how they 'chew' the information they get in digital media related to Covid-19 and how the reading position and the way they respond to and reprocess the information they get into their daily lives.

Information Access

The first interesting finding on the informants of this study is related to access to information. Students who became informants in this study belonged to Generation Z, which had different characteristics compared to previous generations. They were born and raised together with the rapid development of digital technology. Their ability to receive and understand information is automatically influenced by the presence of digital media that surrounds them.

The informants in this study showed the same characteristics as the general description of Gen Z, but the data from this study explored in more detail the reasons they chose certain media in seeking information. According to their

characteristics, digital media is the main medium for them to access information. Another media option is television. Printed newspapers, magazines, tabloids, and radio are no longer an option for informants. The reason is that the media is difficult to access, especially print media. For radio, they claim to be more familiar with streaming radio or an application such as Spotify. It's not only for getting information, but also for listening to music.

Even though they use digital media or online media as a source of information, they turn out to be picky when it comes to media they think can be trusted. According to them, the news portals that can be trusted are Tempo.id, Kompas.com, and Tirto.id. The reasons are on the grounds that Tempo tends to be outspoken in its reporting, as well as Kompas. Another reason is that both media are considered to have big names, so they can be trusted. Meanwhile, for Tirto.id, which is a news portal that tends to be new, the reason the informants choose this media is the format that uses infographics and the reporting method which is considered independent and tends to be critical.

This is closely related to the many studies on Gen Z which show that they are highly skilled at accessing information. The openness given by new media makes them have unlimited access to information. This condition can bring benefits on the one hand but can also be detrimental. The informants felt that too much information about Covid-19 hit them, causing anxiety, fear and other negative emotions. Some people have responded by limiting access to information, especially those related to Covid-19. Frankly, they realized to be more selective in choosing news sources as the following statement :

“Depending on ourselves, for example, we can access the official website or news about Covid-19.

(It) can be used to verify, reinforce each other or check recheck.” (Farhan, informant)

“Must be good at filtering the news, if there is news that makes you restless and confusing, just ignore it. Focus more on prevention for yourself.” (Ezza, informant)

“Let’s not swallow it whole, see if the data is valid and check it first. Because some are hoaxes, some are not.” (Annisa, informant)

Media Preferences

In addition to the news portal in the format of its own page, the informants in this study also use social media as a source that they think can be relied upon in providing as much information as possible. The most widely used social media are Twitter and Instagram. For Twitter, the power of trending topics from this social media platform turns out to be the main reason that makes it a source of information. Gen Z likes things that are fast and uncomplicated, so they prefer to use a fast way to find out what issues are being discussed. This need is facilitated by Twitter. As for Instagram, although it is included in the social media category, it turns out that informants access news portal accounts as sources of information, such as Tirto.id, Kompas, Tempo, CNBC, CNN, and FOX Report accounts.

In practice, online news portals also have official social media accounts, such as Instagram and Twitter, some have even started using the TikTok platform. That way, when accessing social media, it could mean that they are accessing news portals but through their social media accounts. Sometimes they don’t access certain mainstream media accounts for information. There are times when they exchange and seek information through individual or institutional social media accounts. The comment column on social media accounts is one source of

information that they find interesting even though they can’t just be trusted. According to one informant, looking for information on social media is more interesting, people are more expressive based on data, the information is wider because it depends on their perception, so it is more actual.

News aggregators such as those provided by LINE Today, Google, Yahoo, Bing, or other search engines are work based on artificial intelligence. Algorithms that are read by artificial intelligence will approach the audience personally, so that what appears on a person’s screen is what he wants to see. According to informants, the existence of this news aggregator greatly saves time and effort in updating information. In a matter of minutes, they can find out what news is being talked about right now or what is going viral on social media. News aggregators are another option besides Twitter to update information. They have similar reasons as below:

“LINE Today is very helpful to spread information instead of having to look it up yourself. News aggregator has surpassed television.” (Dicki, informant)

“On LINE Today, the news is faster than other media, it immediately appears on the homepage, so you can get the actual news quickly.” (Annisa, informant)

Gen Z’s choice of media as informants in this study tended to vary, as well as the choice of the type of information they absorbed. Then what about information related to Covid-19? They choose news aggregators and social media to get the highlight on the information they need. Online news that is short and not detailed is their reference to find out the latest information about Covid-19. Not infrequently they are also hit by click-bait, but they take it easy, not feeling too disappointed with some news

that is sometimes inappropriate. Gen Z's more easy going character is one of the factors that influence the way they respond to this. The characteristic of Gen Z who always wants to be connected with information makes them more aware of what topics are trending.

The choice of visual appearance is also an important consideration for them. Graphics, images and other visualizations provide instant information without reading the sentences in detail one by one. This is characteristic of Gen Z even though they don't want to be called 'lazy reading'. According to them, "If something is easier, so why do we make it difficult?"

Information Literacy

The ability of Gen Z to understand and access information as well as to sort out what is true and not, qualitatively is quite diverse. Gen Z information literacy consists of the ability to recognize the types of Covid-19 hoaxes and perform fact checks. Findings related to information literacy skills that ranged from the ability to recognize hoaxes to doing fact checks and making fact-checking articles on Gen Z informants were quite varied.

The term hoax, of course, is familiar to their ears as the equivalent of fake news or fake news. Informants who come from various disciplines in general do not understand the difference between misinformation and disinformation even though they can recognize which information they think is not true. In the fact-checking category, several informants have conducted inspections in simple ways, such as tracing the source of the information and checking with reference to digital mainstream media or television to determine whether a news item is true or just a hoax.

Their attitude towards the Covid-19 hoax can also be said to be quite interesting because even though they can

recognize hoaxes and understand the bad effects of hoaxes, they decide to remain silent when other people spread hoaxes in chat groups or on social media. One thing they never do is participate in spreading hoaxes. According to them, it was enough to stop the spread of hoaxes. In addition to checking and rechecking, another thing they do when they encounter hoaxes is to ask other people who they think understand hoaxes.

This research finding answers questions about Gen Z's attitude towards Covid-19 hoaxes. They did not verify the circulating hoax even though they realize that it is wrong and must be stopped. Disdain for older family members or people with more power is a major reason for their silence. The culture of courtesy makes Gen Z reluctant to disagree with other older generations regarding the Covid-19 hoax.

Reading Position

Referring to the theory of reception or acceptance according to Stuart Hall, Gen Z also has a different reading position, namely hegemony-dominance, negotiation, and opposition. Informants indicate reading positions that vary between the three reading positions. That is, regarding information about Covid-19, there are those who receives and interprets the information contained in digital media by conducting negotiations, sorting out information that they think is in accordance with their values, experiences and other references. This negotiation position was shown by many informants. Meanwhile, for the opposition reading position, it is shown mainly for information that is felt to disturb them emotionally, for example, makes them restless, afraid, and worried. In fact, the informant with this reading position decided to temporarily close access to information related to Covid-19.

Among the informant of Gen Z in this study, the hegemonic-dominant

reading position was not found. Although there is a tendency towards hegemonistic the informants still negotiate the meaning of the information they receive even though the level is only small. This can be seen in informants who tend to be apathetic to the amount of misinformation circulating in cyberspace related to Covid-19.

Talking about generation Z will not be separated from the discussion about digital technology. Why? Born at a time when digital technology is developing rapidly, Gen Z grows into people who are familiar with digital technology, is instantaneous, lack ambition, does not like to be 'complicated'. Unlike the previous generations, namely Gen X and Gen Y (millennials), this generation has an extraordinary closeness to digital information technology. They are very familiar with digital media and make this media their main reference for getting information.

The rise of hoaxes related to Covid-19 in digital media made the generations before them feel worried. But in reality, they have their own abilities and mechanisms when receiving information related to Covid-19 in digital media which is influenced by their characteristics as a generation that grew up with the internet and all its complexities. As the majority inhabitants of the digital world, they have great power to build a healthy digital information ecosystem related to Covid-19 and this pandemic. The war against the infodemic will continue as long as the Covid-19 hoax continues to spread rapidly and the role of Gen Z is very much needed. The diversity of the respondent's demographic background is one of the elements that influenced the reading position, media preference, and information literacy of informants.

CONCLUSION

Based on the research findings

and discussion on the theory used in this study, it can be concluded that Gen Z's acceptance of information related to Covid-19 can be explained in the context of information literacy and reading position.

In the context of information literacy, the ability to recognize hoaxes is a basic skill that has been possessed, but the attitude towards hoaxes is not the same for every informant. There are those who verify by asking questions or checking sources and comparing with other media, but there are also those who do not care. Even though they know how to check facts in a simple way, they tend to be silent and don't help straighten out when there are hoaxes circulating regarding Covid-19 in their digital environment.

In the context of the reading position, hegemonic-dominant is not indicated. The dominant reading position is negotiation. Informants choose which information is in accordance with their frame of reference and field of experience and interpret information related to Covid-19 according to the values they consider correct. Another indicated position is the reading position, the opposition in which the informant rejects information that hits him by closing access to information related to Covid-19.

The results of this study expose opportunities for further research related to Gen Z's acceptance of information related to Covid-19 and provide novelty in terms of references and new findings of qualitative data about Gen Z and the Covid-19 infodemic among similar studies.

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The Utilization of Digital Communication Media Genre Radio in Successful BKKBN Programs

¹Yasha Langitta Setiawan, ²Puryanto, ³Januardi Nasir

^{1,2}Universitas Ekasakti, Jl. Veteran dalam No. 26b, Padang
E-mail: ¹yashalangitta@gmail.com, ²januardinasir@gmail.com

Abstract: *The development of communication technologies has changed people's lives who are now more likely to use Internet-based or digital communication media. BKKBN West Sumatra is a government agency which innovates by using digital media called "GenRe Radio." This study aims to examine the use of the digital radio communication media genre in population programs, family planning, and family development and analyse the communication process performed by genre radio in the content of broadcasting programs. The research method used is a qualitative method based on a case study. The sample collection technique in this study was based on purposive sampling techniques. Informants in this study amounted to six people. This research shows that BKKBN uses digital radio communication media to transmit information about population, family planning, and family development in western Sumatra. The utilization of the digital radio communication media genre can increase the use of birth control and the suitable age to marry. Information and inducements to attract listeners are conveyed through the official Instagram post @genreradio107.9fm. The public can also participate in interactive talk show broadcast programs.*

Keywords: digital communication media, radio streaming, genre radio, BKKBN

INTRODUCTION

The use of communication technology changed the order of people's lives into a digital society. Traditional mass media have long graced our days, ranging from print mass media (newspapers, magazines, tabloids, and books) and electronic mass media (radio, television, and film). All of them must follow the development of technology if they do not want their existence eroded by the times. Conventional mass media that are plural, also called old media, must prepare themselves for media competition. Now, all old media must compete with or utilize new media or new media / digital media. (Permana & Mahameruaji, 2019). Human efforts to communicate with each other to develop their identities and build their societies are carried out relentlessly over time (Alfani, 2020). BKKBN

West Sumatra chose streaming radio as a communication medium because internet-based mass media users are more in demand by the people of Indonesia. Based on the results of a survey conducted by the Indonesian Internet Service Users Association (APJII) in 2019, internet users in Indonesia have reached 171 million people, reported from Katadata.co.id. Therefore, it is recorded that 56% of the population in Indonesia is recorded using the internet (Pratiwi et al., 2020).

Media in today's digital age is highly developed based on the flow of information. The communication revolution gave birth to a new world. The information for human's daily needs can be obtained easily. Anyone can also carry out information creation activities like producing, processing, and distributing information at any time (Datubara &

Irwansyah, 2019). Radio can be enjoyed while doing other jobs such as studying, relaxing, driving a car. (Setiawan & Latifa, 2019). Marshal McLuhan defines internet radio as a rearview mirror with the innovation of audio content through internet technology (Aprilani, 2011). From the media habit data released by Nielsen, it is seen that the trend of listening to radio continues to fall even in 2015 at 15.77%, inversely proportional to the internet trend that broke through at 37.845% (Asy'ari & Luthfi, 2018). Mainstream media companies in Jakarta have adopted a convergence strategy in running their business (Ashari, 2020). The findings of the Nielson Radio Audience Measurement survey of radio sound measurement survey of + 8,400 people aged 11 years and over in 11 cities in Indonesia. Currently, 4 out of 10 radio listeners listen to the radio through a more flexible and personal device, namely mobile phone/streaming (Zainury, 2018). In the digital era, radio enthusiasts are still among millennials who enjoy radio for entertainment and listening to music (Dhamayanti, 2020).

The purpose of this study is to describe in-depth the effectiveness of the use of streaming radio in providing population information, family planning, and family development in BKKBN West Sumatra and see the constraints of spreading information through streaming radio. Previous research discussing the use of conventional media in BKKBN family planning programs was "the influence of television advertising on family planning programs." (Irwansyah, 2017). This research discusses the distribution of family plan ideas (KB) on a large and comprehensive scale, which is done through television advertising. At the same time, this study discusses the effectiveness of streaming radio as a new medium in delivering population information, family planning, and family

development in BKKBN West Sumatra.

METHOD

This study used qualitative research methods. The qualitative research method is a social science research method that collects and analyzes data in words (oral and written) and human actions, not analyzing numbers. According to Sugiyono, qualitative research is a research procedure that produces descriptive data in written or spoken words from people and observed behavior (Safa'atun, 2015).

The informant selection technique in this study used a purposive sampling technique, namely selecting people based on specific criteria considered to represent statistics, the level of meaning, and the procedure did not apply to designs that were not sampling (Pavitasari et al., 2019). The criteria for informants in this study were management and broadcasters members of the West Sumatra BKKBN radio GenRe. The criteria are based on specific considerations related to officials, management staff, and broadcasters of the radio GenRe. Where in this study, the criteria for informants are as follows: (1). Served as the administrator of the West Sumatra BKKBN radio GenRe, (2). West Sumatra BKKBN radio broadcaster. Based on these criteria, the informants in this study amounted to six people consisting of one person in charge of the radio GenRe, one former head of administration, whereas an innovator who initiated the idea of the emergence of the radio GenRe, one recording, two broadcasters, and one technician.

To obtain the data needed in this study, the researchers' techniques are as follows: (1). According to Bungie, observation is a person's ability to use his observations through the work of the five senses of the eye and assisted by other senses. This study uses the type of direct observation. In this case, the researcher in collecting data stated frankly to the

data source that the researcher was conducting research. So those who are being researched know from the beginning to the end about the research activity. Observations were made on the West Sumatra BKKBN Radio GenRe to see the activities of the radio GenRe management team and how broadcasters create messages that attract listeners' attention. (2). Interview, Esterberg defines an interview as a meeting of two people to exchange information and ideas through question and answer to construct meaning in a particular topic. This interview is essential to learn about radio GenRe broadcasts' activities in delivering the city's BKKBN family planning counseling programs.

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Miles and Huberman argue that there are three stages of data analysis in qualitative research: (1). Data reduction,

namely summarizing, choosing the main things, focusing on the essential things, looking for patterns and themes. Thus, the reduced data will provide a clearer picture and make it easier for the researcher to collect further data and search for it if necessary. In this stage, the researchers chose the main things. They grouped them according to the formulation of the research problem, namely how the effectiveness of the use of streaming radio in the success of the West Sumatra BKKBN program and how the obstacles in the use of streaming radio (2). Data Display (Data presentation) After the data is reduced, the next step is to display the data. In qualitative research, data presentation can be done through short descriptions, graphs, relationships between categories, flowcharts, and the like. The second analysis carried out was to display the data in the form of a brief description of the researchers' findings from the results of interviews, observations, and literature related to the research focus, namely the use of streaming radio in the success of the West Sumatra BKKBN programs. (3). Conclusion drawing/verification: The third step in analyzing qualitative data, according to Miles and Huberman, is drawing conclusions and data verification. The final analysis stage in this research is to conclude from the research results.

RESULTS AND DISCUSSION

Radio genre as BKKBN West Sumatra streaming radio

Based on the findings, the National Population and Family Planning Agency (BKKBN) is a Non-Ministry of Indonesia Government Agency tasked with conducting duties in Population and Family Planning and Family Development (KKBPK) to disseminate the information to couples of childbearing age and the wider community. One of the ways that BKKBN established a medium

of delivery of KKBPK messages through streaming radio is called the radio genre. The choice of streaming radio media with the reason and consideration that radio can target millennials who actively use internet-based electronic media.

Media communication such as digital radio is an innovation made by BKKBN West of Sumatra to achieve the success of the population, family planning, and family development programs. According to Rodger, innovation-based diffusion is when innovation is communicated and disseminated through specific channels to engage in social systems. The dissemination of innovation consists of 4 components: innovation, communication channels, time, and social systems (Budd, 2016).

The process of innovation in the diffusion of communication is the convergence between two or more persons who exchange information. As it is two-way communication, each participant can create and share information to gain general perception, understanding, or understanding. With this general understanding, it is expected that these innovations will be adopted, although, in the end, all innovations do not have to end with the adoption process (Ramayadi & Sariningsih, 2020). The digital radio communication media genre is used as an innovation by representatives of the BKKBN West Sumatra Province, especially the field of AKIE who wants to disseminate *Bangga Kencana* programs by establishing a streaming radio. It started from TV tools available in the MPC room that is not used, then made concepts/proposals about streaming radio. Moreover, three weeks proposed as head of BKKBN Sumbar were finally approved and launched in April 2016. The following year, innovation turned TV Streaming into a joint venture with local television. Then, the following year, continuous radio was transformed into

community radio. Radio streaming also started from the idea of Dra. Deswita. At the time, Deswita was the head of ADPIN and worked with radio professionals contracted to work for BKKBN.

One of the reasons for the emergence of the idea of using streaming radio is because of the delivery of information about population, family planning, and family development and advertisements of BKKBN programs, which were conducted through private radio and private television in the city of Padang need much money. Finally, another way to do it with fewer funds was found with the appearance of the first BKKBN streaming radio named radio genre. This streaming radio is also a tool to speed up broadcasting or disseminating information to the general public because it does not take long. The process is also fast, only requiring an internet network, computer devices, and some tools to broadcast, such as a broadcast mixer & microphone. The vision of the radio genre is to be a reliable media in realizing the population grows balanced and quality. Disseminating Family Planning and Family Development Population (KKBPK) programs and general information through radio streaming media, conveying information and education about Family Planning and Family Development Population (KKBPK) programs and general, helping to foster interest in listening to the radio.

Based on the organizational structure of BKKBN streaming radio representative (radio genre), the head of BKKBN representative of West Sumatra as an advisor in running the radio genre, the head of ADPIN, and the head of AKIE Sub-Section as a supervisor for the radio genre airs, program manager/studio head is Rasmadeni who was chosen based on his many experiences as a radio announcer and understood on the internet of streaming radio. Meanwhile, the

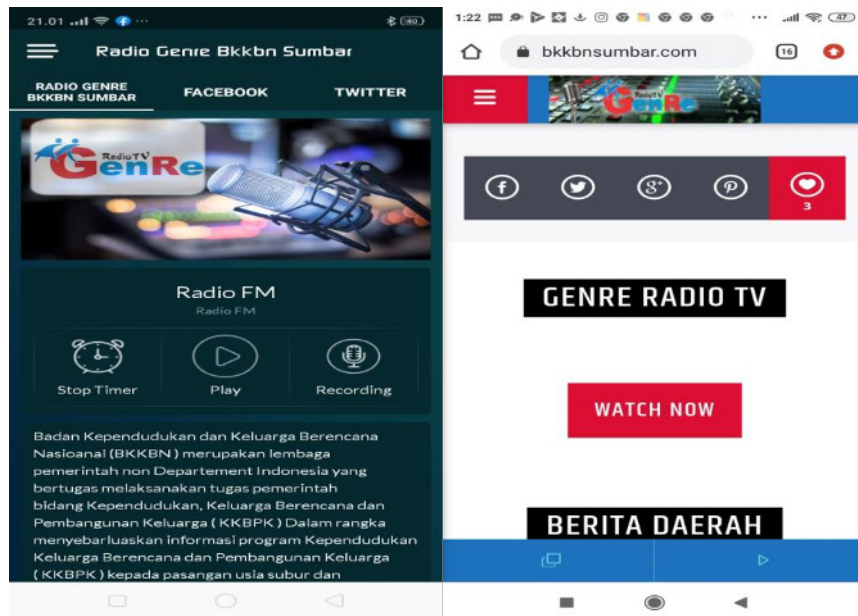


FIGURE 1. Genre Radio App

cameramen/editing section, recording/MD, as broadcasters and technicians are selected based on the selection stages of BKKBN west Sumatra contract employees who also have experience in the world of radio.

West Sumatra BKKBN streaming radio is one of the non-ministerial government institutions that use internet-based media, unlike the mass media companies or individuals who have been converging from conventional mass media to online BKKBN radio streaming is present as online-based radio mass media. Conventional radios that usually need transmitters and frequencies now only require an internet network to work and reach their listeners. Technology has two components, namely hardware aspects, including technology components as physical objects, and software aspects, consisting of instructions, guides, and other aspects of information that allow us to carry out specific tasks (Don et al., 2017). In BKKBN Streaming Radio Consists Of Hardware In The Form Of Computer Equipment, Audio Mixer, And An Internet Connection. The Software Consists Of, Microphone, And A Guide To Using The Audio Mixer.

BKKBN streaming radio can be accessed by downloading the application in the play store and app store on the phone, or people can also access the www.bkkbnsumbar.go.id website and click directly on the radio genre. The radio genre streaming application is connected to the West Sumatra BKKBN Website, as shown in FIGURE 1. BKKBN streaming radio can easily convey information and present music entertainment for listeners in West Sumatra and nationally and internationally. The streaming nature of the radio genre can reach millennials who are more active in using internet-based media than conventional media. Therefore, the purpose of BKKBN can reach the target and reduce the number of underage marriages, casual/free sex, extramarital pregnancy, drugs that are usually close to the lives of teenagers.

Effectiveness of the existence of streaming radio in the dissemination of information

Utilizing internet-based technology such as streaming radio is needed by BKKBN Representatives of West Sumatra Province. They are responsible for succeeding KB (Family Planning)

programs that penetrate the dissemination of information through audio media. This streaming radio is an initiative of BKKBN of West Sumatra Province, which wants to form a *Bangga Kencana* (Family Development, Population and Family Planning) program to be in demand by the community and can be accessed directly through streaming.

Nowadays, most of the general public still tends to have inaccurate assumptions about family planning programs. The existence of streaming radio is also an excuse to speed up broadcasting or disseminating information to the general public because it does not take long. The process is also fast, only requires internet networks, computer devices, and some tools to broadcast, such as audio mixers and microphones. To facilitate informing/disseminating BKKBN programs to the public and collaborate with affiliated radio and private radio. Increasing active KB users and increasing people's knowledge of family planning is one of the BKKBN programs that has been successfully implemented since using streaming radio

as a communication medium, such as TABLE 1.

From the results of west Sumatra BKKBN SKAP data in table 1, the percentage of modern contraceptive use (CPR) has increased from 61.1% in 2018 to 61.3% in 2019. The percentage of active birth control participants also increased from 2018 22.3 to 23.5 in 2019. Then the percentage of knowledge about all modern birth control tools/ways also increased in 2018 to 50 in 2019 increased to 70. From this data, it can be seen that since the radio genre aired in 2018 can increase the active use of birth control, increasing the knowledge of the people of West Sumatra about kb. The use of radio streaming is quite effective in the success of BKKBN programs.

In the communication process, communicators are one of the factors that determine the effectiveness of communication activity (Juanda, 2017). Some components must exist in the communicator, including the source's credibility as having expertise and trust. Broadcasters need to have expertise in

TABLE 1. Program Targets for Population and Family Planning RPJMN 2015-2019 and Achievements of the 2019 RPJMN

indicator	2015	2016	2017	2018	2019	achievements (skap results 2018)
TFR (every woman's child)	2,37	2,36	2,33	2,31	2,28	2,45
ASFR 15-19 Years	46	44	42	40	38	33
Percentage of Modern Contraceptive Use (CPR)	60,5	60,7	60,9	61,1	61,3	54,94
Percentage of Active Family Planning Participants (PA) MKJP	20,5	21,1	21,7	22,3	23,5	24,6
unmet need for family planning (unmet need) PUS (%)	10,6	10,5	10,3	10,1	9,9	12,1
contraceptive dropout rate	26,0	25,7	25,3	25,0	24,6	29,0
percentage of knowledge about all modern family planning tools/ methods	16	21	31	50	70	13,6

(source: West Sumatra BKKBN)

influencing listeners to enter and stay in the broadcast. The more expert and trusted the source of information, the more influential the message is conveyed. In broadcast content that is interactive dialogue, streaming radio invites experts in their field to discuss the topics. The attractiveness of a communicator can occur due to his physical appearance, speech style, personality, nature, familiarity, performance, communication skills, and behavior. People listen to streaming radio because of their need for information about population, family planning, and family development. Streaming radio broadcasters are selected from the recruitment process with the criteria of having experience in the broadcast world and being interested in the world of broadcasting so that they have credibility in the world of broadcasting. Characteristics of Radio Media, namely, Theater of Mind, Personal, Sound Only, At Once, Heard Once, Secondary Medium Half Ears Media, Mobile / Portable, Local, and Linear (Indriyawati & Suprayogi, 2011). Some of the characteristics of streaming radio can reach the target of BKKBN, namely teenagers who are generally familiar with internet-based media, so that BKKBN is very easy to reach them with population, family planning, and family development programs.

BKKBN streaming radio proved effective as a means of mass communication that can reach all levels of society and penetrate the boundaries, especially with streaming facilities (internet). A message delivery process that can achieve the purpose of the content of the message and provide feedback (feedback) or reaction so that the message is successfully conveyed and gives rise to effective communication. Effects can occur at a level, that is, Cognitive Effects, if there is a change in what is known, understood, and perceived by the

audience. This effect is concerned with the transmission of knowledge, trust, or information. From the SKAP BKKBN West Sumatra in TABLE 2, the knowledge index of the fertile period increased from 16.8 in 2016 to 24.9 in 2018, and the age knowledge index should be married and give birth at 42.6 in 2016 to 69.5 in 2018. The anemia and HIV/AIDS knowledge index was estimated at 70.5 in 2016 to 83.3 in 2018, and the drug knowledge index was estimated at 89.4 in 2016 to increase to 97.9 in 2018. At last, the KRR knowledge index also increased from 43.3 in 2016 to 45.9 in 2018. However, unlike the case, the index of listening/seeing/reading information related to the genre (adolescent generation) decreased from 34.7 to 26.6 in 2018. This proves that the existence of BKKBN streaming radio is quite effective in increasing public knowledge about the fertile period, age knowledge should be married and giving birth, knowledge of anemia and HIV / AIDS, drug knowledge, and KRR knowledge. The practical effect arises if the audience changes what is felt, liked, or hated, including everything related to emotions, attitudes, and values. After listening to streaming radio, the broadcaster is interested in accessing BKKBN streaming radio periodically because of the content of broadcasts that are not only about BKKBN programs but also music broadcasts and artists/influencers interviews.

Radio streaming as the media for information presenting

Mass media works as an educative medium, informative media, entertainment media, and social control. Online-based mass media also has a function as a medium of information dissemination. BKKBN streaming radio is considered an effective way of providing information about population programs, family planning, and family

TABLE 2. West Sumatra BKKBN Data

Indicator	2015	2016	2017	2018	2019	Information
Average Age of Marriage Plan		20.4			24.6	National
		21			25.5	West Sumatra
TFR		2.34	2.4	2.38	2.45	National
		2.03	2.42	2.51	2.68	West Sumatra
Mcprr		59.5	57.6	57	54.97	National
		59.5	52.3	48.3	47.97	West Sumatra
MKJP		12.8	21.5	23.1	25.6	National
		15.9	23.1	28.8	29.26	West Sumatra
Unmet need		15.8	17.5	12.4	12.1	National
		18.1	20.8	14.7	10.8	West Sumatra
ASFR 15-19	48	38	33	30	33	National
		13.06	22	18	18	West Sumatra
KTD		9.2	10.3	19.7	17.5	National
		9.9	10.6	11.7	11.6	West Sumatra
Average Age of Marriage Plan		20.4			24.6	National
		21			25.5	West Sumatra
Fertility Knowledge Index		21.8		21.7		National
		16.8		24.9		West Sumatra
Knowledge Index Age Should Marry And Give Birth		52.1		62.9		National
		42.6		69.5		West Sumatra
Knowledge Index of Anemia and HIV/AIDS		77.9		80.7		National
		70.5		83.3		West Sumatra
Drug Knowledge Index		90.7		96.9		National
		89.4		97.9		West Sumatra
KRR Knowledge Index		51		57.1		National
		43.3		61.6		West Sumatra
Ever Heard/Viewed/Read/Related Information GENRE		32.2		45.9		National
		34.7		26.2		West Sumatra

(source: West Sumatra BKKBN)

development. Starting from the extension of family planning, age is enough to get married, about sex, and pregnancy. The information is very detailed, ranging from pre-marital, post-nuptial, and pregnancy information for married mothers. Nevertheless, the information provided is

not only about the West Sumatra BKKBN programs; the information also contains the latest news.

