New Media
in Disruption Era

A Challenge for Communication Research, Media and Multiculturalism

Edited by
Fajar Junaedi
Agung Prabowo

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New Media in Disruption Era:
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Preface by
Dr. Heri Budianto, M.Si (Chairman of ASPIKOM)

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EDITOR PREFACE

The development of technology in the digital era has given rise to new challenges in the domain of communication science, in the context of practice, theory and research. In fact, the 4.0 industrial revolution has been present in our daily lives. The era of the industrial revolution 4.0 was characterized by a cyber-physical system. Today the industry is beginning to touch the virtual world, in the form of human, machine and data connectivity, everything is everywhere. This term is known as the internet of things (IoT).

In the 4.0 industrial revolution, collaboration became significant. This book is the result of collaboration between the scholars of Communication Sciences in Southeast Asia which contains studies on new media, media studies and multiculturalism. Thanks to Asosiasi Pendidikan Tinggi Ilmu Komunikasi (ASPIKOM) for conducting the 1st ASPIKOM INTERNATIONAL COMMUNICATION CONFERENCE (AICCON) in Palembang, South Sumatera Province. ASPIKOM (Asosiasi Pendidikan Tinggi Ilmu Komunikasi) is an association of communication department that oversees all over in all universities in Indonesia. ASPIKOM has been established since 2007, currently has 23 regional coordinators across Indonesia and about 180 universities in Indonesia have joined ASPIKOM.

As we understand, that the industrial revolution brought about complex challenges in the era of disruption, the book was entitled New Media in Disruption Era: A Challenge for Communication Research, Media and Multiculturalism. By publish this book, ASPIKOM has answered the challenges. Thanks to all writers who contributed in publishing this book.

Yogyakarta November 1, 2018

Fajar Junaedi
Agung Prabowo

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CHAPTER 1.
NEW MEDIA

Women As a Discourse in Social Media

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ABSTRACT

Women always become attractive objects in the media realm. Studies on women in the realm of mass media also have been widely carried out. The development of communication and information technology in the era of social media nowadays has supported the development of studies on women. This article attempts to explore further about what and how women become the topic of conversation at some instant messengers as a form of social media. This article is trying to describe various themes or topics of discussion about women conducted by social media users. This study was conducted using content analysis. The findings of the study show women are often placed as the marginal object of discussion on social media. The themes or topics frequently discussed are about women as sexual objects, relationships between women and men (dominant and sub-dominant), women and beauty and women and domestic roles.

Keywords: women, social media, internet meme, and structural violence

INTRODUCTION

Social media as the result of communication and information technology development allows individuals to access communication not only as consumers but also as producers of information. This portrays a significant change in which the past two decades producers of information were limited and institutionalized and at present information can be individually produced even at the individual level. Additionally, it is well-supported by the cheaper and easier hard ware devices used as well as internet quota packages offered by the cellular operator industry.

The Ministry of Communication and Information in the KompasTekno rubric in Kompas.com (March 13, 2015 edition) released the data which showed that up to 2015 social media users in Indonesia reached 62 million people, or about 29% of the total Indonesian population

for about 250 million. It was reported that 75% of them or reaching about 52 million people were active users who were accustomed to spending a minimum of three hours a day to access social media through gadget devices such as Instagram, Path, Facebook, and Twitter. Whereas for the Instant Messengers category, dominant social media users used Line, Whatsapp, and Blackberry Messengers (BBM)

Therefore, it is not surprising that in the current phase, as stated by Richard E. Rubin (2004: 4), Indonesian social media users, are completely surrounded by excessive information (information overload). This occurs when the amount of information exceeds the information needs of the community. The ease of social media to share information from one user to another user (by copy-pasting information) makes the amount of information more abundant so as to potentially lead to a flood of information (still in Rubin, 2004: 4).

One form of information productions or information sharing often used in social media is meme or internet memes (read:mim). Popular forms of memes can be information or messages in the form of pictures or photos affixed or added (modified) with certain verbal writings or messages. Meme is actually intended to deliver certain messages which are contextual, for example in the form of criticism or satire against a particular event. However, meme is raised with the intention of humor or joke by the individual who is the sender. The following memes are the examples:

Photo Picture 1. Some memes commented on the German and Brazilian national football teams that failed in the 2018 World Cup, as well as an allusion to Indonesia that seems far away to become a world soccer champion

Photo 1 above is a meme related to some surprising events in the 2018 football World Cup last June-July 2018. As it is known the defending champion and world champion four times, Germany was eliminated in the group stage. The German football team was only able to win once and experienced two defeats so it had to go home sooner. The memes that appear later illustrate that Germany is just like a domestic pet cat in the 2018 World Cup and not as a male lion as in the previous four years.

The same thing occurred to the Brazilian football national team which failed in the 2018 World Cup quarter-finals due to a 1-2 defeat by the Belgian team. Brazil is a world football giant because it managed to become world champion five times throughout the history of the world cup. Brazil does not deserve to lose in the quarter-finals phase and go home early because it is favorite to become the 2018 world champion. The last is meme as an allusion to the Indonesian football national team that seems far away to become world cup champions in the next 10-20 years.

What becomes an issue here is not every information production activity or information sharing in the form of memes on social media is wisely performed, mainly when the information produced or disseminated concerns women. Being aware or not, often memes related to woman figure actually harass or subordinate women. This paper intends to describe the forms of memes related to women in memes on social media. Thus, the formulation of the research problem of this paper is: How women are portrayed on the dicourse of social media?

LITERATURE REVIEW

Meme. Limor Shifman in *Memes in The Digital Culture* (2013) describes what memes are. Shifman stated that meme is a popular cultural unit that is imitated, transformed, and circulated among its users and it creates a shared cultural experience. In addition, Shifman also stated that internet meme is an indicator of an active digital culture and it is very relevant for researchers who explore how forms of active citizen participation.

Shifman's concept of memes refers to the opinion of Richard Dawkins, a zoologist, who wrote a book in The Selfish Gene in 1976. Richard Dawkins (in Shiftman, 2014) states that memes are a small part of our

culture (thoughts, ideas, notions, habits, songs, food, architectural styles or even fashion) that spread from one person to another through copying or imitation.

The term meme comes from the Greek word *mimesis* or *mimema*, which means "something imitated" analogous to the gene (gene) in the human body. In the context of biology, human genes will always replicate or transmit from one body to another which is the offspring. While memes replicate or transmit from one person's cognition to another person's cognition through various channels, both conventional and digital media. If the discussion about replication or transmission of this gene exists in the context of genetic evolution, then the discussion about replication or transmission of memes is in the context of cultural evolution (Shifman, 2014). This meme transmission process also means an idea or opinion which is then copied, modified, and disseminated from one individual to another individual or group of individuals through interaction through analog or digital media (Brunello, 2012).

Limor Shifman (2013) states that in the context of digital culture, the concept of internet meme is applied to describe the dissemination of content items such as humor, rumors, photos, or videos through internet media. Meme internet as a text is not only copied or duplicated, but modified in such a way and given new meaning. So internet meme production can not only be seen as a creative-technical form, but also as a creative-substantive meaning. Rentschler and Thrift (2015) added that although internet memes are often used to convey humorous messages and connect people to share funny stories, internet memes actually show a certain perspective and even the expression of serious thoughts of its users.

Women in Media. Thamrin Amal Tomagola (1998) once described how women in general were constructed in the media in Indonesia. There are five images of women in the media, namely women as household pillars (image of pillars), women and the world of the kitchen (the image of the dish), women as male sexual objects (image of the contest), perfect and beautiful women (image of frame) and confident and sociable women (social image).

Until the last few years, the construction of women in the media in general is not yet encouraging. The research report issued by the Commission on Women's Rights and Gender Equality of the European Parliament (Giomi et al. 2013) shows that practices of gender discrimination still occur in many media messages in the European region. In the study it

was reported that many media still stereotyped which harmed the position of women, disseminated images or photos that lowered women's dignity as well as promoted the value or model of behavior in the form of pictures or photos that encouraged violence against women. In addition, this research also states that women's participation in new media has received a lot of negative feedback in the form of fraud, harassment, ill-treatment, and sexual harassment. These treatments were even suspected of reducing women's participation in discussions or online discussion groups, from 28% in 2000 to only 17% in 2005.

On the other hand, the mass media and also new media such as the internet, have the ability to influence the perspectives of society in perceiving the life phenomena. Much information that is discriminatory and gender biased in the new media is able to influence how people think and behave when dealing with social phenomena related to women. This means people participate in thinking and behaving like those offered by online information (Kay, Matuszek, and Munson, 2015)

RESEARCH METHOD

The data collection technique in this paper uses content analysis. Content Analysis is one of the popular data collection techniques used to examine communication messages including mass media messages such as memes that will be investigated in this research.

Wimmer and Dominick (2009: 135) state that in general content analysis is a method of data collection to obtain data from media texts. Content analysis is conducted by making structured observations on media texts. By conducting this observation, content analysis method is able to gain patterns or trends and / or structures and meanings of media content.

Content analysis is applied on memes that use pictures and / or writings related to women circulating on many social media channels, such as path, whatsapp, and line within the last 2-3 years. The number of memes studied was 66.

RESULT AND DISCUSSION

Internet memes are ideas or opinions in the form of humor, rumors, photos / images, or videos, both verbal and non-verbal, which undergo a modification process, either in the form of additions or subtractions, and digitally disseminated (Shifman, 2013). This study examined 66

memes in the form of pictures / photos and / or writings related to issues concerning women. Almost all memes studied are a combination of pictures / photos and writings (verbal and non verbal), but there are three memes that only use elements of images / photos (non verbal) and four memes which are only writing (verbal only)

The disseminated memes partly have contextual properties. This means that the meme is disseminated in connection with the events that are happening. For example, there are memes related to the atmosphere of simultaneous regional head elections (pilkada), related to the policy of applying odd-even vehicle numbers that will be carried out in Jakarta to unravel congestion, even the 2018 football world cup. In addition there are memes related to certain atmosphere, for example memes to greet weekend and memes for religious holidays.

The categorization of themes or topics often discussed from the memes are as follows:

1. Sexuality of Women.

Women's sexuality is the most dominant meme discussed on social media in the past 2-3 years. Of the 66 internet memes studied, 34.84% described this theme. In the terminology of Thamrin Amal Tomagola (1998), this theme is included in the category of image of the contest. The definition of the image of contest is how women become sexual objects for men. As for some examples of memes with this theme category:

Picture 3A and 3B. The examples of memes on woman sexuality

The picture of meme 3A above clearly describes a sexual event. The meme portrays an adult woman posing on a bed in a sleepwear.

greeting 'May today you all have big blessing' shows a semi-close-up photo of a woman wearing a hijab that highlights a big breast next to the word "big".

2. Subordinated Women

While the second theme and widely discussed meme is the subordinated women. Subordinate in this context means women cannot be independent without others or women always have dependence on the presence of others. Meme with this theme is recorded at 22.72%. The examples of these memes are:

Picture 4A and 4B. The examples of memes with the theme of subordinate women

Pictures 4A and 4B describe how women depend on others in their lives. Other parties here refer to men. The term odd-even regulation on meme 4A refers to   traffic policy by government instructing the use of vehicles on several roads in Jakarta alternately based on odd and even vehicle numbers. This analogy is then applied for the relationship between a husband and his two wives on a 4A meme. The meme illustrates how a husband has the power to organize his life with his two wives in turn.

Pictures 4B also implicitly shows women's dependence on men. The term "om" (uncle) refers to the figure of an adult male who is financially well-established. This meme depicts three women enjoying their days off, waiting for a man's invitation to have vacation together. As if the meme showed if the man (om) did not invite these three women, they would not be able to enjoy their weekend holidays.

3. Dominant Women

There were 19.69% of memes talking about the theme of dominant women. Dominant women mean that women's position tends to be higher, in dominating position and to exploit in relation to other parties. This other party usually refers to a man as a partner of the woman. The example of this meme is:

Picture 5A and 5B. The examples of memes with the theme of dominant women

In contrast to the pictures of memes 4A and 4B which show the powerlessness of women in their relations with men, the pictures of memes 5A and 5B actually show the opposite. Both of these memes show how women dominate relations between the two sides. In the meme 5A picture shows the relationship between husband and wife which is increasingly unbalanced, especially when the age of marriage enters 10 years. Balanced relations in the first 10 years slowly change into relations between superiors and subordinates, where the wife has a higher position. This is marked by the name of the contact on the phone written in different positions --- "head office", "provost", and "police headquarters". Entering the age of 25 years of marriage, the condition of the relationship is no longer just a wife dominating the husband, but even has reached the level of a wife who is frightening and even terrible for the husband. This is marked by the terms "the insane" and "the witch".

Picture of meme 5B even explicitly describes the dominance of women over men in husband and wife relations. In the meme image there seems to be a division of "tasks" in marriage. Earning money (work) is the responsibility of the husband, while making expenditure for shopping (shop) is the duty of the wife. The exploitation factor

appears when the husband is depicted as very tired working, while the wife actually looks happy to bring some shopping stuffs.

4. Women and Beauty

Other descriptions of memes found are in category of women and beauty. When referring to the terminology given by Thamrin Amal Tomagola (1998), this meme group can be referred to as image of frame. Frame image is how the media constantly shows beautiful women. Beauty here is surely in the version constructed by the media---having white skin, tall, with proportional (slim) posture.

In contrast to the previous three meme groups, memes with this theme appeared as many as 13.63% of the total 66 memes studied. Some examples of memes in this category are:

Picture 6A and 6B. The examples of meme Women and Beauty

Picture of meme 6A relates to simultaneous regional elections held in June 2018. The female figure shown was former Indonesian actress Arumi Bachsin who became the wife of Trenggalek Regent Emil Dardak. Emil Dardak then continued his career to become the deputy candidate for Governor of East Java for the period 2018-2023 to accompany the gubernatorial candidate Khofifah Indar Parawangsa. The two candidates for the regional head finally succeeded in winning the East Java Pilkada and will soon be officially appointed as Governor and Deputy Governor. The wife of a regional head usually then takes the duty to become chairman of the Dharma Wanita and Family Welfare Education (PKK) in her work domain. Arumi Bachsin will

automatically plays her role as the chairman of the Dharma Wanita and PKK of East Java. As a former Indonesian artist, surely Arumi Bachsin meets the standard of beauty in the media version.

5. Women and Domestic Role

The next category of meme groups discussed also on social media is women and domestic roles. Domestic roles are the role of a person as a housekeeper, such as cooking and caring for children. The image of dishes and pillar are two concepts offered by Tomagola (1998) to show that women are often connected with kitchen and household affairs when displayed in the media.

Memes with this theme category appear as much as 9.09%. The examples of memes in this category are:

Picture 7A and 7B. Women and Domestic Role

The two meme images above (7A and 7B) show how the role of women in the domestic space. Picture of meme 7A shows how the woman's life changes when she decides to get married and have children. Before marriage, a woman is very likely to be a free person. The woman is at the same time portrayed as an independet person to go anywhere she likes. The picture shows a woman skilfully rides a motorcycle. This condition will change when the woman gets married and has a child. Women become no longer free because one of the activities performed daily is to take the children to school.

Picture of meme 7B also shows the domestic role of women as housekeepers. She serves the drink as if serving for members of an online conversation group. This meme usually appears when online

conversations via social media are in full swing. It encourages more people to respond the ongoing conversation.

CONCLUSION

A humorous meme with women as theme is one of the popular memes often found on social media, especially instant messengers such as path, whatsapp, and line. This meme certainly aims to create a funny atmosphere, invite smiles and laughter, and refresh the atmosphere among social media users. However, whether social media users are aware or not, this behavior has the potential to create structural violence against women.

Structural violence is a sort of violence that arises in relations between men and women due to the dominant situation of men towards women, stereotypes of gender roles, domestication, and objectification of women's sexuality (Sunarto, 2009). This structural violence takes place naturally through repetitive behavior (naturalization) so that perpetrators are often not aware even for women as the victims of violence. As it takes place naturally, structural violence often does not appear visible compared to physical and psychological violence.

The number of memes related to women on social media shows that the sharing process is a recurring behavior carried out by social media users. This repetitive behavior causes what is spoken in the meme to be natural or common and it is not a wrong thing. The pattern of reproduction in this meme occurs continuously. This is the point where the process of naturalization of structural violence is shaped in which many social media users might not be aware of.

Limor Shifman (2013) states that internet meme production can not only be seen as a creative-technical form, but also as a creative-substantive meaning. This means it is not simply because of the creator's behavior without particular purpose utilizing certain images / photos or certain writing then to edit it and finally disseminate it digitally, but mainly it is because the creator wishes to convey certain messages through the meme.

In addition, Rentschler and Thrift (2015) also stated that the sharing of internet memes shows a particular perspective even the expression of serious thoughts of its users even though the purpose is only to share humorous or funny stories. So it is very possible that social media users

who disseminate memes about women actually also have a compatible attitudes and thoughts with the meaning of the message performed in the meme even though the compatibility of these attitudes and thoughts occurs under their subconscious.

For example, memes about subordinate women in which women seem to be a dependent figure to men. This means that men become the controller over women in the relationship that connects the two. Referring to the opinions of Rentschler and Thrift, social media users who create and disseminate these memes are very likely to be the ones who also wish to consistently be controllers over the lives of women who become their partners in real life. It is similar to memes of women and domestic roles. Creators and disseminators of these memes also wish to legitimize that women are very suitable to take part in family domestic affairs.