BKKBN streaming radio also has a function as an educative media by providing messages that include listener's knowledge about what family

planning is, how to use birth control, how to use contraceptives and more messages that contain knowledge for the people of West Sumatra in particular and communities throughout Indonesia in general. BKKBN streaming radio is also a means of entertainment by providing music content that listeners can enjoy. Another basic need in humans is entertainment. Entertainment can be obtained through stimulation, the quest to reduce boredom or escape from routine activities, relaxation or escape from stress and problems, and the emotional release of pent-up feelings and energies, social utility (social importance) (Kurniawati, 2019). The public can use BKKBN streaming radio to reduce boredom and get away from routine activities, relaxation, emotional release, and can be used for social utility by listening to songs played by BKKBN streaming radio, interactive dialogue that discusses population, family planning, and family building, and also the broadcast of artist/influencer interviews. BKKBN streaming radio gets various comments from listeners who state that the radio is very informative, educative, and interactive. The radio genre application has a rating of 4.9, which is considered relatively

high, as shown in FIGURE 2.

BKKBN streaming radio also serves as an educative medium. Providing knowledge to the public about BKKBN programs, one of which is the content of broadcasts about the dangers of free sex for teenagers, the age of marriage for teenagers, and the dangers of drugs. Broadcasting from streaming radio is also interactive by bringing experts in their fields to discuss a current topic needed by the community. BKKBN is very concerned about increasing K users, which is the main task of creating a quality family by planning every phase and stage of life, from the womb to the teenagers to the elderly. For this reason, it is necessary to develop information such as radio streaming as a gate for information to educate the public. Listeners can also participate in interactive live programs by phone by asking directly and discussing related topics raised such as FIGURE 3.

From FIGURE 4, it can be seen that one of the broadcast programs is called Bingkai (Inclusive Talk) in BKKBN radio streaming. This interactive dialogue invites the speaker to discuss the topics raised. BKKBN streaming radio is also a medium of entertainment by presenting music broadcasts, song requests, and artist interview programs conducted online through video calls or by phone applications live. There are even listeners who do interactive services by calling to request songs and greetings from Jakarta, Manado, even Papua, as FIGURE 5.

The characteristic of BKKBN streaming radio is that it uses the internet and online to reach national and even international listeners. BKKBN is very concerned about increasing KB users, which is the main task of creating a quality family by planning every phase and stage of life, from the womb to the teenagers to the elderly. The information development of streaming radio needs to perform as a funnel and gate of information

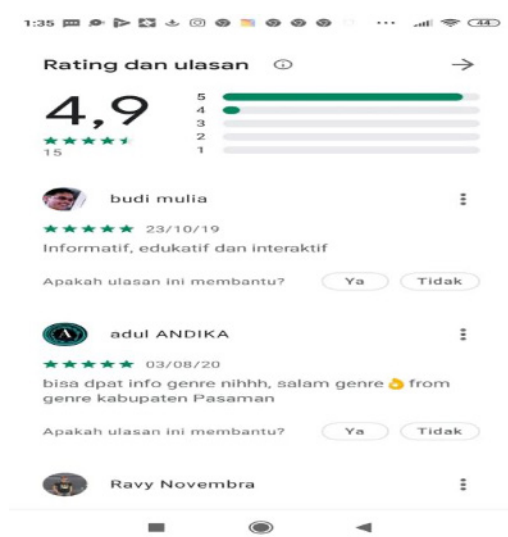


FIGURE 2. Ratings and reviews of Radio Streaming BKKBN

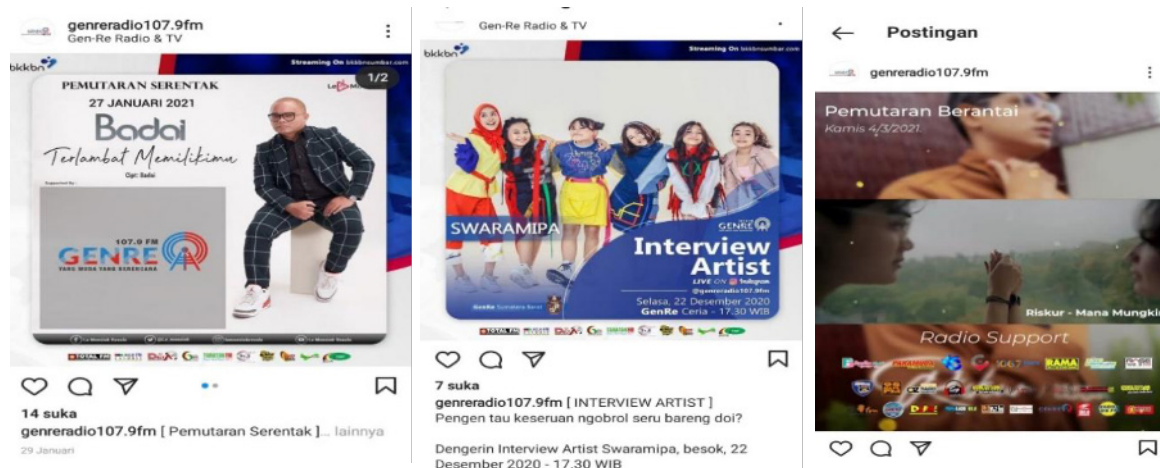


FIGURE 3. BKKBN Streaming Radio entertainment program

to educate the public. The BKKBN streaming radio also comes as a social control tool; streaming radio also has news content criticizing the government, seeing the extent of performance of BKKBN, presenting the latest, updated, and objective news. Streaming radio is not entirely for government agencies. However, it received criticism and advice from the public about the phenomenon that occurred. It bridged two-way communication between the BKKBN government and the people of West Sumatra and even nationally. The communication media used to inform and persuade the public needs to be made attractive and easily understood by the community for the information (Putra et al., 2021). The content of BKKBN

streaming radio is exciting and easy to understand for listeners; BKKBN Sumatra Barat hopes that listening to the broadcast can change attitudes and increase the number of listeners. Therefore, the content of BKKBN streaming radio is not entirely about population programs, family planning, and family development (KKBPK) only. The composition base is 15% news, 5% religious broadcast, 50% around BKKBN programs, 15% education, and 15% music. This division is because the target of this streaming radio listener is 60% teenagers and 40% adults, according to the name of the radio genre (teen generation).

The broadcasts from streaming radio include interactive live events and song requests using light and simple language



FIGURE 4. BKKBN Streaming Radio Interactive Program

for teenagers. This is inseparable from how radio streaming packages interesting messages with the nature of persuading the public to use birth control. Ads that become streaming radio content are produced by the Sumatra Barat BKKBN and delivered directly by streaming radio broadcasters with material or broadcast content of 60% family and BKKBN programs, 40% available content. Creating broadcast content ranges from the radio manager designing the message and directing the theme to be raised, then voice over direct broadcaster and the last process editing by the editing division. Target listeners are also crucial in creating a program and conveying information. The target audience of BKKBN streaming radio ranged from teenagers to older adults because BKKBN has programs ranging for teenagers, families, to the elderly. BKKBN only does live radio streaming during office hours because GenRe Radio Streaming is located in the office of the BKKBN Representative of West Sumatra Province. The allocation of broadcast hours from BKKBN live streaming radio ranged from 7.00 - 19.00 WIB where a broadcaster is doing a live broadcast and from 19.00 -06.59 only playlists that have been compiled (songs and advertisements) were streamed, so GenRe Radio streaming on 24 hours.”

Constraints on the dissemination of information through streaming radio

The genre of digital radio communication media is a form of internet-based media that is quite successful in conveying messages about population, family planning, and family building, the nature of audio can be heard anywhere at any time using the application, the internet package of these messages reaches the listener in real-time. Based on the theory of diffusion of innovation, genre radio is an innovation that is an idea that is considered new by people

who previously did not know and could not even apply genre radio as a medium of digital communication. Secondly, the existence of gender radio is promoted by certain digital media, namely Instagram, and applied to a certain period when the radio genre broadcasts from 2018 and still exists today. Next, it is delivered to the West Sumatran people with a background in Minangkabau culture in the Minangkabau regional language and the Indonesian language. Digital radio communication genre media is a medium that plays an essential role in achieving the goals of BKKBN. This is adopted by people who have higher education and literacy of technology than opinion leaders or indigenous leaders who have a significant influence in the community, especially in remote or isolated areas. The process of introducing digital radio communication media genre in the regions of West Sumatra through wali nagari as opinion leader who was then gathered the community to listen to BKKBN streaming radio jointly. Nevertheless, constrained by the difficulty of the internet network so that the radio is intermittent, other obstacles people are not interested in listening to streaming radio because of the background of work as a farmer so do not have time to listen to genre radio.

The obstacle of the radio genre from the launching process until now is that there is no specific budget for the operation of the radio genre. BKKBN streaming radio is government-owned, so there are no commercial ads. Another problem is that online streaming radio must use the internet network making remote areas unable to access the radio genre. However, BKKBN streaming radio makes the program listen together to streaming radio in the office of the guardian of Nagari every area in West Sumatra. However, it is constrained by internet network difficulties, and most citizens cannot use applications from

streaming radio. In addition to other internet networks, the obstacle is internet quota. To apply streaming, radio must have many quotas to be smooth when listening to broadcasts.

Another obstacle is the education level of the West Sumatran, which is still low. There are still many who are not technologically literate. Nevertheless, BKKBN still exists to air online since launching in 2018 until now and optimistically can be heard by people in remote west Sumatra. BKKBN also cooperates with conventional radios located in areas of West Sumatra where the online radio is connected to conventional radios in the region.

One of the BKKBN West Sumatra streaming radio targets is the millennials. The current internet barrier is that, with a slow connection, transmissions may shake when hearing a word or musical tone, high treble tones and low bass reduced as data slips into the available bandwidth. Sound quality is often moderate without external computer speakers, like listening to AM radio or FM radio mono. A high-speed modem direct internet access cable is required or the increased bandwidth required to hear the stereo audio quality. FM and even CD quality, there are delays when audio files, many online radio stations, and Audio sites cannot load more than a few hundred simultaneously (Harliantara, 2019). BKKBN radio streaming is a government-owned radio that has just aired, so there are obstacles in terms of internet connection. The internet connection is still not stable when they broadcast when so many people access it simultaneously. Equipment from radio streaming broadcasts is also limited. Moreover, the live broadcast hours are limited to their office hours.

Knowing the number of radio listeners, especially streaming radio that has existed for four years, requires a little effort by doing research or surveying

listeners. One of them is by visiting affiliated radios and asking directly to the team, such as broadcasters and broadcast programmers. In addition, how to find out the number of listeners who listen to GenRe Radio broadcasts can also be done through the SAM Cast application that can bring up the number of listeners who access the website www.bkkbnsumbar.com and can be used as a benchmark to see if GenRe Radio is in demand by listeners. GenRe Radio Program Manager mentioned that the most listeners in a broadcast are about 100 listeners, and the lowest is three listeners. In the last data obtained in December 2020, there were 112 listeners in a broadcast time of 7 hours 21 minutes 34 seconds, as seen in figure 5:

Judging from FIGURE 5, the number of listeners from the radio genre is still relatively small even though the use of streaming radio is quite effective as a medium of communication in the current digital era. The number of listeners who are still small is also an obstacle in conveying population information, family planning, and family development.

Promoting BKKBN West Sumatra streaming radio

BKKBN West Sumatra conducted an intensive promotion about the existence of BKKBN streaming radio by informing the general public about the existence of GenRe Radio as a streaming radio under the auspices of BKKBN Representatives of West Sumatra

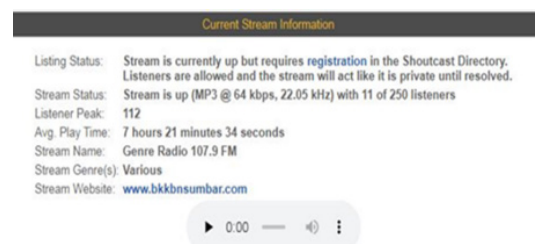


FIGURE 5. Current Stream Information

Province, like a radio that has just emerged in private radio and government radio genre shows its existence to be calculated in the world of Indonesian broadcasting. Some of the steps described by GenRe Radio Program Manager, promotion is carried out on one of the conventional private television called Padang TV every time there is a talk show or interactive dialogue that invites BKKBN member as a source person, they always showed ads running in the TV field about the existence of BKKBN streaming radio. The promotion is also carried out at every event conducted by BKKBN in the form of banners and direct communication. In addition, the promotion is also carried out in the form of brochures, running text on local TV that has collaborated with BKKBN Streaming. BKKBN streaming radio targets young people in West Sumatra who are commonly called millennials who are active in the social world. BKKBN also uses Instagram as a medium to promote the existence of its streaming radio.

The Instagram account @generadio107.9fm looks to have a considerable following of 1,355 followers. BKKBN streaming radio periodically informs the series of broadcast events every day. Broadcast program shows vary, ranging from dialogue with sources discussing family planning, getting married to be old, and programs from the population, family planning, and family development. BKKBN also has an interactive event program with listeners ranging from song requests to greetings. The radio genre's existence was also promoted through banners when BKKBN West Sumatra conducted a special banner-made event about the existence of the radio genre and how to access the radio genre. BKKBN West Sumatra also works with several radios in the areas of West Sumatra to promote and connect with FM radio in the west. BKKBN also promotes

the existence of the radio genre when socializing directly to schools in West Sumatra.

CONCLUSION

Based on the purpose of this research, it can be concluded that the West Sumatra BKKBN uses the radio genre digital communication media as an innovation in providing information, education, and entertainment about population, family planning, and family development. According to Rogers' innovation diffusion theory, innovation is conveyed through specific media, in certain times, and in particular social systems. Innovation in the use of digital communication media is delivered through the radio genre, which began to be used in 2018 and still maintains its existence to this day, the target of the radio genre is the people of West Sumatra with the Minangkabau social system

Information is conveyed in an attractive language to be understood and attract listeners to use digital radio genre communication media. From what has been done by the BKKBN in the implementation of digital communication media as a medium of information, education, and entertainment, the research findings show that the people of West Sumatra have not fully understood and used digital communication media because their educational background is not yet literate with digital communication media. In today's digital era, digital communication media is critical to use because it can influence and shape public understanding of government programs. A persuasive communication strategy in attracting public attention to using digital communication media is an exciting study for further research.

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*DALAM MENJAGA EKSISTENSI
PENDENGAR DI KOTA MEDAN.*

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Service Communication on Unisba Student Satisfaction During the Covid-19 Pandemic

¹Tresna Wiwitan, ²M. Subur Drajat, ³Nurrahmawati

^{1,2,3}Fakultas Ilmu Komunikasi Universitas Islam Bandung, Jl. Tamansari no. 24-26, Bandung, Indonesia.

Email: ¹tresnawiwitan1803@gmail.com, ²nurrahmawati10@gmail.com, ³msuburdrajat@gmail.com

Abstract. *One of the indicators of stakeholder assessment of higher education institutions is the service factor provided by the institution. Online lectures and lecturer services – educators to students – are part of the communication services that Unisba provides to its students. Student dissatisfaction with the services that faculties and universities provide is usually conveyed on social media and it can be a boomerang effect for Unisba. Customer Relationship Management (CRM) is a form of service communication that is based on building relationships with customers. The purpose of this study was to determine and analyze the effect of service communication on student satisfaction. This study uses quantitative analysis method to test the influences. The population is Unisba strata-1 (S1) active students in the 2020/2021 academic year, totaling 12,854 students. To determine the sample size, the authors used the Slovin formula with a margin of error of 0.09 and the number of samples is 132 students. The sampling technique that the authors used was the stratified probability one. The data analysis that we used was simple linear regression to see the influence of people, process, and technology aspects on Unisba student satisfaction. The research results show that human, process, and information technology aspects have a significant influence on Unisba student satisfaction.*

Keywords: *Customer Relationship Management, service communication, student satisfaction, pandemic Covid-19.*

INTRODUCTION

Since the Covid-19 pandemic at the beginning of March 2020, the Minister of Education and Culture of the Republic of Indonesia issued Circular Letters number 2 and 3 of 2020 regarding the Prevention and Handling of Corona Virus Disease (Covid-19). The Rector of the Islamic University of Bandung (Unisba) responded to this by issuing a circular no. 198 dated 28 March 2020 to stop all face-to-face lecture activities and require lecturers to carry out online lectures. Unisba as an Islamic university must be able to develop the values of the Islamic spirit through the Tridarma of Higher Education, because these values are the basis of all supporting knowledge and

skills that penetrates every life, including service communication (Effendi & Setiadi, 2021). And all of this has an impact on the service communication carried out by lecturers and education staff to students.

Service communication provided by lecturers and teaching staff to students during this pandemic is one of the important indicators, where this communication is not carried out face-to-face but can be done virtually. Online lectures through e-kuliah.unisba are one of the communication services carried out by Unisba for students. Online lectures or remote learning are one of the solutions and effective learning models during a pandemic (Afriliana et al., 2021) The

ekuliah.unisba system had several times encountered problems, at the beginning of the odd semester of the 2020/2021 academic year, it often had server downs, and even at midterm exam it had the same so that lecturers and students were not very comfortable using it.

This research is not only related to the service communication of ekuliah.unisba but also with the ways in which lecturers and teaching staff provide services outside the context of academic issues. Service communication is a communication practice in supporting the provision of the best service to the customers of an organization in order to create a harmonious relationship of mutual understanding. Currently, the development of the era leads to openness, globalism, and democracy. The old paradigm in government and private organizations which relies on authority and tends to ignore the quality and quantity of services should be abandoned.

Customer Relationship Management (CRM) is a corporate level strategy that focuses on maintaining customer relationships. Service communication (Saleh, 2010) is a communication practice in supporting the provision of the best service to the customers of an organization in order to create a harmonious relationship of mutual understanding, therefore, it may help an organization to achieve its objectives. The concept of CRM has been used in various service communication research. This CRM concept is the basis of this research, seen from the indicators of people, process, and technology on student satisfaction as customers from the university. Based on these problems, this study aims to identify and analyze: 1) the influence of the people aspect on Unisba student satisfaction, 2) the influence of process aspect on Unisba student satisfaction, and 3) the influence of the technology aspect on Unisba student

satisfaction.

The concept of Customer Relationship Management (CRM) has been used in various research on service quality. According to Francis Buttle (Saleh, 2010) customer relationship management is a core strategy in business that integrates internal processes and functions with all external networks to create and deliver value for target customers profitably.

Francis Buttle explained that Customer Relationship Management (CRM) can be studied from three levels, namely:

1. Strategic CRM is a 'top-down' view of CRM as the most important business strategy that puts customers first and aims to attract and retain profitable customers.
2. Operational CRM, is a view of CRM that focuses on automation projects such as service automation.
3. Analytical CRM is a 'bottom-up' view of CRM that focuses on extracting customer data for strategic and tactical purposes. (Saleh, 2010)

Strategic CRM focuses on efforts to develop a customer-oriented business culture. This culture is intended to win hearts and maintain customer loyalty.

Kotler (Rustanta & Setyawati, 2019) defined satisfaction as a feeling of pleasure or disappointment that came from a comparison between one's perception of the results of a product and its expectations. If the product performance from experience is below expectations, it is dissatisfied, if the same, it is satisfied, and if above, it is highly satisfied. The consequence of this definition is that the measurement of satisfaction is based on the gap between expectations and experience, without having to question the dimensions of the indicators that are used as a measure of customer satisfaction. Kotler asserted that satisfaction is one's feelings of

pleasure or disappointment that arise after comparing the thought performance with the expected performance. In practice, customer satisfaction is not only influenced by service factors, but also other factors. It's just that the service factor is the main factor in determining customer satisfaction (Kasmir, 2017).

METHOD

The research method that we used in this study was an explanatory survey. We chose this method based on the consideration that this method would not only provide empirical facts on site but also explain the effect analysis. The explanatory survey method predicts research results, the relationship between variables based on a rational relationship (Bajari, 2015). This method is concerned with discussing the effects of research variables by testing research hypotheses as well as explaining relationships, and making predictions and implications. The explanatory survey method is explanatory, that is, in addition to collecting data through questionnaires, trying to test the effects of the variables studied, it also explains the causal relationship between the variables through hypothesis testing (Suryana et al., 2019).

The population in this study were Unisba undergraduate students who were actively studying, totaling 12,854 students (Unisba Psitek, 2020). To determine the

sample size we used the Slovin formula, with an error tolerance limit of 0.09 and the sample size in this study amounted to 132 students. The sampling technique we used was proportional strata with the aim of having student representatives from all faculties at Unisba. The data collection technique used a questionnaire, observation, interviews, and literature study. The data analysis that we used was a regression test design, intended to test the influence of the X variable (X1, X2, and X3) on the Y variable. This design is used to see the big or small differences in the influences of variables X1, X2, and X3 on the Y variable. Simple linear regression is based on a functional or causal relationship of one independent variable (X) with one dependent variable (Y) (Tjia & Fitriani, 2019). In the context of this research, simple linear regression was used to see the influence of people, process, and technology aspects on Unisba student satisfaction. According to Burhan Bungin (Bungin, 2017) in the book "Quantitative Research Methodology" (2017:222), to test H0 the design analysis model is used as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

Based on this design, the regression test design model is as follows: X1 = people, X2 = process, X3 = technology, and Y = Student Satisfaction.

TABLE 1. People Indicator

No	Statement	SS %	S	TAP	TS	STS	TOTAL SCORE
1.	Lecturers are enthusiastic about giving online lectures	3	54.5	22.7	19.7	0	100
2.	Lecturers are enthusiastic about doing online lectures	3.8	52.3	24.2	19.7	0	100
3.	Lecturers are able to operate ekuliah.unisba.ac.id	10.6	65.2	14.4	9.1	0.8	100
4.	Lecturers are able to operate ekuliah.unisba.ac.id	7.6	54.2	17.4	18.2	2.3	100
5.	Lecturers are able to evoke a lecture atmosphere	1.5	24.2	33.3	36.4	4.5	100
6.	Staff is able to provide excellent service	7.6	53.8	22.7	14.4	1.5	100
7.	Staff is ready to provide services	6.8	56.1	22.7	14.4	0	100
8.	Lecturers and staff are friendly in providing services	10.6	80.3	6.8	2.3	0	100

SS = Strongly Agree, S = Agree, TAP = No Opinion, TS = Disagree, STS = Strongly Disagree

RESULT AND DISCUSSION

1. People Indicator (Human)

The people indicator consists of a measure of enthusiasm and friendliness, questions no. 1 – 2 are for measuring enthusiasm, where most of the respondents answered agrees. Questions no. 3 – 7 are for measuring ability, where most of the respondents answered agrees, except for measuring the ability of lecturers to evoke a lecture atmosphere, only 24.2% of respondents agreed. It means that 32 of 132 respondents agreed. During a pandemic like this, where lectures are conducted online, lecturers are required to be more creative in giving lectures. Lectures may be done by using the Zoom platform, creating lecture modules, or making lecture videos to be uploaded to e-lectures or on Youtube. Assignments for students are not structured ones but can be analyzed by analyzing current cases. Question no. 8 is for measuring friendliness on the people indicator, 80.3% agreed.

TABLE 2

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Var_X1_People ^b		Enter

a. Dependent Variable: Var_Y_Satisfaction

b. All requested variables entered.

The regression method used is the enter method, which is to enter all predictors at once.

In the adjusted R Square column, the score is 0.346. This figure shows how much the independent variables are able to explain changes in the dependent variables. The value of R Square means

that 35.1% change in the Y variable (Student Satisfaction) is influenced by the X1 Variable (People Indicator). The variation of the independent variable used in the model (variable X1) is able to explain 35.1% of the variation in the dependent variable. Meanwhile, the remaining 64.9% is influenced or explained by other variables that are not included in this research model.

In the TABLE 4, the F-value is 70.176 and the significance is 0.000. The conclusion is that the variable X1 (People Indicator) has an influence on variable Y (Student Satisfaction).

The TABLE 5 shows that the t-value of the X1 variable is 8.377 and the significance value is 0.000. It means that the X1 variable (People Indicator) has a significant influence on the Y variable.

The description above shows that the regression equation for the influence of the X1 variable on the Y variable can be described as follows:

$$Y=12.198+0.562X1$$

Regression Equation Analysis:

If the variable X1 (Human aspect) increases, the variable Y (Student Satisfaction) does the same. The indicators that influence the most are: enthusiasm, ability to complete work, friendliness of lecturers and educators in providing service communication.

The results of statistical tests show that there is an influence of the people (lecturers and educators) aspect on student satisfaction in service communication during the pandemic. Indicators of enthusiasm, ability to complete work,

TABLE 3
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.592a	.351	.346	3,511	1,789

a. Predictors: (Constant), Var_X1_People

b. Dependent Variable: Var_Y_Satisfaction

TABLE 4
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	864,945	1	86 .945	70,176	.000 ^b
	Residual	1.602.298	130	12,325		
	Total	2.467.242	131			

a. Dependent Variable: Var_Y_Satisfaction

b. Predictors: (Constant), Var_X1_People

friendliness of lecturers, and teaching staff in providing service communication during a pandemic has an influence on Unisba student satisfaction. In response, there are still student opinions that lecturers and teaching staff are less enthusiastic and less friendly in providing service communication to students. Interestingly only a few respondents stated that the lecturers were able to evoke the atmosphere of the lectures.

People indicator in service communication during a pandemic; teaching staff and lecturers become frontliners and the main factor in managing relationships with students and stakeholders. Lecturers must be proactive in growing student motivation in taking online lectures and teaching staff must have the ability to approach personally and professionally in providing services to students. In case of problems, lecturers and staff must persuasively give solutions, not be provocative, not blame others so that they can touch the hearts of the public. When dealing with an unsympathetic public, in Islam, deal with it persuasively qaulan layyinan, which is to speak gently and not rudely. With qaulan layyinan, the hearts of people or the public who are

invited to communicate will be touched and their souls are moved to receive communication messages. Therefore, Unisba must continuously provide excellent service training to teaching staff and lecturers in an effort to instill awareness and values to teaching staff about the importance of providing the best service to students and stakeholders; it is not only a job but also part of worship related to humans (habluminanas). Unisba must educate the academic community (lecturers and teaching staff) about the concept of service communication as part of the stakeholder assessment of the image of Unisba (Wiwitan & Yulianita, 2017). In addition, improving the quality of lecturers and teaching staff must be Unisba's future target through various improvements in research and community service, writing scientific articles in reputable journals, and increasing the competence of educators. To create an atmosphere of online lectures, the main keys are technology and creativity; technology helps lecturers and students improve their ability to access quality learning. Lecturers are required to be more creative and innovative in the learning process, not only making lecture

TABLE 5
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,198	2,156		5,658	.000
	Var_X1_People	.562	.067	.592	8,377	.000

a. Dependent Variable: Var_Y_Satisfaction

TABLE 6. Process Indicator

No.	Statement	SS %	S %	TAP %	TS %	STS %	TOTAL SCORE
1.	Lecturers have the ability to communicate when giving lectures and online consultations.	12.1	71.2	9.8	6.8	0	100
2.	Teaching staff have the ability to communicate when providing services online	6.8	72.7	15.2	5.3	0	100
3.	Lecturers and teaching staff are quick to respond.	4.5	46.2	27.3	21.2	0.8	100
4.	Lecturers and teaching staff provide flexible policies in case of problems.	14.4	54.5	15.9	13.6	1.5	100
5.	Lecturer gives objective assessment	8.3	55.3	25	10.6	0.8	100
6.	Lecturers give an assessment as expected	13.6	62.1	17.2	5.3	1.5	100
7.	Unisba provides compensation for online tuition quota	9.1	43.2	21.2	15.2	11.4	100
8.	Unisba gives tuition discount	10.6	56.8	17.4	6.8	8.3	100
9.	Unisba provides the best service	6.1	51.5	28	10.6	3.8	100

SS = Strongly Agree, S = Agree, TAP = No Opinion, TS = Disagree, STS = Strongly Disagree

materials using Power Points but also making lecture modules, making learning videos that are not only uploaded to e-lectures but also uploaded to Youtube so that they are easily accessible by students. In line with Jufandi Wuri's research on Public Services in the Covid-19 era, improving public service communication can be achieved by trying to operate all available resources, including financial, physical, and human resources (HR), organization, technological capabilities, and knowledge systems (Wuri, 2021). With high employee commitment in learning and training, supported by a strong corporate culture, employees will contribute to shaping the character of quality human capital (Madiawati et al., 2020).

2. Process Indicator

Process indicator consists of measuring tools for communication skills, complaint management, and rewards. Questions about communication skills consist of questions 1 - 2, most of the respondents agree. The ability to handle complaints is represented by questions 3 - 4; 46.2% of respondents agree that lecturers and teaching staff are quick to respond to complaints, lecturers must open communication with students,

especially during a pandemic where lecturers cannot meet face to face with students. And some respondents provide flexible policies in case of problem. The measuring instrument for giving rewards consists of questions no. 5 - 9, some respondents agree that lecturers and staff provide rewards, 43.2% of respondents agree that Unisba provides quota compensation for online lectures.

The regression method used is the enter method, which is to enter all predictors at once.

TABLE 7

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Var_X2_Process ^b		Enter

a. Dependent Variable: Var_Y_Satisfaction

b. All requested variables entered.

In the adjusted R Square column, the score is 0.498. This figure shows how much the independent variables are able to explain changes in the dependent variables. The value of R Square means that 50.2% change in the Y variable (Student Satisfaction) is influenced by the X2 Variable (Process Indicator). The variation of the independent variable

TABLE 8
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.708 ^a	.502	.498	3,075	1,993

a. Predictors: (Constant), Var_X2_Process

b. Dependent Variable: Var_Y_Satisfaction

TABLE 9
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1238.015	1	1238.015	130,929	.000 ^b
	Residual	1229.227	130	9,456		
	Total	2467.242	131			

a. Dependent Variable: Var_Y_Satisfaction

b. Predictors: (Constant), Var_X2_Process

used in the model (variable X2) is able to explain 50.2% of the variation in the dependent variable. Meanwhile, the remaining 49.8% is influenced or explained by other variables that are not included in this research model.

In the TABLE 9, the F-value is 130.929 and the significance is 0.000. The conclusion is that the X2 variable (Process Indicator) has an influence on Y variable (Student Satisfaction).

The TABLE 10 shows that the t-value of the X2 variable is 11.442 and the significance value is 0.000. It means that the X2 variable (Process Indicator) has a significant influence on the Y variable (Student Satisfaction).

The description above shows that the regression equation for the influence of the X2 variable (Process Indicator) on the Y variable (Satisfaction) can be described as follows:

$$Y = 7.865 + 0.681X2$$

Regression Equation Analysis:

If the X2 variable (Process Indicator) increases, the Y variable (Student Satisfaction) does the same.

It means that process indicator in service communication during a pandemic affects Unisba student satisfaction. The factors of communication skills, complaint management, and rewards by lecturers affect student satisfaction.

The process is a system or procedure that helps lecturers and staff to be able to establish good relations with students. Private university policies must be able to support the implementation of CRM in service communication activities; The stages of the CRM process include: a) Identification: Unisba must have a strong enough analysis through research conducted by academics or BPM on service communication activities during a pandemic. 2) Differentiation is the process of sorting students

TABLE 10
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,865	1,959		4,014	.000
	Var_X2_Process	.681	.060	.708	11,442	.000

a. Dependent Variable: Var_Y_Satisfaction

based on demographics, behavior, and expectations. Service communication must be based on the study program or faculty because the interests and policies of each study program or faculty are different. Complaints from students regarding e-kuliah.unisba can be collected, analyzed, and evaluated so that it will provide a more comprehensive picture of student needs.

3) Interaction (communication): establish continuous interaction with students. Communication can be made directly (personal and group communication) or using social media, such as Whatsapp groups, Instagram, Twitter, or Facebook. (Kriyantono, 2014) explained one of the principles of communication in Islam is qaulan balighan, namely using words that are effective, targeted, communicative, easy to understand, straight to the point. Lecturers and teaching staff should communicate using publicly understood language according to their intellectual level of the communicants. “Speak to people according to the level of their intellectuality!” (Hadith narrated by Muslim)

Social media during a pandemic has become one of the media for information and education, from the abundance of information and interaction opportunities to directions for the development of information (Sampurno et al., 2020). This means that social media is used as one of the communication media for Unisba services during the covid-19 pandemic.

Based on on-site data, there are several complaints from students against the services of lecturers and teaching staff; based on research on the Influence of Complaint Management on Student Trust, reliabilities of communication and complaint management will affect student trust (Indriyani & Mardiana, 2016). It means that lecturers and teaching staff must have good communication skills in handling complaints from students, must be patient, firm, and have uniformity of information provided to students. In addition, lecturers and teaching staff must be responsive in handling complaints from students, lest complaints become wild balls and backfire for Unisba. Lecturers and teaching staff must open themselves to establish communication with students,

TABLE 11. Technology Indikator

No.	Statement	SS %	S %	TAP %	TS %	STS %	TOTAL SCORE
1.	Unisba e-lecture system makes it easy to study online	12.9	66.7	12.9	5.3	2.3	100
2.	Unisba e-lecture system is easy to operate	12.1	65.2	12.9	5.3	2.3	100
3.	Unisba e-lecture system often experience troubles	39.4	50.8	5.3	3.8	0.8	100
4.	Unisba e-lecture system facilitates the implementation of midterm and final exams	14.4	49.2	18.9	13.6	3.8	100
5.	Material facilities, discussion forums, assignments, and quizzes can represent face-to-face lectures	12.1	47.0	14.4	21.2	5.3	100
6.	Unisba e-lecture system is needed to improve the quality of its lectures	21.2	69.7	6.8	1.5	0.8	100
7.	Unisba must improve the quality of the e-lecture system	75.8	20.5	2.3	0.8	0.8	100
8.	The university, faculties, lecturers, and teaching staff have easy-to-contact communication media	9.1	65.9	16.3	7.6	0.8	100
9.	The university, faculties, lecturers, and teaching staff use social media to communicate with students	9.8	71.2	12.1	6.1	0.8	100

SS = Strongly Agree, S = Agree, TAP = No Opinion, TS = Disagree, STS = Strongly Disagree

lest they cannot be contacted by students. Lecturers and teaching staff must be able to deal with various stressful situations and conditions even under controlled conditions. As the word of Allah in Surah Al-Imran (3): 159 which means: "It was by the Mercy from Allah that you were lenient with them. Had you been rough and harsh-hearted, they would have dispersed from around you..." (Trimanah & Wulandari, 2018).

3. Technology Indicator

Technology indicator consists of measuring instruments for the e-lecture system and communication media. The remote-learning through e-lecture system becomes effective and solution during the pandemic (Afriliana et al., 2021). This lecture system is represented by questions no. 1 – 7; some respondents agreed (50.8%) that Unisba e-lecture system often experienced troubles, facilitated the implementation of the mid-term and final exams, and the facilities of e-lectures could represent face-to-face lectures. Most of the respondents agreed that the e-lecture system made lectures easier, easy to operate, and able to improve the quality of lectures. The most interesting part of the respondents'

answers is that 75.8% strongly agreed that Unisba should improve the quality of the e-lecture system. Unisba's e-lecture system must be user friendly, easy to use, uncomplicated and easily accessible. For measuring communication media, most of the respondents stated that the university, faculties, lecturers, and teaching staff had communication media and social media to communicate with students.

The regression method used was the enter method, which was to enter all predictors at once.

TABLE 12

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Var_X3_Technology ^b		Enter

a. Dependent Variable: Var_Y_Satisfaction

b. All requested variables entered.

In the adjusted R Square column, the score is 0.315. This figure shows how much the independent variables are able to explain changes in the dependent variables. The value of R Square means that 32.0% change in the Y variable (Student Satisfaction) is influenced by the X3 Variable (Information Technology Indicator). The variation of the independent variables used in the

TABLE 13
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	790,210	1	790,210	61,255	.000 ^b
	Residual	1677.032	130	12,900		
	Total	2467.242	131			

a. Dependent Variable: Var_Y_Satisfaction

b. Predictors: (Constant), Var_X3_Technology

TABLE 14
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,031	3,088		1,953	.053
	Var_X3_Technology	.616	.079	.566	7,827	.000

a. Dependent Variable: Var_Y_Satisfaction

X3 model (Information Technology) is able to explain 32% of the variation in the dependent variable. Meanwhile, the remaining 68% is influenced or explained by other variables that are not included in this research model.

In the TABLE 13, the F-value is 61.255 and the significance is 0.000. The conclusion is that the X3 variable (Information Technology) has an influence on Y variable.

TABLE 14 shows that the t-value of the X3 variable is 7.827 and the significance value is 0.000. It means that the X3 variable (Information Technology) has a significant influence on the Y variable (Student Satisfaction).

The description above shows that the regression equation for the influence of the X3 variable (Information Technology) on the Y variable (Student Satisfaction) can be described as follows:

$$Y = 6.031 + 0.616X3$$

Regression Equation Analysis:

If the X3 variable (Information Technology) increases, the Y variable (Student Satisfaction) does the same. The most influencing indicators are: e-lecture system and communication media in service communication.

It means that the indicators of the e-lecture system and communication media in service communication during a pandemic affect student satisfaction. The study results show that the use of Moodle-based e-learning is very appropriate to use during the Covid-19 pandemic, to overcome conventional learning activities (Sara et al., 2020).

Technology was introduced to assist, accelerate and optimize human and process factors in CRM activities. In the context of this research, technology helps lecturers, teaching staff, and students to conduct lectures and provide online services, especially during the Covid-19 pandemic. Teaching and learning

activities are forced to quickly transform into online. While not all colleges are ready to do online learning. However, it turns out that this actually increases the creativity of universities to ensure that teaching and learning activities must continue in the midst of unpreparedness. Unisba must optimize the use of advanced communication technology to improve the performance of lecturers and educators (Effendi & Setiadi, 2021). With the pandemic, Unisba is required to use online technology in providing services to students; from lectures, sessions, boarding schools, libraries, graduations, and others. In addition, the role of technology in CRM is to build student databases ranging from operating systems to transactions.

Information technology used by lecturers, teaching staff and students must have the ability to 'self-service' (Hamidin, 2008). Technologies such as Unisba's e-lecture and e-payment systems can be used easily and independently. At the beginning of the use of technology, universities or faculties must provide training so that users can immediately use the technology. In addition, lecturers and teaching staff must adapt to technology, where technology is currently a unit in learning/lectures and services (Adisel & Pranansa, 2020). The existence of science and technology further improves the quality of learning, so that lecturers are required to be able to use technology in accordance with the developments and demands of the times. At the time of the Prophet Muhammad SAW, humans were familiar with teaching and learning activities, he taught knowledge to his companions with 'media' as a means of delivering material for Islamic teachings. (Zainuri, 2018). In addition, lecturers must have professional competence who always improve and develop academic qualifications and competencies on an ongoing basis in line with the development

of science and technology.

CONCLUSION

Based on the results of questionnaires, site observations, and statistical test results, the researchers concluded that there is a significant influence of Customer Relationship Management during the COVID-19 pandemic on Unisba student satisfaction. The results of the hypothesis test show that t-count from the aspects of people, process, and technology is greater than t-table ($t\text{-count} > t\text{-table}$). This shows that aspects of people, processes, and technology have a significant influence on student satisfaction of Unisba.

Due to the limitations and shortcomings in this study, next researchers are expected to be able to expand the object of research in several higher institutions so that research results can contribute to service communication in universities. In addition, researchers also suggest using qualitative methods and in-depth research so as to produce a service communication model in universities.

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Effectiveness of Marketing 4.0 in the World of Online Advertising

Alyssa Melita Rahmat

Pascasarjana Departemen Ilmu Komunikasi, Fakultas Ilmu Sosial dan Politik, Universitas Indonesia

E-mail: alyssa.melita01@ui.ac.id

Abstract. *The development of technology has significantly changed the way society lives. In this digitalized world, every activity has been done with the help of technology, including marketing activity. Marketing has evolved in 4 eras; each era has its own distinctive and focus. Throughout this marketing revolution, online advertising has effectively been one of the best tools that significantly affect the relationship between consumers and the company. Very few studies have analyzed the effectiveness of Marketing 4.0 that combines online and offline strategy in the advertisement world and developing countries like Indonesia. Therefore, using the method of meta-synthesis aggregative as a systematic review, this study aims to dig deeper into the effectiveness of Marketing 4.0 in advertising, especially online advertising in developing countries, such as Indonesia, and how it may affect the future society or Society 5.0. This study believed that using online advertising in Marketing 4.0 is an effective way to communicate with the consumers; however, some variables should be analyzed in knowing the effectiveness of online advertising. In the future, more studies should also be done in the developing countries context so that marketers can better know how to make an advertisement.*

Keywords: *Marketing 4.0, online advertising, internet, Society 5.0*

INTRODUCTION

The fast-growing of technology has changed society in relying upon it even more. Technology alone refers to tools and machines that can solve real-life problems, such as practical tools or complicated tools. These tools and machines do not always have to be material things. Virtual technologies such as software and business methods are also included in technology's definition (Daruri, 2018). The existence of technology changes the way humans live and impacts the way communication happens among society. Marshall McLuhan says that "technology has changed the way we communicate" (Saefudin, 2008), in which he clearly stated that as time

changes, technology and communication between humans also develop and experience changes. The development of communication technologies affects increases and makes the communication work process faster. Due to changes, the way the communicator works, how messages are sent, how the media work, how the recipient receives the message itself, and how to return feedback were all affected progressively. Nathalia & Irwansyah (2018) also added that humans tend to ask for something instant and practical that can help all activities with the development of technology. Through this, humans also demand technology to continue to be more innovative and meet its users' needs.

The world of marketing has changed and adapted with the development of technology. Followed by the development of the internet, marketing activity also has changed and adapted even more. Marketing originally came from the verb “to market,” which means the activity of buying and selling a product (Fuciu & Dumitrescu, 2018). It started from Marketing 1.0, which refers to activities that are still conventional, to Marketing 4.0, which has combined online and offline interactions between companies and their consumers. In Marketing 1.0, a company’s main focus was more on creating the best product, which is called a product-driven era (Bella, 2020). Kotler designed the Marketing 1.0 concept based on the evolution of marketing theory and practice in the early 20th century, which centered around product and production when a company would offer a small number of products designed for multiple clients (Fuciu & Dumitrescu, 2018). After the first marketing era, Marketing 2.0 started along with the contemporary information age (Fuciu & Dumitrescu, 2018). The second marketing era focuses on customer-oriented where every company must meet the wishes and demands of consumers. The basic principle of Marketing 2.0 is to integrate customers at all levels of the marketing approach and consider them as active players in the marketing process and not as sole recipients. The customer becomes active, and the interactivity is no longer between the customer and the brand but between the customers themselves (Erragcha & Romdhane, 2014).

In the next era, Marketing 3.0 is called a value-driven era. Every company is expected to regard consumers as only buyers and human beings who have minds, hearts, and feelings (Fuciu & Dumitrescu, 2018). Due to the focus on the third era, manufacturers then increase production in their primary business

with distinctive features to remain competitive in a more diverse market and keep producing products desired by the community (Andhyka et al., 2020). Later in 2019, Marketing 4.0 started and made marketing activity begins to incorporate both online and offline interaction between the consumers and the company that will make life easier to obtain information and various other things (Datubara & Irwansyah, 2019; Kotler & Keller, 2016). Marketing 4.0 has become more adaptable to the use of more advanced machines and technology such as artificial intelligence (AI) and other technologies to increase productivity (Fuciu & Dumitrescu, 2018). The era of Marketing 4.0 is also called New Customer Experience (CX). This era has a purpose not only to focus on the internet and social media but also to design marketing strategies that improve brand and customer relations.

Many companies use advertising tools to maintain a relationship with the consumers and let them keep in touch. One of the most popular advertising tools being used is online advertising. Online advertising was believed to capture opportunities to reach consumers through various online platforms to raise awareness of their products to direct their sales in the future (Nizam et al., 2018). This form of advertisement was believed to be flexible and made it easier for companies to update their product information. According to Rachmadi (2020), since 2014, the number of advertisements found online has been overpowered, usually found on television. Rachmadi (2020) further explained that the traditional advertisements now do not have that much ‘power’ as what they have before, knowing how various digital marketing channels continue to increase up to 137% as well as 500% of brands that now have also used digital marketing. This number is expected to grow as more people connect and spend

more time online.

An online advertisement was introduced online metrics, such as click-through rate (CTR) and cost per acquisition (CPA). It was easier for marketing managers to justify their online endorser against television and other media budgets; on the other hand, additional devices (cell phones and TVs) may provide Internet connectivity.

According to research done in South East Asia, incorporating online advertising is one of the trustable tools (Rachmadi, 2020). In the Marketing 4.0 era, online advertising was carried out using online or electronic media and social media in which the ad server served them by using the internet. Online advertising may appear when customers browse the web, including banners, interstitials, skyscrapers, and other advertising formats (Kotler & Keller 2016). According to a previous study done by Nizam et al. (2018), there is a view that the rapid growth in online advertising revenue demonstrates the viability of web advertising worldwide as an alternative to traditional media given the rapid growth of online advertising. Another study explaining the use of online advertising as a marketing strategy through the perspective of internet users is still positively believed. Online advertising is significant, especially to know the latest information about product availability in the marketplace, and advertising is a convenient source of essential and valuable information (Aziz et al., 2008).

On another agenda, the development of marketing 4.0 in online advertising has been commonly used to know the consumers' purchase intention (Busen et al., 2016; Aktan et al., 2016). According to the previous research done by Busen et al. (2015), the effectiveness of online advertising is when it can get an immediate response from consumers. In

this way, the offer greatly complements typical advertising inquiries and literature, demonstrating that online banner ads and other features influence a customer's purchase intention. Aktan et al. (2016) through their study of analysis online advertising explained that based on its value of entertainment, informativeness, irritation, and credibility shows that all of them have a huge impact in a descending order on the creation of online advertising value and how the consumers' attitude towards it. They further explained that the dimensions of online banner advertisement have more potential impact on consumer purchase intention than just the content itself.

Implementing online advertising in Marketing 4.0 does not necessarily replace traditional advertising; however, it still brings more effect to building the relationship between a company and the consumers. Based on previous research, it can be concluded that lots of researches or studies have been done about online advertising. Nevertheless, there are still minimum studies about online advertising in Indonesia or any developing country and its effectiveness in this Marketing 4.0 era. Through this paper, the researcher wants to dig deeper into the effectiveness of Marketing 4.0 in the world of advertising, especially online advertising in developing countries, such as Indonesia, and how it may affect future society (Society 5.0). Researchers believe that the development of communication technology in online advertising and how it affects future society is essential to be studied further. In addition to that, the researcher also hopes to provide academic significance and recommendations in explaining the use of online advertising that continues to develop and adapt in providing satisfaction and building relationships with consumers.

METHOD

This paper uses a qualitative approach with meta-synthesis aggregative as a systematic review method. Sugiyono (2009) said that the qualitative approach is naturalistic research because the condition of the study was being done in the natural condition. The scientific situation described by Sugiyono (2011) is when the researcher or writer is the key instrument of research, data collection techniques are carried out using triangulation techniques, data analysis has an inductive nature, and research results are more focused on meaning than generalization.

In collecting the data, the researcher uses a systematic review, a more comprehensive and in-depth literature review than a more detailed literature review (Hanley & Cutts, 2013). Conducting a systematic review aims to reduce bias in a study and make the study more flexible. Besides that, the studies carried out have also become more systematic and more focused on one area only. Briefly, according to Petticrew & Roberts (in Hanley & Cutts, 2013), a systematic review is a method that provides critical assessment, summarizes, and tries to combine some of the evidence found by researchers. The aggregation meta-synthesis used in this study aims to answer research questions by summarizing some of the results of previous studies.

In collecting the data, the researcher first determines the research questions that are aligned to the topic. In the next step, the researcher searches and determines previous studies related to the chosen topic and may support the topic as well. In this second step, researchers trying look for previous journals published in the last three to five years so that the data obtained are still relevant to the current research. In the next step, the researcher started to synthesize the previous studies, which later found out how Marketing 4.0

in advertising, especially in Indonesia or other developing countries, has not been studied as much as in other big countries.

RESULT AND DISCUSSION

Marketing 4.0 has been used in various companies in Indonesia. On the contrary, only a few studies specifically analyze its effectiveness in online advertising, even though Marketing 4.0 has significantly changed the advertising world. Guha et al. (2011) said that online advertising claims to be a major economic force today, funding and supporting a wide range of websites and services on the internet. It is significantly believed also happened due to the fast growth of the World Wide Web (WWW) or the internet worldwide. Many online advertisers are increasingly designing and packaging online advertising to provide more personalized promotions. Not only that, with the help of the internet or online connection has been developed even more in Marketing 4.0. Internet cookies, applications of the ads are associated with display whether the consumer has seen the display ad at least one month before converting via a display ad network page using the organic search or direct links (Kireyev et al., 2016).

Online advertising is also a form of Marketing 4.0, in which this concept integrated machines and artificial intelligence with other technologies to increase productivity while at the same time also leveraging human-to-human connectivity to improve customer interaction processes (Fuciu & Dumitrescu, 2018). The concept of Marketing 4.0 in the use of online advertising positions consumers to only click when the company presents an ad and uses cookies to track whether converting consumers are shown certain advertisements (Kireyev et al., 2016). Previous studies that have been done in Indonesia and other developing countries

relating to Marketing 4.0 in the world of advertising have been done before, but still, little to compare to the others. In these countries, the implementation of Marketing 4.0 in advertising has been a helpful tool in building and maintaining relationships between consumers and companies. A few previous studies stated that the combination of online and offline interaction in Marketing 4.0 in Indonesia helps some industries, such as the health and pharmaceutical industry and the coffee industry (Andhyka, 2020). In the health and pharmaceutical industry, the role of Marketing 4.0 can be seen by the online application of 'Halodoc,' which fulfilled the consumers' information for health by meeting the doctors and purchasing medicines. Before, all that information could only be done in traditional ways by coming to the hospital directly or through printed media and television advertisements. In the advertisement back in the days, it included information about the availability of hospitals, doctors and pharmacies so that customers can use this information to purchase hospitals and medical services and medicines.

Another industry that gets helped by Marketing 4.0 and the easiness of using online advertising is the coffee industry. It was initially produced and marketed using packaging and was only promoted through printed media and television. Due to the new marketing era in Indonesia, more marketers have provided more innovative ways of advertising coffee with varieties of exciting concepts and features (Andhyka, 2020). With the help of digital marketing, consumers can now purchase products and pay for them by using various online payments. Through this combination of online and offline strategy, Marketing 4.0 is believed to strengthen brands and customers. Other studies that have been done in Indonesia found that Marketing 4.0 in the world of advertising is also able to help small

and medium enterprises (SME). Online advertisement is considered one of the best tools in helping SME due to the small amount of money they need to spend. Lisawati (2016) stated that online advertising, especially in social media significantly effective as a marketing strategy in SMEs. Furthermore, the researcher also said that in the future, there is a need for improvement and more varieties in marketed the products through social media to attract and maintain consumers.

In other previous studies on online advertising, Busen et al. (2016) want to understand "what matters more for consumers in the context of the developing country." According to their study, online advertising effectively reaches more significant consumers or audiences even in other developing countries such as Libya. Therefore, in the future, there still need more studies regarding other variables to make online advertising more effective in developing society. From the communication perspective, online advertisement is one form of companies' persuasive power of communication to consumers. Therefore, with the increasing importance of the internet in e-commerce, advertisers should take full advantage of this online platform for their advertising activities that fulfill their communication goals with consumers (Nizam et al., 2018). In addition, online advertisement is also one form of technological development in advertising because of companies. Increasingly rely on online media to get consumers, marketing managers rely on online metrics such as click-through rate (CTR) and cost per acquisition (CPA) (Kireyev et al., 2016).

Through Society 5.0 perspective, it is known that economic growth and technological development exist to fulfill the balance of people's lives in enjoying life (Fukuyama, 2018). The technology development in the advertising activity

was carried out by how the company observes the behavior of consumers and then adjusts the marketing stimuli that are carried out, or we usually call it by advertising algorithm. It was used so that marketing activities incorporate search clicks and view impressions as attractive marketing variables and interpret the resulting forecasts as the effect of increased marketing investment (Kireyev et al., 2016).

Based on the previous studies that have been elaborated above, due to the increase of consumers that choose the internet as the leading platform to shops, local businesses, and every industry needs to try to see and utilize online advertising. SMEs and companies that can offer online shopping might get more profit than their competitors. Due to that reason, it is also crucial for organizations to understand the characteristics of online customers towards online advertising before adopting the new marketing practice. On the other hand, the government sector will understand the value of online advertising and its influence on consumer behavior from this study. The government can also effectively regulate how online advertising is delivered to consumers by acting rationally against laws that can limit the use of data and at the same time protect the interests and rights of consumers (Nizam et al., 2018).

Despite the existence of studies related to this field, researchers still found very few studies that have analyzed the effectiveness of Marketing 4.0 in advertising. In the scope of a developing country, especially in Indonesia, where internet access and the time consumers spent online were placed third in Asia (Katadata, 2021). It should be known that once a consumer is exposed to online advertising, the possible attitudes towards it is either positive or negative (Busen et al., 2016). Therefore, to maintain the consumers' attitude to keep on the

positive side, companies should decide relevant factors that may make a good advertising response.

From Society 5.0, technology can be utilized even more in Marketing 4.0 and for different marketing strategies. The era of marketing that runs from time to time is also influenced by technological developments, so that Marketing 4.0 is actually still possible to reach consumers through traditional marketing tools, where communication is done one-way through traditional channels (mail advertisements, TV and radio), however it will be much better for advertisers to incorporate online advertising to gather larger number of consumers as well. In addition to that, the application of Marketing 4.0 in advertising should also fulfill the balance of people's lives in enjoying life because later the marketing era might make consumers focus on producing products and advertising them.

CONCLUSION

Marketing 4.0 has been dramatically implemented in Indonesia or any developing country, yet only a few studies have researched online advertising. Though few of the previous studies, it can be concluded that using online advertising in Marketing 4.0 is an effective way to communicate with the consumers. However, there are still some variables that should be analyzed in knowing the effectiveness of online advertising. The benefits of using online advertising as a marketing strategy help develop several sectors of the industry such as retail (e-commerce), transportation, education (online courses), healthcare (electronic records, personal healthcare, and online application to know information about health in particular), and social media. The traditional marketing (offline) and digital marketing (online) in Marketing 4.0 must complement each other roles to attract consumers. Both marketings are

essential since digital marketing is more accountable and results-oriented than traditional marketing, which focuses on initiating customer interactions.

For future research, the future of the application of marketing and advertising could also be done more in the marketing communication field because few studies correlate the phenomenon through its lens. More research about Marketing 4.0 or Marketing 5.0 should also be done in Indonesia or any other developing countries so that marketers might know better how to advertise in certain countries and analyze any other indicators that may affect the effectiveness of Marketing 4.0 in online advertising. Another study about the application of Marketing 4.0 in advertising later could also be done using quantitative and qualitative approaches or a mix of both methods. In addition to that, through this paper, it is also recommended that business owners or marketers take advantage of the implementation of Marketing 4.0 or digital marketing by prioritizing the value of humanity so that the technology used in marketing activities could be carried out in balance.

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City Residents' Expectation For Persuasive Dakwah: A Study In Cimahi City

¹Bambang S. Ma'arif, ²Umar Yusuf, ³Suliadi, ⁴Parihat, ⁵Seviyenti Fikroh

^{1,2,3,4}Universitas Islam Bandung, Jl. Tamansari No.1, Bandung, Indonesia.

⁵FISIP Universitas PGRI Ronggolawe, Tuban, Indonesia.

E-mail: ¹bambangmaarif79@gmail.com, ²umaryusuf@unisba.ac.id, ³suliadi@unisba.ac.id, ⁴parihat@unisba.ac.id, ⁵seviyentifikroh@unirow.ac.id

Abstract: *This paper is the result of research on 'Mapping the Profile of Persuasive Da'wah Agenda in Cimahi City'. Cimahi is the smallest city in Indonesia with 3 sub-districts, known as a center for "creative animation." Cimahi residents have various livelihoods, such as laborers, traders, military and civil servants. Good da'wah is delivered based on reliable information, but until now no data has been obtained about the profile of persuasive da'wah in Cimahi City. This research is a survey conducted on 399 respondents with a multistage random sampling technique. The results of the research are as follows: 1) Da'wah actors need to consider the socio-demographic conditions of Cimahi City residents in designing their activities to achieve da'wah objectives optimally; 2) The average residents of Cimahi City has the habit of participating in intense religious activities, especially the Qur'an recitation; 3) Residents of Cimahi City respond positively to da'wah figures, da'wah themes, and da'wah media; and 4) Residents of Cimahi city have their expectation for da'wah beyond bil-lisan or oral speech, especially recitation, which is seen as being able to increase religious knowledge, religious appreciation and encourage congregational religious practice. They hope da'wah activities can expand to bil-hal (action) on matters such as health, entrepreneurship and community empowerment. Da'wah is persuasive if people like, accept and practice its message. The more preferred/accepted a da'wah, the more persuasive it is.*

Keywords: *expectation for da'wah, persuasive da'wah, entrepreneurial*

INTRODUCTION

Cimahi is a city with the following characteristics: 1) A small area with 3 sub-districts, 2) It has a moderate population of under 800,000 people, and 3) It is directly adjacent to the 'creative city' of Bandung, Bandung Regency, and Bandung Barat Regency (the last two regencies are traditional and agricultural areas), 4) The residents have relatively high mobility, 5) It has relatively cool weather, crystal clear springs, and friendly people.

Many residents of Cimahi City work around the city of Bandung so that the interaction between residents becomes relatively intense. Since the beginning, the residents of Cimahi have opened themselves up, as the city leaders

(mayors) encourage their city to move forward. Cimahi has become a city since the reformation era in 2002 with the first mayor Itoc Tochija (2 periods: 2002-2007 and 2007-2012), followed by the second mayor Aty Itoc Tochija (2012 – 2017), and the third mayor who served until now (2017-2022) Ajay K. Supriatna. There are now more than 625,001 residents in Cimahi city (Source: BPS of Cimahi, June 2020) that are spread across 3 sub-districts: 163,452 in Cimahi Utara; 172,366 in Cimahi Tengah, and 258,203 in Cimahi Selatan. The average Cimahi city residents work as laborers, traders, private businessmen, farmers, and civil servants.