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Online Media

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Online Media and News Sources:
A Study of Climate Change News Reporting in Malaysiakini, The Malay Mail Online and Free Malaysia Today

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ABSTRACT

The Paris Agreement, an agreement within the United Nations Framework Convention on Climate Change (UNFCC) with the aim to combat climate change and adapt to its effects, has been negotiated by 196 parties at the 21st Conference of the Parties of UNFCC and adopted by consensus on 16th December 2015 in Paris. This study was conducted to evaluate the usage of news sources in reporting climate change news among three selected Malaysia online media namely MalaysiaKini, The Malay Mail Online and Free Malaysia Today after Malaysia's ratification of the Paris Agreemention 22nd April 2016. In this study, quantitative content analysis was carried out on 137 climate change news presented by the selected online media. This study aimed to investigate the types of news sources adopted by the selected online media. The findings showed that the primary and secondary sources, which are derived from scientist and government bureaucrat respectively, share a similar frequencyof being adopted by selected online media. More specifically, The Malay Mail Online quoted scientist whilst MalaysiaKini and Free Malaysia Today quoted government bureaucrat as their primary source respectively. The difference in selecting sources in climate change news have indicated the differences of agenda settings between the selected online media.

Keywords: Online media; News sources; Climate change; Malaysia; Scientist; Government bureaucrat

INTRODUCTION

In 2017, Malaysia with a total population of 32 million (Department of Statistics Malaysia, 2018) was considered a newly industrialized and developing country which was strategically located at the heart of Southeast Asia (Mohamad Saifudin, Heinrichs & Nik Norma, 2017).

At the same time, Malaysia, unlike Indonesia and Thailand, is also free from natural catastrophes such as hurricanes and tsunamis as it is located outside the "Pacific Ring of Fire" (Jamilah&Habibah, 2016).

However, Malaysians are seemed to be anxious and worried of the rising regularity of natural disasters (Prasana, Lean & Khor, 2012). In fact, Jamilah&Habibah (2016) argued that human activitiesare the main factor accounting forthe occurrence of disasters in Malaysia. The rising issue on the climate change is no longer solely due to Mother Nature changes as it is caused by anthropogenic factor instead. Anthropogenic climate change is due to the release of greenhouse gases (GHG) and overloaded human activities that resulted in world's climate change (Rahmstorf, 2008). This statement is also supported by Tomassini et al., 2010 saying that human-induced global warming is due to the major growth of GHG emissions in the 21st century.

In addition to that, according to Schäfer, Ivanova & Schmidt's study in 2012,anthropogenic disasters caused by human activities which include deforestation and electical consumptions exist as a global-wide issue.Without any doubt, climate change has become one of the most serious environmental issues in 21st century (Boykoff & Boykoff, 2007). This has also attracted the world's attention where people are suffering from rising epidermics, shortage of clean water and famine (Boyce & Lewis, 2009).

Media functions as a social agent in disseminating climate change information to the public. Hence, this is the exact reason media acts as the primary source of the public to understand the world (Chai, 2015). With the emergence of Internet, media has shifted to virtual forms accordingly and terms like new media and online media are no longer new to the journalists and public. Thus, Internet has changed the media-industry lanscape (Bahiyah, 2015) yet the role of mediaas a watchdog (Mohamad Saifudin et al., 2017) remains the same. It is also understandable that the new medium which is the Internet complements the traditional printed media by enhancing the efficiency and speed of information dissemination (Rohani, 2015; Bolter &Grusin, 2005). When it comes to climate change reporting, media is portrayed as an important agent in the production, reproduction, and transformation (Carvalho, 2010). Also, by quoting sources in the reporting, it increases the credibility of the written piece (Lacy et al., 2013; Miller &Kurpius, 2010).

In brief, this study does not only focus on the climate change reporting and news sourcing, it also evaluates the role of online media particularly the selected Malaysia media in portraying climate change news.

Research Objective

This study aims to analyze the primary and secondary sources adopted in climate change reporting among Malaysia online media.

Research Hypothesis

There are two research hypotheses in this study which include:

(H1) There is a relationship between the primary source and the three selected online media.

(H2) There is a relationship between the secondary source and the three selected online media.

LITERATURE REVIEW

In general, scholarly studies about environment journalism are mainly Western centric such as studies done by Neuzil (2008); Hutchins & Lester (2006); Spellerberg et al. (2006); Brossard et al. (2004); Shanahan and McComas (1997) & Hansen (1993). Hence, here comes the need for several researchers to address the gap such as those who are from South-East Asia (Nash & Bacon, 2006) or more specifically from Malaysia (Jamilah&Habibah, 2016; Mohamad Saifudin, 2016; Prasana, Lean & Khor, 2012).

According to Sharma (2010) & Schwartz (2006), environmental journalism is considered as a specialized area, which requires a certain level of expertise and deep understanding of relevant issues to carry out the reporting. By this expertise, it is convinced that media is the primary source for climate change information where public draws most of its knowledge (Anderson, 2011; Synovate, 2010; Smith, 2005). However, a study by Sampei& Aoyagi-Usui (2009) in Japan for a period of 10 years from 1998 to 2008 showed that there was only a minor increment in climate change reporting even though Japan is a developed country. This shows that there is no direct correlation between development and climate change reporting of the country. In addition to that, a comparison study done by Barkemeyer et al. (2017) which analyzed a total of 113 newspapers among 41 countries regarding climate change

reporting in 2008 has proven that climate change reporting has no correlation with the economy of the country.

Local researchers have been focusing on mainstream printed media. For instance, a study of four mainstream printed newspapers in Malaysia from January 2008 to December 2010 has delved into a total of 575 news and articles about climate change issue (Nor Jijidiana et al., 2015).However, there was only empirical data provided without further explanation for this study.

Furthermore, a study by Ummi Nur Asyiqeen&Kesumawati (2017) depicted that the primary sources quoted in The Star Online and News Straits Time from July to December 2016 arescientist and professor. This study was in line with other studies, for instance studies of Jamilah&Habibah (2016); Mohamad Saifudin (2016); Nor Jijidiana et al. (2015); Nik Norma (2007) and Mus Chairil (1992) which only focused only mainstream media like The Star, News Straits Times, Utusan Malaysia and BeritaHarian.

What is Climate Change?

According to Intergovernmental Panel on Climate Change (IPCC) Fourth Assessment Report in 2007, climate change refers to any change in climate over time, whether due to natural variability or because of human activity. Besides, in 2011, United Nations Framework Convention on Climate Change (UNFCCC) refers it to a change of climate that is attributed directly or indirectly to human activity that alters the composition of the global atmosphere.

Climate change occurs when the Earth's average temperature changes dramatically over time (Khan, 2012). This can be further explained that the change in the amount of energy emitted by the Sun is a prime candidate as a cause of climate variability (Kelly, 2000). To add on, climate change also refers to a long change in the average weather pattern over a specific region and a significant period (Nwankwoala, 2015).

Agenda setting in climate change

Agenda Setting Theory proposed by McCombs & Shaw (1972) suggested that agenda is not something you think superficially yet it has depths in it. This is because the mass media has the capability to mediate the news agenda into public agenda (Ali et al., 2016).

Consequently, this explained the three-part process of agenda setting which includes media agenda, public agenda, and policy agenda (West & Turner, 2014; Rogers & Dearing, 1988). All these three parts will complement and affect each other from the media to the public and the policymakers or vice versa. This simple formulation is complicated by other factors which includes salience. According to Kiousis (2011), agenda setting is concerned with salience in which an agenda issue is perceived as an important element to the other issues on the agenda. This may impact on the public in understanding the justification of the media in climate change reporting.

RESEARCH METHOD

This study uses content analysis method as it has been widely used by social science and humanities researchers, primarily in the areas of communication and linguistic study (Holsti, 1969). Specifically, content analysis is stated as the most suitable method in investigating agenda setting phenomena by the mass media (McCombs, Shaw & Weaver, 1997; McCombs & Shaw, 1972). In addition, content analysis has also been a popular method in environmental journalism (Mohamad Saifudin, 2016; Das, 2012; Nik Norma, 2007; Collins & Kephart, 1995; Dunwoody & Griffin, 1993; Corbett, 1992).

The three selected Malaysia online media for this quantitative content analysis are MalaysiaKini, The Malay Mail Online and Free Malaysia Today. Therationale of choosing them is that they are among the oldest online media existing in Malaysia and having the highest number of website visitors compared to the other Malaysia online media. According to a July 2015 report by The Malaysian Digital Association (MDA) and comScore Inc., MalaysiaKini had a total of 1,421,000 visitors, Free Malaysia today with 602,000 visitors and The Malay Mail Online with 550,000 visitors.

Besides, the sampling technique is done by utilizing the search engine available on the website and with the keyword search of "climate change". Then, the samples are retrieved from 23rd April 2016 to 23rd April 2017 (a year). This is because on the 22nd April 2016, Malaysia has officially ratified the Paris Agreement. Hence, the samples retrieved within this time interval has consideredthe increasing reporting on climate change news by the media after a major incident happened (Barkemeyer et al., 2017). The results of data collection have found a

total of 137 climate change news being reported in the three selected Malaysia online media. Lastly, all the samples are coded with a coding sheet adapted from previous researchers such as Mohamad Saifudin (2016) and Mus Chairil (1992).

RESULT AND DISCUSSION

Altogether, there are 135 news (98.54%) recorded to cite sources in the reporting whilst only two news (1.46%) cite no sources as shown in Table 1.

In greater details, there are 66 news (48.18%) recorded to citemore than two sources while the remaining 71 news consist of 44 news (32.12%) with two sources referred, 25 news (18.25%) with one source referred and the remaining two news (1.46%) with no sources stated.

There are 35 news (25.55%) which have quoted scientist as theprimary source and this proves scientist as the most cited source. Next, the second highest referred source as the primary source in climate change reporting is the government bureaucratwith 25 news (18.29%). This study also found that, only The Malay Mail Online has referred scientist as their primary source with a total of 30 news. On the other hand, government bureaucrathas been the top most quoted source of MalaysiaKini and Free Malaysia Today with 5 citations respectively.

Meanwhile, a total of 42 news (30.66%) are recorded to quote scientist as their secondary source in reporting and this makes scientist the highest quoted source for the secondary source category. Regarding the secondary source, The Malay Mail Online and MalaysiaKini quoted scientist the most with 34 news citations and 5 news citations respectively. However, there is no main secondary source for Free Malaysia Today as it has 3 news referred to politician, scientist, and no source respectively.

Table1: Summary of the sources adopted in climate change reporting

	The Malay Mail Online	MalaysiaKini	Free Malaysia Today	**Total**
Does the news cite sources?				
Yes	107 (78.1%)	13 (9.49%)	15 (10.95%)	**135 (98.54%)**
No	2 (1.46%)	0 (0%)	0 (0%)	**2 (1.46%)**

Number of sources				
One	20 (14.6%)	2 (1.46%)	3 (2.19%)	**25 (18.25%)**
Two	34 (24.82%)	4 (2.92%)	6 (4.38%)	**44 (32.12%)**
More than two	53 (38.69%)	7 (5.11%)	6 (4.38%)	**66 (48.18%)**
Not available	2 (1.46%)	0 (0%)	0 (0%)	**2 (1.46%)**
Primarysources				
Government bureaucrat	15 (10.95%)	5 (3.65%)	5 (3.65%)	**25 (18.29%)**
Politician	8 (5.84%)	1 (0.73%)	3 (2.19%)	**12 (8.76%)**
Scientist	30 (21.9%)	4 (2.92%)	1 (0.73%)	**35 (25.55%)**
NGOs	13 (9.49%)	1 (0.73%)	3 (2.19%)	**17 (12.41%)**
Society club	3 (2.19%)	0 (0%)	0 (0%)	**3 (2.19%)**
Lay people	5 (3.65%)	0 (0%)	0 (0%)	**5 (3.65%)**
Business People	7 (5.11%)	0 (0%)	0 (0%)	**7 (5.11%)**
Celebrity	11 (8.03%)	0 (0%)	1 (0.73%)	**12 (8.76%)**
International news agency	1 (0.73%)	0 (0%)	0 (0%)	**1 (0.73%)**
Journal	13 (9.49%)	0 (0%)	0 (0%)	**13 (9.49%)**
Report	1 (0.73%)	0 (0%)	1 (0.73%)	**2 (1.46%)**
Unnamed source	0 (0%)	2 (1.46%)	1 (0.73%)	**3 (2.19%)**
Not available	2 (1.46%)	0 (0%)	0 (0%)	**2 (1.46%)**
Secondary sources				
Government bureaucrat	10 (7.3%)	2 (1.46%)	1 (0.73%)	**13 (9.49%)**
Politician	3 (2.19%)	0 (0%)	3 (2.19%)	**6 (4.38%)**
Scientist	34 (24.82%)	5 (3.65%)	3 (2.19%)	**42 (30.66%)**
NGOs	21 (15.33%)	2 (1.46%)	1 (0.73%)	**24 (17.52%)**
Society club	1 (0.73)	0 (0%)	0 (0%)	**1 (0.73%)**
Lay people	3 (2.19%)	0 (0%)	0 (0%)	**3 (2.19%)**
Business people	6 (4.38%)	1 (0.73)	1 (0.73%)	**8 (5.84%)**
Celebrity	5 (3.65%)	0 (0%)	2 (1.46%)	**7 (5.11%)**
Journal	3 (2.19%)	0 (0%)	0 (0%)	**3 (2.19%)**
Report	1 (0.73%)	1 (0.73%)	1 (0.73%)	**3 (2.19%)**
Unnamed source	1 (0.73%)	0 (0%)	0 (0%)	**1 (0.73%)**
Not available	21 (15.33%)	2 (1.46%)	3 (2.19%)	**26 (18.98%)**

Chi-square test of independent

To test the research hypothesis, chi-square test ofindependentis used to analyze the relationship between two variables at a nominal scale (Chua, 2014). Furthermore, .05 is used to mean a five percent chance that randomness could affect the results (Neuman, 2014).

According to Table 2illustrated below, chi-square value shows $X^2 = 38.452$, df = 24 and p<.05. Hence, the first research hypothesis is positively accepted as the results have clearly stated that there are obvious differencesbetween the primary sources adopted in three selected Malaysia online media.

For the secondary sources of three selected Malaysia online media, chi-square value shows $X^2 = 21.211$, df = 22 and p >.05. The results have shown that there are no differences between the secondary sources adopted among the three selected online media. This meansthat the second research hypothesis is rejected, and the null hypothesis is accepted.

Table 2: Results of the chi-square test of independent

Component	Pearson chi-square value	df	Asymp. Sig. (2-sided)
There is a relationship between the primary source and the three selected online media.	38.452	24	0.031
There is no relationship between the secondary source and the three selected online media.	21.211	22	0.508

Note: p<.05 shows that there is a significant difference

The major findings of this study have clearly stated that scientist and government bureaucrat are the main references adopted by the three selected Malaysia online media in climate change reporting.

However, if the empirical data is analyzed in detail, the Malay Mail Online has been using scientist as its primary source whilst both MalaysiaKini and Free Malaysia Today have been quoting government bureaucrat as their primary source.

The rationale behind the citations made by The Malay Mail Online can be understood as scientist is the professional in the field of environment and climate change. This result is consistent with the

study done by Ummi Nur Asyiqeen&Kesumawati (2017) stating that professional like scientist and professor is the primary source for climate change reporting in selected mainstream English media. With the reference of scientist in climate change reporting, the news is perceived as having high credibility (Mohamad Saifudin, 2016). This has also been endorsed by previous researchers such as Lacy et al. (2013) and Miller &Kurpius (2010) who agreed that sources do increase credibility of statement made by writer apart from providing information and knowledge. Correspondingly, in 2007, Nik Norma's study showed that Malaysiagovernment bureaucrat are prominently quoted in environmental reporting. According to Das, Bacon & Zaman (2009), government bureaucratdominated the findings of a previous study of Bangladesh's environmental news.Interestingly, Nik Norma's study also explained that journalists have been depending on government bureaucrat as environment informants due to the obligation they have in explaining the environment-related issues and steps to be taken (Nik Norma, 2007).

Other than that, Nik Norma's study also further explained that government bureaucratis frequently quoted because of their availability. Previous researcher like Dunwoody (1986) has explained by saying that government bureaucratis able to provide immediate responses and comments. Likewise, Gans (1990) also endorsed government bureaucrat as good sources because they can effectively enhance the trustworthiness of the reported news.

On the contrary, the findings from this study are of opposite opinion with previous researches such as Friedman, Dunwoody & Rogers (1986) and Dunwoody (1986) as both studies perceived scientist and academician as rarely referred due to the typical short deadline in journalism practices. This can then be explained by the shift of modern communication which is the blooming development of the Internet. As mentioned by both Bahiyah (2015) and Rohani (2015), the Internet not only changed the landscape of the media industry but also eased the dissemination of information especially between the journalists and the sources. Therefore, it is valid to say that modern journalists can refer to scientist and environmental eliteway more easy and convenient now.

According to West & Turner (2014), the Agenda Setting Theory has three basic assumptions. The first assumption stated that the media establishes an agenda thatis not simply reflecting reality but shaping

and filtering reality for the public. Theselected Malaysia online media have created a perception that scientist is the best and the most eligible news source in climate change reporting. Then, in line with government bureaucrat, which is the second highest quoted news source, is the third assumption of the Agenda Setting Theory suggested by West &Turner (2014), that is, it is possible for the public and the policymakers to influence the media's agenda too.

According to Nik Norma (2007), there is a symbiotic relationship between the media and the sources which allows organizations to define the facts of the world. However, Nik Norma's argument dissentedfrom Sigal (1986) which believed that sources make the news. There is always a constant struggle between the sources and journalists over the control of accounts in which journalists are the authoritative apparatus that have the power over their sources (Das, 2012). In other words, the journalist has the power to articulate the final or last word according toDas's study.

CONCLUSION

To recapitulate, this study has revealed a few major findings. Firstly, MalaysiaKini has the highest number of website visitors comparatively yet the numbers of climate change reporting are notably lower than The Malay Mail Online.

Besides, with only two news without sources, it has been proven that the relationship between journalists and sources is highly significant in news production (Franklin et al., 2010). Looking at the 110 news that contain at least two sources, it can be understood that Malaysian journalists do exercise the power of negotiation by verifying facts from different sources and presenting such facts as authentic in news content (Ericson et al.,1989; Tuchman, 1978).

With the empirical data analyzed in this study, it is clearly seen that the Malay Mail Online quoted scientist the most for both primary and secondary sources whereas MalaysiaKini and Free Malaysia Today leaned towards political aspects when it comes to primary sourcing. This has also shown that the audience can be affected indirectly by the types of news sources adopted by these three different online media. Thus, media agenda may influence public agenda and policy agenda as mentioned by previous researchers like West & Turner (2014), Kiousis (2011) and Rogers & Dearing (1988).

In sum, it will be interesting for future researchers to study on: (a) A comparison of news sourcing between mainstream media and alternative media on climate change reporting; (b) A comparison of news sourcing among local media and the other Asia regions and (c) How could types of news sources impact on perceptions of public? By having more comparison results of future studies, it will fill the gaps of research in environmental communication.

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Consumption Pattern of Beauty Vlogger Content in Youtube and Peer Group Interaction Towards Perception About *Influencer Non Artist*

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ABSTRACT

In the past, teenagers seek role models through conventional media such as magazines and tabloids for lifestyle and entertainment issue. Now as technology develops, shift in consumption patterns from magazines change to new media. The medium of this research focus on content in Youtube that contains about beauty vlog and lifestyle information based on user review (Youtuber). Proximity built between Youtuber and their subscriber because the information provided is perceived in accordance with what is desired by the audience. According to Altheide and Snow in McQuail, "The fact that familiarity is more important than content is what is called and is an important condition of celebrity" (2011: 79). The above facts are almost broken, nowadays 'influencer non artist' seen as user-generated content whose brings a shift in a new media culture that is serious enough for commercialization. Seeing that, then came the communication between peer groups that will eventually be perceived from the subscriber as audiences who enjoy the content of "beauty vlogger" in seeing the phenomenon of 'influencer non artist' fame. This research was conducted to know consumption pattern, peer group interactions and perception about the phenomenon of 'influencer non artist's' presence. The theory used in this study is Uses and Gratifications. This research uses quantitative method with 288 subscriber as the respondents. The result Youtube as the main media and peer group interactions that occured, provide that understanding beauty vlogger as inspiring figure, visual and audio factor in video content then uniqness personality into the cognitive perception inherent in their minds. The conclusion that consumption pattern of Beauty Vlogger content in Youtube and Peer group interactions command the impression towards perception about influencer non artist has been accepted.

Keywords: *Influencer Non Artist, Media Consumption, New Media, Opinion Leader, Youtube, Perception.*

INTRODUCTIONS

Media consumption determined by the needs which made convenient. Mostly Indonesian teenagers knew old magazines which focus on beauty, lifestyle and entertainment content like Gadis, Kawanku, GoGirl!, etc. Shift in media consumption, make internet as a main media to gain information. Indonesian citizens, relatively likes application which is easy to use, but have so many benefits and has high complexity.

Content in Youtube belong to various types. However, Jean Burgess and Joshua Green research (2007 : 38), classify it into two types; video content from amateur user (*user-created content*) and traditional media institution. The research found that u*ser-created content dominated* and video blog is a mayor content (around 40%). Video Blog or also known as *Vlog* usually about the vlogger daily life. There are also about *tutorial, like : cooking, make up, fashion, Do-It-Yourself (DIY)* (Balqis, 2015:3).

According to Altheide and Snow in McQuail, "The fact that familiarity is more important than content is what is called and is an important condition of celebrity" (2011: 79). What are the reasons people give for their media consumption? For the last 50 years, uses & gratifications researchers have compiled various lists of the motives people report. These studies are designed to construct a typology of the major reasons why people voluntarily expose themselves to different media. (Griffin, 2011 : 361).

Habitually in peer group communication, the case which is discussed has been complex cause value of common interest. Communication and interaction occured in peer group as a process to give a perception about the phenomenon of 'influencer non artist's' presence. This group become medium for sharing and searching the new information. The study about perception considered to have an important value, cause in turn aim someone's behavior. For example, we can observe did someone's behavior appropriate with their "personal image" (Cook dan Hunsaker, 2001 :115).

While effect inflicted in cognitive aspect as perception. Cognitive is consequences that arise in the communicator which is informative for themself. From this cognitive effect, we can see how mass media help subscriber to learn an important information and develop skill and cognitive creativity. Through mass media, we achieved information

about new things, people, and a places we never been visited directly (Ardianto, et al/ 2012: 52).

This research question; (1) is there any influence from consumption pattern (X1) of beauty vlogger content in Youtube towards perception (Y) about influencer non artist's. Then (2) influence among peer group interactions (X2) towards perception (Y) about influencer non artist's. This study aims to know the influence between each variable towards perception about the phenomenon of influencer non artist's.

LITERATURE REVIEW

Uses and Gratification's Theory

Uses and gratifications, then, is a psychological communication perspective. It shifts the focus of inquiry from a mechanistic perspective's interest in direct effects of media on receivers to assesing how people use the media: "that is, what purposes or functions the media serve for a body of active receivers" (Fisher, 1978, p. 159).

The principal elements of uses and gratifications include our physchological and social environment, our needs and motives to communicate, the media, our attitudes and expectations about the media, functional alternatives to using the media, our communication behaviour and the outcomes or consequences of our behavior. (Littlejohn, et al/ 2017 : 166).

Uses and gratifications theory, based on Katz, Blumler dan Gurevitch have several axes such as; audience is active and has their own reason. Mass media must compete with other sources to satisfy they needs. How needs has been completed by media consumption depending on the behavior of the audiences concerned (Ardianto, et al/ 2012 : 74).

Consumption Pattern

Media uses will interplay and give a big impact of its users. According to McLuhan in Rakhmat, media construction has an interplay, then basically we have an interest to choose which media we use (Rakhmat, 2007 : 219). In this study, consumption pattern focus on new media uses, in general new media has been greeted with a strong interest, positive and expectance then estimates that are euphoric, and approximation which exaggerated on their significance (Rossler, 2001).

Marika Luders (2008) choose the terms "media type" which is focus on internet technology such as social media, online news, etc. (McQuail, 2011 : 148-149). Youtube launched on May 2005, this social media platform considered billion people to search, watch, and share diverse video's content. Youtube provide a 'places' to related many people, giving information and inspire other people around the world, and of course serve as distribution platform to original content developer, and advertisers both large or small. YouTube is one of owned company by Google.

The theory attempts to make sense of the fact that people consume a dazzling array of media messages for all sorts of reasons, and that the effect of a given message is unlikely to be the same for everyone. The driving mechanism of the theory is need gratification. By understanding the particular needs of media consumers, the reasons for media consumption become clear. Particular media effects, or lack of effects, can also be clarified (Griffin, 2011 : 358).

Discover how audience uses the communication media, initiators of uses and gratifications model show their ideas. Katz, Gurevitch and Haas defined media uses includes; (1). Media content; like news, television drama, music, etc. (2). Media type ; for example print media, electronic media or new media (internet). (3). Media exposure and situation; like where you using the media (home, school, outdoor place), with whom (alone, with friends, sister, etc) (Tan, 1981 : 301 in Tawaang, 2012 : 21).

Peer Group Interaction

Sieving, Perry, & Williams (2000) explain that in order to see how the influence of peer group is working, we know by contact and interaction (Festl, Scharkow, & Quandt, 2013). In this research, using interaction of peer group as variable to illustrate about their perception.

Studies could show that parents and peers are the most relevant reference groups for adolescents, although peers become increasingly important in the transitional phase between childhood and adolescence (e.g., Brown, 1990; Larson & Richards, 1991; Simmons & Blyth, 1987). It has to be noted that the term peers is often used as a very broad "catch-all" concept, including friends as well as other looser forms of acquaintances. The respective structures united under the label peer group can range from very exclusive cliques to peer crowds and other loose groups (Berten, 2008; Cotterell, 2007; Jessor & Jessor, 1977).

In Muhammad Irfan Triawan research about peer group, the indicators such as; have the same hobbies, desire and goals. Symphaty is the attitude of sharing or understanding each other in that group. Conformity, process of adjustment that includes attitudes change, behavior and perceptions to be same as their group. The last is suggestion, process of interplay each others (Triawan, 2014 : 46).

Perception

Perception is experience of the object, events or relationship obtained by deducing information and interpreting messages. Perception give a meaning on sensory stimuli. Relationship between sensation and perception is self-evident. Sensation is a part of perception (Desiderato in Rakhmat, 2007 : 51).

Based on Bimo Walgito (1990), perception command indicators such as; (a). Absorption towards stimuli or object from outside people. Stimuli or object accepted by the five senses; vision, audio, touch, olfactory, taster separately or simultaneousl, (b). Understanding or comprehension, after the illustration or impression in brain accordingly that image has been organized, classified, and interpreted so that formed understands, (c). Assessment or evaluation, after understanding the image, evaluation comes from individual towards the things or image that has been perceived. Perception is an effect or other consequences that has been formed in uses and gratifications theory.

Influencer Non-Artist

Sosial media knows what they usually call influencer or people who is influence and can influencing other people, in this study like subscriber or followers (audiences). One of social media which build much influencer is twitter, but in the mean time all of the social media develop their applications and having many influencer also known as *"selebtwit", "selebgram" and "youtubers"*.

One of the criteria to choose influencer is how many followers or subscriber they have, or can also be considered by their clout score. The proximity between *influencer* and their *subscriber*, then content which aired also become an important consideration in hiring an *influencer* (Tim Pusat Humas Kementerian Perdagangan RI, 2014 :196).

This study aims to know the influence between each variable towards perception about the phenomenon of influencer non artist's presented in the flow of thought, as follows:
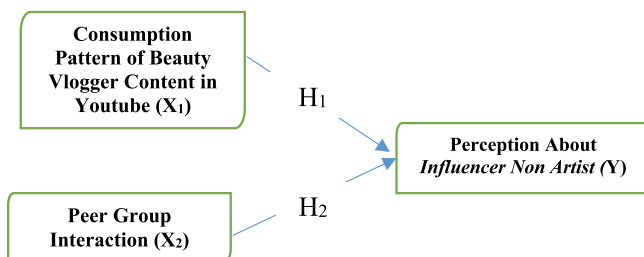
Model 1.1 Flow of Thought Research
Source : Researcher, 2018.

RESEARCH METHOD

This study used quantitative descriptive approach, survey methods means to spread questionnaire online for respondent. All of the 30 item on this questionnaire passed the validity and reliability test. Population in this research is subscriber from Tasya Farasya and Suhay Salim Youtube channel which is giving comments in video blog that has been upload. This is highlighted because it is a perception of the subscriber or followers of both accounts. Therefore population or subscriber at least 1034 users who's giving comments on both videos.

By using the Slovin formula then founding 288 respondent. Sampling technique which apply simple random sampling. Respondent classification entirely female with age range 17-19 years old amount 124 people, 20-22 years old amount 90 people. Then 23-25 years old amount 74 people. This research use multiple regression analyze the data and t-test for hypothesis.
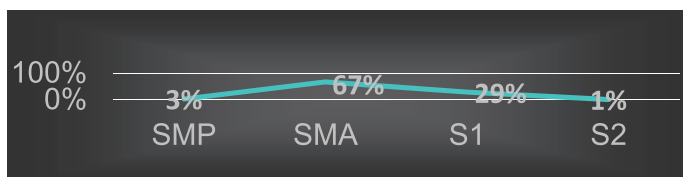
Graphic 1.1 Last Education of Respondents
Source : Researcher, 2018.

According to this graphic then the last education of the respondent is junior high school amount 8 people, senior high school amount 193 people, bachelor degree 84 people, and magister 3 people. It means people in average senior high school basic like and almost interest about video blog content especially beauty vlogger.
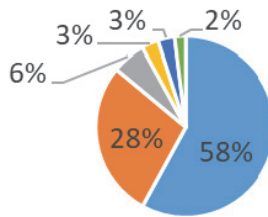
Graphic 1.2 Respondent Domicile
Source : Researcher, 2018.

According to this graphic, respondent came from some big cities like Jakarta, Surabaya, Bandung, Semarang, Balikpapan, Samarinda, Berau, Bali, etc. But we have the second largest respondent, as we expected 58% or 168 respondent comes from Java, then 28 % or 81 respondent comes from Borneo. According to that Java as always dominated and it means much subscriber comes from that big capital cities.

RESULT AND DISCUSSION

From 288 questionnaire has been shared online, thereby in this research found that correlation value (R) amount 0,590 and the coefficient of determination amount 0,348 which implies that the consumption patterns and peer group interactions affect perceptions of 34,8 % the rest is influenced by other factors which not examined.

While in F = 75,904 with a level of significance or probability 0,000 < 0,05 then the regression model can be used to predict the perception variable. There is a model of regression equations that can be written in $Y = (1,413) + 0,402 X_1 + 0,290 X_2$. In the hypothesis test, based on the t signification value (Sig. t) is 0,000 < 0,05 , so both the hypothesis accepted. H_1, Consumption pattern has an influence to perception about influencer non artist. Thereafter H_2, peer group interaction has an influence to perception about influencer non artist.

This study sight at how the consumption pattern actually becomes a very important part for the needs of the respondents. Primarily they use the internet everyday, even 86,5 % from respondent using Youtube more than one times a day. This results shows how Youtube actually becomes the main channel for them to get information, news and sources of primary needs.

Even for the respondents they are actively determining how they consume the impressions. 11 respondents choosing content which is trending, 52 respondent directly open the accounts they have subscribe whereas 110 respondent actively write the name of Youtuber or Vlogger they want. 115 respondent just look at Youtube's main page and browse what content is being offered by the app.

According to the media content; besides watch and follow beauty vlogger channel, they also followed music, dance, film, travel vlog, food vlog, sanity, DIY (Do-It-Yourself), comedy, entertainment, knowledge and mystical. The diversity of content added value of the new media, which offers a variety of conveniences. However, many are just focusing on the beauty vlog content to add knowledge and insight into women and beauty informations.

Observed from the habit of respondent, 10 people using laptop to access Youtube whereas 94 respondent choose to use smartphone. But uniquely 184 respondent choose both of them, to use a laptop and smartphone too. This clearly shows that internet users actually have two priorities namely with easy mobility by using a smartphone and by using a laptop to provide greater satisfaction with a more qualified look as well.

Before Youtube and other new media exsist, respondent using other media to searching about beauty, lifestyle and fashion content 0,34 % using radio and 0,34% using newspaper. And then respondent who's using television amount 20,13%, which uses unspecified media or etc 10,76%. While the highest ranking of respondents who use the magazine, amount to 68,40%. This proves that there is actually a shift in consumption patterns owned by respondents from the past until now. We see the change from magazines to new media like Youtube, Instagram and also website.

Based on media type they use nowadays, 42 respondent not using any media beside internet, 16 people using newspaper, 13 person using magazines, 17 person using radio and last the higher 200 people still using television. Television still one of the mainstream media which being a sources of fulfillment needs, although not discussed further in this study. But as we know television does not represent beauty content in detail like beauty vlog on Youtube. Then we see, people still comfort with television and new media collaboration as a daily media usage.

According to situation and condition, respondent used Youtube at college 8 people, 19 people at work, 249 respondent at home, 2 people at school, and 10 people in outdoor places. Furthermore, they use Youtube as separate media, the proof 65,8 % is not shared the video to their sosial media account. Then later uses and gratifications theory works on this research, that mass media compete to get the devotees, but still respondents have the opportunity to determine which medium they choose to satisfy their needs..

In peer group interaction perceived separately, although they are equally interested in beauty content, likes makeup and skincare but do not thoroughly love the direct interaction to consume the beauty vlogger show together. This seen from 48,6 % respondent disagree to watch beauty vlogger video together, but they like to discuss and sharing after watch it.

Then on the suggestion indicator that is 91.6% of respondents receive additional information from their friends and sisters, then there is a process of mutual interplay. Based on the conformity indicator, 62% of respondents liked the style of the beauty vlogger but did not want to imitate it, proved that 40.3% disagreed.

According to symphaty indocators, respondents believed content of their favorite beauty vlogger video, ie 90.3%. This high level of confidence arises because they feel that their favorite beuaty vloggers give their honest reviews and consciously perceive the equity between them.

According to Altheide and Snow in McQuail, "The fact that familiarity is more important than content is what is called and is an important condition of celebrity" (2011: 79). The above facts are almost broken, nowadays 'influencer non artist' seen as user-generated content whose brings a shift in a new media culture that is serious enough for commercialization. They have discussed about it in their peer group, about the themes they like, what's review is important and what they want from the beauty vlogger in future videos.

Some of them even know that sometimes beauty vlogger plays its role as an endorser who seeks to influence her audience by exposing the product which advertised. However, the decision returns on each audience to trust their leader's opinion. Then this is reinforced also by the discussions that occur between the peer group owned by each

respondent, they have the opportunity to exchange thoughts and insights in the realm that they like.

This automatically makes them consume impressions in detail or thoroughly ie 259 of 288 respondents always watch the beauty vlog until the show is complete. Even they feel the duration of 10 until 15 minutes is the right range, not too briefly and not too long. Although there are some respondents who argue that if the content is more interesting, they expect a more dense discussion and length, automatically the duration will increase.