Da'wah needs to recognize

the state of the speech partners (communicants) [Gullen, Fathullah, 2011]). Socio-demographic factors need to be mapped accurately and linked to the joy of da'wah. Persuasive communication requires proper understanding of the public regarding the message, source, medium, receiver, situation context and channel (Simons, 1976). This study deals with the psychology of da'wah which seeks to help understand the internal state of an individual or community as the target of da'wah (Mubarok, 2002). In big cities, the Qur'an recitation is rampant, but there are also many violations of law and morals. The perspective of this study is that city residents are close to religious communication through public speaking, where public speaking with religious messages is considered urgent to be studied, especially with regard to the expectations of city residents. Public speaking is seen as urgent in religious communication (Rybacki, Karyn, Rybacki, 1991), thus it is necessary to increase the quality of da'wah (Muis, 2001).

People of Cimahi are religious, which can be seen from the number of mosques and majlis taklim (Islamic forum). In almost every sub-district there is a routine weekly recitation with the ustadz/da'i presenting unique da'wah themes and activities. Even though they are religious, the residents of Cimahi city are also creative, fond of shopping and entertainment. Cimahi does not have nightclubs such as bars and discotheques that can be easily found in big cities in Indonesia, but cafes flourish in every corner of the city. There are also many gadget outlets filled with young buyers looking for prestigious branded gadgets with the most advanced models. Herein lies the problem: Da'i (who delivers da'wah) call their congregation to live simply (frugally, naturally, and not to be redundant), while the city conditions

encourage its residents to live creatively and consumptive. Thus, we need to explore the values of society (Salmon, Charles T., 1989), which includes the aspirations of the residents, and also the understanding that consumerism has been attached to big cities, and Cimahi is no exception. Such condition prompted the research team to conduct a study to determine the extent to which the da'wah being liked and accepted by the residents. The pleasure of something will 'bewitch' and fascinate those who like an object.

This paper aims to examine the expectations of the residents of Cimahi City on the profile of persuasive da'wah. In detail, the aim is to obtain data on: 1) The sociodemographic conditions of Cimahi residents which can be used as a basis for designing da'wah activities; 2) The habits of Cimahi residents in participating in Islamic da'wah activities, especially recitations; 3) The expectations of Cimahi residents for the da'wah activities, either because of the da'i's figure, main themes, media, or techniques and methods, along with certain patterns that are seen as persuasive and the relevance of ELM model communication theory for persuasive da'wah activities

The unavailability of data on the map of the 'profile of persuasive da'wah agenda in Cimahi City' makes da'wah activities so far are more to the 'tastes' of the da'i (communicators) only. Therefore, the results of this study can be used as accurate information and guidelines for communicator profiles, messages, techniques and methods, and persuasive da'wah media for residents of Cimahi City. Persuasion is enticement, seduction (in a positive and constructive sense), and convincing others by providing information referred to by the da'i/preacher. Da'wah activity is a da'wah work program of bil-lisan and bil-hal. Cimahi is a city with residents who have dynamic, creative and consumptive

characters so that persuasive da'wah methods are needed.

METHOD

This paper is the result of data processing based on survey research in 2018. The questionnaire was made with a response model based on the Likert Scale, and samples were chosen by using a multistage random sampling technique. Cimahi City has 3 sub-districts: Cimahi Selatan, Cimahi Tengah and Cimahi Utara. Samples were selected from the three sub-districts first, then down to Kelurahan (urban village), RW (administrative unit), then RT (unit in RW). After obtaining the intended RT, the sample was taken from every existing family, so that the family became the unit of analysis. The research questionnaires distributed were 465 copies, but 399 copies were returned and valid.

RESULT AND DISCUSSION

Da'wah is an effort to invite people to the path of Allah, to His religion (Surah 16). Da'wah empowers the community through knowledge, attitudes and practice of Muslims in the aspect of makhdah worship, as well as exercising independence in the field of ghairu makhdah worship. Islam teaches the da'wah communicators to convey messages clearly so that they leave an impression on the minds of the audience or receivers (QS. 4), and without coercion (QS. 2 paragraph 256). This condition requires the researcher to pay attention to the situation of communicant (public) (Ellis, Donald G., and Fisher, 1994). A. Zaremba (in B.S. Ma'arif, 2010) states that the work of persuasion is facilitated by the communicator's knowledge of the audience. The target subject of da'wah has socio-demographic factors, such as gender, education, participation in mass organizations, and religious condition in the family that needs to be considered.

The soul and behavior of residents need to be properly explored through their statements and behavior (Lauer, Robert H., 1983). Da'wah interacts with social environment, culture and media. Ramdhani (et al., 2017) states that people seek information because they need to, to create change and environmental activities. Information seeking behavior has a significant relationship with the use of online media, while the drive for information needs has an insignificant relationship with the use of certain official accounts in da'wah. Septiawan Santana (Kurnia & Nurrahmawati, 2017) see that the subculture of Islamic groups gets into the interaction of akhlakul karimah of Unisba, which has the vision and mission of Islamic development in the academic world. Rachmiatie (Ati, dkk 2002) states that a new paradigm is needed in Islamic da'wah because the characteristics of the masses have shifted from linear to convergence where the audience tends to be active, critical and selective.

Religious teachings contain main topics of excellent Islamic doctrine, namely aqidah, sharia and akhlaq (Syaltut, 1966 dan E.S. Anshari, 2001) with various derivatives. Amar makruf and nahyi munkar become the foundation of the spirit of Islamic da'wah. The central issue is how the implementation of Islamic teachings through da'wah can empower the community.

Various Aspects of Da'wah

Definition of Dakwah. Da'wah is an effort to invite people to the path of God, the right path (Fadhullullah, 1997). We will live in the darkness if there is no da'wah since it is the guide and light for the hearts of the Muslims. Da'wah is broader than just lectures, namely inviting people to do good and stay away from evil (Pranggono, B., 2006: 12 and Abdurrahman, 2010). Da'wah is a macro structured framework, while amar ma'ruf is the spirit. Da'wah is

not only a delivery of messages, but also covers various aspects of life, known as da'wah *bil-hal* (Shihab, Qurasih, 2003).

Bil-lisan is an oral da'wah, while bil-hal is a da'wah that seeks to apply and implement aspects of Islamic teachings into the reality of life. The problem is, this bil-hal da'wah is still not carried out by the Muslims. Actually, we cannot make a dichotomy between da'wah *bil-lisan* and da'wah *bil-hal* since they are interrelated.

Da'wah and Sociodemographic Conditions. Society is often influenced by the surrounding environment, which creates a culture, that often becomes a reference in attitude and action. The condition of a society will be different from other society. From a socio-demographic point of view, the difference between rural and urban areas is that rural people are more passive and submissive. In various regions, da'wah is still interpreted as tabligh or merely a delivery of Islamic messages, thus rural people prefer bil-lisan da'wah. Whereas, in urban areas, people tend to look for alternative da'wah with various new activities, namely innovation and various structured activities. Even so, there are also many rural people who continue their studies at the university and have careers in the city. After that, they get married and live in residential and non-residential complexes. They form new social communities that have their own values and perspectives (Wood, 2000).

Rural nature is relatively static because life there adheres to customs that have been rooted in society for a long time. Rural people pursue social harmony and various wisdoms of rural nature. They live local wisdom and social banality; they live amicably for the sake of creating social harmony. They are happy with the wisdom that manifests in the existing social sphere. Rural conditions emphasize social harmony more than progressivity. On the other hand, urban areas emphasize

progressivity even though they lack the harmony because such areas place greater emphasis on advanced dynamics, especially in science and technology. That is why retirees are better off living in the countryside since the living environment is more harmonious than that in the city.

Mostly, da'wah agenda is *bil-lisan* da'wah and *bil-hal* da'wah. Da'wah bil-lisan is a verbal delivery of da'wah messages, such as lectures, recitations, discussions, seminars and various forms of activities that are spoken or written in articles or print media. While da'wah bil-hal is the delivery of Islamic messages in a practical and social deeds to empower the community through training, internships, and coaching so that community skills increase. Trained/skilled society members empower the communities and elevate their dignity.

Big cities have complete entertainment facilities. Since urban people have much money, they could afford those kind of entertainment. This is in contrast to rural communities who do not have many modern entertainment venues and their economic situation is mediocre. Therefore, rural communities should be empowered (Supatra, 2003), one of which is carried out through da'wah activities.

Taking the concept of "Community-Based Education" (T. Suharto, 2012), which states that "Education is a critical reflection on *the dominant ideology* towards social transformation", da'wah bil-hal is actually quite close to the concept of community-based education so that people can manage their lives well and independently.

Persuasive Da'wah. Rasulullah Muhammad SAW. is a major figure in Islam. His efforts in spreading Islam were relentless despite having to face many challenges. After the Prophet did da'wah sirriyyah (silent da'wah) for 3 years, then he continued to da'wah jahriyyah (open

da'wah). Prophet Muhammad remained consistent in doing da'wah, even though there was resistance (Al-Mubarakfuri, n.d.). A da'i (da'wah actor) must have 3 (three) main characteristics: knowledge, gentleness and patience (Taimiyah, 2001). Da'wah becomes a bridge of persuasion, one of which is to change attitudes (Muhtadi, 2012). If da'wah is liked - because it fits - it will have a positive effect on the congregation.

The purpose of persuasive communication is to persuade the communicant to willingly carry out certain activities with full awareness (Effendi, 1989). Communicators have to make sure there is no coercion because it will result in the nature of hypocrisy.

Profile of Da'wah Communicator. Da'wah can take place if there is a subject. Da'i (da'wah communicators) have a function to convey Islamic messages. Da'wah is an art, mission and perception (A. Aripudin, Acep, 2015), and that, "The personality of the speaker is more important than the message conveyed (A. Arifin, 2011)."

Themes of Da'wah. The theme of da'wah refers to the religious messages conveyed by the da'i. These messages are sourced from the Quran and Sunnah, including aqidah, shari'ah and akhlaq. "People need da'wah messages that educate and enlighten them, not just things that lull the life" (Muhtadi, 2012). In delivering da'wah messages, we need to consider who we invite, how old they are, and how their mind work.

Media of Da'wah. Muslim community conveys the message of da'wah through media for the benefit of the da'wah being carried. There are traditional and modern media for da'wah, for example, film. Islamic films do not always have to show mosques or sound the call to prayer, but rather display universal themes so that non-Muslims can also watch the films and it is expected

that the message of da'wah can touch the hearts of the viewers.

Da'wah: Method and Technique. Method is a "big and wide road that is passed by the doer". In the context of da'wah, a method refers to the path taken in conveying the message of Islam, while the technique is more directed to the operational steps taken by the actors in a good and wise manner. A method is used to achieve multifaceted and multi-cultural da'wah targets, while the technique leads to operational steps that are carried out in a measurable manner. Da'wah does not merely convey information, but requires action; da'wah is not just talk but work. The output is 'effective and efficient da'wah' (Abd. Rahman, 2009) as the da'wah reaches the targeted target. There are consumers who are involved and not involved. The involved-consumers will think of messages that are relevant to them. The 'consumers' referred to here are the recitation congregations or the taklim congregations. The model is a model in which consumers process the information/messages with high and low involvement. ELM (Elaboration Likelihood Model) proposes a continuum from the central elaboration process to the peripheral. The level of elaboration depends on the relevance of the message to the consumer. The more relevant a message is to consumer needs, the more likely consumers will give their opinion or counter a message that contradict them.

An uninvolved consumer is unlikely to come up with ideas relevant to the message. The elaboration occurs is minimal as consumers are passive recipients of information. Petty dan Cacioppo (in Assael, 1987) found that the best way to influence uninvolved consumers is through peripheral or fringe channels for the message, for example, displaying color in advertisements, background colors, or featuring expert speakers. Peripheral cues have little

impact on these consumers. Petty and Cacipppo stated that, “Elaboration talks about the response to the messages conveyed” (in Shimp, 2003). Elaboration involves applying source thinking in relation to the message being conveyed, particularly in marketing. Even so, the researchers have not obtained data about its application in the world of da’wah. Is it the same as those in the marketing or is it different? This condition is observed in the da’wah congregation/jamaah. Although the jamaah’s behavior is different from that of consumers, they have the same procedural similarities, namely the opportunity to process information that is relevant to their living conditions. Thus, themes, techniques and media related to the persuasiveness of da’wah must be considered carefully in order to be accepted by the residents of the city.

The Elaboration of Likelihood Model (ELM) theory used here leads us to an understanding that a person can be influenced by his/her social environment, but at the same time he/she can affect the environment, meaning there is a reciprocal relationship. Someone will give a cognitive response to the information or news that exposed to him. Cognitive responses shape a person who can respond in the form of verbal attitudes or behavior to a stimulus directed at

him. This theory seeks to comprehend the processes of attitude change by understanding the thoughts of people who produce persuasive communication responses. This theory assumes that people react to various aspects of certain positions and thoughts positively or negatively. These thoughts will determine whether the individual will support a particular position or not (Taylor, Shelley E., Peplau, Letitia Anee, Sears, 1997).

**Description of Initial Data:
Characteristics of Respondents**

TABLE 1 shows there are 213 male respondents (53,4 %) and 186 female respondents (46,6%).

Data indicate that most of the respondents in this study are male. However, both gender have a balanced proportion since that is the composition of Cimahi population.

The TABLE 2 shows that the respondents aged between 15-20 years are 82 people (20,6%), while the remaining 317 people (79.4%) are adults aged 21-85 years.

This data informs that adults occupy the largest number of respondents, while youths reach 20.4% which can later be seen in a cross table.

The TABLE 3 shows education level of the most respondents is senior high school and equivalent reaching

TABLE 1. Gender of Respondents

Answer	Frequency	Percent
Male	213	53,4
Female	186	46,6
Total	399	100,0

TABLE 2. Age of Respondents

Age	Frequency	Percent
Youth (15-20)	82	20,6
Adult (21-85)	317	79,4
Total	399	100,0

TABLE 3. Education level of Respondents

Answer	Frequency	Percent
Elementary School / equivalent	15	3,8
Junior High School/ equivalent	109	27,3
Senior High School / equivalent	176	44,1
Non-degree Diploma	66	16,5
Bachelor Degree	23	5,8
Respondents didn't answer	10	2,5
Total	399	100,0

TABLE 4. Occupation of Respondents

Answer	Frequency	Percent
Housewife	81	20,3
Civil servant	10	2,5
Private employee	52	13,0
Entrepreneur	46	11,5
Retiree	5	1,3
Laborer	124	31,1
Teacher of the Qur'an	1	0,3
Student/college students	74	18,5
Unemployed	1	0,3
Respondents did not answer	5	1,3
Total	399	100,0

176 people (44.1%), followed by junior high school and equivalent of 109 people (27.3%), diploma of 66 people (16.5%), and bachelor degree of 23 people (5, 8); while the rest are 15 people (3.8%) of elementary school and equivalent, and 10 respondents (2.5%) did not answer. That data informs the composition of Cimahi residents who become the respondents of this study and we see that the level of education affect the quality of thinking, which in turn will correlate with the understanding of Islamic da'wah.

TABLE 4 shows most of the respondents' occupations are laborers reaching 124 people (31.1%), housewives of 81 people (20.3%), students and college students of 74 people (18.5%), private employees of 52 people (13%), entrepreneurs of 46 people (11.5%), civil

servants of 10 people (2.5%), retirees and respondents who did not answer of 5 people (1.3%), and 1 person (0,3%) for the Qur'an teacher and unemployed respectively. That Data shows the composition of respondent's occupation in Cimahi City. So far, we provide responses related to the pleasure of using mass media and social media.

The table of sources of religious information shows that 172 respondents (43.1%) use recitation of the Qur'an as their sources, mass media of 83 people (20.8%), recitation and social media of 49 people (12.3%), recitation and mass media of 47 people (11.8%), and social media alone of 37 people (9.3%), while the remaining 11 people (2.8%) did not answer. The TABLE 5 informs that recitation of the Qur'an is still the main

TABLE 5. Sources of Religious Information

Answer	Frequency	Percent
Recitation of the Qur'an	172	43,1
Mass Media	83	20,8
Social Media	37	9,3
Recitation of the Qur'an and Mass Media	47	11,8
Recitation of the Qur'an and Social Media	49	12,3
Respondents did not answer	11	2,8
Total	399	100,0

source of religious information for Cimahi residents, followed by mass media, recitation and social media, recitation and mass media, and social media.

TABLE 6 shows that respondents feel sympathy for the consistent da'i (a man of his word) as many as 275 people (68.9%), and deep sympathy of 107 people (26.8%). However, there are 14 people (3.6%) who less sympathy and very unsympathetic to the da'i, and 3 people (0.8%) did not answer. Although the number is quite small, it is necessary to find out why there are people who feel unsympathetic to the consistent da'i. This data informs that city residents like the figure of a da'i with integrity; what is voiced in the recitation is carried out in his da'wah activities. However, there are still people who feel 'less sympathy' and 'very unsympathetic' to the da'i that has integrity (which needs further investigation)

The TABLE 7 shows that dialogic style of da'i attracts the attention of residents. A total of 322 people (83.2%)

are interested in the dialogic style of da'i, 54 people (13.5%) are very interested, 9 people (2.3%) are less interested, and 1 person (0.3%) is not interested at all by the dialogic style of da'i, while the remaining 3 people (0.8%) did not answer.

The data shows that respondents of Cimahi residents are 'interested' and 'very interested' in the dialogic style of da'i. This is the respondents' aspiration that da'i need to pay attention to.

Main Themes

The TABLE 8 relates to religious themes often conveyed by da'i, namely worship (answered by) 200 people (50.1%), aqidah by 119 people (29.8%), akhlaq by 52 people (13%), Mu'amalah by 15 people (3.8%), and marriage by 12 people (3%), while the remaining 1 person (0.3%) did not answer. This data informs that Cimahi residents frequently accept religious themes of worship, aqidah, and akhlaq. The themes are mainly determined by the da'i, as has been the case so far, and the public appreciates it as shown in

TABLE 6. Sympathy for Da'i who is 'a man of his word'

Answer	Frequency	Percent
Deep sympathy	107	26,8
sympathy	275	68,9
Less sympathy	13	3,3
Very unsympathetic	1	0,3
Respondents did not answer	3	0,8
Total	399	100,0

TABLE 7. Respondents Who Are Interested in Dialogic Style of Da'i

Answer	Frequency	Percent
Very interested	54	13,5
Interested	332	83,2
Less Interested	9	2,3
Not interested at all	1	0,3
Respondents did not answer	3	0,8
Total	399	100,0

TABLE 8. Frequently Given Religious Themes

Answer	Frequency	Percent
Aqidah	119	29,8
Worship	200	50,1
Mu'amalah	15	3,8
Marriage	12	3,0
Akhlaq	52	13,0
Respondents did not answer	1	0,3
Total	399	100,0

the data above.

The TABLE 9 also shows that Cimahi residents need religious themes as follows: worship answered by 153 people (31.9%), aqidah by 128 people (26.7%), akhlaq by 101 people (21.1%), mu 'amalah by 58 people (12.1%), and marriage by 39 people (8.1%). This data informs that the residents of Cimahi hope to get these main themes in the da'wah they attend. Islamic teachings are material that should be conveyed to the congregation and will positively be welcomed by them.

TABLE 10 shows that Cimahi City residents who are happy to use mass media as many as 318 people (79.7%), 40 people (10%) say they are not happy, 39 people (9.8%) say very happy, while respondent who are not happy and did not answer is 1 person (0.3%) respectively.

This data informs that most of the residents of Cimahi City say they are 'happy' and 'very happy' in using mass media, while 10% of them are not happy. In other words, there are one tenth of the residents of Cimahi City who do not like using mass media (television, newspapers,

TABLE 9. Religious Theme Needed

Answer	Frequency
Worship	153
Aqidah	128
Akhlaq	101
Mu'amalah	58
Marriage	39
Total	479

Respondent can answer more than one

TABLE 10. The Use of Mass Media

Answer	Frequency	Percent
Very happy	39	9,8
Happy	318	79,7
Unhappy	40	10,0
Very unhappy	1	0,3
Respondents did not answer	1	0,3
Total	399	100,0

TABLE 11. Watching TV Every Day

Answer	Frequency	Percent
Yes	311	77,9
No	87	21,8
Respondents did not answer	1	0,3
Total	399	100,0

magazines, books and radio), and some of them are social media users. However, it is necessary to look for the cross table data about which age likes to use mass media and social media.

The TABLE 11 shows that for the residents' habit of watching television every day, 311 people (77.9%) said yes, 87 people (21.8%) said no, and the remaining 1 person did not answer. Data informs that majority of respondents watch television every day, while the rest, a small proportion of them, do not watch television every day. The data indicate that more than ¾ (three quarters) of city residents watch television every day.

The TABLE 12 is only completed by respondents who answered 'Yes'. It appears that residents of Cimahi City mostly watch television channels of RCTI, SCTV, and TVOne, NetTv, TransTV, MetroTv, and KompasTv are next with relatively few viewers, then followed by ANTV, GlobalTV, MNCTV, RTV and Trans7 with fewer viewers.

The TABLE 13 shows that 291 respondents (72.9%) sometimes watch religious soap operas. Meanwhile, those who frequently watch and those who never watch have the same amount of 54

people (13.5%). Data informs that the majority (ie, 'sometimes' and 'frequently' amounting to 86.4%) of Cimahi residents watch religious soap operas on television. This can be used as information by the soap opera production house in Indonesia,

TABLE 12. Most Watched Television Stations

Answer	Frequency
RCTI	120
SCTV	109
TVOne	103
NetTV	69
TransTV	62
MetroTV	32
KompasTV	29
Indosiar	10
ANTV	4
GlobalTV	3
MNCTV	1
RTV	1
Trans7	1
Total	544

Note: 1. It is completed by the respondent who answered "Yes"; 2. Respondent can answer more than one

TABLE 13. Watching Religious Soap Operas (Dramas)

Answer	Frequency	Percent
Frequently	54	13,5
Sometimes	291	72,9
Never	54	13,5
Total	399	100,0

that in this city, religious soap operas have a fairly good Muslim market share.

The TABLE 14 shows there are 314 people (78.7%) who are happy with the da'wah material associated with actual situations and conditions, 73 people (18.3%) are very happy, 9 people (2.3%) are unhappy, and 2 people (0.5%) are very unhappy, while 1 person (0.3%) did not answer. Data shows that more than 96% of the city residents expect actual da'wah themes, not just old materials. It would be better if the elaboration of the verses of the Qur'an and hadith is contextualized in current empirical/actual conditions.

The TABLE 15 shows that respondents feel the benefits of the da'wah they follow, namely improving knowledge for 210 people (52.6%), improving religious practice for 124 people (31.1%), empowering attitudes and behavior for 61 people (15.3%), and 4 people (1%) did not answer.

This data shows that more than half

TABLE 14. Expectations of Actual Da'wah Themes

Answer	Frequency	Percent
Very happy	73	18.3
Happy	314	78.7
Unhappy	9	2.3
Very unhappy	2	0.5
Respondents did not answer	1	0.3
Total	399	100.0

TABLE 15. Perceived Da'wah Achievements

Answer	Frequency	Percent
Improve knowledge	210	52.6
Change attitudes	61	15.3
Improve religious practice	124	31.1
Respondents did not answer	4	1.0
Total	399	100.0

of the residents feel the benefit of da'wah for themselves, namely improving the knowledge, increasing religious practice, and empowering attitudes. Thus, da'wah is functional and urgent. Such condition shows that the expected achievement of da'wah is to increase knowledge, while the least is to change attitudes.

The TABLE 16 reveals da'wah techniques for self-development. 191 respondents (47.9%) count on recitation, 124 people (31.1%) on training, 81 people (20.3%) on hands-on practice and internship, and the remaining 3 people (8%) did not answer. Data shows that da'wah technique for self-development of residents is through recitation, training, hands-on practice and internship. All these techniques need to be studied further to

TABLE 16. Expectations of Da'wah Techniques for Self-Development

Answer	Frequency	Percent
The Qur'an recitation	191	47.9
Training	124	31.1
Hands-on practice and internship	81	20.3
Respondents did not answer	3	0.8
Total	399	100.0

TABLE 17. Expectations of Bil-Hal Da'wah Agenda Towards Entrepreneurship

Answer	Frequen- cy	Percent
Very happy	69	17.3
Happy	291	72.9
Unhappy	32	8.0
Very unhappy	2	0.5
Respondents did not an- swer	5	1.3
Total	399	100.0

find out to whom they are suitable for.

The TABLE 17 shows that 291 respondents (72.9%) are happy with bil-hal da'wah agenda, 69 people (17.3%) are very happy, 32 people (8%) are unhappy, 2 people (0.5%) are very unhappy, and the remaining 5 people (1.3%) did not answer. The data informs that people are happy and very happy when da'wah offers agendas relating entrepreneurship. Through da'wah with such theme, residents have the opportunity to advance and develop, either in terms of economy, health, cleanliness, and environment. Besides aiming to spread Islamic teachings, da'wah also offers certain programs that can empower the community. Da'wah is not static and must be able to respond to all developments in urban life.

Correlation between Socio-demographic Factors and Persuasive Da'wah. In this study, the researcher applies the concept of ELM (Elaboration of Likelihood Model) from Petty and Cacioppo which states that people who are involved in something will process information relevant to what they encounter.

The research data shows that sociodemographic factors are related to the persuasive da'wah for city residents as congregation. There is a clear picture

as a map of persuasive da'wah activities and sociodemographic factors of the residents of Cimahi City. First, in terms of gender. Residents of Cimahi City who became respondents in this study are mostly male. Although there is a difference in the number of respondents based on gender, it is still balanced that shows the representation of female respondents in this study. Second, the age of the respondents, where most of the respondents are adults and youths. This research find the data (which needs to be further examined in the next study) related to age classification. Respondents -- who are mostly in their productive age -- provides an understanding that demographic bonuses are potential social capital for the future. The existence of different age ranges bring color to persuasive da'wah. Third, the level of education of the respondents, which is very diverse. Most respondents are high school education and equivalent, then junior high school, diploma and bachelor's degree, and even elementary school. The number of youth respondents (20.6%) indicates that they use social media more as a source of information. Fourth, occupation, where the majority of respondents are laborers. Other groups of occupation wish da'wah would have an entrepreneurial content. Occupation category is related to the hope that there will be da'wah techniques that can empower the congregation. Persuasive da'wah leads to functional da'wah that can advance the residents of the city.

Next, the author uses the ELM (Elaboration of Likelihood Model) theory to analyze the data found. This theory states that those who are involved with something will process the information that is relevant to what they are dealing with. The available data shows that: 1) Those who want da'wah containing entrepreneurship are workers, most of whom are young/productive unskilled

workers (laborers); 2) In terms of education, those with lower education show an interest in the da'wah with entrepreneurship message; 3) In terms of media use, respondents who want entrepreneurship content are those who use mass media more intensely; 4) In terms of income, they have lower income. 150 respondents (37.6%) state they need da'wah material about the economy and entrepreneurial training. This shows the relevance of ELM theory in the world of da'wah.

From the data above, it appears that those with the greatest propensity to have da'wah with entrepreneurship messages are residents whose sociodemographics (education and work) are directly related to the world of work. The residents equally like both activities of bil-lisan and bil-hal da'wah because bil-lisan da'wah provides knowledge, forms attitudes and increases practice; while bil-hal da'wah can provide the opportunity to development towards entrepreneurship since it can empower the community by expanding its activities. Dakwah bil-Hal has the potential to empower the residents and is considered to be able to guide how to use the sustenance they get.

CONCLUSION

Residents of Cimahi City have sociodemographic factors that should be considered in carrying out da'wah activities: profiles of da'wah figures favored by Cimahi residents, especially regarding the clarity of presentation and good and polite language and consistency between words and actions; the main themes of da'wah that are liked (and expected) such as aqidah, worship, and akhlaq combined with actual examples, as well as the discussion of marriage that is of interest to young people; da'wah communication media tend to be widely used, but recitation is still seen as a preferred traditional medium because

it can lead to a deep understanding. Da'wah is expected to be functional and contemplative for the development of religious life so that it can answer all the problems of an increasingly complex life.

The agenda is related to the technique to be used. Both the bil-lisan and bil-hal da'wah agendas are needed. The bil-lisan agenda is useful for increasing knowledge, fostering attitudes and improving practice. Meanwhile, the bil-Hal da'wah agenda is to develop self-ability in practical terms and entrepreneurship. This study confirms the ELM theory that the more a person or people is involved in the da'wah message, the more intensely he or they will process da'wah information. Da'wah messages that contain elements of novelty will encourage the congregation to process and evaluate the messages seriously.