In perceptions, indicators of absorption of external stimuli or objects, it was found that respondents felt that the audio and visual quality packaged in the beauty vlogger show was an important factor. Approximately 94.4% of respondents agreed that the visuals displayed were interesting, and 92.4% agreed that audio played more catchy and makes respondent enjoy the show (video blog).

Furthermore, in the indicators of understanding, respondents enjoy the content presented and they feel that beauty vlogger becomes attractive as a non-artist influencer because they have a different personality or uniqueness. Evidently 93.8% of respondents agree that Suhay and Tasya have different self-image, different styles to different exposure. This unique value then gives an understanding to influence the audience perception, many beauty vloggers who try to show diversity of self-image as well.

As for indicators of assessment or evaluation, users actually continue to commented because they feel a closeness by their favorite beauty vlogger, even some respondents liked more than five figures of beauty vlogger besides Tasya Farasya and Suhay Salim. Respondents feel that beauty vlogger is an opinion leader who does not appear directly, it is appropriate that 72.5% of respondents agree on it. In fact, they not only watch the shows from Youtube channel of Tasya and Suhay only, they clearly follow other social media accounts of her favorite beauty vlogger. This shows that they feel closeness to more often keep in touch with their idols. Maybe they have a new notification and alert from social media of beauty vlogger like Suhay and Tasya.

Approximately 63.5% agree, 34% strongly agree if beauty vlogger is a figure that can inspire them, only 2.4% who disagree. Based on table 1.1 above, respondents also gave their opinion about influencers non-

artist according to their perception. Only 15% of the respondents did not understand what the concept of influencer non artist actually was.

Table 1.1 Respondents Perception About "Influencer Non Artist"

Initial Name	Perception	Initial Name	Perception
D	Someone who provides motivation or inspiration to other people, but not from entertainment circles. They are better known for her work, not because of herself.	SR	Someone who has a lot of followers in social media (blog, youtube, instagram) where she gives interest to her followers about the content she made. Explain a product in detail and give honest review to a product / goods / services.
R	Famous on the internet and can influence someone decisions.	DA	Someone who works as a media campaign for a product (endorse), which has credibility and reliable speech.
JS	Those who can be more hitz than artist now, LOL.	A	I don't know well. So sorry.

Source : Researcher, 2018.

The rest has appropriate perception, it's because mass media support the respondent or subscriber in learning useful information and develop cognitive skills. So then the consumption pattern determines how the perception will be formed in the realm of individual cognition, and peer group interaction is the influence gained after the discussion or sharing of the beauty vlogger content.

From this research we can learn more about a new profession which is becoming a trend among young people today. No wonder if a job like this looks easy to do and gives promising results. *Condé Nast Italia's Social Academy*, based in Milan is one of the answer, people at least learn for 6 months to social media practices and digital influencer marketing. With a focus on beauty and lifestyle, a class of 20 female students, selected among 2.000 candidates (https://fashionista.com/2017/11/conde-nast-italia-social-academy-influencer-marketing). Which means so many people are interested to become 'influencer' and full-skilled on it.

Maybe in the following year Indonesia will open the new majors education, learn about social media, including community management, video and photo editing, as well as content strategy, how to gain popularity by social media and become an influencer as well.

From this research we found influencer can be someone's motivator and support the decision that subscriber will made. Because beauty vlogger become the one who provide the content and as well influence subscriber. And also influencer non artist has a proximity to subscriber because the gap of them is not as big as artist or entertainer did.

CONCLUSION

This research found that correlation value (R) amount 0,590 and the coefficient of determination amount 0,348 which implies that the consumption patterns and peer group interactions affect perceptions of 34,8 % the rest is influenced by other factors which not examined. There is a model of regression equations that can be written in Y = (1,413) + 0,402 X_1 + 0,290 X_2. In the hypothesis test, based on the t signification value (Sig. t) is 0,000 < 0,05 , so both the hypothesis accepted.

When new media has users who actively seek the information they want, Youtube is one of the media they choose to consuming about beauty vlog content. It means that beauty vlogger has their own uniqness, can be a new opinion leader and inspiring. Respondent thinks that visual and audio became the important factors to enjoy the video and feel the uniqness personality of every beauty vlogger. Thus the results of this study support the theory uses and gratification means consumption pattern and interaction of peer group give influence to embedded perception in the mind of the subscriber regarding influencer non artist. Maybe in the following year Indonesia will open the new majors education and learn about how to do with social media and become an influencer as a profession.

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Media in The New Age : Media Literacy in Countering Fake News and Radicalism in Social Media

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INTRODUCTION

Nowadays, internet has been cyber media becoming such significant commodity amongst Indonesian people. Each day, they are pretty much in needs of the accessability of news and information they barely obtain enough from mass media (television and newspaper). The fake news always seems to be widely spread all through social media on internet along with the development of media itself. In Indonesia, there is the kind of regulation addressed to lessen any spaces or chances for those spreading fake news, and it is that No. 19, 2016 Acts on The Amendments upon No. 13, 2008 Act on Information and Electronic Transaction (ITE).[1] Though so, any hoax and fake news merely still can not be diminished. Hoax or fake news leads the audiences or media consumers to find themselves a real hard on defining and differentiating the right news that the hate speeches are able to be easily spoken with by them.

The use of media, to be particular internet, has been increased along the time. In 2011-2013, those who use internet are reached up until 28.61 %. In 2014-2016, it reaches up until 37.12 %. On the 2007 polling, the increase of internet uses highly reached up from 132.7 millions to 143.26 millions people (out of 262 millions Indonesian citizens) are by now surfing the cyber realm a day.[2] Throughout these past 2 years, it is

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[1] Refered from https://www.harakatuna.com/menabuh-genderang-melawan-penyebar-hoax-atas-nama-agama.html. Retrieved on July 27th 2018.

[2] Kementerian Komunikasi dan Informasi. Data Survey Tekno Preneur dan APJII. 2017.

noted that the Indonesian netizen of social media has been the highest twitter users in totals that shared their tweets and reached up until 4.1 billions. This might be a thing if the other social media (facebook, instagram, path, dan Google+) would be sort of added variable. It is supposed to show that Indonesian citizens have been about to start conducting way most activities on cyber realm. If the increases and accumulations counted above representing those who spread fake news and information on cyber realm, it could be possible for the fake news to be spread around in the mere equal state as well as being way much more than it supposed to.

Based on the data of Ministry of Information and Communications, there are at least 800.000 sites happened to be fake news spreading actors as well as the hate speeches.[3] This rank is way reversed to the audience's abilities in criticizing (though it is common sense) primarily subjective regarding the information they get. The hate speeches itself turn to indicate that intolerance spares any spaces out of radicalism to be sustainably grown in radicalizing the audiences. Individuals tended to be judged as actor playing role as the very first resource spreading or sharing such fake news more likely includes ethnics, religion, and races issues.

Based on some data of BNPT, 80% out of 600 terror suspects are at their 17 until 25. They were recruited by terrorists through the social media.[4] These are that vulnerable ages for the teenagers to be usually radicalized. This can be confirmed along with the data obtained on 2017 polls showing that the age of 13 until 18 and 19 until 34 are the peak ages of internet users (75.50% and 74.23%). The most enormous threat posed taking place on the root causes of how somebody could possibly be radicalised and it is that because the intention of reading.

Marshal MC Luhan stated that the implication of technology or the growing of mass media is in the same stages along with community. Therefore, the rapid of emerging mass media supposed to be all balanced towards the media literacy.[5] The research namely "*The World's Most Literate Nations*" on 2016 stated that Indonesia has been on top 61 out

3   Kementerian Komunikasi dan Informasi. *Pakar IT: Tangkal Hoax dengan Literasi Media*. 26 Mei 2017. www.kominfo.go.id/content/detail/9725/pakar-it-tangkal-hoax-dengan-literasi-media/0/sorotan_media

4   Referred from http://validnews.co/Medsos-Instrumen-Penting-Penyebaran-Paham-Terorisme-uHv#

5   Referred from https://mpn.kominfo.go.id/index.php/2012/02/08/literasi-media-internet-untuk-mencerdaskan-bangsa/

of 63 countries in which the readers' abilities are somehow at the lowest state. It becomes such a proof that Indonesian citizens has still not had any understandings and knowledgement basis as they surf the internet and to counter radicalism or even fake news. The audiences need some ways to figure and acknowledge themselves in the regards of media they read or see. The media literacy along with the reading and writing skills paired with logical thinking kind of framework are expected to drive the citizens to be able to confirm each and every news on the floor.

According to James Potter, media literacy has been a set of perspectives actively used to deal with media in interpreting any meaning of the message delivered. Logical thinking of framework is at least created from the knowledge we build and influenced by the tool, basic materials, as well as the intention.[6] The basic material is that information, internet as the transmitter of tools, also the intention as the personal interest from each audience as we retrieve any messages or information to be finally interconnecting with their thought. Knowledge of structures could be possibly we build with collecting and organizing such information we obtain and as the skill in filtering any fake news. This writing discusses on media literacy from the audiences and news consumers' perspectives. It aimed at improving the awareness of literacy as the fake news and radicalism becoming widely spread. To further discuss, the writer would be limiting the topics into research questions. Based on the explanation above, the research questions could be proposed is that how the media literacy made a counter over fake news and radicalism on social media?

LITERATURE REVIEW

Media Literacy

According to Ardianto (2007: 214) in which he wrote his journal so called "*New Media Literacy*", it is mentioned that media literacy could be quite developed. One of the ways it is developed is that by improving any skills based on the thought on media mass in creating or controlling over culture that gets us restricted in this life. The knowledge obtained through experiences is just able to develop skills creating someone's frame of thought towards mass media. Hereby, the circumstances become one of factors to affect on creating the understanding or media literacy. Other things affecting are that:

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[6]   Ibid.

1) Skills aimed to use any written and non-written information on knowledge and society development
2) Technological and political literacy, critical thinking, and sensitivities towards any circumstances
3) Individual skills on bolstering knowledge, skills, and work.
4) Possessing more than just one skills (ex: reading, writing, broader mind, and criticals)
5) Possessing the very certain domains

Potter (2011) stated that media literacy is highly necessary as it relates to media so that each individual might be able to interpret any messages delivered by news maker. According to him, people tend to build a kind of perspective through knowledge structures constructed within its ability on using information.

Based on conceipt of media literacy, knowledge and skills are most of time required as the basic fondation in figuring things or information, to be particular within media (social media). The more possess we do on skills and certain domain, the more we have an ability (skillful) to counter any fake news and wrong information. By these skills of sorts, there's that mere developed construction of thought on applying any false or proper standards as we do click on information we come across on social media.

Information Seeking Theory[7]

This theory discusses about the use and the needs of information involving someone's behavior in gaining the needs over information. According to Wilson (2000:49), those who seek for information are those who tend to have the needs of information and it is the intention they bear with within to use the information they obtain. The seeking over information definitely depends on its needs. The suitable model of this theory is that according to Ellis' types. Behaviour of seeking for information, such as:

- Getting the experts involved in their practical domain (Confirming the in-dept of information)
- Writing the main key of the confirmed things.
- Doing browse to figure or confirming the information
- Diferentiating (reduce and data sharing)
- Observation

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7   Siti Maryam, Angela Efianda, dan Vita Sevilla. Jurnal *New Media Literacy in Higher Education* .Program Studi Ilmu Komunikasi, UPN Veteran Jakarta.

- Extracting the most useful and significant information off of the respectives sites
- Verifying (validity dan accuracy)
- Closures

The whole point above is the set of process by which someone seeks for information. All is just sustained one another in creating the patterns of information seeking. As a matter of fact, the audience is more likely keen on seeking for information by intention and their interests, and the model mentioned above could be an analyses tool in elaborating the form of information seeking.

Propaganda Theory (*Cyber Propagates*)

According to Harold D. Lasswell, propagating is the way (method) to influence human's activity by decepting their own representation.[8] This Lasswell's theory is the combined ideas consisting behaviourism and Freud's perspectives and it is pessimistic kind of perspectives towards media and its role in constructing social orders. Propaganda power is not about the substantively result of the message delivered, but it way more tends to be the inevitably thought of society. As someone feels doubtful or worried, by the threat against any personal of interests, they supposed to believe in propaganda for self assuring and as the way in dealing with the threat itself.

Propaganda theory had been such agitation base of Paul J. Goebbels mentioning that the lies that continue to initiate would end up driving the audiences to believe it as the very truth.[9] Even so, propaganda does not only concern on lies. As Laswell stated, propaganda is not just as manifests of lies in order to obtain the control of society. Society forced to tenderly embrace itself taking the radical ideas and other actions that likely be emerged and differed from any others.[10]

According to Alo Liliweri, to be practical, propaganda at the very least got the respective goals, they are influencing public opinion, manipulating emotions, and collecting supports or rejection. Practically, propaganda

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[8]   http://ic-mes.org/politics/jurnal-propaganda-as-terhadap-iran-melalui-media-massa/

[9]   Referred from *Sarasehan Pencegahan Propaganda Radikal Terorisme di Dunia Maya Bersama Instansi-instansi Pemerintah.* Keynote Speech Menkopolhukam (https://www.academia.edu/31477629/)

[10] Referred from *Teori Propaganda Harold Lasswell* (http://www.masscommunicationtalk.com/harold-lasswells-propaganda-theory.html). Retrieved July 26th 2018

is one of communication ways shown by one to many. Both propaganda in communication and mass communication are the significant cores of the media. The most effective of propaganda could affect the audiences or society to be convinced or had their opinion collected regarding the proposed issue in the propaganda itself. Media has been essential kind of tool to reinforce any propaganda for the accessibility of society towards media considered high as expected.[11] Propaganda tends to deliver its messages through symbols, images, graphics, even the words formulating as particular to change someone's opinion towards an issue and things.

Based on the concept of this theory, it concludes that propaganda constitutes as a way or method to influene and collecting public opinions posed over things delivered by someone or groups towards someone on a group (by greater scales). Propaganda has been means of mass media (social media) that practically aimed at collecting as well as leading thought and society's opinion in order to agree and assure that the news is substantively considered as the right one.
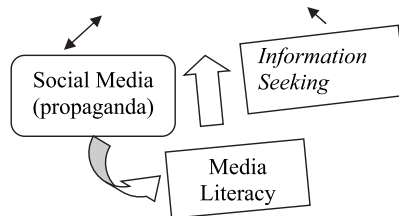
Figure 1. Conceptual Framework

RESULT AND DISCUSSION

Indonesia has been by now dealing with the new threat along with the change of form and medias nature, shifted from the conventional (radio and television) into modern media (*new media*), such as e-media and social media (*whatsapp, twitter, facebook, youtube*, and etc). This changes is a shift of propaganda media, by which media directly explores the rank of public consumption and society's intention everyday until it can be easily affected. Social media is communicative and interactive. It triggers challenges to society for they are as vulnerable over the

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[11] Mc Quail. 2011 dalam Tugas Akhir "Twitter Sebagai Media Propaganda: Analisis Wacana Pada Tweet Akun @ForBali13 Sebagai Media Propaganda Tolak Reklamasi Tanjung Benoa Periode 1 Desember 2013-31 Januari 2015" oleh Abdul Muiz. 2015. Hal. 22 (http://digilib.uin-suka.ac.id/16639/2/10730032_bab-i_iv-atau-v_daftar-pustaka.pdf)

manipulative content (redundant/distortive). By now, fake news channel frequently used are social media, such as facebook, path, Instagram, and twitter. Some percentage proving that fake news channel is way more wiely spread through social media as mentioned below:

Fake News Channel	Channel Uses in Percentages
Social Media	92.40 %
Chat Aplication (Whatsapp, Line, Telegram)	62.80 %
Websites	34.90 %
Television	8.70 %
Printed Media	5 %
E-mail	3.10 %
Radio	1.20 %

Information or fake news shared usually formed through writing (62.10%) and images (37.50%), and video (0.40%). These data conclude that the fake news (in forms of) writing or posts is frequently spread to be particular using social media. Some of it uses other sort of channels, such as printed and electronic media. The news accuracy served by printed and electronic media becoming a mainly factor of spaces for fake news to be widely spread through this channel. In the meanwhile, the survey done by Mastel on Menkopolhukam presentation stated that the percentage related to fake news:
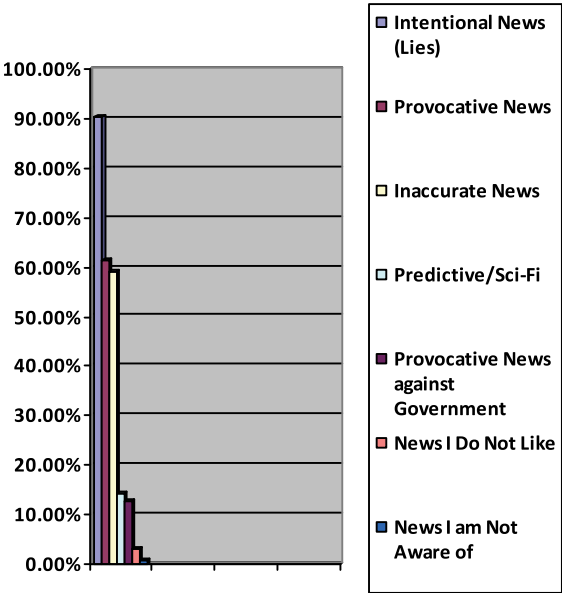
The graphics shown above describes that the fake news usually wanted by society. The fake news along with an intentional lies took the the highest rank of all news widely spread through social media (90.30%). In the meanwhile, fake news makes a provocative and inaccuracy kind of natures that socially accepted amongst society and it has the way more differed percentages one another; 61.60% and 59%. Both are the type of fake news surpasses over fake sci-fi based news and provocative news against government and each has the percentages in total; 14% and 12.60%. Referred to the mentioned graphics, it can be confirmed that the fake news or information has so much variative kind of acceptable fake content and even being wanted by all societies. The fake news is more popular shown by the intentional lies of content and basically aimed at influencing the audiences.

Nowadays, social media as the mainstream channel for society is able to exploit the very emotions of audiences or news recipients by constructing their thought in giving opinion or their trust on such manipulative content. Alo Liliweri explained that propaganda aimed at nfluencing public opinion. Fake news spread through social media could be considered as propaganda for it attempts to manipulate emotions and cognitions from those who read that their opinion could be well collected as much the news makers expect. The fake news against government is not mere affecting on social and political cohesion of instability (intolerance, public riots, and violences), but also on the emerging of radicalism taking advantage through social media. The existence of fake news itself somehow worsens the situations yet becoming a very moment to radicalism to be well delivered and developed (radicalization). Social media or online sites generally facilitate the religious or radical ideology to be widely spread.

- **Causes Roots of Fake News**

According to Titin Rosmasari from Trans Media on Tirto.ID, the causes roots of fake news is that the lack of actively participates committed by society in driving the reading cultures on keeping alive. Reading cultures to be obvious is the process of knowledge or information by analyzing and evaluating the news we read. As somebody does not read, at the moment they would intend to believe without confirming. Reassuring by confirming any news read is that one of the individual behaviours to fulfill the needs of information.

As ever mentioned in the *information seeking* theory, if somebody has wanted to view information in deeply manner, its characteristics describes somebody seeking information for this person knew that the information they obtain has the utilizing values and its necessity. So that, this person could make such filter or extract the information as much as its usage of values and on the very proportion. Basic or common senses usually encourage people to be able to deepen, confirm, and validate the information of any news obtained so that it likely is less possible for somebody to receive any messages or information in wrong manner for they have respective skills on managing the message we obtain from the news itself. Basic knowledge is only obtained through literacy coming from more than just two channels. This has been applied for social media that becomes spreading kind of medium for the fake news.

The social media has been used by radicalists targeting the objects. Therefore, radicalization eventually proceeds out through social media. This is more like being stated by Gary R Bunt regarding *Islamic Authority Online*, in which the fatwa online exists on ideology and radicalism. Religion of element that has been tightly spread from social meda giving the influences and impress by the dept kind of religiosity. This influence applied by the religion authority moving around so freely through social media. In addition, this authority spares an all new altenative formula to the religious study, the audiences or even teenagers are by now decepted by manipulative sort of news that they can be indoctrinized by radicalism.

- **Media Literacy on Countering Fake News and Radicalism**

At presents, adults and young people are those coming for the frequently access of social media. Based on the statistics of internet users in Indonesia (2016) young people at 17 until 34 become the highest internet users in totals reached up 56.7 million (42.8%) of the whole population of Indonesia, by which it reached up only 10% for those with their 55. This bolsters such great opportunity for those to be labeled as vulnerable person indoctrinized by radicalism. Should the easily access drive the teenagers to operate social media through the internet by the frequently high intensity, especially as a media of self-actualization.

The growth of radicalism interpretes some changes on radicalization patterns and strategies. The data coming from the

National Counterterrorism Agency (BNPT) program shows that in February 2017, more than up to 52% of terrorist prisoners usually came from the younger generation. Some terrorists known obtaining the knowledge (exposed to radicalism) and are inspired by the internet. Teenagers generally do not pay attention to the background and validity of the sites on social media they ever access. In the mere process with, without being provided by literacy, the curiosity and knowledge sought by young people are more often empowered by radicals to inspire them by new manipulative things. The variety of news with fake content can inspires, ignites and drives the massively radicalim. This has been confirmed by Suhardi Halius (Head of the National Counter Terrorism Agency) who explained that there were several factors for the teenagers who were vulnerable to be exposed tby radicalism on social media, such as:

1) Media Literacy

The ease of access to the internet is not paired with media literacy and the capabilities of the audience or teenagers in filtering information. As the teenagers can not do such filters on information, they depend on rudimentary news. There are no such certain rules or rules that construct their thought to find more factual and validate the news. Fake news provides space for anyhate speeches and this is used radically to enter and doctrinize the audiences or teenagers who manage to bear in mind with angers. The issue of fake news is raised as such measures for those who have been provoked by anger returning back to the fundamental issues, such as religion.

2) Radical skills

Radicalists understand that social media can be a good propaganda to spread their understanding. By their very skills, they use social media to recruit, mobilize and influence teenagers or young people. The openness of the internet and the rise of fake newsare also an initial stage for them to access news related to radical groups, as it exists in Syria.

3) Lack of religious figures

The presence of a religious figure is considered significant and credible religious figures are still way less on their existences in Indonesia. This indicates that the audience or teenagers do not have any

inspirational figures that can be such example to be particular as they deal with radicalism.

Media literacy can be considered as a core priority that is needed to counter fake news by which leads to exposure to radicalism. Dealing with the fake news by the media literacy makes individuals or audiences to behave in seeking the truth of information. According to Ellis, seeking information requires the involvement of experts on their fields to confirm the depth of information. In this case, media literacy is needed by the audiences to find out the existence of fake news by starting to involve their role models such as clerics. Therefore, the basic knowledge needed is basic knowledge of religion through religious teachers. If the only medium for distributing fake news is social media, then one way that can be applied is counter narratives and creative writing of religious content. Creative ways that contain positive elements might attract audiences to confirm fake news and hate speeches. Some factors that influence the creation of understanding or literacy are technological literacy. Thus, digital literacy is needed, for example a moderate application introduced to tolerance and religious mentoring and critical thinking as one of the individual skills to overcome fake news through the delivery of radical content to the respective relevant agencies (National Police, BNPT, and the Ministry of Communication and Informations).

Information seeking behavior must fulfill the characteristics of the dept of information. Being able to distinguish fake news is to be thoroughly careful of the news read. Accuracy will be obtained from reducing unnecessary information, for example by reading special information without flattery languages attracting the attention. Meanwhile, the mere possessed skills on particular subject or field started from the level of sensitivity to the circumstances. The very example that related to the need for the awareness of circumstances is the Muslim Cyber Army Case (MCA). MCAs claimed themselves as an unstructured cyber community. MCA Indonesia declared to have the basis namely United MCA by which has successfully divided Syria and Iraq. All fake news produced by MCA tends to be politically motivated. In this kind of context, this might lead to the growth of radicalism. The sitational awareness is highly needed, as coming to figure the situation through periods as the fake news shared by the MCA, such as the period leading up to the elections. By far the elections held, the intensity of hate

speeches and fake news tend to increase and this could be frequently used by the opposition. Fake news againsts the government should be all supervised.

Based on the explanation of the Director General of the West Java Regional Police (Umar Surya F.) in the news published on bbc.com, a female lecturer (TAW / 40 years old) allegedly related to MCA had uploaded fake news on her Facebook account regarding the murder of Muadzin by those who pretend to be possessed by mentally ilness. The news was finally distributed 150,000 times by netizens. According to bbc.com, the MCA Sniper Team is having their task on finding photos and events then they submitted the search results to the Family MCA Center and then re-wrote the narrative of the story to upload it to social media and neutralized it. The most widely disseminated cases on social media and related to the MCA has approximately 20 cases, namely the attack on ulama, of which 18 cases were counted as fake news. Umar explained that the categorization of fake news uploaded and shared are that:

1) Fake news made to lift up the ordinary criminal events, for example; the news on attacks by clerics in Bogor and murder of Muadzin in Majalengka.

2) Fake news made by uploaders, for example; the destruction of mosques by those who have mental illness in Bandung and 6 mentally ill people who ganged up on students in Garut

3) Fake news without any event, or case created by them. An example of this is tha the person with mental illness who slashed a person in the Cimahi boarding school.

This categorization can be an example of indicators (countermeasures) for the audiences to gain knowledge and comprehensively understood about the news content on the social-religious context widely spread on social media. The construction thought needed to be built first by differentiating information (accuracy on reducing) fake news. It begins with criticizing the pattern of uses of certain criminal events to be able to raise the issue of criminalization of Islamic scholars and entities as an issue considered getting the massive response if it is neutralized through social media. Negative information supposed to be considered through the same pattern that often appears even if it is unreasonable. This is marked by the repetition or repetition of each incident that tends to be used by

the uploader or fake news actors to be able to influence the emotions of the audience or netizens and form their opinions on news in some certain period.

As the very substantively, information has dealt with the repetition indicating that the news is all spread by reasons. Like the propaganda theory, fake news continuously spreads would make the audience believe that the one thing is a real true. Therefore, reducing information is quite useful to differentiate fake or real news.

CONCLUSION

The fake news and radicalism becomes such challenges for those who deal with technology improvements and the digital cultures. It requires the exact solution like media literacy surely be implemented to tackle the intangible threat of radicalism. Media literacy in tackling fake news and radicalism is continuing to construct critical thought paired with reading and skills of accuracy in reducing respective information. To obtain the right information, it requires the extract supported by general senses, for instances, along with the understanding about fake news as the manifests of propaganda to attract emotions and to raise public opinion from its manipulative kind of nature. Involving the expert on their own field highly needed to validate the data to strongly support the information needed that it could be in dept analysed.

The Effects of Vlogging (Video Blogging) towards Female Teens' Sense of Beauty in Indonesia

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ABSTRACT

'Sense of beauty' is a term reflects on how people interprets beauty based on their personal experience. In the globalized century portrayal of female beauty are found in various interactive social platforms such as Youtube. With an additional feauture such as video-blogging, Youtube has transformed the ideal way for humans' to access various information in a form of video with just a click, likewise, it frankly creates a shift in norms and values that have been treasured and implement in several nation. In this research, we use a literature review for interpreting the effects of how video-blogging creates a cultural shift in Indonesian female teens' sense of beauty. We conclude that, vlogging has its benefit and disadvantage towards teens perception of beauty such as: building creativity and connection, manage savings, develop self-hate and turns viewers to be consumptive.

Keywords: *Sense of beauty, Cultural Shifts, Youtube, Vlogging*

INTRODUCTION

Nowadays, teenagers are raised in the era of smartphones and advanced technologies, in which you won't get through a day without hearing teenagers complain about the lack of wifi or mobile data. According to BBC Newsround (2016, February 9), most teenagers are active users of social media starting at the age of 10. Teenagers are seen as a target for many social development, it is because at this phase, many transformations are undergoing in their life specifically from childhood to adulthood. This is the stage when someone learns to know and acknowledge themselves. Social changes that happen in human life can be affected by media. Media as a form has been evolving from time to time, and it certainly has changed the pattern of human interaction.

Media has subconsciously eases the need of information in human life, in this case, teenagers. As media serve many varieties of views, teenagers

tend to choose specific views that are related to their needs, this is where theory of uses and gratification takes place. This theory approaches to understanding why and how people actively seek out specific media to satisfy specific needs. Based on this theory, many mediums are present to give a various approach of views, such as *Youtube*. As a video-sharing website, Youtube allows one to upload their video about anything they are interested at. As a user-friendly website, Youtube become one of the seek education website for many users of different generations. This website has certainly changes the way of people think, the way of people acts, and the way of people communicate.

One of the prominent examples of *Youtube* has changes people social interaction is through *vlogging*. According to Combe and Codreanu (2016: 122)Vlogs have the potential to help develop digital literacy and speaking skills in front of a camera and encourage publication (speech acts and gestures, improving the final media product before posting it, adding text, and emoticons which illustrate speech acts). YouTube has created a platform for these participants to present their personal videos, which oftentimes are filmed using hand held point and shoot cameras. Snickars and Vonderau in Sokol (2017:1) stated that vlogging is an "emblematic form of YouTube participation". Vloggers make use of different communication strategies that vary from those seen in traditional media.With the presence of this website, the world seems as a small town in which every one of us can be connected. In this videos, teens and young women share their experience by showing and reviewing what they buy and how they wear different clothing and makeup as part of their daily routine. These videos provide information through personal review of products and through tutorials showing how to put outfits together or apply a makeup. They also provide a window into the personal lives of the young women who make them. The personable and relaxed nature of these videos allow the viewer to feel a more intimate connection with the vlogger. This is way, the existence of vlog has certainly played a main role in shaping a teenager's view point even if it may contradict with their tradition and culture.

Developing countries have consciously felt the changes brought by the media that has gradually affects their culture, tradition and norms that were preserved from generation to generation. Indonesia as a country with diverse cultures and traditions has slowly feel the impacts of video blogging in teenager's life, especially teens living in big cities.In

this paper, the first section explains the importance of media in shaping ones' culture, the second section we will explore the reason why there are cultural shift in Indonesian beauty trends, and the third section covers the effects of vlogging towards sense of beauty that are applied in the lifestyle of Indonesian teens.

LITERATURE REVIEW

a.   Mass Media

In today's era, mass media places a fundamental role in drawing consumers to adapt a certain ideology into their lives. Mass media creates a platform for those who are exceled in transmitting information and are in need of information. Information as a source of human life plays an important role in influencing ones' behavior and attitude. The presence of mass media has construct us into believing a certain pattern of beauty. According to Pan (2013: 70) "Young Chinese women turn to new digital media platforms such as blogs and video sharing sites to foster virtual communities to appropriate and adopt new beauty techniques and identities."

The usage of digital media such as vlogging allows one to accomodate a certain definition of beauty into their lives. The emergence of vlogging itself doesn't only revolves in providing viewers with an entertainment but also provides educational videos. Vlogging are majorly found and posted in Youtube. Youtube as a modern interactive media platform, allows viewers and content creator to engage in a relaxed communicating process. Vlogging is an accumulation of a popular culture that results into shaping the mass culture.

b.   Cultural Shifts

Culture is a dynamic and complex merger of human value, norms, customs etc. Culture itself may change from time to time according to human development. When a culture change, all elements that present in it changes, from environment to ideology. Since the findings of media in helping human social interaction, cultural shifts happen all the time. Cultural shifts in the modern society are influenced by the usage of internet. Since its discovery in the 90's, internet helps to facilitate human interaction without worrying about time and space. With this concept, many research observe the correlation between the effect of internet towards culture. People use technology to fit into a digital community in which they are

no longer physically connected, they are now mentally connected. Each social media platform acts as a digital home for each individual which has allowed people to express themselves through the global village.

c.   Perception of Standardized Beauty

In todays' mass usage of media, women are constantly reminded of the ideal beauty type. According to Hayasaki (2016: 4) "*The sociocultural framework is used as theoretical base for this project, whose definitions state that beauty idealizations and pressure to conform to them are build and disseminated across generations through culture. In other words, the beauty ideals are not only part of the culture values, but they are at the same time created by society and perpetuated and transmitted through culture. Individuals might internalize these ideals, possible impacting on their degree of satisfaction with their own appearance*."

A society perception may lead an individual to adapt a new kind of viewpoint inorder to be accepted. According to Pan, in her research based on how Taiwanese women interprate the ideal concept of beauty, "*By examining their skin-whitening beauty practices, I seek to illuminate how Culturally Chinese females subscribe to a larger body modification trend to become "white," or "with Caucasian features."* This leads to many Asian females such as Indoensia itself to adapt this changes inorder to achieve a flawless-looking complexion.

RESEARCH METHOD

Feminity and beauty are both considered as a socially constructed notion that has been developing in a society in shaping women's identity. When the term "beauty" enters the life of a female, it created a multi-perception in their thoughts whether their appearance is acceptable or not. In this research, we would like to uncover the proses of how can a mere media purposively change a female self identity through their most personal preferances. The method that are relevant for this research is literature review. This approach allows researcher to understand and discover the previous problem that have been facing its object.

RESULT AND DISCUSSION

a.   Media in Shaping Ones Culture

Media plays a role in cultural transformation. Cultural shift that are currently happening are oriented to the changes of role and

attitude of the audience to the media that was originally passive, gradually shifted into active because of the impulse and influence of the technology itself that facilitate the shift. This was further reinforced by the statement of an expert in media and communications Nick Couldry in his published writings. The presence of media has brought another social perspective in human life and that is globalization. Globalization has an immense impact in today's media, but what if the presence of globalization majorly leading societies to adopt western culture known as Westernization.

This movement has subliminaly allowed people to have freedom without being adjusted by the norms that were practiced by a certain society. One of the majorly affected sector of a human life is through sense of beauty. In a developing countries, beauty classification majorly display females that have porcelain skin, long straight hair or sometimes colored hair, and many other features that resembles to western people, and if those female meet the determinate criteria's of the the western beauty standards they are categorized as beautiful. Eventhough the westerns themselves want to have an exotic glowing skin. The same goes to clothing, the more you adopt western style the more you are accepted by the citizens of the world. Female and beauty (*makeup and clothing*) has deep intimate connection. Every day a woman chooses her identity by the clothing she adorns herself with, the products she owns and the brands she acquires. This daily ritual makes clothing a tool to better understand the self and create, challenge or transform an identity.

Previous research done by Guy and Banim on identity shows that personal fashion can portray three images of self: the woman one wants to be, the woman one fears to be, and the woman one is most of the time. Negotiating these three potential images creates a dynamic relationship between women and their clothing. The more involved women are with this dynamic relationship, the better they can balance conflicting identities and become more satisfied with her own image (as cited in Sykes, 2014). Social relationships and validation from friends and family members also aids in the creation of self through clothing. According Helga Dittmar, women create identities more independently than men and value possessions that are representative of social relationships. The emergence of female created fashion and beauty videos allows vloggers to showcase their identity through

their everyday fashion choices in a changing social space that reaches beyond physical relationships. While clothing is a primary focus with these videos, other material possessions contribute to the image of the fashion and beauty vlogger was obtained.