Recommendations. Further research is needed regarding da'wah agenda through a central channel so that the level of persuasion can be stronger. Residents want to expand the bil-hal da'wah agenda, thus further research is needed to make da'wah more memorable and give stronger impact. The usefulness and independence of residents: da'wah that makes the congregation independent and advance. Conventional da'wah materials are still necessary, but they should be combined with actual problems to make them more interesting and compatible.

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Exploitation and Social Discrimination Portrayed in the “Joker” Movie (2019): A Study of Class Analysis

¹Andi Farid Baharuddin, ²Amelia Novita Gosal

¹English Department, Faculty of Letters, Sawerigading University of Makassar

²The alumna of English Department in Bosowa University of Makassar

E-mail: ¹andifaridbaharuddin@gmail.com, ²gosalamelianovita@gmail.com

Abstract. *Film is a cultural instrument that can educate people. Through an interesting film, people can activate their intellectualisation in seeing the social situation that occurred in the film. This research examines Joker (2019) a movie containing the discourse of exploitation and the social discrimination system related to this era. In this study, researchers elaborate (1) what forms of exploitation and social discrimination does the Joker film have?; and (2) what are the impacts of the exploitation and social discrimination in the film. The research method used is qualitative. Then in collecting data, the researchers first classify three types of data, namely primary data, secondary data, and supporting data. These three data are an effort to strengthen the arguments of this study. Furthermore, to analyze the research problem above, the researchers use one of the branches of the sociological theory of Marxism, namely class contradiction analysis and also the theory of communication science called critical discourse analysis to analyse the issue of news media coverage in this film. The results of this study indicate that the form of exploitation and social discrimination in the Joker film is divided into three areas, namely (1) the Health Sector, (2) the Labor Sector and (3) the Media News Sector.*

Keywords: *the art of film, the Joker film (2019), the class analysis theory, the social discrimination*

INTRODUCTION

In the art theory, explained by Horatius in (Teeuw, 1984), the substance of literary work and art must be based on two main things, namely the art/literature as a medium of entertainment (*dulce*), and art as moral teachings that have values and useful in social life (*utile*). Similar to the theory above, the socialist realism theory also stated that the literary work should become an instrument of aesthetic (*dulce*) and ideologic (*utile*) (Toer, 2003).

Based on the two characteristics of art/literature, aesthetic and ideologic, they may have different meanings but must be integrated into the work. The meaning of aesthetic characteristics, in the art, can be interpreted as the beauty of artistic

creations that exist at work (Kusumastuti, 2009). The artistic quality in a work can be viewed from the language styles in the poetry, the colours in the paintings, the body curves in dance performance arts, and the physical character in the movie.

In contrast to the aesthetics characteristics, the ideological characteristics in literature and art have more to do with the social message or value of the work. Ideological quality plays an important role in shaping the concept of work. Through this quality, the art or literature lovers can be motivated, triggered, and propagandised according to the author ideology and interest (Baharuddin, 2018).

Fundamentally, art can be divided

into several types such as music, literature, dance, film, painting, sculpture, and various other arts. Definitely, all these types of art, are based on the two qualities above so that the art lovers can be addicted and amazed in watching or reading the work.

This research focuses more on the study of the arts of film. In communication studies, film as a work of art is influential in shaping society's character in today's era (Mudjiono, 2011). Through films, the viewers can activate their imagination and even imitate some parts of scenes from their favourite characters. Movies are also often interpreted as moving images that appear to live like real life. No wonder that many film lovers often imitate scenes from popular characters (Ningsih & Widiharto, 2014).

In Ningsih & Widiharto's researcher explanation, these seem have similar perspective with Mudjiono's research, which states that films are the picture of real social life. Mudjiono also states that films, in the current era, have become a media of entertainment and education which are packaged in the form of stories, events and comedy (Mudjiono, 2011).

In contrast to the above researches, (Desti, 2005) More perceives that films, in the framework of communication studies, can also harm children's growth. Desti's research reveals that watching films frequently, especially for children and adolescents, will degrade their imagination. In fact, if their parents do not control their spectacle, it can be worse for mental and psychology.

Nowadays, cinema in Indonesia, from various TV broadcasts, still inundate the operas that tell stories about love, domestic violence (KDRT), divorce, mysticism, and even juvenile delinquency. As has been explained by Desti's research above, if the above broadcast over flow and becomes a spectacle for children, then this can degrade their

intellectualization. Moreover, if it is analysed in further, the film can shake children's psychology which ultimately affects their communication style and eventually leads to destructive behaviour (Unayah & Sabarisman, 2015).

This definitely can undermine the children's consciousness and civilisation if the Indonesian Broadcasting Commission (KPI), as the state institution, keep presenting films/soap operas that solely tell stories about the above themes. Therefore, KPI as a film broadcasting mediator in Indonesia must transform and refine its system in airing every film/movie that will be shown. The question is, how does the KPI filter the film? In this case, KPI must refer to both dulce and utile theories in order to attract public sympathy and increase the connoisseurs' awareness about the movie that they watch.

The Joker film, released on October 2, 2019, could represent the Horaitus theory above, regarding the dulce and utile that can satisfy the cinema lovers. This film, played by Joaquin Phoenix, has been claimed as a top movie in the international box office rankings (CNN Indonesia version, Monday, 7/10/2019). This film, directed by Todd Philips, attempts to portray the social life of a lower cluster that is marginalised by an exploitative government system.

The main character of this film is named Arthur Fleck. Although the tittle of this film is called Joker, which has a similar meaning to someone who often makes jokes, yet the comedy content is not a substantial point. In fact, this film talks more about the sadness and the pain of the main character which is often perceived as the object of violence both physically and mentally. This is the reason why this film is surely interesting to analysed and can be studied using various thought and varied approach in discussing psychology, social and economic issues.

Wibisono (2019), views that the Joker film presents the main character who suffers sadness, physical violence and mental illness due to the exploitative system and the social discrimination where he grows up. In his research, Wibisono applies the existential philosophy approach, as the main theory, to analyse the Joker's mentality.

In addition to the above explanation, (Fernando et al., 2020) also analysed this film with the human mental discourse. Nevertheless, in Fernando's research, the theory used as the analysis method is the theory of Cognitive Psychology, which focuses more on the impact of mental illness.

The above research views that Arthur's character is shaped by loneliness circumstance. He was born and raised without the father characteristic, so he is often alone. Moreover, as a person who works in the entertainment media, Arthur often gets bullied by his colleagues and supervisor.

Furthermore, a thesis, written by (Muthmainah, 2020) also has a different perspective which is slightly in line with Fernando's research particularly about mental disorders. This thesis reveals that Arthur's character as the main character in the Joker film is formed by mental disorders which he has suffered for a long time.

This mental disorder was caused because Arthur did not get more attention from the father characteristic and was only raised by his mother, Penny, who also had mental disorders. This thesis applies a branch of communication theory, namely semiotics (signifier and signified) in analysing the social issues in the Joker film.

Based on the above information regarding to the three previous researchers, it can be concluded that the Joker film is a very interesting work because it portrays people's lives which sometimes occur in

real life. The Joker film can use various approaches such as the philosophy of existentialism, psychology, and communication (semiotics).

The researchers perceive that if these types of research basically have similarities and distinctions with the researchers' research. The similarity could be seen in the object of research, namely the Joker film released in 2019. Besides, the previous research also use qualitative research methods as this research does.

On the other hand, the distinguishes between this research and the previous researches could be perceived in the theory application. The researchers objectify that the three previous types of research do not comprehensively explain what shapes and affects the psychological condition of the main character in the Joker film. The three previous researchers only explained Arthur's mental condition without elaborating the cause of it.

The researchers perceive that mental disorder is just the effect of the external cause. Therefore, claiming psychological disorders as the primary cause of Arthur's character is not appropriate. For the researchers, this is the weakness of the three previous researchers who were unable to explain in detail the concrete situation in Gotham city (where Arthur lives).

Based on the previous researchers weaknesses above, this research presents a different perspective by using one of the Marxist sociological theory branches, namely the class analysis theory, to analyse the class contradictions between the elite and the marginalised (non-elite) class of society. Besides, the researchers also use a branch of communication theory, namely critical discourse analysis, in analysing Wayne's communication style in the Joker film.

METHOD

As cultural studies, this research also

uses qualitative research methodology to analyse the text's social phenomena. In this case, the researchers transcribe each conversation in the Joker movie into a scriptural text to gain the main reference/data. Furthermore, in collecting data, the researchers firstly divide three types of data such as the premier data, the secondary data, and the supporting data. The premiere data is the main data from the research object, in this case the Joker film released and directed by Todd Philips in 2019. Meanwhile, the secondary data are data that researchers obtained from the previous researchers who also analysed the Joker film (2019). Then, the supporting data are data that researchers get from books, articles, electronic media news related to this research.

In obtaining the three data above, the researcher secondly divided into two steps; 1) the researcher downloaded this film on the IndoXXI.com site. 2) the researcher transcript each conversation in this film. After gaining these three data, the researchers finally classify the above data into some instruments such as colour paper, highlighter, and pencil (Endraswara, 2003).

In obtaining data related to the exploitative system in the Joker film, researchers used a red highlighter. Besides, to obtain data related to the social class analysis discourse the researcher used a yellow highlighter. Subsequently, to obtain the secondary data, researchers search and read several studies (journals, articles or theses) that analysed the Joker film. Each point of these studies is written by the researchers on paper colour (blue paper and green paper) and objectify it as the secondary data. Furthermore, to classify the characters' names in this film, the researcher underlined them using a pen.

For the last point, in analysing the discourse of exploitation and social discrimination in this film, the researcher

uses the sociological theory of Marxism, namely the class contradiction theory, as an analysis tool to study the social discrimination and exploitation of human groups (elite class) over other groups (marginalised classes).

RESULT AND DISCUSSION

In the bellow point, the researchers separate two parts as the essence of academic research namely result and discussion. The result elaborates on each of the research problem namely the exploitation form in the Joker movie and its implication. Furthermore, for the discussion part the researchers discuss and analyse the result data.


Finding

The Form of Exploitation and Social Discrimination

At this point, the researchers separate several types of exploitative form and social discrimination into three sectors, the Health Sector, the Employment Sector and the Media News Sector. These three sectors are the primary cause that finally destructs Arthur's consciousness, psychology and mental health. The reason why researchers use the exploitative term in these three sectors above because the government, as a regulator, do not protect its civilian and provide the social insurance (health and economy) for its civilian. Indeed, the government, in this film, use his political power to esteem their status-quo.

For the health sector, this exploitation can be perceived in the Gotham city's people's life, represented by Arthur, who lives desperately. In fact, in a democratic system, people's rights are extremely crucial and necessary particularly for the health sector. At the beginning of this film, it could be seen that there are discriminative phenomena where the health insurance that should have been given to the people is finally

TABLE 1: The Public Health Insurance Problem

Scene	Minute	Script
 <p>Scene 1: The psychiatrist face explained to Arthur that the government’s budget for public health insurance had been cut. So that the poor community seems to no longer have access to this.</p>	40:39 - 41:37	Arthur, I have some bad news for you, ... The city (the government) cuts funding across the board, social service is part of that. This the last time we’ll be meeting


cut off unilaterally by the government.

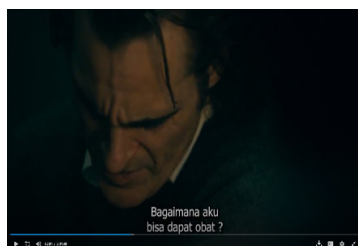
At that time, Arthur asks the psychiatrist to increase the medicine dosage he usually consumes to overcome his emotional disturbance, schizophrenia. However, the psychiatrist states that the government had stopped the health insurance, including access to medicine for sick people like Arthur. This phenomenon can be seen from TABLE 1.

Based on the psychiatrist’s statement above, it shows that she also expresses her disappointment in the government decision, which apparently do not care about what happened to their people’s sickness. This condition makes Arthur’s emotional disorder more unstable and leads to psychological and mental disorders.

Besides, the scene demonstrating

TABLE 2: The Government’s Ignorance Discourse


Scene	Minute	Script
 <p>Scene 2: This picture explicitly shows the precariousness of the situation because the government, which constitutionally must serve people and seen as the public servants, does commit its function and tends to be passive for the people’s livelihoods.</p>	41.40-41.47	“They (the rulers) don’t give a shit about people like you, Arthur, and they don’t really give a shit about people like me either”



Scene 3:
Arthur’s face seems desperate because he didn’t have funds to buy medicine.

42.02-42.08 Where am I supposed to get my medication now? Who I talk to?

TABLE 3: Physical Bullying in Jobs

Scene	Minute	Script
	1.37-2.09	..., if you wanna be a clown, at least you do that right.

Scene 4:

The scene shows Arthur is getting bullied and physical bullying when he works. This can be seen in the position of Arthur's body which seems skewed because he is pushed and finally falls.

the government's ignorance about their people, especially in the health sector could be seen, at 41.40 minutes. This phenomenon can be seen in the conversation between Arthur and the psychiatrist in the TABLE 2.

In the above data, it shows that the government in the Joker film (2019) does not bring welfare and equality to its people. Moreover, this indicates that the government is exploitative because it does not provide prosperity and good services. This finally causes Arthur mental sickness is getting worse.


From the above data, it can be said that this study is certainly opposite to the findings data of the three previous researchers. They state that Arthur suffered his mental disorders from his internal condition. In fact, this research perceives from a different perspective where Arthur's mental disturbance is basically from his external conditions

(social), i.e. the lack of government responsibility in providing social access for health and welfare.

Furthermore, in the employment sector, the form of exploitation can be seen in the Arthur's profession as a clown which really pathetically. At the beginning of this film, Arthur is ordered to dress like a clown, dance and make fun publicly, to attract people's attention to Kenny's musical store. However, as he dances, he gets bullied and attacked by strangers. The strangers are taking his comedy board and hitting Arthur physically. This incident can be seen in the TABLE 3.

The above data shows that the comedian profession, especially for a clown, frequently gets "bullying" by society. This condition also demonstrates the governments cannot provide job vacancy for the people of Gotham City that protect them constitutionally. Besides, physical bullying in the employment


TABLE 4: Physical Violence to the working class

Scene	Minute	Script
	02.56-03.05	beat'em up. Take his stuff

Scene 5:

The fifth picture shows the young strangers were physically attacking Arthur while working.

TABLE 5: Arthur’s Protest to the Media News

Scene	Minute	Script
 <p>Scene 6: This scene was taken when Arthur spoke in front of the media regarding his disappointment with the government that seems to ignore the social conditions of the informal working class.</p>	1.43.14- 1.43.28	Why is every body so upset about these guys (killed by Arthur because these guys were beating Arthur on the train). If it was me dying on the side walk, you’d walk right over me. I pass you everyday but you don’t notice me, but these guys, what, because Thomas Wayne went and cried about them on TV?

sector could also be seen when Arthur’s comedy board was stolen by strangers and even attack him blindly as has been stated before. This case can be seen in the data TABLE 4.

The above data shows that jobs in the informal sector (like comedian) do not get a legal protection from the government. Moreover, the government only appreciates and protects human rights to those in the elite class and work in the formal sector. Thereby, it indicates the social discrimination of the two classes between those who work as government elites and those who only work in informal jobs.


This situation was demanded by Arthur where the elite class could only blaspheme and insult the lower classes society. Arthur perceives that the elite class never feel how hard live in the

poor society. Arthur analogised that if there was physical repression committed by the lower class to the elite class, the government seemed to be alert and get support from media to stigmatise the lower class.

On the other hand, if people from the elite class represses the lower class, then the government seems to neglect the case and not protecting the people from the lower classes. Moreover, the media does not broadcast it as well. This criticism was conveyed by Arthur when he spoke on the entertainment TV station which Murray Franklin directed.

The above data shows how disappointed Arthur in seeing the social atmosphere of Gotham City which is discriminative to the lower classes. Arthur further criticises the Wayne’s attitude (an elite businessman who wanted to become

TABLE 6: The Media News that Discredits People from the Lower Class

Scene	Minute	Script
 <p>Scene 7: The picture of his scene shows that the expression on Wayne’s face seems to offend society from the lower classes with his racial statement “there is a sentiment towards the urban rich”.</p>	38.55- 39.02	There now seems to be a groundswell of anti-rich sentiment in the city. It’s almost as if our less fortunate residents have taken the side of the killer.

the ruler of Gotham) who only shows his sympathy for the elite society in all TV media broadcasts. Therefore, by applying the media broadcast to hegemonise his expression, the public felt sorry and empathy for the elite workers who had previously shot by Arthur on the train.

Besides, the above data also relates to the form of exploitation in the media news sector. To amplify the media news, the researcher elaborates it with one of the communication theory branches, namely critical discourse analysis based on the perspective of Norman Fairclough (Munfarida, 1970).

When Arthur shot the three people who firstly attacked him, the media news seemed to generalise and judge the lower class as the mastermind behind the murder without committing a journalistic investigation. Wayne, when interviewed by media, even accused the perpetrator of the shooting was a poor person. This scene can be seen in the TABLE 6.

If the above statement is analysed using a critical discourse analysis theory, the sentence “ anti-rich sentiment “ asked by a reporter to Wayne in the table above shows a discriminatory, racial and sensitive statement towards the lower class. Moreover, there is an assumption that the lower class tends to stand with the killers. This statement is surely very premature and does not investigate the case legally.

The researchers perceive that the above data also shows the social position

of the elite class, with its political power instrument, can stigmatise their class opponents (lower class / non-elite). This media news practically caused the social friction at the grassroots (society) and causes both classes’ antipathy.


In addition to the forms of exploitation in the media news sector above, another exploitative for can be seen when Murray Franklin, a TV presenter on a comedy series, invites Arthur to be interviewed. Yet, Arthur sense a bad sign that he is just invited to be bullied by the the studio watchers.

Previously, Arthur had witnessed in the TV program that his comedy video is being re-broadcasted by Franklin’s TV program.

However, instead of appreciating the comedy content in the video, Frank criticises Arthur’s comedy material so that he knew that his presence was only to be used as a bullying object. This is what makes Arthur annoyed which definitely affects his psychological disorders. This scene can be seen in the TABLE 7.

In the above table, the phrase “playing my video, inviting me on the show. You just wanna make fun of me” can be explicitly conceived as an expression of Arthur’s annoyance that the TV media only wants to make Arthur a stunning object and not to be appreciated as a good comedian. Moreover, Arthur was born as a lower class and Franklin, as a TV presenter, has a social dignity in society. Thereby, in this case, it seems

TABLE 7: Arthur’s anger expression to the Media

Scene	Minute	Script
	1.44.19-144.37	You’re awful Murray, ... playing my video, inviting me on the show. You just wanna make fun of me. You’re just like the rest of them.

Scene 8:
This scene explicitly shows Arthur’s anger towards Murray who only invites him as the object of jokes and bullying in front of the watchers.

that the media is also objectified as a powerful instrument to degrade the non-elite society.

The Impacts of The Exploitation and Social Discrimination in the Joker Movie

Base on the health sector exploitation above, the Gotham city government seems to neglect its function as the public servant particularly in medicating people. No wonder if this exploitation form's impact causes the mental illness (psychic) that Arthur suffered is getting worse.

This can be seen in the second table above where the government does not seem to have a strong will in providing security and health insurance to its citizens, as has been stated by psychiatrist when giving a medical consultation to Arthur, "They (the rulers) don't give a shit about people like you, Arthur, and they don't really give a shit about people like me either".

Furthermore, the impact of exploitative forms in the employment sector is the erosion of public optimism about to work. Why researchers argue this, because since Arthur work as a clown/comedian, Arthur has often received physical and mental violence from both his colleagues and society. Moreover, this mental pressure causes his attitude to be pessimistic in every sector of his life. These events can be seen in the Table 8.

The expression of "don't smile" sentence written on the above table

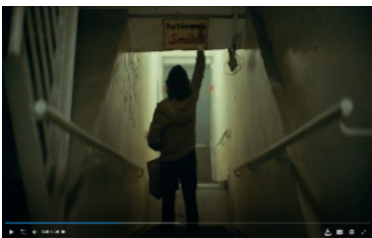
indicates how Arthur irate with his work and turns into a pessimist. This feeling is the impact of the lack of the government's effort in providing the rights for the working class, in terms of legal protection. In contrast, Arthur perceives that other working classes, especially those who work in the formal sector (elite) are given rights and legal protection and media support.

The last form of exploitation and social discrimination could be previewed in the media news which tends to stand for the elite class. As has been explained in the sixth table that after the emergence of anti-rich sentiment stated by the media itself, it can be seen that this news has been sharpening the social chaos between the two social classes because, the media news frames the lower class as criminal and the elite class as the victim.

The researchers perceive that this chaos is the impact of media news that attempts to broadcast the sensitive discourse which is discriminative for the lower class. So that people eventually began to lose their respect for the government and the media its self. Besides, the civilian start to hold demonstrations as a protest to criticize the government. The scene can be seen in the TABLE 9.

The demonstrator's statement above is a protest towards the government, the media and Wayne, have been discrediting the lower class as a criminal group. The researchers observe that the media news

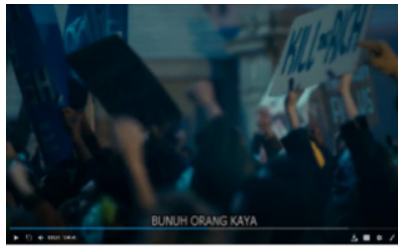
TABLE 8: Arthur's pessimism as the entertaining worker

Scene	Minute	Script
	38.01	Don't Smile

SScene 9:

A picture that shows Arthur's pessimism in the world of entertainment work

TABLE 9: The Demonstration to the Media News and Wayne

Scene	Minute	Script
 <p data-bbox="196 524 762 618">Scene 10: This scene shows the public protest against Wayne's tendentious and racial statements</p>	1.02.21	We're all the clown. Kill the rich

assumed that the murder of the three elite workers on the train was committed by someone who works a clown. Clown in this movie context is classified as the informal worker profession.

If this assumption is analysed objectively, then it is very premature and unacceptable for human's logical sense. Therefore, it is natural for the protesters from the lower class' society to protest their demand. The sentence "We're All the clown" at the above table is the lower classes' solidarity feelings.

The researchers conclude that the exploitative forms reported on the result finding points above are the roots of the problem. Thereby in order to construct a good social circumstance and the public trust, the government must protect and provide the equal rights for all people regardless of the class type. The health insurance as one of the civilian needs/ rights must be given to people who are sick so that they have good health and prime bodies.

Discussion

At the discussion point, the researchers elaborate the above results point data with the theory of class analysis as an analysis method in studying the social class conflicts between elite and non-elite classes in the Joker film and as previous, different researches projects.

The Theory of Class Analysis

Based on the Marxism sociological

theory, the human character is not determined by the human internal condition (mental /psychic). Nevertheless it is formed by an external condition (social condition) that contradicts one another (Prawironegoro, 2012). The social conditions will furthermore affect civilians' awareness or perspective. Therefore, every social condition definitely cannot be separated by the social system in a particular country.

In the theory of cultural studies, it also discusses that if the economic and political system is exploitative, then the governance will also colorise the atmosphere of an exploitative system for civilian (Barker, 2003). In contrast, if the economic system, in a country, is collective and democratic, then the governance system, in that country, will be democratic (Baharuddin, 2019)

Furthermore, each of both systems above will form the social classes that contradict one another, in this case, the elite / bourgeois class (minority) and the non-elite (majority). People who are in the former social class are those who have the power, either economically or politically, in determining the public policy which stands for their interest (Bourdieu, 2010).

Because of having political power in the social system, these elites will always release the public policies that surely take sides and maintain the class status quo. On the other hand, people classified as the "non-elite" class do not have the political power either economically or politically.

This class is often perceived as social system's violence object that tends to be exploitative and discriminative for them (Asrinaldi, 2012).

Subsequently, in maintaining the elite class status quo and their power, they first build political communication with the lower classes. (Martono, 2012) Perceives that the political communication between the elite and lower classes tends to be hegemonic. This means that people from the lower classes do not have a bargaining position in expressing and communicating their own interest. According to (Siswati, 2018) this how elite class constructs political communication scheme.

The Relation between The Joker Film and The Theory of Class Analysis

The above theoretical framework has the same relationship to the data findings of this study. If it is perceived closely by the elite class rulers in the Joker film, it seems that the government lost its responsibility in serving their civilian. This can be seen from the government's treatment that really arbitrary to their people.

Based on the findings data above, the form of exploitation and social discrimination committed by the government is divided into three sectors such as the Health sector, the Employment sector, and the Media news sector. These three sectors are the political consequences of both classes that contradict each other. People who are in the elite class such as Thomas Wayne, Murray Franklin, and Dr. Sally certainly do not feel the social problem of these three sectors. As a matter of fact, these elite characters (Wayne and Franklin) have the power to design the social system that stands for their class interest.

This scene can be seen in Wayne's discourse communications when campaigning his interest to the media

(see table 6). Wayne's statement in table 6 seems to build the racial issue which is tendentious and attacks the poor class which out of his class. So that society, particularly in the lower class, seems not to accept the racial statement which can cause the social chaos between the two classes.

Arthur Fleck represents a non-elite class who has been repressed by the exploitative system for a long time. As a lower class, he does not have the social capital (relation), cultural capital and financial capital in accessing health, education and employment. Therefore, this external condition causes disastrous and eventually made Arthur's mental illness are getting worse.

The hypothesis above is certainly different from the three previous research types which only perceive that Arthur's mental illness was his internal (psychic) condition problem. In fact, according to the above theory, people's consciousness and awareness is a manifestation of every external (social) condition that contradicts one another experienced by someone.

CONCLUSION

The researchers summarise that several points form the exploitation and social discrimination in the Joker film (2019). These sectors are divided into three areas, such as (1) Health, (2) Employment, and (3) the Media news. These three sectors seem to represent the spirit of Bad Governance that ignores the civilian in the Joker movie. In consequence, these three sectors have an impact people's resistance as the social class has frequently been marginalised. Thereby, the atmosphere of a peaceful, prosperity, and the social harmony does not appear in this film. This research certainly has more the advantages than the three previous researches which only analyzing Arthur's mental illness from his internal (self) condition. However, this research

can describe the external conditions that shape and can be argued as the cause of the psychological illness suffered by Arthur. The researchers also perceive that this research was far from perfection. Therefore, the researchers suggest to dear readers and any researchers to develop or criticise this research scientifically.

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Management of Alternative Media KawalCOVID19 as a Source of Information During the Covid-19 Pandemic

¹Adi Wiguna, ²Reni Nuraeni

^{1,2}Fakultas Komunikasi dan Bisnis Telkom University, Jl. Telekomunikasi Terusan Buah Batu, Bandung
E-mail: ¹adiwiguna@student.telkomuniversity.ac.id, ²reninuraeni@telkomuniversity.ac.id

Abstract. *The world is currently plagued by the Covid-19 pandemic. This situation causes the need for information as an essential thing for the public. KawalCOVID19 is one of the alternative media that contains information, education, and verification purposes regarding the Covid-19 pandemic in Indonesia, therefore good management of alternative media must be carried out by its managers. The purpose of this research is to find out how the management of KawalCOVID19 alternative media handles information about the Covid-19 pandemic. This research is a qualitative study with a descriptive method. The result of this study is that KawalCOVID19's alternative media management from the aspect of content, production, and distribution has a variety of unique features that distinguish it from mainstream media. In terms of content, KawalCOVID19 is neutral and offers a graphical display that makes it easier for readers to find out more information related to the Covid-19 pandemic. In the production aspect, the entire production process is carried out in full online collaboration of data, content, and technology teams. In the distribution aspect, KawalCOVID19 collaborates with various communities and NGOs, and uses social media to reach a wider audience. The management of KawalCOVID19 which is different from most other media, especially mainstream media during the pandemic shows that further studies are still viable regarding alternative media during the pandemic.*

Keywords: *alternative media, content, production, distribution.*

INTRODUCTION

At this time, the world is plagued by the COVID-19 pandemic or also known as the coronavirus. A pandemic is a large-scale epidemic that crosses international boundaries, and usually has a large effect on a large number of people (Porta, 2008). The coronavirus is spreading rapidly, and Indonesia is one of the countries affected by the swift spread of the virus.

There is a lot of confusing information related to the coronavirus. Most of them are fake news or hoaxes that are spread across various online media, such as websites, forums, and social media. Most of the hoaxes that are spread are fabricated by organized groups and not purely individual actions

(Fardiah et al., 2020) This phenomenon is exacerbated by the seizure of the publicity stage by taking advantage of the Covid-19 pandemic so that many government officials have issued statements which contradict statements from other officials (Oktariani & Wuryanta, 2020). The extent of this contradictory statement is certainly very disturbing because it can confuse the public and lower their level of trust.

Poor communication, coordination, and uncooperative responses from the government lead to emotionally conflicting perspectives and reactions between leaders, which can lead to social chaos (Najih, 2020). This condition is not ideal because it can confuse the public and create distrust of the government.

In addition, the government's lack of publication of information related to the coronavirus has also increased anxiety and confusion about the health risks posed by Covid-19.