Fashion and beauty marks a woman standpoint. This is why researcher has seen specific changes in female lifestyle through their sense of beauty. Due to many media exposure, Indonesian women who live in big cities aren't afraid to show their appearance that resembles a Western such as wearing crop tops. Crop tops usually cover half part of body and ends in their midsection. The thing that makes my jaw drop is that, they don't undergo the feeling of embrassement when flaunting their belly button. Indonesian women are usually portrayed with their natural beauty by using traditional attire and using little amount of makeup, but since media are westernized and globalized, female gradually follow the innovation that are being promoted.

b. Cultural shift in Indonesian fashion and beauty trends

The growing current of globalization has made Indonesians nearly lose their own culture, especially among teenagers. Many teenagers consider the culture of the nation itself is an ancient culture and that can be seen in the field of beauty. This happens because of the faster flow of moderation in Indonesia facilitate the influence of social change of Indonesians traditional thinking patterns that initially become modern, this event actually has a positive impact but also negative impacts arise in this issue. Clothing is a textile material used by the body as a human staple other than food, in recent developments this modernization makes the dressing style of Indonesian society changed.

Initially, Kebaya and other ethnic clothings, are a customary clothing for Indonesian women, but in the course of time it has become a national clothes, worn in formal events. Indonesian people basically wear traditional and conservative clothes, but with the development of fashion trends, Indonesians tend to adapt and imitate western styles and leave *kebaya* as its traditional symbolism. This cultural shift started during the European colonization led by the Netherlands. At that time, native citizens were awestruck by the simplicity of dressing up and it causes them to imitate European dress styles.

In addition, many local citizens assume that wearing traditional clothes are not comfortable and complicated, thus prefering to wear

simple western clothes. Because of these assumtion, Indonesians tend to choose an attire based on the outside product compared to self-generated culture. Modernization presented in the form of vlogging alters the culture that Indonesians have in applying dress styles.

Other than impacting Indonesian female fashion sense, this cultural shift also happens in the beauty industry. In the introductory part, I have previously mentioned about the intimate relationship between women and makeup that can be seen in many Youtube vlogs. The cultural shift in makeup can be seen throughout the years. During the colonization era, female are categorized beautiful if they have smooth and pale yellowish (nearly beige skin tone) known as 'kuning langsat'. The term kuning langsat has been popular in the Indonesian society for generations and the products used to achieve this skin tone are pretty cheap and organic. Ingredients that are used revolve around famous Indonesian spices such as: ginger, turmeric, candlenut etc. During the 90's, Indonesian teens were seen applying a less amount and more natural look of makeup. But, since the presence of Youtube, many beautyvloggers provide information on beauty based on trends that aren't usually worn by many people. I think with the help Youtube, many teen can express themselves through makeup without being humiliated or ostracized. Here's the common difference between 90's makeup and 2010's makeup.

Source: *POPBELA.com*

c. **Effects of vlogging towards sense of beauty that are applied in the lifestyle of Indoensian teens**

When mentioning about effects, in communication studies there are three components that measure the effects of internal and external stimulu. Vlogging as a part of teens daily consumtion can be clarified in these points:

- **Positive effects:**
  - ➢ **Cognitive**
    - Enabling teens to manage their savingsthrough videos that talks about budget friendly makeup products.
    - It helps in building teens creativity.
    - Enabling teens to choose a future career path that meets their passion such as content creator, makeup artist, graphic designer etc.
  - ➢ **Affective**
    - Able to connect with people around the world with your makeup and fashion style
  - ➢ **Behavioral**
    - Allows teen to explore and experience different makeup products that are suitable for them.
    - Act as a visual aid, vlogging helps in guiding viewers such as teen to try something new step by step by physically showing (vloggers) how to do it.

- **Negative effects**
  - ➢ **Cognitive**
    - Norms that have been passed from generation to generation are slowly getting abandoned
  - ➢ **Affective**
    - An unhealthy obsession towards a certain trend that leads viewers to be consumtif
    - It may develop self-hate and decrease in self-esteem towards teen due to leading trends that has become part of their life.
  - ➢ **Behavioral**
    - Everybody who has adopt these new changes will literally look the same. The change doesn't create diversity but in creates a uniform in look, it is hard to differentiate.

CONCLUSION

Cultural value becomes one of the main component that shapes the life of a third and multicultural nation. When a cultural value is shifted, it creates a temporary turmoil in the life of a society. The concept of westernization and globalization can't always be potrayed as a culprit, but it is also because of our lack of filterizetaion that the negative affects are spread nation wide among teenagers. In order to minimize the negative impact towards cultural shift in Indonesia, education institution should organize a sosialization based on self-love and self-appreciation to develop teens self-esteem in viewing the true meaning of beauty, because beauty doesn't belong to a specific group of people but it belongs and lies beneath all of us.

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Instagram Romance: Privacy Management in Couplehood Romance

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ABSTRACT

How does Instagram as one of the social media technologies shapethe new phenomenon of "e-Public Display Romance"? Is gender determines the level of privacy disclosure when posting couple hood romance in Instagram? This study is trying to explore the motives amongst couples displaying romance in Instagram. Instead of using face to face communication, they utilize Instagram which seems disregarding privacy in digital domain. This study is using mixed method study with thick data approach including online surveys and interviews and comparing results between male & female user. The findings of this article show that there are not many differences between male & female respondents regarding the awareness of privacy. They both try to negotiate their privacy settings by utilizing the features embedded in the Instagram app.

Keywords: CMC, Gender, SNS, Romantic Relationship, Privacy

INTRODUCTION

In recent years, the use of the Internet as a means of interpersonal communication has grown and changed dramatically. In the past, our parents talked intimately about their future, children's activities, hopes and dreams face-to-face or by phone. In the present years, the communication between husband and wife that is done in a fairly conventional way as mentioned before can also be done through social media. Instagram is one of many means to communicate through social media with a partner. It makes it easier for couples, anytime and anywhere, to communicate regardless the distance as long as they are connected to the internet. They will not lose contact with their spouse. According to the April 2016 data from comScore, a company that measures Internet traffic, 42% of Instagram's 108 million unique

visitors were male, while 58% were female. ComScorestated that the double-digit disparity has held a pretty consistent number over the last year (Seligson, 2016).

The author then observed that there is a communication phenomenon. In the earlier era, some discussions are regarded as family privacy and were only internally discussed or shared with spouses. Those are now freely communicated and shared through social media, including intimacy or romance. In short, personal matters can be a public discourse, including sharing the romance and/or intimacy and disregarding the privacy boundaries. Therefore, this paper will try toelaborate on the theoretical background of privacy and self-disclosure motivation in Social Network Sites (SNSs) especially in Instagram.

LITERATURE REVIEW

What is a social networking site?

Social networking sites provide a virtual place for people to interact with other individuals – friends, family, or solely online friends (Raacke, 2008:169). In this paper, we will focus on Instagram as one of the many SNS. Instagram is an online, mobile phone photo-sharing, video-sharing, and social network service (SNS) that enables its users to take pictures and videos, and then share them on other platforms (Frommer, 2010). It is currently the fastest growing social network site globally (Wagner, 2015). However, there is not much academic research studying why people use it, who are the people that use it, and what is the motivation behind sharing personal romantic relationship in Instagram, etc.

Motivation in using online media especially Instagram.

Motivation in using or choosing online SNS are related with Uses & Gratification Theory (UGT). The current study identifies ten uses and gratifications for using social media. The ten uses and gratifications found in this study are social interaction (88%) information seeking (80%), pass time (76%), entertainment (64%), relaxation (60%), communicatory utility (56%), expression of opinions (56%), convenience utility (52%), information sharing (40%), and surveillance and watching of others (32%) (Whitling, 2013: 366-367). Another study of Instagram uses motivation reveals that there are four main motivations for Instagram use. The four motives were produced as a

result of the study analysis, which include: "Surveillance/Knowledge about others," "Documentation," "Coolness," and "Creativity" (Sheldon, 2016:93-95). Surveillance refers to how we want to know others life/update, watching what others doing. Coolness (popularity) motivein using Instagramisrelated to the goal of having tons of "loves/likes" or streams of comment and also to appear in the popular search of Instagram. As a visual based SNS, another motive of Instagram uses found on Sheldon's research is Creativity which refers to the portraying skills and sharing creative post. Documentation motive arises due to the nature of Instagram that focuses on pictures/images to create and also adding captions below the image/picture post, hence it also acts like a virtual photo album fora keepsake. From Sheldon's research, we draw a conclusion that taking pictures with spouse/couple and upload it to Instagram is the "Documentation" motive of using Instagram.

Gender differences in online behavior

Previous research indicates that there is no gender difference in the overall amount of Internet use (Fallows, 2005). But, there are gender differences in motivations for Internet use and utilization of time spent online. Women are more likely to use the Internet to create social interaction and are also more likely to engage in a behavior that is consistent with the feminine gender role norms which promote relationship maintenance, while men are more likely to spend their time online engaging in more task-focused activities such as reading the news, getting financial information, etc.and are more likely to engage in a behavior that is consistent with their gender role normsthat promote achievement-orientation (Muscanell, 2012:108). Muscanellalso found that gender differences found in online behavior may apply specifically to social networking sites, such that men and women use the same SNS, but for different reasons. Those reasons might relate to gender role expectations for behavior indicating gender differences in relationship-orientation.

Privacy awareness and self-disclosure in online media

From the individual's point of view, privacy corresponds to private sphere which is a situation, room, or space in which a high level of privacy is given. People needprivacy from time to time as it facilitates personal autonomy, emotional release, self-evaluation, and limited or protected communication (Westin, 1967:166).Seligson (2016) said that

Instagram is a popular tool for constructing an eye-candy confection of "look-at-how-awesome-my-existence-is." This results in a disclosure of private matters including relationshipmatters; therefore there is a shift where one can expand their private boundaries within the SNS. The disclosure-management study resulted that SNS users manage their disclosures by sharing less to almost no information that they perceive as private (Masur, 2016).

Sandra Petronio defines privacy as a feeling that he/she has the right to have personal information. She developed Communication Privacy Management Theory (CPM) and the main principles of this theory are (Griffin, 2012: 168-169):People believe they have and are entitled to control their personal information.People control the information through the use of privacy settings.If another person is given access/notified person's personal information, then he/she will be the joint owner of the information.The co-owner of the information needs to discuss/negotiate so that a privacy agreement is reached if one wishes to notify the information to others.If the owner with the personal information does not discuss it well, there will be a turbulence of privacy restrictions.

Associated with the *e-public display romance* phenomena in Instagram, we observea shift in value regarding privacy restrictions. Personal information can now become public information as well. Face-to-face interpersonal communication is now done through media with broader privacy boundaries. Couples who have close/intimate relationships have broader/expanding boundaries on what is being discussed together and who can also know or see about it.Some previous research on privacy in online environmentsalso found that people share intimate details of their lives despite pronounced privacy concerns and generally show little privacy protection behaviors (Gross &Acquisti, 2006; Tufekci, 2008; Taddei&Contena, 2013; Taddicken, 2013 in Masur, 2016:1). Study of privacy disclosure by Masur (2016) found that it seems important to ask how far does online privacy literacy influences practices of privacy protection. According toTrepte (2015), users with low levels of privacy literacy are not aware of potential threats, thus misjudging the risks of sharing information hence do not show sophisticated privacy strategies. As we see nowadays, we have all come across photo feeds or Instagram story loaded with pictures of people with their romantic partners. There would be people who would flaunt

their honeymoon pictures, showing the new kind of what we called *Public Display Affection* throughout SNS. Apart from pictures, there will also be every minute update about their whereabouts, something regarded as lack of privacy awareness/literacy.

The knowledge that Facebook owns Instagram adds another hesitancy and also question to the data protection picture. Due to the recent Cambridge Analytica controversy - where a political data firm misused the private data for more than 50 million Facebook users - many people are raising questions about the way Instagram as Facebook's partners and subsidiaries manage their information. Instagram has since updated its policies about data use, replacing a 2013-era policy with one most recently updated in April 2018. The latest privacy policy of Instagram is their capability to gather user's private information such as names and passwords of account holders, captured content such as photos and videos, address book contacts or other similar personal information, metadata on how people use the Instagram mobile app, transactional data from Facebook products and services, data that links users to the photos they took, tagged or liked, text message history, facial recognition data, data on which devices are linked to which accounts, and also geolocational data. Hence, this paper would also like to explore whether if the romantic couples who flaunt their romantic relationship aware/literate regarding privacy policy in SNS especially in Instagram.

RESEARCH METHOD

The participants were 103 (50 men and 53 women) in a marriage, engaged, and dating relationship. The questionnaire was created online by leveraging Google form and involved 16 questions developed by the author including section of various statements that the respondents were asked if they agreed, disagreed, neutral, strongly agreed, and strongly disagreed. The questions covered topics such as privacy literacy/awareness, whom they interacting to, who are they following, who are the followers, and what they post regarding their romantic relationship.

The recruitment strategy is using Instagram networking capabilities, first the author chose the most appropriate participant which fulfills the criteria of having IG account and having romantic relationship to fill the survey. After they fill the survey, we asked them

to give recommendation of people we could targetwiththe online survey link and we did the follow up by contacting them. We combine aspects of convenience sampling and snowball sampling to allow access to the most readily available subjects in a time and cost-effective way. According to Gray (2014 : 88) convenience sampling was not strategicenoughand should be treated with extreme cautionso the author carefully targeted man/woman who has romantic relationship and also has an active Instagramaccount.After that, the author contacted some participants and asked whether they could provide further information to enrich the data obtained through semi structured interview. The online survey responses were collected over 2 weeks, all valid responses were received. The respondent were asked if they were willing to give further information using semi-structured interview, 11 of them willing to give further information while the rest refuses. All interviews were conducted by phone.

We decided to use the "thick data" approach which describes the unique insight offered by human stories and manual interpretation of data (Wang, 2013). Thick data is qualitative information that provides insights into the everyday emotional lives of people. It goes beyond big data to explain why people have certain preferences, the reasons they behave the way they do, why certain trends stick and so on. It is a way to understand the humanistic context in which they pursue specific actions. From the survey questionnaire, we created a set of open ended questions based on key themes and issues identified by online survey respondents. Interviewees were encouraged to explain about their awareness of privacy statement, how and why they use Instagram for sharing their personal relationship matters, the motives beyond, and finally drawing conclusion about how men and women behave towards privacy in Instagram.

RESULT AND DISCUSSION

Overview The Data Analysis

Men and women aged >38 were the most likely to respond to the survey (39.8%). Most of them were married (84.5%). It is followed by respondentswho have dating relationship status (10.7%). They mostly already had anInstagram account and had been using it as their social media for more than 3 years (57.3%).

Most of them were using Instagram for relationship documentation purpose including posting pictures with couple in photo feed and/or Instagram stories (76%).As we already know, Instagram profile will, by default, make someone profile become public profile, which means the photos or stories uploaded are visible to anyone using Instagram app or accessingInstagram website. Privacy preferences can be changed to private profile and their photos/videos/stories are only available to their followers (Hu, 2014:596). Eventhough we know that everything which goes online will createdigital footprints and cannot be hidnor erased, if one decides to publish any photos or stories, it will stay on in the internet – forever (Chalklen, 2017:7).In this research 50 respondents made their account private, while 11 respondents reported that sometimes they did not always make their account private and open for public to access their photo feeds.One of the respondents said:

> Sometimes I deliberately open my used-to private profile and post my picture with my husband just to envy my ex on how happy I am now. It some kind relieving to me and I want all my friends who are not following me also know about It. I don't mind, and I think that's OK.

> (Female respondent, married, age >38, using Instagram for 1-3 year)

One of Petronio's concepts in her CPM theory is if one is given access/notified on a person's personal information, then he/she will be the joint owner of the information. People now are 'negotiating' their romantic relationship privacy boundaries through Instagram by stating itpublicly and let other people (their followers and/or whoever on Instagram who sees the photo/stories) know it. This is a similar thingto relational status indicator in Facebook which has been researched by Fox (2013) and that is a sign that signals to their online (and offline) social network that they are in a committed monogamous relationship. In terms of sharing updates on their romantic relationships, some of the respondents have actually made restrictions on who can and may see their posts. This can be seen in this table:

Table 2. Type of Followers of your Instagram (select up to four)

Type Of Followers	%	N
Friends I met regularly	94,2%	97
Friends I met occasionally	65,0%	67
Friends I met online, but have not met in person	52,4%	54

	66,0%	68
Relatives/Family I met regularly	66,0%	68
Relatives/Family I met occasionally	47,6%	49
Acquaintance (friend of friends)	43,7%	45
Neighbor	21,4%	22
Celebrity	14,6%	15

Table 3. Type of Following of your Instagram (select up to four)

Type Of Following	%	N
Friends I met regularly	88,3%	91
Friends I met occasionally	47,6%	49
Friends I met online, but have not met in person	38,8%	40
Relatives/Family I met regularly	66,0%	68
Relatives/Family I met occasionally	47,6%	49
Acquaintance (friend of friends)	28,2%	29
Neighbor	16,5%	17
Celebrity	57,3%	59
Others	15,5%	16

Friends which they met regularly are the most preferred following (88,3%) and become the followers (94,2%) account. Relatives are the second categories the respondent allowed to share update with by giving them access to become followers and they also following them back as well. As people today negotiate about what they think is acceptable to share publicly in the media, and whether their needs are reflected by social media affordances (Trepte, 2015),people will then choose who to follow and who is allowed to follow them in Instagram. By adjusting privacy settings on a social network site such as managing friends lists (following/followers)and/or by opting out of certain default service such as making the private profile, we can also choose who can see our photo post and/or stories, which photo/stories one can see and others not, even blocking out userswho we don't want to be able to see our update at all are some privacy features we can utilize from Instagram. By doing so, we are negotiating our privacy with the apps.

> Yes, I understand that if we share things here (Instagram) even though we have created a private profile will also be visible everywhere. Therefore I keep my circle of friends small. I am periodically checking up who follows me and I only choose to follow the people I know in

person or at least I think I know much about them. So, if I share a photo with my spouse or if I want to express my feelings to her, at least I know who will or might see it.(Male respondent, married, age 33-38, using Instagramfor >3 year)

Privacy awareness differences between genders

From the survey, we breakdown the result to compare how men and women act towards some privacy awareness attributes.

Table 4. Privacy awareness between gender

Attributes	Male	Female
	% (*N*)	% (*N*)
Reads Instagram's privacy policy	68% (34)	79% (41)
Understand content of privacy policy	56% (28)	53% (28)
Privating Instagram profile	46% (23)	50.9% (27)

Both male and female respondents surveyed more than half showed good privacy awareness; they read the privacy policy set by Instagram and understood its contents. But male respondent were likely to set their profile to public while women prefer to protect their account by making their profile private. Both men and women who post their sensitive information (photos, experience, thought)/personal things such as documenting photos with their partners have understood what they are doing and what are the consequences related to their privacy.

> Well, on the one side I really want to keep this thing called privacy. I do read and I understand what is called the privacy policy, the application's usage terms & conditions and others. Yes, I also want to protect my privacy. But on the other hand, I also want to enjoy and use this application. So, what I did was privating my profile because I can control who follows me. (Female respondents, dating, ages 27-32, using Instagram for 1-3 years)

> What happened then was a privacy paradox. The term of privacy-paradox coined by Barnes (2016) which explain how one concernedand worried about their privacy within the Social Web, but do not apply these concerns to their usage behavior correspondingly.In the interview session there were also those who revealed that they were not really aware of the privacy rules in social media and did not seem to worry much about it. I have never read the privacy policy or privacy statement, so I

don't understand. To be honest, it doesn't really matter too. I just use Instagram as a kind of virtual photo album so my phone's memory is not full. (Female respondents, married, age 33-38, using Instagram 1-3 years).

This result aligned with a previous research on a survey of social media users' privacy settings & information disclosure. Aljohani (2016) found whilst the messages about the risks of over-disclosure are regularly repeated, most SNS users are making their own decisions about what they wish to disclose and often these decisions are not fully informed by reading the user agreements beforehand as part of privacy knowledge.

Limitation

Using online surveys as tools and semi-structured interviews, this study relies entirely on self-reporting measures. Due to time and source limitation, the emphasis was also a qualitative exploratory research, we did not monitor how much time the respondents spend in using/ engaging Instagram everyday to make an even more accurate picture of usage and gender behavior.

CONCLUSION

Instagram as one of the influential social media at the moment gives a shift to how a person gives his/her privacy disclosure. The complexity of Instagram usage motives and gender in several previous studies provides an interesting discussion and varied results. In this research, the comparison between male & female respondents about the awareness of privacy is not much different, they both try to negotiate their privacy settings by utilizing the features contained in the Instagram apps such as a private profile feature to give the rights on who can view the photo uploads and/or stories, periodically checking anyone who follows, and keepthe circle of friends small by only following of each other who they know personallywhile enjoying the ease of the app to express feelings and romance with their partner/spouse.This research can be an initial research which can later be further developed to provide more detailed and satisfying results.

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Motivation and Gratification of Instant Messenger App Usage (WhatsApp & LINE) by Student Through Uses and Gratification Perspective

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ABSTRACT

Instant Messengers (IM) applications have much developed to become a part of people lives, especially students. Transforming it into a vital digital mass communication medium. WhatsApp for example, become the first most downloaded IM apps in Indonesia followed by LINE. Every IM apps developer build and offer their own features and uniqueness as a differentiator factors with another IM apps as well as their strategy to gain a new user. This research tries to explore the general and specific motivation or gratification that users get or sought from using WhatsApp and LINE through Uses and Gratification (UGT) perspective. By using quantitative approach (descriptive analysis and comparative test) which tested against 120 university (UNDIP) students as respondent. This research concept using four type of gratification found on IM's such as information, relationship, identity and feature gratification. Descriptive analysis result shows data about respondents IM usage while The comparative test result shows that student gratification on WhatsApp usage highlights more on information gratification in the form of personal information and relationship gratification in the form of maintaining the relationship. Whereas student gratification on using LINE highlights more on information gratification in the form of entertainment type of information and relationship gratification on looking a new network or relationship with somebody else or groups. Finally, there is also a specific gratification which user get such as a different focus on features in both IM's, WhatsApp generate more gratification on messaging features while LINE gratification from its features as integrated IM application

Keywords: WhatsApp, LINE, Social Media, Gratification, Motivation, Uses and Gratification

INTRODUCTION

Lately, Instant Messenger (IM) applications have entered the daily lives of people with high levels development, which became a vital digital mass media for conveying messages and for communicating among peers (Lin and Chiu, 2011: 386-400). Increased use of smartphone devices as one of the factors of IM usage, to be one of the most important needs for users (Buchenscheit et al, 2014: 20-29). Nowadays there are lots of free IMs which are available in the digital application market with the development of advanced features and getting better every time (Sgaras et al, 2015: 188-199). By using the IM application, it allows us to communicate with others in the form of text, voice call, file sharing, video calls, interpersonally or in group form, or even communicate and maintaining relationships with others internationally (Jyoti, et al, 2014: 101-116). Student as the largest profession penetration in using smartphones in Indonesia, reaching around 89% (APJII, 2016) with the total number of smart devices users that reached around 120 million users (Google Coonsumer Barometer, 2018). There are two IM's, such as WhatsApp and LINE that are quite popular among people based on the number of users and the number of downloads achieved worldwide (App Annie Retrospective Report, 2018).

Currently WhatsApp is ranked on number one and the most popular IM with more than one billion users worldwide, by becoming the first IM app to achieve this (N Statt, 2016). In Indonesia alone, WhatsApp also become the most widely used smartphone application. LINE itself, in Indonesia ranks fourth as the most widely used smartphone application and ranks second as IM application used by the users after WhatsApp (App Annie Retrospective Report, 2018). Although as digital messaging apps, both have and offer their own features and uniqueness. WhatsApp and LINE use a closed platform transmission that users use to communicate with other individuals or groups (Noa Aharony, 2016: 13).

Despite each IM application has its own features and advantages, previous research shows that each IM application does not completely replace each other and the use of social media or IM applications may meet different user needs that other IM applications can not fulfill (Mutually fulfill each others) (Ku. Dkk, 2013: 571-581). This indicates that each social media and IM has meets the needs of gratification of each user. Seen from this phenomenon, this research seeks to discover and understand what factors or motivations affect students adopt one

of the IM application platforms between WhatsApp and LINE. To find this out, this research uses the approach of Uses and Gratification (UGT) theory by Katz, 1959. This raises the research question

RQ1. What are the motivations that affect individuals to use IM apps? Specifically what are the differences from of gratification they get by using WhatsApp or LINE?

In previous research, there have been several studies which adopt UGT to explain why individuals use social media or certain IM's(Lo & Leung, 2009: 308-320).Research on social media networking services (Alhabash, et al, 2014: 423-430), Twitter as media (Han, et al, 2015: 459-471), as well as the research that managed to find four gratification between social media and IM, ie.Information factors, relationship factors, identity factors, to professional factors (ku, et al, 2013: 226-234). However, prior research has focused only on the general and specific gratification gained from each different social media or IM, so IM comparisons based on the UGT approach will be done in this research. This research data is empirically taken from the students at UNDIP as the user of WhatsApp and LINE, by exploring descriptive analysis in comparative style of gratification generally obtained by the students in using both IM'sas well to find the motivation of gratification specifically in using IM applications.

LITERATURE REVIEW

At first Katz et al (1974) proposed UGT in their research about " mass media usefulness for the important thing" (Rosengren, et al, 1985: 11-37). Today this theory has been widely applied by researchers in explaining patterns of individual behavior as well as in verifying the theory concept which has become the basis of various studies which later expanded into several research models (Ko et al., 2005:57-70). UGT describes the psychological motivation of an audience that actively consumes a media, which the motivation affect members or individuals of users to selectively use certain media to satisfy their psychological needs. This theory also has a basic hypothesis that emphasizes the use of the media by an audience for a specific purpose actively, where each individual audience really understand their motivation needs. (Stafford et al. 2004: 259-288) points out that each user is aware and mindful of their needs and they choose appropriate media to meet their corresponding motive needs. Therefore, whether the motive of the user or audience is achieved and satisfied is an important factor influencing their attitude in using a media (Ko, et al,

2005; Wei, et al, 2015). Other research on social media also shows that the motivation of users to certain needs greatly affect them in determining IT application usage (Raacke and Bonds, 2008: 169-174).

This makes the UGT approach is necessary and adopted to serve as the framework for this research, to investigate the motivation of users in using WhatsApp and LINE. UGT approach is able to explain on the user level about their perspective in understanding the use of IM media (Li, et al, 2015: 261-272). As a means of IM applications that are voluntarily used by individuals, individual students choose to use WhatsApp and / or LINE to meet their various needs. This makes UGT the most appropriate approach in this study to examine the motivation why individuals choose to use two different IMs and what gratifications they actually get in using one or both of these IM applications. Prior research by (Stafford and Stafford, 1996: 259-288), gratifications were divided into two types: content gratification and process gratification. The content gratification relates to the message, and the process gratification relates to the communication process. Then in 2001, they found another social gratification that is communication with others. (Gan et al. 2001: 351-363) found hedonists gratification that generally arise from the hedonic motivation performed such as fulfillment of entertainment, media features and dalliance.

Table 1.0 Gratification from social media usage

	Gratification	Research by
IM	Peer Group & Entertainment pressure, Relationship maintenance, Free Expression and Sociability	Lo and Leung (2009)
Social media	Maintain the relationships, Information Search, Entertainment, Style, and Sociability	Ku, dkk (2013)
	Gratification of Usability, Hedonic Gratification and Social Site Presence	Xu, dkk (2012)
Twitter	Hedonist, Usefulness and Value of Social Presence,	Yoo, dkk (2014)
Facebook	Entertainment, Information Sharing and Media Appeal, Medium of Escape, Socialization, Self-Documentation, and Self-Expression	Alhabash, dkk (2014)
	Affection, Attention Seeking, Approaches, Habits, Information Sharing and Social Influences	Malik, dkk (2015)

Source : *several sources above*

From the table above can be concluded that there are three types of motivation gratification concepts which can be obtained by users in using WhatsApp and LINE 1.Content Gratification (This is the fulfillment of information expectations, it encompasses information-related factors such as information searching and information sharing), 2.Social Gratification : (It is related to the fulfillment of social expectations, it encompasses such factors as social interaction and maintaining the relationships), 3.Hedonic Gratfication (This is related to the fulfillment of the hedonic expectations, it encompasses factors such as entertainment, sophistication and efficiency of features, and dalliance (wasting time)) (Chunmei, et al.2015: 351-363)

RESEARCH METHOD

Research Design

By implementing UGT, this research seeks to explain why users choose different IM (WhatsApp and LINE). This study conducted with data collection and quantitative data analysis by exploring data in descriptive analysis and compare the result using univariate test. First, we distributing the questionnaires to collect respondent data, such as their media habbits up to general gratification they obtain while using IM (WhatsApp and / or LINE) based on the above UGT concept framework. then the data is presented through univariate descriptive analysis and comparative test. According to (Notoatmojo, 2005: 17) univariate analysis serves to summarize the measurement data collection in such a way so the data set is transformed into useful information. Such summaries could be statistical measures, tables, graphs. Univariate analysis was done by each variable which was analyzed by descriptive analysis. And comparative test done by using independent sample T-test. Surveys on questionnaires using Likert for Scale, starting from 1 (Strongly disagree), up to 5 (strongly agree).

After collecting the data in questionnaires we try to conclude which gratifications are actually present and selected by each IM user and compares them. Then The further specific questionaries data can be used as supporting data that provide additional specific gratification information to descriptive analysis and comparative test results and previously discovered gratification concepts from theories. Finally each gratification and specific gratification found will be sorted by ranking, which is considered to be the primary and the last gratification sought or obtained from the two IM's.

Collecting Data

Respondents who receiving questionnaires are students of Diponegoro University Semarang, from D3 to Magister (S2) degree. The sampling technique used is non-probability in the form of accidental sampling. According to (Sugiyono, 2001: 15-16), accidental sampling is a technique of determining samples by chance, ie anyone who by chance met with the researcher can be used as a sample, when viewed by the person who happened to meet it is suitable as a data source. According to (Margono, 2004: 24), states that in this technique the sampling is not defined first. The researchers directly collected data from the sampling unit encountered. There is 120 (N = 120) respondents who received the questionnaire, this number was obtained based on by (Frankel and Wallen (1993), in the study of educational evaluation research suggested the minimum sample size for descriptive analysis is as many as 100 samples.

RESULT AND DISCUSSION

Respondent Characteristic Descriptive Analysis

Respondent are divided into eight characteristics (Table 1.1), sex, age, faculty, study duration, user type, app ownership duration, number of contacts, and use of other IM applications. The comparison of respondent characteristics is based on the dominant IM's used (WhatsApp / LINE). In determining the type of IM account users (Table 1.2), is based on three distribution of user based on the intensity of IM media usage. 1. *Light User (*User with the intensity of using IM's less than 30 minutes per day), 2. *Medium User(*User with the intensity of using IM's less than 30 minutes to 1 hour per day), 3. *Heavy User(*User with the intensity of using IM's more than 1 hour per day)

To find the comparative test of gratification obtained in using IM, there are 30 items of question with Likert scale with total 4 variables which must be answered by respondent that is : 1. Information Gratification (fulfillment of information expectations, such as Information seeking or sharing), 2. Relationship Gratification (fulfillment of social expectations and relationship maintenance), 3. Identity Gratification (fulfillment of social expectations such as building self or product image), 4. Feature Gratification (fulfillment of hedonic expectations. Entertainment, sophistication, etc).

Table 1.1 - Respondent Descriptive Analysis (Questionnaire Survey)

Characteristics	Dominant IM Usage		
	WA (N = 61)	LINE (N = 59)	Total (N = 120)
Sex			
Male (%)	52	45	**49**
Female (%)	48	55	**51**
Age			
17-20 (%)	20	61	**40**
21-25 (%)	41	39	**40**
26-30 (%)	6	--	**3**
>30 (%)	33	--	**17**
Faculty			
Social & Politic (%)	38	51	**45**
Economy (%)	13	15	**14**
Law (%)	33	4	**18**
Cultural Science (%)	8	10	**9**
Engineer (%)	6	15	**11**
Others (%)	2	5	**3**
Study Duration			
Junior Student (%)	28	37	**33**
Senior Student (%)	72	63	**67**
User Type			
Light User(%)	10	8	**9**
Medium User (%)	25	22	**23**
Heavy User (%)	65	70	**68**
App Ownership Duration			
< 1 year (%)	5	2	**3**
1-3 year (%)	34	30	**32**
> 3 year (%)	61	68	**65**
Number of Contacts			
< 30 (%)	18	12	**15**
31-60 (%)	11	3	**8**
> 60 (%)	71	85	**77**
Use Other IM's (Besides WA & LINE)			
Use Other IM's	57	40	**50**

Table 1.2 - Respondent Descriptive Analysis (Questionnaire Survey)

Characteristics	User Type		
	Light User	**Medium User**	**Heavy User**
Sex			
Male (%)	10	29	**61**
Female (%)	8	18	**74**
Age			
17-20 (%)	8	23	**69**
21-25 (%)	6	25	**69**
26-30 (%)	--	--	**100**
>30 (%)	20	25	**55**
Use Other IM's (Besides WA & LINE)			
Use Other IM's	8	28	**64**

From the analysis based on the type of user above, can be seen that LINE get more users categorized as Heavy User (68%), while for Light and Medium users class, both tend to equal. In terms of sex, the most heavy user are female (74%), whereas most men lie in the Medium User class (29%). As well as from the context of the age, the age category of 17 to 20 years and 21 to 25 years get the most number of Heavy User with the same nominal (69%). Lastly, 64% of Heavy Users class also use other IM apps besides WhatsApp and LINE.

Comparative Test Analysis (2 independent samples, Mann Whitney)

First, reliability test conducted on questionnaire data using Alpha Cronbach's. the Cronbach's Alpha nominal was 0.905 of the 30 items (4 variables) question tested,. The data is reliable if the Cronbach's exceeds the predefined r-Table 5% constanta. R-Table 5% for the number of respondents as much as 120 respondents is 0.178. With this, the value of Alpha result is greater than r-Table number (0.905> 0.178), so the items in the questionnaire are reliable enough or consistent to be used as a research instrument. Second, the validity test is conducted for each question items, the result show that each question has a Pearson correlation number higher than the r-Table 5% number (> 0.178). Thus, it can be said that the data tested is valid.