Moreover, the lack of accessible data related to the development of Covid-19 that is open to the public, as well as the lack of government capability in managing data are serious problems for the government (Djalante et al., 2020). The lack of publicly accessible information has also led to the emergence of various new problems, such as negative stigma against positive corona patients and the exclusion of people with ODP status (Farizi & Harmawan, 2020). At this point, true information from experts and health authorities is needed and should be more widely publicized than hoaxes. For this reason, a community initiative finally emerged to facilitate the very high demand for information during Covid-19 by forming a citizen journalism media to disseminate various self-verified information. This not only helps reduce misinformation and public confusion but is also useful in providing information that is an alternative to information from the mainstream media which tends to dominate (Bailey et al., 2007).

In Indonesia, researchers found an alternative media that was specifically formed to provide information and news about the Covid-19 pandemic, namely KawalCOVID19, an alternative media that positions itself as a medium for information, verification, and education to the public regarding the confusion of information about covid in the community. Since its inception, KawalCOVID19 has currently offered more than 200 articles on its website. Therefore, proper management of alternative media is very important in maintaining the credibility and quality of alternative media.

As a different type of media from mainstream media, the management of

alternative media is different from the mainstream one. Dahlgren (Sokowati & Junaedi, 2018) states that alternative media are more concerned with social goals than informative purposes. Even so, Dahlgren argues that a comprehensive explanation of the alternative meaning of media is needed. Does the alternative have a meaning that means anti-mainstream, anti-capitalist, anti-dominant ideology, or vice versa. Therefore, it can be seen that what distinguishes alternative media management from mainstream media can be seen by analyzing the content, production method, and distribution of the content. (Sokowati & Junaedi, 2018)

Based on data from various previous studies, it can be seen that further studies related to alternative media management during the pandemic, especially in content management, production, and distribution are still needed. This research was conducted to see how a good alternative media management is carried out by media managers during the pandemic in order to continue to produce content that is of interest to the public.

METHOD

This research is qualitative research with a descriptive method. Researchers used descriptive methods in this study because descriptive methods can provide a clear picture of a situation without any treatment of the object under study (Kountur, 2007).

The research subject is used as a source of information in order to reveal the facts. On that basis, the research subject of this study is the KawalCOVID19 website. The object of research in this study is the administrators of KawalCOVID19 itself.

Data collection techniques used by researchers are in-depth interviews. In-depth interviews do not provide alternative answer choices and are carried out to explore information from an informant. Therefore, interviews were conducted

repeatedly between the interviewer and the informant (Taylor, 1984). In this case, the researcher asked different questions to key informants, which aimed to clarify the information that had been obtained in the previous question or to explore things that had been obtained in interviews that had been conducted previously with an informant.

Researchers used data analysis techniques described by Miles and Huberman (Sugiyono, 2014). This technique divides analytical activities into four stages, namely data collection, data reduction, data presentation, and conclusion or verification.

RESULT AND DISCUSSION

Content Management on KawalCOVID19

During the Covid-19 pandemic, the KawalCOVID19 alternative media has its own management procedures that make it one of the credible information dissemination media during the Covid-19 pandemic. In accordance with the research analysis unit, in this subchapter, the researcher will discuss the management of KawalCOVID19 in terms of content, production, and distribution.

In terms of content management, the first analysis is the ideological factor of KawalCOVID19's contents. Atton (Sokowati & Junaedi, 2018) argue that content in alternative media tends to be politically and socio-culturally radical, which adapts to the objectives of the alternative media. Elina Ciptadi, one of the informants of this research who is one of the co-founders of KawalCOVID19 stated that KawalCOVID19 has the principle of data-based information. It is this principle that makes KawalCOVID19 neutral towards certain ideologies. As long as the content to be created has valid and verified data, KawalCOVID19 will continue to upload it on their website, even if the content is critical of various

parties such as the government.

“We have, because we are not opinion-based, we are data-based. We are always data-based, including those who accuse us, we say “where is your data? This is our data, where is your data?” So we still stick to that principle.”

Elina then gave an example of the GeNose C19 case. GeNose C19 is a tool made by experts from Gajah Mada University (UGM) and is used to detect Covid-19 through breath detection. Many mainstream media reported that this tool was declared fit for circulation by the Indonesian Ministry of Health for use in Indonesia as a tool to detect Covid-19. Unlike the mainstream media, KawalCOVID19 has never once discussed and provided information regarding GeNose C19 to the public. This is because GeNose does not have research data that can be used to support their claims of effectiveness in detecting Covid-19. Elina said that so far the mainstream media has only distributed news based on claims without research data.

“For example, why haven't we highlighted the GeNose news until now? Because where is the research data? The news that has appeared in the newspaper is very bombastic in its claims, reaching 99% or 97% effective, has many features, is affordable, etc. We don't care about affordability. There is no point in being affordable but not accurate. Where is the accuracy data? We should be able to research the clinical trial data, but it has never been published until now, so we have never highlighted it even though it is affordable.”

KawalCOVID19 data sources come from scientific journals and research, open data from international health institutions, and other open data such as government data. Elina stated that they did some considerations before choosing a journal as a source of information.

“We’ll see where the journals come from. Then whether it has been peer reviewed or not. Then we examine various aspects of the journal, the validity of the journal, the scientists who conducted the study. Because many people pretend to have doctorates, professors and so on.”

KawalCOVID19 is also looking for references from various verified international websites. This is a priority, especially in the early days of the pandemic, because many countries were earlier affected by Covid-19 than Indonesia, so there is quite a lot of conclusive research data available on various verified websites.

“Meanwhile, we look for it in journals, we read Atlantic, our references come from, from the IMA, from WHO, from CDC America, from CDC in China, also from testimonials that continue to also from testimonials from the past such as Italy, England, Iran, China.”

For statistical data sources such as the increase in Covid-19 patients and so on, KawalCOVID19 relies more on data sourced from local governments. According to Elina, this data was actually obtained through open sources for the public, so that anyone can check the authenticity of the data presented by KawalCOVID19. Elina stated that some of these data sources include data from the BNPB, the Ministry of Health, and the Regional Government.

“From open source data. We got data from BNPB, from Ministry of Health data, from corona websites in provinces, regencies and municipalities. So we don’t use back access or anything like that, special access or anything. We use data that is open to the public.”

In addition to this data, content created based on the personal experience of KawalCOVID19 volunteers is also provided. The principle of data-based information is also based on the spirit of KawalCOVID19 in social change in society by educating to avoid hoaxes, which fits with the explanation that alternative media are media with the aim of social change (O’Sullivan, 1994).

Fiske (Atton, 2001) explains that the selection of content from alternative media is different from mainstream media, where mainstream media tends to display content based on the interests of certain parties such as power holders and the economy. Jankowski (Bailey et al., 2007) also explains that at the content level, alternative media can offer different ideologies, discourses, and representations of content originating from mainstream media. This definition is in line with the content selection made by KawalCOVID19 because they never create content based on the interests of certain parties due to its neutral and pure nature for the common good. In addition, some KawalCOVID19 content also tries to show differences in data regarding the Covid-19 pandemic issued by the central government, regional governments, ministries, BNPB, and other government parties so that they are media that are contrary to public belief. It can be seen that media that are managed personally and independently are often used as a medium for repressive content (Fuchs, 2010).

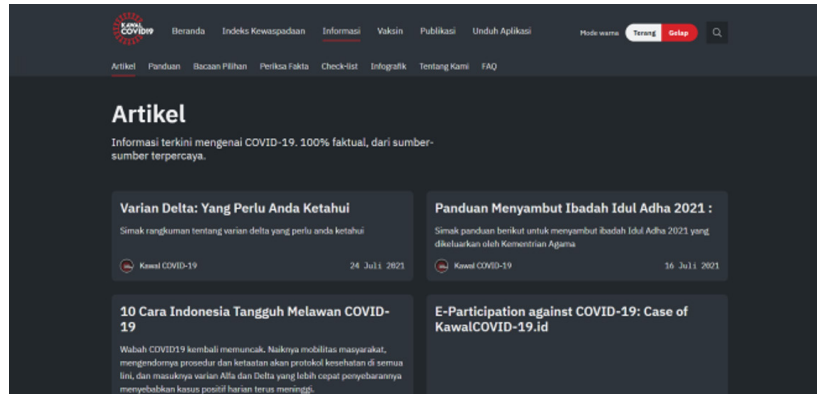


FIGURE 1: Grid Model Display on Article Subsection
 Source: <https://kawalcovid19.id/category/artikel>

The next analysis is the form of content. Atton (Sokowati & Junaedi, 2018) explains that the form of content in alternative media has its own characteristics. These characteristics can be seen from the graphic format design, visual language, and language style. KawalCOVID19 has some uniqueness in its graphic format, visual language, and content style.

In graphic format design, visual communication design must pay attention to the working principles of design to be able to display visuals that are creative, original, innovative, communicative, efficient, and effective (Anggraini, 2014). The first principle according to Anggraini is that there must be a balance to beautify the design. At KawalCOVID19, the balance in the graphic design of the website is felt with no one side looking denser or heavier than the other side. The grid model used by the website is also

quite helpful in providing balance because it can minimize the risk of asymmetric lists being displayed in FIGURE 1.

The second working principle of design is rhythm, which means the repetition of a form or visual elements with a certain pattern consistently, to create an attractive impression (Anggraini, 2014). In terms of graphic design on the contents of KawalCOVID19, it can be seen that there are several elements that are always repeated and consistent, such as the placement of the article title which is always at the top of the page and followed by a summary of the article, the KawalCOVID19 logo which is always at the top of the page, and so on. Then, each article also has a certain emphasis on some of its elements. For example on the home page, the laying of a graph of the number of cases of the Covid-19 pandemic in Indonesia as the first article seen by visitors is one of the highlights

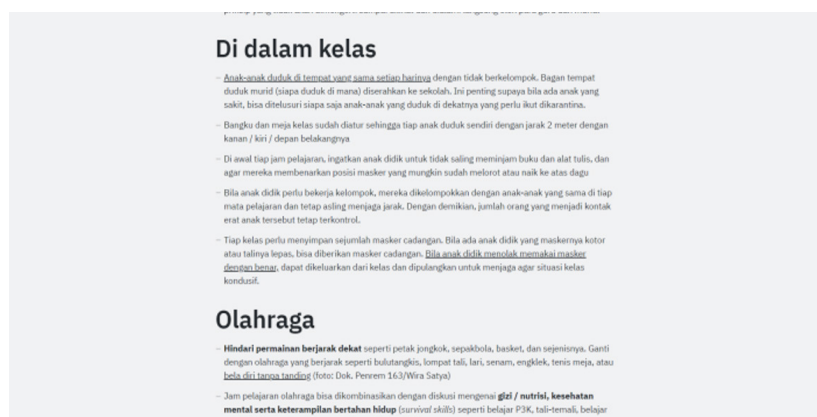


FIGURE 2. Article with Emphasis on Important Sentence
 Source: <https://kawalcovid19.id/>

by KawalCOVID19. Not only that, every sentence that is considered important is also written in bold (FIGURE 2). This is in accordance with the principle of emphasis, information that is considered important must be highlighted (Anggraini, 2014).

The last principle is unity, every visual element must be balanced to create complete harmony (Anggraini, 2014). In KawalCOVID19, all existing visual elements are displayed on the basis of the same idea. An example is the use of photos and illustrations in certain articles.

A further characteristic that sets alternative media practices apart from mainstream media is a commitment to innovation and experimentation in the form of content (O'Sullivan, 1994). The variety of uniqueness in the dissemination of information carried out by KawalCOVID19 is one of the innovations in presenting content. Some of them are the rubrication and the use of content supporting applications, such as the data wrapper application, google data studio, and electronic flipping books (FIGURE 3). In addition to using the things mentioned above, KawalCOVID19 also presents content using infographics,



FIGURE 3. Example of Electronic Flipping Book by KawalCOVID19.
Source: <https://online.fliphtml5.com/nwyyb/grdh/#p=3>

videos, broadcasts, IG Live, and articles. The presence of infographics and other forms of visualization in an article is quite effective as a medium to summarize the contents of the article, besides having an entertainment aspect (Pratiwi & Darmawan, 2019)

Production Process on KawalCOVID19

The next analysis is an analysis of production in alternative media. The first aspect to be examined is the editorial policy on KawalCOVID19. Editorial policy is the basis for consideration of a media to provide or broadcast news (Tebba, 2005). Therefore, the editorial policy of KawalCOVID19 is idealistic in selecting and compiling, as well as refusing or allowing an article to be published. The KawalCOVID19 content production process is carried out through three main teams. The first team is the technology team. Grace Suryani, one of the volunteers who became a research informant stated that the task of this team is to prepare the technology infrastructure that will be used by KawalCOVID19, such as websites, UI, UX, and others. The existence of this data team is also adjusted to the development of needs, which are different from when it was first established and now.

“Initially we had a lot of IT teams. Because we build the system. Need graphics, visualizations, create website UX, and so on. Now we don't need as many IT personnel as when we were first established, because it's more about maintenance and security. Maybe occasionally when there is an update on the website, but if it's only for uploading content, non-IT personnel can also do it.”

The second team is the data team. According to Grace, is the team

with the largest number of personnel in KawalCOVID19, about half of the total number of volunteer members. This team is in charge of controlling the development of issues, collecting information, analyzing the information, checking its accuracy, and processing data. Elina explained several tasks that the data team had to perform, such as finding information from various sources such as journals, central government data at covid19.go.id, comparing central data with data from regional websites, recording data broadcast by local governments. through their YouTube channel, checking data uploaded through government social media, comparing Ministry of Health data with BNPB, checking data from internationally verified websites, and so on.

“For the data team. Of the 50 people, half of them probably work to collect data from the provincial web, in the district. We’re not just waiting for the data center at covid19.go.id. We compare the website with the local government. Well, not all of them have websites at the district and provincial levels. Someone makes a live stream on YouTube every day, we listen, we take notes. Some publish news on their social media, some don’t report data every day but we have to keep checking every day. Then the data on the BNPB website and the Ministry of Health turned out to be contradictory. So that’s it, we have to check everything and compare.”

Furthermore, the KawalCOVID19 data team generally seeks data from sources that are open to the public.

“So once again, we don’t use any back access, special access or anything. We use data that is

already publicly available. Maybe the way they visualize and convey the data is not easy to understand, so we help curate the data.”

Last but not least is the content team. This team is responsible for writing and visualizing the data that will be presented to the public. Grace explained that the content team is also responsible for editing and approving content before it is uploaded.

“Yeah, maybe so, hehe. That’s the content team that approves, who makes infographics, who makes videos, who broadcasts, who performs Live Instagram, and who maintains our site.”

The content team also helps simplify data from the data team to make it easier to understand, especially from volunteers with medical backgrounds who are less able to convey information that is easily understood by laypeople. This is very useful when creating content for laypeople. Even so, medical volunteers continue to review in the editing process to avoid mistakes.

“Scientists, researchers and the medical community, usually when they speak to the public, they cannot use the language understood by laypeople. It’s very difficult to connect when talking to professors, researchers, or something like that. Since the content editor is not a medical person, we will always ask, “Is this really true?” “Can we simplify it again?”. So that when it is released, we hope that laypeople will immediately understand. At least laypeople in urban areas can immediately understand.”

In addition to the technology team,

data team and content team, there are also volunteers with certain tasks outside the scope of the three teams. For example, there are people who always appear in the mass media, there are teams for webinars, and so on.

“Even though we have a lot of volunteers, why are only certain people appearing in the mass media? Because the delegation is like that. We have another team for the webinar, the people who will appear in the webinar are A, B, C, D, E, for example. Again for what? Because they have been curating information in that field for a long time, so for example the opening of a school. Now we have another team, the school opening webinar team.”

In the content production process, anyone is free to share ideas about what content should be created. The idea is then discussed and the data is searched by the data team. After that, the content team will process the data into content assisted by the technology team. After the content has been created, before being uploaded, all volunteers discuss the feasibility of the content. After the content is approved, the content team will upload it to the KawalCOVID19 website and social media.

“If there are only 20 active people, we won't force the rest to be active. We don't know how busy each one was, they weren't busy at the time when they applied to be part of KawalCOVID19, but 2 weeks later “I have a project” and then he left. It is okay, we are okay with that, we don't have a target that 1 person has to work how many hours in a day, or in a week. We don't oblige, but we give a message like this, “if

you don't have time, don't say you can but you can't finish what you are responsible for. If you're really busy, be honest with us, we don't mind if you're really busy.”

Editorial policy pays more attention to how aspects and ideal missions are described in terms of coverage, placement of news, reports, writings, and images that are in accordance with the interests and tastes of the community (Sumadira, 2006). With KawalCOVID19's mission of trying to provide information, educating, and clarifying related to the Covid-19 pandemic in Indonesia, it can be seen that KawalCOVID19 is in accordance with Sumadira's statement, namely that there were negotiations regarding the feasibility of a content that had been produced. It can also be seen that every content produced must use language that is easy for laypeople to understand and educate based on data.

The next aspect is the politics of production space. Hamilton (Vatikiotis, 2005) explains that alternative media are deprofessionalized, decapitalized, and deinstitutionalized media. That is, alternative media must provide opportunities for ordinary people to participate and contribute without the presence of trained skills, excess money, and production processes that are different from the settings of established media institutions. This explanation is in line with the entire production process carried out by KawalCOVID19, because all production activities are carried out by non-professional journalists. Recruitment is carried out regardless of status and volunteers are not burdened with certain targets to be achieved. In addition, the production process is completely done online using social media and websites. Therefore, there is no special space for producing content created by KawalCOVID19.

KawalCovid19 Content Distribution

The last analysis is distribution analysis. The thing that most distinguishes alternative media from mainstream media in distributing content is the use of distribution networks that involve the community and readers in the dissemination of their content (Sokowati & Junaedi, 2018). The distribution of content by KawalCOVID19 is completely done virtually and online. Apart from being cheaper than offline, Severin & Tankard (Irwanto & Hariatiningsih, 2019) said that the internet offers the potential for better and more democratic dissemination of communication than mass media. Therefore, effective use of the internet by KawalCOVID19 is a good thing. Data and information that has been processed and valid for distribution, are then uploaded to various other online media.

KawalCOVID19 utilizes social media and websites to spread information. However, the use of these two media depends on the needs and nature of the content being distributed. The website itself is KawalCOVID19's main medium in disseminating content that they consider more important, while social media is used to more easily reach their target audience, namely the wider community.

KawalCOVID19 uses three social media platforms to distribute its content. The three platforms are Facebook, Twitter, and Instagram. They realize that each platform has a different approach, so they adapt the content they create based on each social media platform.

“That’s what we usually use, different platforms, different target audiences. Instagram users are more dominated by adults, Facebook is dominated by people aged 30 and over, Twitter is dominated by intellectuals or those who want

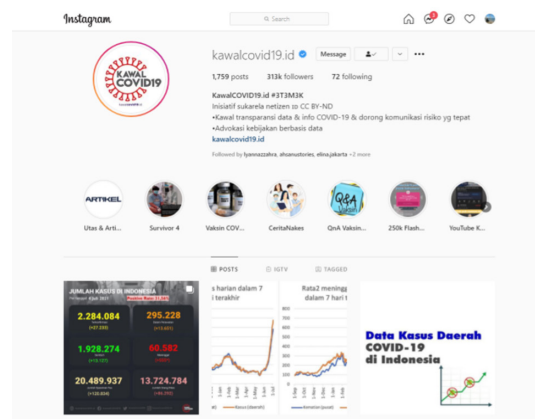


FIGURE 4. KawalCOVID19 Instagram
Source: Instagram @kawalcovid19.id

to be considered intellectual, and more diverse in age.”

Alternative media are media that are close to the community and civil society (Bailey et al., 2007). Therefore, in addition to using social media and websites, KawalCOVID19 also participates as much as possible in online events held by various parties such as webinars, IG Live, and YouTube live streaming. According to KawalCOVID19, this participation is very useful in disseminating the information they have to community groups who may not be followers of KawalCOVID19.

“Oh this one too, we are as many speakers as possible in webinars or Live Instagram or Live streaming events, we participate as much as possible. We participate because not everyone on social media is our follower, we have the opportunity to convey valid information to communities that may not be our followers,”

KawalCOVID19 also collaborates quite often with other groups and communities that have similar goals to theirs (FIGURE 5). In addition, their content also often appears in various

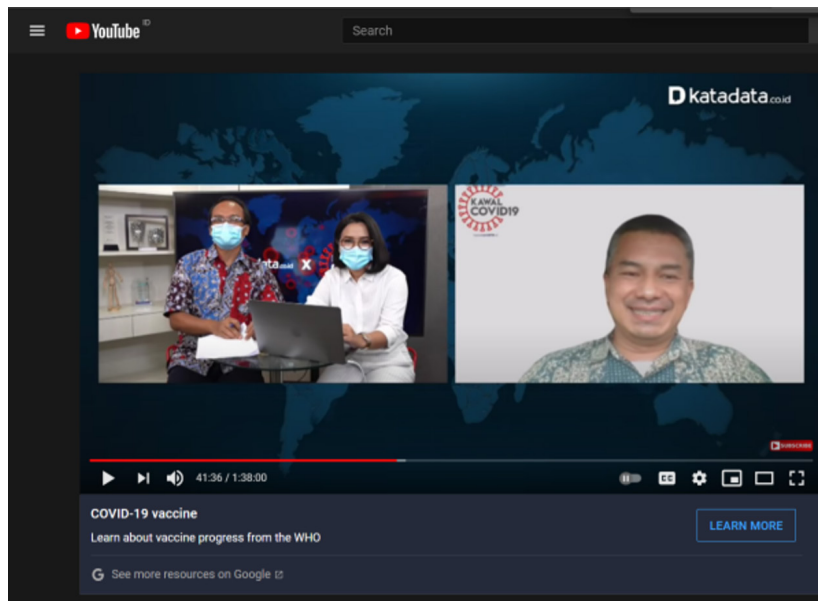


FIGURE 5. Article with Emphasis on Important Sentence
Source: <https://kawalCOVID19.id/>

mainstream media. It is not uncommon for KawalCOVID19 to be a speaker in the mainstream media.

CONCLUSION

This study seeks to explain how good alternative media management is carried out by media managers during the pandemic. KawalCOVID19 as an alternative media is managed in a different way from mainstream media in general. Especially with their existence as a media that aims to educate, provide information, and clarify about the Covid-19 pandemic in the community, they need proper management so that the information they publish can always be accounted for.

In terms of content management, KawalCOVID19 has a data-based information principle that makes its content not based on the interests of certain parties. A good graphic display also makes it easier for users to understand the content better. In the production aspect, KawalCOVID19's content production policy to always review content that has been created before it is uploaded to their website is one way they do to maintain the credibility of the content. The distribution of content carried out by KawalCOVID19

is also quite interesting by collaborating with various communities and NGOs, in addition to using websites and social media.

Because the pandemic is a problem that is happening for the first time in the current generation, there are still many phenomena related to alternative media that can be studied further. The findings of this study provide theoretical and practical understanding regarding the management of alternative media during the pandemic. Theoretically, analysis related to the content, production, and distribution of alternative media can be studied more deeply by media researchers in each of its elements, due to the increasing number of alternative media that have emerged during the Covid-19 pandemic. Meanwhile, practically, this research can help alternative media managers to be able to more precisely manage media in producing and distributing content according to the objectives of the alternative media during the pandemic. Researchers see that proper content management, production, and distribution will help alternative media to operate smoothly.

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Parenting Education and Persuasion of Gender Equality Within the Family on @Latihati

¹Nurul Ifadhah, ²Irwansyah

¹Universitas Pelita Harapan, MH. Thamrin Boulevard 1100, Kota Tangerang, Banten

²Universitas Indonesia, Jl Margonda Raya, Pondok Cina, Depok

E-mail: ¹nurul.ifadhah@gmail.com, ²dr.irwansyah.ma@gmail.com

Abstract. *Internet technology innovations significantly influence various aspects of people's lives, including families. The presence of internet communication technology through New Media can educate and even persuade the community through parenting content. Through this research, researchers describe the phenomenon of parenting education on social media, especially the Instagram platform through @latihati accounts that not only present psychological messages for the growth and development of children but also describe the importance of the presence of the role of adult men and women - in the family frame called Father and Mother. In presenting the message on @latihati, the author saw a spirit of gender equality carried out to maximize the learning pattern. An issue that is still rife in families in Indonesia where the role of mothers looks more dominant, according to un data in 2020. Through a qualitative research approach with discourse analysis, the author presents parenting education on Instagram @latihati. This was conducted through the technique of collecting interview data of @latihati account owner and observation of @latihati content whose message content is based on images and text. The purpose of this research is to prove that persuasive communication involving elements of affection- cognition consistency can lead to attitude change in equal parenting between mother's and father's roles as a family.*

Keywords: *parenting communication, persuasive communication in new media for family, gender equality*

INTRODUCTION

From the first phrases that parents exchange with their children to the roleplay session they act, stimulations of intellectual and emotional they offer is a vital journey. Powerful parenting can result in more intelligence, mental, as well as sociability health. Unfortunately, inequality starts at home, it develops from the myriad differences in the ways advantaged and disadvantaged how their parents interact, conventional policy interventions fail to attack the basis purpose of fulfilment gaps (Kalil, 2015). The negative affiliation among parenting inequality and relationship quality turned into stronger amongst mothers—however that become because of perceived

unfairness inside the unit of parenting obligations (Schieman et al., 2018).

There is some inequality in the role of father and mother in building communication with children at home due to the culture of gender bias that has been hereditary in Indonesia. In Indonesia, women generally do take care of children, which occurs the division of gender roles in a physical-biological. The role of sex is an inherent role by nature related to physical-biology. This is like the role of women who have a uterus and can conceive, give birth, and breastfeed (Mujahidah & Fajar, 2021). This condition of gender bias occurs because of the dominance of patriarchal ideology that exists in many elements of

society, even in the scope of sharing the role of parents in the family.

Gender bias is a person's alignment or organization of one gender only. Partisanship in one sex is due to the existence of a party system of patriarchy, which tends to defend the male side (Handayani, 2008). Gender bias often appears in the views of Indonesian people because of the development of patriarchal ideology in the Indonesian community order. (Sakina & A., 2017). One of the indicators of gender inequality in Indonesia can be measured from the Gender Development Index (GII), a work project by UNDP. In this data released by the United Nations, Indonesia is ranked 103 out of 162 countries in gender equality behavior. This figure also ensure Indonesia ranks as the third lowest in ASEAN (UNDP, 2020). The Issue of gender inequality not only affect social development, education, economy, and security between men and women, however when the issue raises in the family, it certainly harm the children as well.

Parents are the first and primary teachers because they introduce the world and guide the child to learn to live. Master teachers or mentors must know and help children develop their potential. The master teacher is a role model like the one who is always in the child's biography (Aprilianto, 2018). The child has right to the entire presence of the father and mother. However, unfortunately, in Indonesia, mothers look more prominent than fathers when educating children at home (Sundari & Herdajani, 2013).

It is not surprising that Indonesia is recorded as one of the fatherless countries in the world, which means that the participation of the role of fathers in taking care of children is very minimal (Ashari, 2018). Almost all matters or responsibilities of taking care of children are given to the mother (Karunia, 2018).

Furthermore, different situation reveals in parental divorce, the workload and domestic division of both parents change. Mothers start to achieve their careers to support the children, whereas divorced fathers do more engagement in housework (Acock & Demo, 1994). Co-parenting and joint custody will be alternatives for divorced parents in raising their children (Acock & Demo, 1994). As the family technique paradigm states (Cavanagh, 2008), changes in family shape can cause changes in circle of relatives' roles, just like the parental role in sharing both of household and financial support (Bastaitis & Mortelmans, 2017).

Hidayati (2014) Parenting in the family is a unity of interaction involving parents with children, by providing stimulation through changes in behavior, instilling character, knowledge, and values that are appropriate by parents, with the aim of children being able to be independent, develop and grow healthy and optimal. Those objectives should remain same even the children face marital dissolution (Amato et al., 2011). In any family environment, happy, or both conflicted and divorced marriage, parents have to promote children's mental health adjustment (Anderson, 2014; Humairah Br Ginting & Ichsan, 2021; Kelly, 2000; Yusuf, 2014), and to choose more alternative parenting patterns and family structures (Anderson, 2014; Bastaitis & Mortelmans, 2017), and in this digital era parents will be easier to gain more parental knowledge and tips from expertise (Wahyuningrum & Retno Suminar, 2020).

It cannot be denied that current technological advances, especially based on internet services, have a positive impact and also a negative impact on the growth and development of children in the family (Alia & Irwansyah, 2018)" A series of information about the family of parenting that can now be easily accessed

by capitalizing electronic devices, internet connections, and finger flicks are also presented in the news website, blogs, and forums (Lupton et al., 2016)

The emergence of a series of social media platforms that present parenting educational content also brings a new spirit in building a positive communication pattern between Father and Mother to maximize parenting for child development. The Z Generations commonly use social media with more open characters to gain new knowledge. (Wijayanti, 2019). Including gender-conscious knowledge in applying parenting in the family through communication mediums. Understanding communication itself based on Carl I. Hovlan is the process of transmitting information, thoughts, knowledge, emotions, expertise, and so on by using symbols in images, figures, and words (Effendy, 2008).

To maximize the process of receiving messages so that lead to changes in attitudes from being gender-biased to being gender aware in parent-child interactions in the family, it is essential to apply the theory of Persuasive Communication with the categories Affect - Cognition and Attitude Change (Mulyana, 2005) Persuasive communication is an equal opportunity to influence each other, inform communicant about the purpose of persuasion, and consider their well-being.

Erwin P. Betinghaus also explained that persuasive communication must influence the mindset and actions of the individual recipient of the message. "... There is a relationship of activity between the speaker and the listener in which the speaker must try to influence the behavior of the listener through the intermediary of the five senses, namely hearing and vision" (1994, p. 10). In persuasive communication, the role of a communicator is significant

and influential. So, it must have a high-performance value. A communicator who has a high-performance value can be characterized from readiness, earnestness, sincerity, trust, calmness, friendliness to simplicity in conveying the message. In the pattern of persuasive communication theory, there are several dimensions to note, such as the TABLE 1.

TABLE 1. Dimensions or Scope of Persuasive Communication

No	Dimensions or Scope
1	Communicator, Sender
2	Content of the communication, it can be: - Motivating appeals - Organizing of persuasive arguments
3	Audience Predispositions
4	Group Conformity Motives
5	Individual Personality Factor
6	Media is the medium for delivering messages
7	Feedbacks
8	Situational Context

The following dimensions or scope is an overview of the atmosphere or situation when the message is delivered. In this study, researchers divided persuasive communication theory into two categories: Affective – Cognitive Consistency, and Attitude Change. According to Rosenberg and Fishbein, Affective-Cognitive Consistency is the presence of a component of feeling or affection that is always related to the mind or cognition component in the model of consistency (Azwar, 2010).

While Attitude Change has an essence or core similar to attitude formation, it can be concluded that the change in attitude is also the same as the formation of attitudes. Attitude formation occurs because personal experience, getting information, and individual learning are a series of factors that can influence attitude changes (Dwiastuti, Shinta, & Isaskar, 2012).

The phenomenon of parenting education that is rife on social media, especially social media platform, becomes a social reality that further strengthens the premise that the communication media of the New Media generation is growing and able to reach the point of helping the wider community to empower itself through the information presented. The role of technology that is neatly sewn into the mediums of messaging is very beneficial for the survival of society. Instagram users can also engage in interactive relationships by commenting or liking other users' content (Sapoetri & Pannindriya, 2019).

One account owner who often shares parenting knowledge and educational content on social media Instagram with @latihati account, and operated directly by Child and Family Psychologist Toge Aprilianto, often invites fathers to intervene to educate their children at home. In this study, researchers will examine the phenomenon of parenting education and communication of gender equality persuasion in the family on Instagram @latihati through an analysis of the critical discourse of Teun A. van Dijk. The critical discourse of van Dijk's model is appropriate because although it is a language element, the analysis is based not only on the text alone but also on the background of a text produced must also be seen.

The research will describe how gender equality discourse in parenting reproduces social dominance in the form of abuse of power by one group against another and how the dominated group also responds through discourse.

METHOD

The research data will be analyzed using the critical discourse of the Teun A. van Dijk model." Several steps must be taken into account in the study of critical discourse, namely (1) Context analysis;

(2) Determining the topic or semantics of macrostructure; (3) Local packaging; (4) Relevance of disguised formal structures; (5) Connecting text and context in the form of context model models; (6) Semantic discourse, i.e., event model; (7) Social cognition; (8) Ideology; (9) Community situation; (10) Micro and macro-community dimensions; (11) Discursive acts as socio-political acts; (12) Actors as participants who have various messages; (13) They are analyzing social structure" (Haryatmoko, 2016).

Van Dijk's critical discourse analysis considered the involvement of social cognition. Van Dijk sorts critical discourse analysis into three dimensions: text, social cognition, and social context (Eriyanto, 2012). Texts are generally examined with linguistic analysis to reveal the text manufacturer's hidden meanings. Social cognition explains how a text is constructed by an individual or group of text producers. Social cognition encompasses attitudes, beliefs, norms, and ideologies.

Meanwhile, social context refers to the relationship of the text to the social structure and knowledge that exists in society over a particular discourse. In addition to understanding the working steps and dimensions of critical discourse, research can also be focused on analyzing three levels of structures in the text that become one unit, namely macro, superstructure, and micro. The analysis results will be presented in the form of a description of the object using words or sentences.

The use of this method in this research is due to the focus on the description of parenting education forms that carry the spirit of gender equality in the family. Researchers rely on data collection techniques designed in such a way as to get accurate data. Researchers conducted a field study by establishing direct interactions with several informants

and conducting direct observations of the research object, or obtaining data in the field in the following way: (a) Observations to get data by observing and recording the symptoms handled by the researcher's five senses. In this research, researchers observed feed uploads and caption content on @latihati content on Instagram; (b) Interviews, where researchers obtain data through question-and-answer sessions or interviews with informant; (c) Documents, which combine data and documents related to research topics. This documentation method is commonly used in social research that aims to track historical and other information through various sources such as books, journals, photos, and so on.

FINDING AND DISCUSSION

Parenting education conducted by Toge Aprilianto through the @latihati Instagram account looks very intense and consistent. After the researcher interviews with the informant, the researcher will make improvements with the observation of parenting content from @latihati which can be interpreted as a form of persuasion to apply the role of gender equality in parenting.

Persuasive Communication

When digging into information about the existence of persuasive forms of gender equality communication in parenting content in @latihati, the authors divide it into two categories, namely: Affective - Cognitive Consistency, and Attitude Change to facilitate analyzing how a communication message can invite or persuasion at the level of thinking and behavior.

Affective- Cognitive Consistency

In getting information about Affective - Cognitive Consistency in communication patterns on the @latihati

Instagram account, the authors propose several questions to Toge Aprilianto (TA), Child and Family Psychologist, Owner of Instagram account @latihati

He admitted that he began actively sharing parenting information on Instagram on August 17, 2018, through the @latihati account. For Toge Aprilianto, when presenting information content on Child and family psychology on @latihati text or images, he never intentionally invites fathers who are more active in parenting children at home. As a psychology practitioner, Toge Aprilianto has never seen issues of inequality in the role of Father and Mother in parenting patterns as a practice of gender bias in the family.

According to Toge Aprilianto, when there is a family where the role of the mother is more active in nurturing, educating, and paying attention to his Child than the father, it is just an "agreement" relationship between husband and wife in the family whether it is a deal that is built on a full-time basis by the parents, or an agreement that is forced to happen by one parent member only.

"I have never judged the behavior of the parents in the family as an act of gender bias or not. It is about the parents in each family. If they agree to do that (a parenting act in which one mother or father figure is more dominant), they mean to agree to do that. Things are in order. However, if they disagree, then the problem is not in their behavior but in the fact that they disagree." (Toge, Informant)

Using this perspective, Toge Aprilianto consciously never strategizes to invite a more balanced and equal role of Father and Mother in the care of children. According to Toge, when using the words Father in the caption or picture of the father figure, what is presented is a "normal" family condition.

“I did not intend to bring the daddies to take care of their kids. That is just because, in general of family framing. The parents consist of father and mother.” About the father’s role for wherein his son’s life is up to each father wants how “

Although, as a practitioner of Child and Family Psychologists, Toge Aprianto always gave up how big or small the father’s role for his children to the agreement built by a family, he did not deny the importance of the presence of roles of the same sex and opposite for children. The presence of a man to build the character of a child. Toge added, below:

“Boys need to learn how to be men and to behave women through adult men. However, the figure does not have to be a birth father. The presence of this figure can be from anyone. The person presents as a learning facility. Likewise, girls need to learn how to deal with and respond to men through adult male figures. However, that figure did not have to be from a biological Father. Anyone can be a learning facility for the Child. The same thing is also the presence of the role of adult women for the growth and development of boys and girls. Boys need to learn how to deal with and deal with women, and girls need to learn to be girls and how to treat men through adult women.” (Toge, Informant)

Toge Aprianto also added that adult female and male figures do not have to be alive in children’s lives. The figure could have been present through the depiction of superheroes or even from the stories of the history of the Prophets.

As supporting data of this study, researchers conducted a discourse analysis on a post on the @latihati account representing the subjects of this study

related to communication persuasion of gender equality in applying to parents.

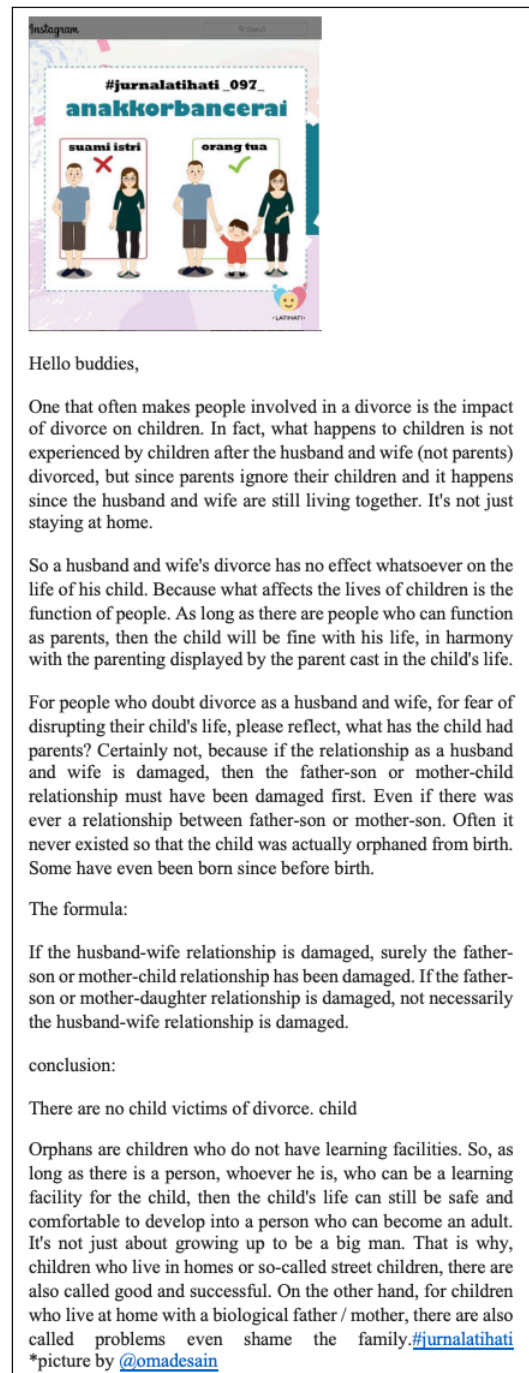


FIGURE 1: instagram feed @latihati

In this text, the author analyzes the discourse strategies carried out and writing techniques covered in scope, namely macro, superstructure, and micro consisting of thematic, schematic, semantic, syntactic, and stylistic elements. In this image, the author found a message that invites fair parents’ role even in

either a whole household or divorce in the elements of semantic after analysis.

A. Macro Structure (Thematic)

This element refers to text, often referred to as the main idea, summary, or idea of a text. In this element is explained the topic of the text. Other subtopics may support a topic or theme of the text. The goal is to reinforce the core idea or theme of a text (Sobur, 2011). Themes in general found in posts #jurnalatihati_097_anakkorbancerai, as below:

The Data: Theme or topic embedded in a text at

#jurnalatihati_097_postanakkorbancerai. On the account Instagram @latihati.

Data Findings: If the husband and wife want to build a healthy relationship. Good

when in marriage or a divorce

The Child always becomes a victim, which is considered.

In the thematic text, the author wants to explain, especially to husbands and wives, if they divorce, then the Child becomes a consideration in the future because it can be a victim. Children should also always be invited to join hands no matter what happens to the parent relationship.

B. Superstructure (Schematic)

It is a common form structured in a text, having a flow that often consists of introductions, contents, and covers. In conveying a message, the author has a strategy that relates to each other's main ideas by highlighting a particular part of

TABLE 2. Superstructure Data Finding

Title	Child victim divorce
Lead	One that often makes people involved in a divorce is the impact of divorce. Divorce from the Child. Whereas What happens to the Child Not the Child after the husband. wife (not parent) divorced, Nevertheless, since parents ignore their children, it happens since the husband and wife are still living together. It is not just staying at home. So a husband and wife's divorce does not affect his child's life because what affects the lives of children is the function of people. As long as there are people who can function as parents, the Child will be delicate with his life, in harmony with the parenting displayed by the cast.
Parents in the Child's life	For people who doubt divorce as a husband and wife, for fear of disrupting their Child's life, please reflect, what has the Child had parents? Certainly not, because if the relationship as a husband and wife is damaged, then the father-son or mother-child relationship must have been damaged first. Even if there was ever a relationship between father-son or mother-son, often it never existed so that the Child was actually orphaned from birth. Some have even been born since before birth.
The Formula	If the husband-wife relationship is damaged, the father-son or mother-child relationship has been damaged. If the father-son or mother-daughter relationship is damaged, not necessarily the husband-wife relationship is damaged.
Conclusion	There are no child victims of divorce. Orphans` are children who do not have learning facilities. So, as long as there is a person, whoever he is, who can be a learning facility for the Child, then the Child's life can still be safe and comfortable to develop into a person who can become an adult. It is not just about growing up to be a big man. That is why children who live in homes or so-called street children are also called excellent and successful. On the other hand, children who live at home with a biological father/mother are also called problems and even shame the family.
Story	In this element, the data from the text starts from getting an introduction (lead), after which there is a description of causation in the problem.
Comment	If the husband-wife relationship does not get along well, then the children or children of the mothers will also be damaged. If the father-son or mother-daughter relationship is broken, the husband-wife relationship is not necessarily damaged. So, it takes balanced and equal communication between husband and wife to maximize parenting.

TABLE 3. Story Elements

Things Observed	Data Findings
Background	If the husband and wife relationship does not get along, they want to separate but are reluctant to fear the Child becoming a victim. It is wrong. Because the relationship between husband and wife who do not get along actually affects the Child's relationship with his parents.
Details	Marriage relationships are either intact or divorced. The most important thing is the balance and equality in communication because children need an adult figure (i.e., parents) to provide learning facilities
Meaning	If parents want children not to be victims, then the role of husband and wife must be equal when it becomes a child learning facility. Either the husband and wife are still in marriage or even divorced.

the thing that wants to be conveyed to be more visible, be it at the beginning, middle, or end of a text. According to Van Dijk, this is done so that a text in unity has a specific core meaning that is to be conveyed by paying attention to subtopics to support the core ideas in the text (Eriyanto, 2012). In this element, the researchers found the following at TABLE 2.

(a) Title and Lead

The title has the function of observing a text's core theme or idea, while the lead function is an introduction before discussing the main topic in a more profound text. The title "Children are The Victims of Divorce" can be realized when the husband-wife relationship is not good, then the Child must bear the risk. Lead, meanwhile, points out that when there is an imbalance of communication between husband and wife, the relationship of children with parents can have a harmful effect.

(b) Story (situation).

Story elements are part of a superstructure that describes the overall content of a text. One subcategory of this element is a situation that describes how an event is processed in the text. The unity of the text series begins with husband and wife who are afraid of getting divorce because of their children. In fact, if the husband and wife can build an equal

relationship in communicating either in marriage or divorce, parents will still be able to become learning facilities for their children. As seen as TABLE 3.

(c) Comments

At the end of the day, researchers found advice that was also a solution given by the author that unbalanced and unhealthy spousal relations significantly affect parenting to their children. So that building equal communication becomes a stage that parents must take either whole marriage or divorce for the good of their Child.

C. Microstructure

(a) Semantics.

Semantics is an element that wants to find or emphasize a specific meaning in a text that is both explicit (explicit) and implied (implicit). This element consists of three subcategories: background, detail, and intent. The background is an element that can influence the idea of a text. While details for information control by displaying information that benefits the author of the text as the delivery of imagery to the audience. The intention of trying to reveal particular meanings that want to be conveyed both explicitly and implicitly by looking at the use of language used (Sobur, 2011).

(i) Background.

The background in this text begins with the fear of divorce for emotional

life of a child. Parents who have bad relationships, want a divorce but are afraid of children becoming victims.

(ii) Detail

The details presented by the author in this text are the adverse effects of the deteriorating husband-wife relationship will actually affect the Child's relationship with one of his parents. In fact, it is essential to establish a good relationship with children because parents are the learning facility.

(iii) Meaning

Explicitly, the meaning that the author wants to show. If you want children not to be victims and want to learn from parents, then the relationship between the husband and wife must be good.

(b) Syntax.

The syntax is an element that sees the placement of words to become whole sentences. In addition, the syntax is a part of the science of language that talks about the ins and outs of discourse, sentences, clauses, and phrases. In this element, the researchers found the following data coherence: Coherence is a connection or link between words, between positions, and between times. Coherence is used when there is a hyphen as a link between sentences that may be different. Coherence in the text of the Children are The Victims of Divorce is contained in the following sentence:

“If the husband-wife relationship is damaged, the father-son or mother-child relationship has been damaged. If the father-son or mother-daughter relationship is damaged, not necessarily the husband-wife relationship is damaged.”

In the sentence above, there is a connecting word “if..., definitely...” and “if..., not necessarily...,” which states

the terms and includes clauses whose positions are stratified. The author wants to explain that the requirement to get a good relationship with children is to improve the relationship between husband and wife.

(c) Stylistic

It is how a communicator conveys the meaning or core of a particular message. It is often referred to as a style of language. In this text, you can see the language used is quite slang, so it does not fully pay attention to the proper use of syntax. (Eriyanto, 2012).

This is contained in the following sentence “Please think”, “What has the Child had parents?” Certainly not, because if the relationship as a husband and wife is damaged, then the father-son or mother-child relationship must have been damaged first. Even if there was ever a relationship between father-son or mother-son, often it never existed so that the Child was actually orphaned from birth. Some have even been born since before birth.

Use the phrase “please think” and “what has the Child had parents?” These sentences show the use of Indonesian language is straightforwardly used to invite the reader to reflect and think about the parents' relationships.

CONCLUSION

The medium of communication-based on digital technology with the power of the internet can become a means of learning parents to develop their knowledge and skills as parents. The Instagram account is more than just as a messenger channel, but an educational content provider, such as the Instagram social media account of @latihati even able to bring a change in attitude to the role of gender is more active and equal between the figure of Mother and Father either as married or divorced couple

in applying parenting to educate their children.

Through parenting education, content mediated by the new media medium is present as a forum for child and family psychology education and as a communicator who assembles messages that are packaged regularly, consistently to involve the role of men and women who are more equal for children.

What researchers encounter in the field when conducting research, from the results of a critical discourse about sharing the role of women and men that appears on the Instagram account of @latihati, is a study of communication science assimilated with technology in processing and processing. Presenting a helpful parenting education message for the people of Indonesia to be persuasion or moved in building the existence of gender-unbiased parenting for the maximum growth and development of a child. The benefits that can be obtained from educational messages presented through new media are easy and cheap to be widely accessible indefinitely and borderless.

From the results of this research, researchers provide advice for future research in the study of Communication Science related to the presence of New Media, which presents a message of gender equality persuasion in many other practical dimensions in media such as vodcast and podcasts.

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Representation of Fat Women in *Wolipop.detik.com* and *Liputan6.com*: A Sara Mill's Analysis Perspective

Rissa Amanda

Pascasarjana Departemen Ilmu Komunikasi, Universitas Indonesia, Kampus UI Salemba, Jakarta, Indonesia

E-mail: rissa.airuisha@gmail.com

Abstract. *Having an ideal body is a common opinion and stereotype of women's society. They are competing to achieve it all because it is also supported by the depiction of the massive mass media with advertisements that place beautiful and slim women as actors. However, on the other hand, not all women have an ideal body shape like fat women who always get unfair behavior from the dominant society. They become a subculture group that must fight against negative stigma to get justice. It is rare for women to be portrayed positively by the mass media. Using Sara Mills' critical discourse analysis, the writer wants to see how the representation of fat women at Wolipop.detik.com and Liputan6.com online media through three articles selected from each. This study uses a qualitative descriptive approach. The results show that these two media put writer-reader positions in place that see obese women as a subculture group struggling in the dominant society. However, many are brave enough to speak up nowadays, especially on social media. Wolipop.detik.com places more obese women as subjects, while for Liputan6.com women are told more as objects. These two media are still lack of Indonesian fat women positive stories, meaning that they still adhere to the dominant discourse and values.*

Keywords: *Body Image, Fat Acceptance, Discrimination, Fat Women, Stereotype*

INTRODUCTION

For women, beauty is an achievement to get a good life. Women are willing to spend much money to take care of their bodies to keep them beautiful. Some even have plastic surgery, consuming cosmetic products, and taking slimming drugs. All of this is influenced by other factors. As is the case in a study conducted by Kim & Lee (2018) where the ideal beauty standards in Korea, China, and Japan are indeed different but are equally influenced by social competition factors, social norms, and social comparisons. However, on the other hand, this can give women a sense of superiority and satisfaction with themselves, some even reaching an obsessive stage like in Korea.

Advertisements in the mass media are also the most significant influence of

beauty standards. Because it often gives the image of beautiful women, which is conceived with a slim body posture, smooth white skin without blemishes, beautiful hair, and a beautiful face (Nagar & Virk, 2017; MacCallum & Widdows, 2018; Rosida & Saputri, 2019; Yamout et al., 2019). This is bewitching the women to pursue these beauty standards. So, women often feel dissatisfied with their faces and body. When parts of the face or body feel unsightly, they will complain and do various ways to return it to 'normal'. Because of this, the image of beauty standards began to affect their perception. If they see other women have flaws in their faces or body, they will advise or suggest the best way to be perfect. Whereas what is in the mass media results from the production process of edited images to eliminate these

shortcomings. It means that the mass media has perpetuated the ideal beauty standards coveted by women. Then, on the other hand, this thing has affected women's acceptance in society, both in the work environment and in their daily environment. In Puspitasari & Suryadi (2020) research, it was stated that current beauty standards, especially in Indonesia, can be seen in cosmetic advertisements. It was the influence of the Easternization era. From the 2000s, Japanese and Korean industrial trends began to enter the Indonesian market in the form of films, dramas, idols, and songs that attracted many Indonesian people, especially women. That is when the standard of Indonesian women's beauty also changed. Smooth and glowing white skin like those Japanese and Korean women was highly coveted by Indonesian women, different from before the 2000s where brown and olive-yellow skin became the standard for beautiful skin.

Moreover, the researcher found that based on a survey conducted by Jafra Indonesia in 2013, 68 per cent of women were not confident without cosmetics. Therefore, the Indonesian cosmetic industry took advantage of this moment to make 'whitening' products to whiten and make the skin glow. They did it to follow the common trend of Japanese and Korean women's skin and fulfil Indonesian women's desire to be like them.

Discourse about beauty standards came from various countries, but the dominant idea was Western that said beauty is flawless. We can see from how they create photo editing applications that make people edit their skin, body size and face in the photo (Yamout et al., 2019). They do it for social media purposes. With photo editing applications, women feel like they can be whomever they want and boost their self-esteem (Henriques & Patnaik, 2020). Besides that, based on

Aparicio-Martinez et al. (2019) research, these unrealistic ideal beauties also caused women to dare to do an unhealthy diet. They were obsessed with the slim body because, in their perception, the slim body was the ideal beauty they must have so that society could accept them. When we are talking about ideal beauty standards, it means fat or obese women become the exception. As we know, obese women often get various kinds of words and adverse treatment from people around them, for the example was coming from the story of a fat woman named Steffi, which was told in the Fimela.com online media article (Fimela.com, 2017). She said that people around her, such as friends, often ridiculed her for being fat. Although sometimes it was considered a funny thing, it made her sad too. While laughing, they called her "Fat", "Nduts", or "Fatty". Sometimes they bully her by saying, "That is Steffi, a fat girl and has a big body. Be careful. The tire will go flat.". Besides that, they described her body shape same with animals such as "Elephant", "Bear", "Rhino", "Whale", and other large animals, or compared her body with objects like "Tanker", "Galon Bottle", "Ton-Ton Truck", and "Barrel". Freedom of expression is also being limited. It is like they did not deserve to be beautiful too, for example when they are showing themselves in social media with confidence and speak up about how fat body is beautiful too, some people would just disagree with the idea by giving a comment which considered as rude or bad (Quirk, 2021).

Nowadays, even in most countries, the ideal slim body shape becomes a symbol of women, which is a dominant discourse in society. The mass media also helps to perpetuate the dominant discourse through its representation. The representation permeates the normative ideology of society through various kinds of advertisements, one of which is milk

or slimming medicine or consumption of healthy food and sports as well as through television programs such as talk shows (Barker, 2004). The representation of beauty standards is also shown in social media through flawless photos and videos that women upload after some editing (Maharani et al., 2020). We can conclude that most women are afraid to be seen in their flaws and only focus on the importance of perfect physical things, so many people will be attracted to them (Oakes, 2019).

Women are often deemed inferior objects and are only limited to their physical appearance. The dominant construction of reality in our society about beauty standards defeats obese women's effort to show the world that they fight hard for their lives in society. This discourse has taken root since the Victorian era in the 18th century and has influenced the entire life all this time, including strengthening patriarchal ideology dominated by men (Nakayama & Halualani, 2011).

People who are considered inferior and have to fight to save their identity, in this case, the obese women, are indirectly included in the subculture group, namely the marginalized group. Many feel depressed and choose to avoid it, but some choose to fight against the dominant discourse about beauty standards (Poulter & Treharne, 2020). If possible, they fight it through social media and online news

media by telling their stories.

Many stories about people can be seen in online news media. However, in media, there is always be gender bias. According to Jia et al. (2016) research, masculine values are still dominant even in the feminist news media. Women get more visual proportions than in the text. Meanwhile, men get more proportions in text. The mass media have an essential role in producing and reproducing these issues. From a feminist perspective, we can conduct a research using Sara Mills Critical Discourse Analysis (CDA).

Discourse analysis is a strategy to explore the structure and meaning behind a narrative that uses verbal and non-verbal language to describe certain realities that humans construct with different cultural and ideological backgrounds using units of analysis in text, talks acts, and artefacts (Hamad, 2007). According to Sara Mills, her CDA was very useful for Third Wave feminist linguistic to analyze sexism in society that constructed women's identity (Mills, 2008). This CDA emphasizes the issue of feminism shows the position of actors in a text and how the representation of women is depicted in the marginalized group that consists of the subject and object position, as well as the writer and reader's position, as shown at FIGURE 1 (Eriyanto, 2002: 200-210).

The position of the subject (the narrator) – object (the audience) describes how the position of social actors and how

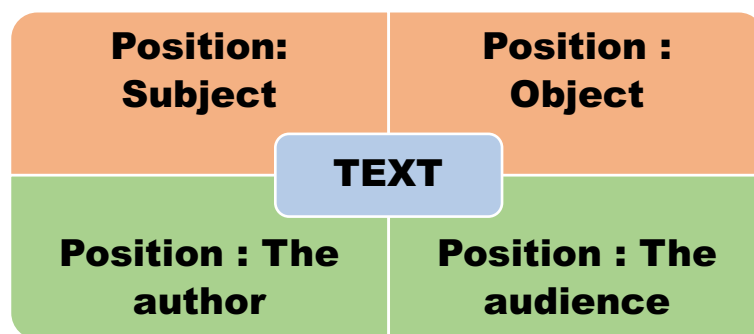


FIGURE 1. Sara Mills Critical Discourse Analysis Model Framing

a story is presented in the text by the journalist. Meanwhile, the author-reader position bridges the negotiations that occur when constructing or producing and consuming a text, where there are pronouns such as 'I' and 'they', etc. Also, it uses specific words and sentences as a cultural code. Text production is based on various cultural backgrounds, ideologies, politics, identities, and knowledge that the journalist has (Eriyanto, 2002).

Previously, several previous studies used Sara Mill's critical discourse analysis model to discuss the representation of women. This research was conducted by taking four samples of Radio Female Semarang. The program name is Tupperware She Can! With the 3E tagline (enlighten, educate, and empower) in November 2010, the program is more likely to bring up inspiring stories of great women from career women, midwives, and housewives (Wardani et al., 2016). Using the critical discourse analysis of Sara Mill's model on the position of subject and object, the result was that Radio Female Semarang made an effort to build positive images of women through conversation stories in radio broadcasts. The female guest stars were in the position of subject and object, so there was no gender inequality. Radio Female Semarang shows that women are not always represented as inferior.

In the critical discourse analysis research conducted by Kamilah, R. et al. (2017) regarding the representation and the construction of women's image in 'Curahan Hati Perempuan' talk show program in Trans TV in February-March 2017, which was downloaded through YouTube. The talk show featured moderators and panellists who had direct dialogue with the informants, such as Dewi Persik with her story of being a widow and working as a golf caddy who had married a foreign man in Cisarua-Bogor. It was found that the informant

tends to be positioned negatively as an object because the presenter tells the informant's stories more.

The depiction of resilient women is also pictured through the research conducted by Rafiq (2019) on Mrs Susi as the Minister of Marine Affairs who conducts the policy of sinking ships in Indonesia. The study found that after reviewing news from five different online news sites such as Detik.com, Kompas.com, Okezone.com, Tribunnews.com and Republika.co.id, each site described Mrs Susi positively and neutrally, even though she was in the position of object narrated. News writers, consisting of women and men, also have different points of view, emphasising their respective cultural codes to lead the reader's thoughts and opinions.

Afterwards, on the research conducted by Basarah (2019) on a web series by *Tropicana Slim Stevia* with the title *SORE-Istri dari Masa Depan*, it was discovered that the position of the female figure (named Sore) in the film is more dominant and the male figure (named Jo) is inferior. This is because Sore tries hard to make Jo have a healthy and regular life. In this case, the women indirectly are represented as solid figures who could organize and take control of the lives of others, especially their partners.

In the perspective of *Kumparan online* media relating to domestic violence, women are described as figures or objects which are oppressed and receive insulting action (Abdullah, 2019). There is also the theme of sexual violence against women (Widiyaningrum & Wahid, 2021).

On the report of the corruption cases of asset sales, BUMD in the Jawa Pos, Kompas and Tempo *online* newspaper tend to provide a place for news sources to become the subject of the news. Later the source person, which comes from law enforcement officers, is more positioned as marginalized objects and cannot

express their opinions in the news.

Additionally, women are being used as commodity tools in Malaysia's advertisement *Slimmewhite* that exhibits a scene of violence of a husband towards his wife because of her lack of taking care of her body (Nasiha & Yunaldi, 2019). Gender discrimination theme in a novel titled *Entrok* by Okky Madasari describes the situation in the New Orde where state officials restricted women's rights (Novitasari, 2018).

Research on celebrity cases, one of them is Vanessa Angel, who is involved in prostitution cases and the *online* news site, Detik.com described as marginal people who are demeaned for their immoral acts and can merely cry and be sad because they receive much mockery from 'netizen' (Megawati, 2019).

From all of these research findings, we can see that women often become a small object in mass media and only have a good side from the visual but not the story. Therefore, through Sara Mills' critical discourse analysis method, which is used to raise the issue of women in various aspects of life's problems, I want to emphasize the importance of obese women's proportions in mass media. Because through that, we can see how much they can openly speak up against the negative stigma that says obese women are weak, lazy, unproductive, not successful and change the way people think about them. Based on the awareness of the researcher's experience as an obese woman and previous research from Cohen et al. (2020) about the rise of obese women in social media who wanted to express themselves and promote body positivity movement. Therefore, the researcher is interested in uncovering how obese women as a subculture are presented through the news on the online news media site *Wolipop.detik.com* and *Liputan6.com* as a popular Indonesian news site that raises the issue of obese

women, which shows their struggles in society.

METHOD

This research is a qualitative study with a descriptive research method. The researcher will use the constructivist paradigm, in which reality is perceived as something that its meaning is constructed (Neuman, 2014). Then to support this research, the researcher will use Sara Mills' critical discourse analysis model to compare the news about fat women in the online news media sites *Wolipop.detik.com* and *Liputan6.com*. The primary sources used by researchers are from 3 research-related news articles that were chosen randomly from each online news media site. The secondary data will be taken from books, journals, and other library sources regarding research.

The news title that will be employed as a research unit is divided into two online news sites: *Wolipop.detik.com* and *Liputan6.com*. The researcher chose these media because *Wolipop.detik.com* is a news portal under Detik.com that only bring up woman issues. However, Bakhtiar et al. (2019) said the problem was that not all journalists applied gender-sensitive perspectives to their news content. There was still gendered bias because it used diction that wasn't gender sensitive or harms the victim, especially in reporting on sexual harassment or rape and topics under lifestyle-themed channels such as *detikhot*, *detikhealth*, *detiksport*, *detikX*, and *wolipop*. Gender-sensitive language refers to gender equality through language. Instead of using direct gender bias words, it is better to use generalized words to mention someone, such as the terms 'professor' can substitute 'female/male professor' (Harris et al., 2017). This was also because there were values differences between male and female journalists. Moreover, in Detik.com, the number of female journalists is still relatively small.

Namely 55 people (31.43%) compared to 120 male journalists (68.57%) (Bakhtiar et al., 2019).

Meanwhile, according to Fitriyani & Junaidi (2020) and Yoedtadi & Savitri (2020) research about *Liputan6.com*, all journalists already have the same ethnic, cultural, religious concept, and social diversity in society. They emphasized the importance of showing peace among differences. Therefore, they were cautious in writing the news by writing a piece of news based on the facts of the event but will not judge anyone.

Then the objects of research to be studied are three articles from Wolipop.detik.com and three articles from Liputan6.com. The following is a list of the research objects.

There will be several steps that will be taken for this research (Sugiyono, 2017: 247-253), those are: (1) first, the researcher conducts the data reduction

process (focusing on discovering relevant data and selecting three news articles from each online news media site related to the research topic); (2) next, the researcher will continue with the data demonstration process (describes the grouping of data in a narrative manner associated with critical discourse analysis of the Sara Mills model and other supporting concepts); (3) lastly, the researcher will conclude and verify the data under the evidence of the findings from the results of data collection and data analysis.

RESULTS AND DISCUSSION

After the researchers selected news from *Wolipop.detik.com* and *Liputan6.com* about fat women, the researcher conducted a Sara Mills analysis consisting of subject and object positions and author and reader positions as shown in TABLE 3 and TABLE 4.

As we all know, the subject's

TABLE 1. 3 articles from Wolipop.detik.com

No.	News Title	Writer's Name	Published Date
1	<i>Curhatan Viral Wanita Gemuk yang Ditertawakan Saat Olahraga di Gym</i>	Rahmi Anjani	14 March 2020
2	<i>Wanita Bertubuh Plus-Size Ini Tiru Gaya Meghan Markle, Malah Dihujat</i>	Kiki Oktaviani	18 November 2019
3	<i>Kisah Wanita Berat Badan 234 kg yang Percaya Diri Pamer Foto Meski Dibully</i>	Anggi Mayasari	22 August 2019

TABLE 2. 3 articles from Liputan6.com

No.	News Title	Writer's Name	Published Date
1	<i>Usaha Penumpang Pesawat Badan Gemuk Melawan Diskriminasi Maskapai</i>	Henry	5 March 2020
2	<i>Lewat Yoga, Wanita Gemuk Ini Ubah Ejekan Jadi Pujian</i>	Firman Fernando Silaban	12 April 2016
3	<i>Balerina Gemuk Ini Buktikan Semua Bentuk Tubuh Itu Indah</i>	Nilam Suri	11 May 2016

TABLE 3. Position of Subject-Object on Wolipop.detik.com

No.	News Title	Position Subject-Object
1	<i>Viral confiding of A Fat Woman who laughed at while Working Out in Gym</i> (Anjani, 2020)	<p>Subject: the author writes a direct statement from a fat woman who says that both herself and others who experience unpleasant things like herself must keep a healthy spirit for themselves and do not need to listen to other people’s ridicule and focus love yourself.</p> <p>“Thank you for reminding me to keep fighting after I had a long day. I still have to diet and exercise hard at the gym every day. Not because you or anyone else will accept me. This is for myself,”</p> <p>“Forget the skinny woman who laughs at you or the muscular man who says you are disgusting. Love yourself. Let us teach love. Today’s world needs it,”</p> <p>Object: the author narrates the story of a woman who has tried to live a healthy life by exercising in the gym. Nevertheless, apparently, people still ridicule her in the gym. Despite already trying to diet, unfortunately, it is still not enough.</p>
2	<i>This Plus-Size Woman Imitates Meghan Markle’s Style, but Blasphemed</i> (Oktaviani, 2019)	<p>Object: the author tells the story of a fat woman named Katie Sturino who likes to imitate the fashion styles of famous figures, including celebrities. They were starting from clothes to other parts of appearance. However, these shows try to educate the public that fat women can also dress up stylishly and not dull. Although she often gets negative comments, she still does not care and is even more enthusiastic about changing society’s negative stigma.</p>
3	<i>A story of a woman weighing 234kg which is confident in showing off her photos despite being bullied</i> (Mayasari, 2019)	<p>Subject: a fat woman named Lauren Mudie said she had depression, eating disorder, and lymphedema for a long time. However, she is well aware of her situation and chooses to love herself still and help cultivate confidence in others. She uploaded a photo of herself on her Facebook account and admitted that she had received many positive comments.</p> <p>“My weight is something I work on, but I thought why sad and hated myself for this. I love empowering others, so I am glad I post pictures to show off my body. I feel good about the photos I want to share, and encouraging others also helps people increase their self-confidence.”</p> <p>“You are amazing,” commented the netizen.</p>

“Your weight is nobody’s business but your own! Keep being you,” added another netizen.

Object: the author tells the story of a 23-year-old fat woman named Lauren Mudie, who weighs 234 kg. During school time, many people did body shaming against her. Even so, she confidently flaunts photos of her body on Facebook as an effort to invite others to be more positive and love their own body regardless of its shape.

TABLE 4. Position of Subject-Object on Liputan6.com

No.	News Title	Position Subject-Object
1	<i>Efforts for Fat Airplane Passengers Against Airline Discrimination</i> (Henry, 2020)	Object: The author tells of a case that happened to a New Zealand citizen who was overweight. They are a mother and her two daughters discriminated against by Thai Airways. They ordered business chairs, but they were turned down because of their fat bodies. Then they were transferred to the economy chairs. After this story went viral, an activist and founder of Fat Girls Traveling raised this issue to make people aware that discrimination is not good and ask for justice. She also advised fat women to research airlines before travelling because regulations vary among countries.
2	<i>Through Yoga, This Fat Woman Turns Ridicule Into Praise</i> (Silaban, 2016)	Object: the author tells the story of Jessamyn Stanley from North Carolina, who is 27 years old. As a woman who dares to fight her self-doubt and tries to show the public that all this time, what they think about fat people cannot possibly move agilely is not valid. She shows herself that she can do yoga movements such as <i>headstands</i> and <i>handstands</i> , which are pretty difficult for obese people in general. She inspires fat people to dare to make changes through sports. Now, many people are praising her.
3	<i>This Fat Ballerina Proves All Body Shapes Are Beautiful</i> (Suri, 2016)	Subject: a ballet dancer named Frostine Shake posted herself dancing ballet on Instagram, and she told the people about her life journey as a failed ballet dancer. Nevertheless, she finally dared to show her ability as a fat dancer through her ballet dance combined with <i>burlesque</i> dance. She cannot live without dancing and will try to love and respect herself more through the art of dance.

“I started exploring different types of dance that gave me the freedom to express myself positively,” she said.

“*Burlesque* was able to convey my love for dance, art, music, and fashion.”

“I love the structure and discipline it takes to dance ballet,” she said.

“If you want to be the prime of a ballerina, keep trying, do not give up like me. Nevertheless, remember to put your trust and self-respect first.”

“Dancing makes my body feel alive, and I do my best to give my art justice - and this includes loving my body.”

Object: The writer tells a story about a make-up artist and a model from Texas, namely Frostine Shake, who has a strong passion for ballet. When she was younger, she almost gave up her dreams in ballet art because she had received much pressure about losing her weight and was forced to believe that being fat would hinder her from doing many ballet movements. By the time she grew up, she had found a dance art, namely burlesque, and thought to mix it up with ballet. She finally decided to dance again and asked her childhood friend to join and have ballet training with her.

position is someone who tells the story while an object is being told about. If we see a more direct speech from the source person in the article, it means the journalist gives more space for the source person to speak up. Meanwhile, if we see dominantly only describing the source person, the journalist gives a little space or even no space at all.

On the news about the fat woman, *Wolipop.detik.com* gives more space to many of them to share their stories than *Liputan6.com* does as a subject. It could be shown from 2 of 3 articles, *Wolipop.detik.com* made fat women as the subject of the narration.

For example, from these following titles: “*Viral confiding of A Fat Woman who laughed at while Working Out in Gym* (Anjani, 2020) and “*A story of a woman weighing 234kg which is confident*

in showing off her photos despite being bullied (Mayasari, 2019)”.

“*Thank you for reminding me to keep fighting after I had a long day. I still have to do diet and exercise hard at the gym every day. Not because you or anyone else will accept me. This is for myself*”.

(Anjani, 2020)

“*Forget the skinny woman who laughs at you or the muscular man who says you are disgusting, love yourself. Let us teach love. Today’s world needs it*”.

(Anjani, 2020)

Anjani (2020) article above showed that the journalist wrote the direct speech from the source person. The source person told people around her and the reader to love themselves. She is also grateful because there were people still cheering

her on and appreciating her efforts to lose weight. Meanwhile, in Mayasari (2019) article down below, we can see the journalist also did the same and even added the netizen's comment as another perspective. The source person was more like showing herself as a woman who did not care about anything except being confident and only focused on spreading that confidence to other people so that positive things could inspire them. As a result, the netizen felt positive towards this body positivity promoted by the fat woman and commented positively. They also gave her more spirit to live the way she wanted.

"My weight is something I work on, but I thought why sad and hated myself for this. I love empowering others, so I am glad I post pictures to show off my body. I feel good about the photos I want to share, and encouraging others also helps people increase their self-confidence." (Mayasari, 2019)

"You are amazing," commented netizen. (Mayasari, 2019)

"Your weight is nobody's business but your own! Keep being you," added another netizen. (Mayasari, 2019)

On the other hand, *Liputan6.com* showed more about fat women being the object of the narration. It was from 2 of 3 articles on the following news title: *"Efforts for Fat Airplane Passengers Against Airline Discrimination* (Henry, 2020) and *"Through Yoga, This Fat Woman Turns Ridicule Into Praise* (Silaban, 2016).

Object: The author tells of a case that happened to a New Zealand citizen who was overweight. They are a mother and her two daughters discriminated against by Thai Airways. They ordered business chairs, but they were turned down because of their fat bodies. Then

they were transferred to the economy chairs. After this story went viral, an activist and founder of Fat Girls Traveling raised this issue to make people aware that discrimination is not good and ask for justice. She also advised fat women to research airlines before travelling because regulations vary among countries. (Henry, 2020)

Object: the author tells the story of Jessamyn Stanley from North Carolina, who is 27 years old. As a woman who dares to fight her self-doubt and tries to show the public that all this time, what they think about fat people cannot possibly move agilely is not valid. She shows herself that she can do yoga movements such as *headstands* and *handstands*, which are pretty difficult for obese people in general. Through it, she inspires fat people to dare to make changes through sports. Now, many people are praising her. (Silaban, 2016)

As we know, the writer also acts as a reader. There was also a relation to Harris et al. (2017), Bakhtiar et al. (2019), Fitriyani & Junaidi (2020), and Yoedtadi & Savitri (2020) explanation before about the values held by journalists in writing an article and whether there is a gender bias in their articles. From the data findings above, we can conclude that female journalists and male journalists were very different in writing news stories, especially how they described the source person and their ideas, which determined their position as subject or object. The male journalists from *Liputan6.com* presented the figure of a fat woman as a victim of discrimination who must prove that she is also capable of doing things like other people so that she could be recognized. Fat women were depicted as weak, in need of help and recognition.

Meanwhile, the female journalists from the *Wolipop.detik.com* wrote an idea that emphasized that fat women still appeared confident and did not care about

other people's opinions. They only focus on body positivity and inspire others to love and appreciate themselves. Here, fat women were described as brave, assertive, and confident. It emphasizes the idea that women journalists had the awareness to highlight the perspectives of women journalists on women's issues and defend women who are often underestimated.

The Writer and the Reader Positioning

In a critical discourse analysis by Sara Mills, the position of the writer and the reader is a result of a negotiation process that happened in the past. By all means, the moment the writer or the journalist writes the article, the writing will contain more or less the knowledge, context, and background the writer has previously gone through in their real life,

which is called cultural code (Setiawan, 2017). The knowledge will then help the writer to have a particular consideration before writing the article down.

On *Wolipop.detik.com* online media site, the writer is dominated by female journalists seeing from these titles "*Viral confiding of A Fat Woman who laughed at while Working Out in Gym* (Anjani, 2020); *This Plus-Size Woman Imitates Meghan Markle's Style, but Blasphemed* (Oktaviani, 2019); and *A story of a woman weighing 234kg who is confident in showing off her photos despite being bullied* (Mayasari, 2019). We can see from FIGURE 2.

While FIGURE 3 shows *Liputan6.com* online media site is dominated by male journalists seeing from the following news header: *Efforts for Fat*

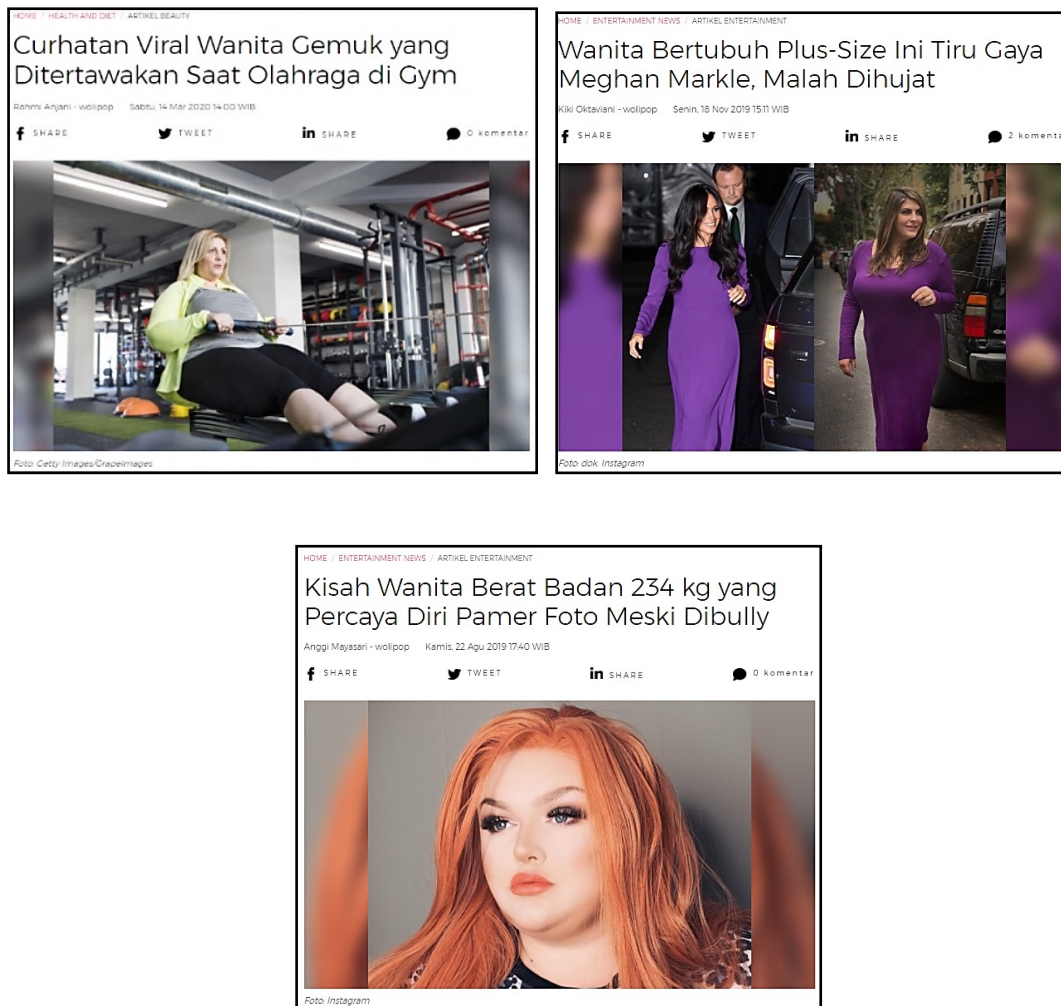


FIGURE 2. *Wolipop.detik.com* Articles Written by Female Journalists

Airplane Passengers Against Airline Discrimination (Henry, 2020); *Through Yoga, This Fat Woman Turns Ridiculous Into Praise* (Silaban, 2016); and *This Fat Ballerina Proves All Body Shapes Are Beautiful* (Suri, 2016).

However, as seen from one of the *Wolipop.detik.com* articles, the journalist includes elements of a cultural code to help readers position themselves and agree with the generally considered factual statements. Based on the cultural code written by journalist Anjani (2020), “*Fat people are often underestimated because of their appearance.*”, the reader will agree with the journalist idea about stereotype phenomenon that generally exists in society, where fat people are often underestimated because they are considered not beautiful/handsome and sick. That way, the reader will agree with the journalist’s idea and can place themselves as fat people who experience that stereotype.

Meanwhile, in two of *Liputan6.com* articles, there are also cultural codes as seen in Henry’s (2020) and Silaban’s (2016) writings, such as “*Those who are big or fat are still often discriminated against in many ways.*” and “*Yoga is known to require body flexibility because it has movements that are classified as difficult. For owners of a slim body, it is not a worry to be able to do difficult movements.*”. The reader will position themselves as fat and slim people. Then compare both of them. They will see that fat people have more disadvantages than slim people, especially discrimination. Because of their daily life experience, fat people struggle to live in the middle of a society full of negative stigma. Almost all women who have excessive weight suffer from discrimination and exclusion caused by their physical appearance. Discrimination, body shaming, and any other negative stigma will affect their mental health, which may cause them

to lose their self-confidence, raise their insecurities, and lose their motivation. This thing related to Puspitasari & Suryadi (2020) statement that a slim beautiful body was the dream of Asian women, including in Indonesia.

Overall, the reader’s point of view on fat women places fat women as a subcultural group that often gets negative stigma and unfavourable treatment from society for their body shape that is not ideal. Then they have to fight against it all and show their enthusiasm through the article. On the other side, not all fat women want to be pitied because of their condition. They want other people to see that they are strong and deserve to get their happiness without caring about any adverse judgement.

Representation of Obese Women in Mass Media as a Subculture

The concept of representation focuses on social construction in describing a person or group that can generate positive or negative opinions, depending on the context of meaning described by different individuals and using specific symbols to describe it (Piliang, 2003; Danesi, 2010). Social construction is actually formed abstractly in the mind, then processed and translated through language and with that language, we can detect the meaning and intent behind the representations conveyed (Hall, 1997). Of course, there needs to be knowledge that underlies our assessment of a previously obtained picture of the cultural environment we come from. Sometimes, limited knowledge and reasoning can lead to negative stereotypes before getting to know the object described by the mass media. This is what also has an impact on obese women in general and they eventually become a subculture group.

A subculture is a form of meaning for a subordinate group, or that can be

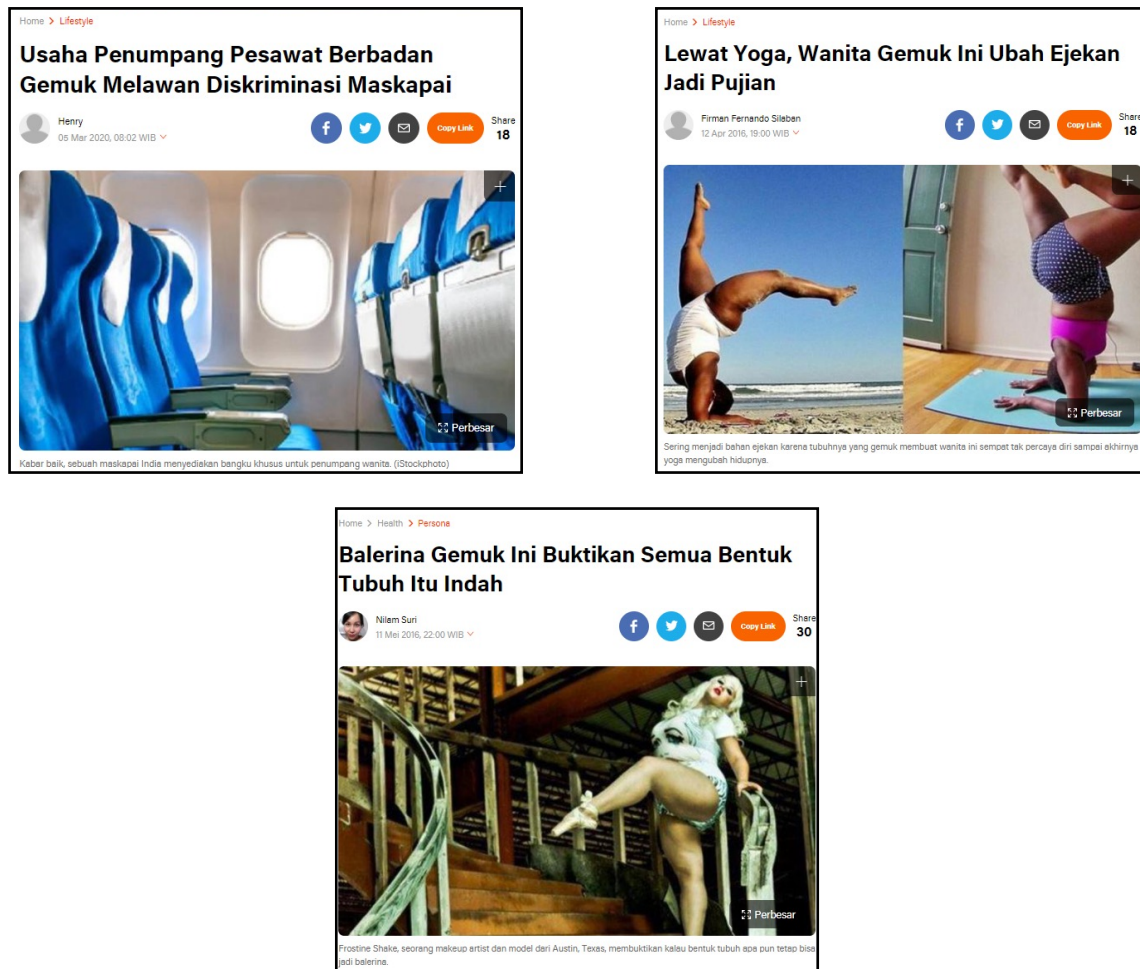


FIGURE 3. *Liputan6.com* Articles Written by Male and Female Journalists

called a marginal group that differentiates and opposes the dominant group in society (Durham & Kellner, 2006). This subculture group uses certain symbols to mark themselves from clothing symbols, symbols of language styles, and others. They also create their own cultural values and norms within the group and usually only the in-group members that understand particular meanings. Often as a marginal group, they are cornered by the mass media's portrayals about them. The formation of this subcultural group can be due to various factors such as age, religion, gender, physical appearance, etc.

One of the foreign reality shows called *The Biggest Loser* shows fat people who are lazy and demotivated. Then through this program, they will be helped to be slim (Karsay & Schmuck,

2017). This event also emphasized that being slim is everyone's dream, and having a slim body can make a person more confident and easy to achieve success. Another example of a similar reality show is the one from TLC TV station entitled *My 600-lb Life*, which also depicts obese people dominated by women who cannot do any activity, are temperamental, and cannot control themselves. Of course, these shows are getting various responses, but they are more likely to make the viewers become afraid of being fat, and some even think that watching shows like this can help reduce their appetite. In addition, it can also impact people's perceptions of fat people.

Do not forget that advertising is a medium that produces meaning with the

strength of its language and visualization as in the slimming supplement advertisement in Malaysia, which presents with the images of fat women that have dangerous lives and so on (Zuraidah & Kui Ling, 2016). You have to buy and consume the advertised slimming supplement products to overcome this one. This indicates that the body of fat women become a commodification of industry stakeholders through the poor representation of fat women. Lousy representation is more dominating than good representation, thus triggering stereotypes against fat people, especially women.

Then Widiastuti (2018) said that there will always be a tendency towards gender in the mass media as a form of socio-cultural construction, both in the form of advertisements and news and in Indonesia, gender has different roles and degrees so that traditional stereotypes have influenced the social construction of gender. However, Indonesia already has the 1945 Constitution, which regulates gender equality. When presented in the mass media, the female gender is usually highlighted in terms of physical or appearance and popularity. Even then, it is placed as an object of observation rather than being a resource person. Like the phenomenon described by Yuniati & Fardiah (2017) in the news about elections, women's opportunity to represent themselves in the mass media is minimal, and this is influenced by gender bias.

CONCLUSION

Articles with the theme of fat women from *Wolipop.detik.com* and *Liputan6.com* explicitly present fat women as a subculture group struggling to position themselves and their identity in the middle of the dominant society. They carry a message for other obese women to love themselves regardless of their body shape and remove society's

negative stigma about them. In addition, the writer and the reader are presented in the position of a fat woman who can be independent without the need for defence or pity for her fat body shape. It also shows the struggle and the spirit of fat women to speak up their opinion about themselves, that they can also be independent and not dependent on others. All of the negative stigma that says those fat women are lazy, unproductive, and so on were successfully broken by some of those fat women through their messages in the media article. Then there are the shortcomings in both online media, namely the lack of discussion of fat women from the Indonesian context. In consideration that Indonesian society still holds firm ideal beauty standards and lacks respect for freedom of expression and tolerance for the right of individuals to choose their way of life in any form of the body. This research found that Indonesia's famous online news media finally gave a good perspective about fat women, visual proportions and the text's proportions. It seems that they try to remove the negative stigma through the presented story, yet they have not shown any story from Indonesia's fat women. This means that those two online news media have not fully one hundred per cent supported fat women, especially in Indonesia. They still represent fat women in Indonesian as a subculture group that always sticks with that label.

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