Table 1.4 – Reliability and Validity Test on Questionnaire Data

Number of Question	Reliability (Alpha)	Validity (Bivariat)	t-Tabel Constanta	Results
30 items (4 variable)	0,905	0,490 – 0,733	0,177	Reliable& Valid

Independent Sample T-test was done initially to find the average value of each gratification obtained by respondents. However, the results of data normality test (Shapiro Wilk) value significance was below 0.05 (<0.05), which mean the data distribution of respondents tested is not normal. The normality of the tested data distribution become one of the requirements for the Independent Sample T-test or parametric statistics, so the analysis does not use the independent test of Independent Sample T-test. Therefore, the data analysis will be continued by using the non-parametric statistical test analysis of Mann Whitney (2 independent samples). It is done by showing the mean (average) obtained by each variable, which is then compared. From the test conducted, we get the mean number results below :

Table 1.5 – 2 Independent (Mann Whitney) Non Parametric - Comparative Test

Information Motivation	Average Rank	Significant Constanta	Relationship Motivation	Average Rank	Significant Constanta
WA	111,37	0,41	WA	130,26	0,28
LINE	129,63		LINE	110,74	

Identity Motivation	Average Rank	Significant Constanta	Feature Motivation	Average Rank	Significant Constanta
WA	105,75	0,01	WA	119,71	0,858
LINE	135,25		LINE	121,29	

From the results of comparative test analysis performed on the four variables above, can be found ; First, regarding the motivation (gratification) of information, LINE occupies the highest ranking (mean) value IM (129,63) compared to WhatsApp (111,37). However, the difference of respondents in obtaining motivation of information gratification between the two IM is not so significant because it is above the probability value of 5% (0.41> 0.05).

Second, regarding the relationship motivation (gratification), WhatsApp get the highest ranking value (130.26) compared to LINE (110.74). The difference is not so significant because the numbers above the probability value of 5% (0.28> 0.05). Third, regarding the identity gratification, LINE get the highest ranking value (135.25) compared with WhatsApp (105,75). The difference is very significant because it is below the probability value of 5% (0.01> 0.05). Fourth, in the subject of feature motivation (gratification), LINE get the highest ranking value (121,29), although both IM is almost no significant difference in this case and almost in par (WA 119,71). The difference is very insignificant with the probability value of 5% (0.858> 0.05). this means users got same gratification statification in terms of features on this two IM's.

Respondents get more information and identity gratification on LINE compared to WhatsApp, and respondents strongly agree that LINE is very far to provide identity gratification compared to WhatsApp. WhatsApp here is superior in acquiringrelational maintenace gratificationcompared with LINE. In terms of features as hedonic gratification, both in par in rankings, which can be said both are equally proven to provide a feature gratification to the research respondents. The following table 1.6 is more specific data about gratification sought and obtained, ranked by IM users. Data were obtained based on further answer of questionnaire questions by users.

Table 1.6 Specific Gratification Ranks from Using IM's

Gratification Sought & Obtained	WhatsApp	LINE
Content Gratification	**(Rank 1)** Seeking information about family and relatives	**(Rank 1)** Seeking information about Entertainment
	(Rank 2) Sharing information to family and relatives	**(Rank 2)** Seeking and Sharing about Business-related information
Social Gratification	**(Rank 1)** Maintaining family and relatives relationship	**(Rank 1)**Looking for new relationships
	(Rank 2) Product and service promotion	**(Rank 2)** Joining the group / groupchat
		(Rank 3) Self, product or service promotion

Hedonic Gratification	(Rank 1) Messaging features (read-unread, unsend, voice note, etc)	(Rank 1) Specific features AS Intergrated IM (LINE today, Square, TimeLINE, people nearby, group call)
	(Rank 2) Specific features (WhatsApp Web, VoIP, etc)	(Rank 2) Messaging features (LINE sticker, voice note, etc)
	(Rank 2) Technical features (great file compression, user interface, etc)	

CONCLUSION, IMPLICATION AND LIMITATION

In its theoretical perspective, this research develops research scope for UGT in social media in the form of comparison. This research was conducted in a comparative study of motivation (gratification) obtained by using WhatsApp and LINE, and concludes which gratification are users obtain in their use. Such as, relationship gratificationfound in WhatsApp as well asIdentity and Information gratification in LINE. As noted earlier, recent research of gratification on social media often focuses solely on the analysis of one social media only, and did very little research to examines the differences of gratification derived from two different types of social media. With this in mind, this study is expected to be able to fill the "gap" of previous research studies on the classification of gratification and the spesific difference on each IM's.

From a practical perspective, by explaining the general and specific gratifications of the use of WhatsApp and LINE, This can be understood by developers from different social media to not only focus on something common that can satisfy the user, but they must found something new and "unique" which then implemented to attract the user. Suchthe differentiation of each uniqueness featurescould distinguishes between one IM with each other. With this, the application designers and developers can further develop which is considered attractive by the user as well as to be able to eliminate the features or things that are considered less attractive to the users in using the IM application. As concluded of this research, WhatsApp has an advantage in terms of relationship gratification, which users prefer to use WhatsApp to maintain rather than establish a new relationship, and emphasizes messaging features that make it easy and sophisticated. For LINE, it has

the gratification advantage on bringing new relationships , as well as its integration as a fusion of social media function and Instant Messenger (Intergerated IM's) that succeeds in attracting user, especially youngster, tosearch and share for a wide variety of content and information as one of the featured gratification they offer to users.

Despite this research has found some interesting and useful things about the gratification of different IMs, there are some limitations that need to be known to the reader and further researcher. Firstly, the sample size of this study is relatively small and the respondents are only from one university in Semarang (UNDIP). Therefore, there is a concern to keep in mind when generalizing the results of this study when examining different demographic groups of respondents. Future research could improve it by using a larger sum number of samples including several different group variations in different countries for example. Secondly, more research in different methods of quantitative analysis is needed to examine the relationship between gratification identified here, as well tofound another variable which is affecting current gratification concept.

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Communication and Participation Competencies in New Media Literacy among Rural Teenagers

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ABSTRACT

For teenagers and students, the internet today is a complement to the teaching and learning process. The internet is a learning resource that is no less important than textbooks. This is because the internet provides the latest information about the world of science. This research is focused on teenagers, specialy students. of SMAN 1 Patuk Gunung Kidul. This research used qualitative methods, the theory used is media literacy theory which is focused on communication competence and participation. Data collection through forum groups discussion with students as participants. The analysis technique uses data reduction techniques, data display, and conclusion / verification. The result is concluded that students' communication skills and participation are shown by three components such as social relations, participation as citizens and content creation. For a conclusion, these three components shows not very good, still need more new media literacy amoung rural teenagers.

Keywords: Communication, Participation, Literacy, Media, Youth

INTRODUCTION

Regarding the exposure of the new media internet Yang refers ON, indicates that the internet is a form of convergence, sinergei, internet media Also has a character as media liaison Yang does not know limits (Wahyu, 2013). Regarding discuss convergence, as we know the internet triggers the growth of online newspapers, and online sites are news or information providers. in Indonesia alone there are more than 70 online newspapers and many news or information provider sites such as sites, not to mention Google which contains thousands of information in the form of books, journals, and articles that make it easy for anyone to find what they need. The presence of online media, indeed offers convenience and practicality in accessing news, but this provides its own threat regarding the accuracy of information and news.

For today's internet students as a complement to the teaching and learning process. The internet is a learning resource that is no less important than textbooks. This is because the internet provides the latest information about the world of science. In addition, the Internet also facilitates students to connect with each other for the sake of education and other interests, so that between students and the internet today is difficult not to be discussed..

One of the educational institutions in rural areas that supports the advancement of ICT (Information and communication technology) is SMAN 1 Patuk Gunung Kidul. SMAN 1 Patuk is a rural high school in the Special Region of Yogyakarta which supports advances in information and communication technology, by providing wifi in schools and computer facilities for students the school expects students to be closer to the advancement of information and communication technology. The purpose of bringing students closer to the internet is also seen from some of the tasks given to students to search for information through the internet and student activities using the internet as a vehicle for information, news and communication. The formulation of the problem is How is Communication and Participation Competency in the Process of New Media Literacy of Students of SMAN 1 Patuk Gunung Kidul? ".

LITERATURE REVIEW

Teens And The Internet

Adolescence is a transition period from childhood to adulthood, starting at the time the child is sexually mature and ends when he reaches legal maturity (Hurlock, 1999). Adolescence is a time filled with pressure (Santrock, 2007: 31), meaning that at this time adolescents are faced with problems, during this time teenagers are said to be in the identity crisis and in the process of finding identity. In this identity-seeking process, adolescents tend to have an unregulated, curious attitude, and tend to want existence, especially teenagers who grow up in the internet era or better known as generation X. Generation Z is included in the Net-Gen category (The generation of the Internet) in which this generation was born in the internet age and is great in cellular technology and the social media community, we can see and discover wherever and whenever, teenagers or generations who can do five activities in one opportunity (Tapscott., 2009).

Horrigan (2002) divides the activities carried out by internet users into four groups, namely: 1). E-mail; 2). Fun activities, namely activities that are for fun or entertainment such as downloading videos, short messages, listening to or downloading music, playing games, chatting; 3). Information utility, which is internet activity to find information, such as: product information, travel information, weather, information about films, music, books, news, school, health, government, finance, work, and information about politics; 4). Transaction, namely transaction activities (buying and selling) through the internet such as buying products, ordering travel tickets, online banking..

Developed countries, internet users at the age of 16-24 years have more than older ages like the Turkish State (TUIK, 2010). In Indonesia alone the use of the internet in adolescents continues to increase every year, as reported by the Tekno.liputan6.com website, 50% of internet users in Indonesia are teenagers (2015).

Seeing the high penetration of the internet in adolescents, questions about what activities they do when surfing the internet are important. Some results of the study found that adolescents generally use the internet for entertainment, using the internet for their information, education, and socialization needs (Hidayati, 2009; Retno and Santoso, 2014). The internet is considered as a more communicative and deeper means of communication than face-to-face communication by teenagers today, (Jochen Peter and Patti M. Valkenburg), referred to as Hyperpersonal communication, namely communication with ICT intermediaries that are socially more attractive than communication directly (Walther in Baldwin, 2004: 246). this assumption is in accordance with Blumer's assumptions regarding the motives of using the Internet (Grace 2007: 66), namely: Cognitive Motives, Diversity Motives, and Personal Identity Motives

New Media Literacy For Teenagers

Adolescents as internet users, having a sensitive psychological will make teenagers very easy early very easily attacked by "internet abuse" (Chou, Condron & Belland, 2005; Tsai & Lin, 2003). Excessive internet use, no rules, and internet-related chaos such as "preoccupation" using the internet so as to ignore others or use the internet to vent anger, this is called "Internet abuse" or "Internet Abuse" (Morahan, Martin, 2008). Discussions about adolescents and the internet signify that how important media literacy is now, especially in adolescents.

The purpose of media literacy is to increase awareness of the various forms of messages that we encounter in our daily lives (Europe Commission. 2009) has the spirit of this research, moreover the absence of the role of government that proclaims media literacy education in the learning curriculum. Even though we have regulations that regulate the issue regarding the Internet, but actually the police are suslit to monitor the rate of development and circulation of information on the internet (Sobirin. 2013).

Media Literacy is "A set of perspectives that we are actively opening up to the media to interpret the meaning of the message that we encounter We build our perspective of the structure of knowledge." (Potter 2011 :. 19), which means that is A set Perspectives Enabled kita use for the review. The concept of literacy itself formulated by Elizabeth Thoman (Jolls. And Wilson. 2014), was formulated in the following five categories, as follows:

1. Media Messages are the Construction.

2. Media messages are constructed in their own ways using creative language

3. Different people will have different feelings towards the same message.

4. Most media messages are constructed to obtain and / or power.

5. The media contains values and points of view

The presence of internet, considering what activities can be done in the technology, in the sense that users are no longer passive users but they also have to be able to create content, share information, socialize, discuss, in various media as a form of participation in the community (Livingstone. 2008 ., Hobbs. 2010., Gee. 2010., Jenkins, Clinton, K, Purushatma, Robison, A. & Weigel. 2009). Gee emphasized that new media literacy is not only how audiences respond to media messages, but also how they are actively involved in media production, participation (online), forming social groups, and having the ability to be professional (Miocic, Parinic, 2014).

The opinions of these experts can be concluded that, new media literacy is a set of ability to criticize information and participate. In the European Commission Media Literacy (2009) designed a unit of media literacy capability that is very relevant for this internet era, the European Commission measures the level of public media literacy in

EU countries using the Individual Competence Framework in Final Report Study on Assessment Criteria for Media Literacy Levels (2009). Individual Competence in Indonesian Individual competence is divided into two categories:

1. Personal Competence, namely the ability of a person to use the media and analyze media content.

2. Social Competence, namely the ability of a person to communicate and build social relations through the media and able to produce media content.

Ability for Communication and Participation

In this case the researcher explores the ability of adolescents in communicating and building social relations through the internet or social media and is able to produce content on social media. The groups that have personal accounts on social media, besides that they also follow groups or organizations not only that they are also active in discussing and participating, and they are able to create media content and create through online media. ,

Table 1. Table Capabilities Communication and Participation

Criteria	Component	Indicator
Ability Communication and Participation	Social Connections	1. Students are able Relationships operates online social
	Citizen participation	• Students join the community (group) online • Students are active in online communities • Students utilize public services available online • Students participate in polls for holding citizenship rights (Petitions, etc.))
	Creative Content	• Students can make content by using the media production process in the form of videos, pictures, photos • Students have the experience of creating and publishing original content works with regard to metalinguistic elements

RESEARCH METHODS

The research method used by researchers in this study is a case study method with a qualitative approach. Case studies are intensive testing using various sources of evidence, both qualitative, quantitative or both, against one event or reality that is limited by space and time (Daymon, 2008: 162). Case studies become useful especially when researchers want to see and understand a particular problem or situation comprehensively, and of course with considerable support from several real arguments and phenomena. In this study, researchers will focus on individual studies, namely new media literacy competencies of students of SMAN 1 Patuk. High school students as educated teenagers have high intensity in interacting with the internet.

In accordance with the characteristics of qualitative research in the form of case studies, data analysis is carried out throughout the research process. Data collected successfully classified and then move towards the formation of conclusions. The data analysis process is based on simplification and interpretation of data carried out before, during and after the data collection process. This process consists of three inter-related processes, namely data reduction, data display, and conclusion drawing / verification (Miles and Huberman, 1992: 15-20).

RESULT

Establishing Online Social Relations

The ability to educate and participate (social competence) is a person's ability to communicate and build social relations through internet media and is able to produce content on internet media. The three components in this section are social relations, namely the ability to build social relations, participate in the community through social media, and content creation, namely the ability to create and produce content on internet media.

Based on the results of the study, 8 of 10 informants used social media such as IG or Instagram (8 students), Facebook FB (7 students), Tweeter (4 students), Whatsap (5 students), BBM (4 students), Line (3 students), Path (1 student), and ASK FM (1 student). From these data, it can be seen that each student has a different social media account, but only one person has the most account, Eka, it is possible because they do not have obstacles in accessing the internet such as signals or ownership of the gadget. The use of social media is felt very important to support communication, find friends,

make closeness to distant relatives or old friends. The use of social media is not experienced by 2 other informants because they do not have support tools or gadgets.

Based on the results of the interview with the students of SMAN 1 PATHUK, the informant in making a social media account at first did not know clearly the usefulness of the media that was made, but over time became aware of its usefulness. The informant also uses social media to communicate with friends, relatives and treat long-distance relationships. In addition, there are those who reveal that social media is a hobby. Social media accounts owned by informants ultimately help each other in a cooperative relationship.

Participation in Public Space through Social Media

Generally, those who have social media accounts are connected with public spaces as a form of channeling ideas and ideas. From the data collected by students who participated in public spaces through social media by participating in or joining communities or online groups totaling 8 people, two other people did not join the community or online groups because they did not have social media. Participating in the online community is felt by students who are FGD participants to be very useful because they can add information and connect with community lovers or connect with people who have hobbies, similar interests, but from 8 students who take part in online communities or groups only 5 people only students who claim to be active in the online group, 3 other people claim to be just readers. In this section the researcher also investigates their knowledge and student participation in online public services, the data found is only one person who knows about online public services. The following researchers describe in table form

Table 2. Table of Students participate in Social Media Public Space

Students who join groups online	Eka, Lisiya, aji.annas, Nice, retno, Eksa, aji	8 people
Students who don't join groups online	Ika And Berlin	2 people
Active in groups	Eka, aji, Nice, retno, Eksa.	5 people 2 people The inactive (Lisiya, annas)
Knowing public services online		eka

The explanation for the table above can be seen in Appendix 5. For more details, the researcher presents quotations from the statements of students as FGD participants. Eka joined groups such as junior high school alumni groups, for Eka, the presence of social media and the groups that were followed made her able to easily collaborate with group members.

Several groups followed by Eka include Science Class. While for alumni groups do not have names. The reason Eka joined these groups was to establish communication and add information from other friends. In the group he can share information and give suggestions and / or comments.

Lisia claims to have a social media account and is joined by groups on FB, BBM, WA. One group that was followed was Belibers, but he considered that joining the group was not interesting, so he was not actively following, moreover he was busy with real activities in the school organization and had difficulty getting internet signal access.

According to Lisiya, the reason for joining these groups is to establish communication and to facilitate the development of information about HP and / or idol artists. In the groups that followed, there was little difference between group participants. According to him, the difference is normal. However, efforts are made so that no member will be offended by maintaining politeness. Similar to Eka, Aji claimed to be active in several social media such as For Peace Gunungkidup, Gunungkidul Indonesian Youth Forum and Rohis DIY. Aji considered that his participation in the hrrou-groups in social media was to keep up with the developments in the organization that were followed. In addition, he can also get up to date information faster when there are activities

The activeness shown by Aji in social media groups is only shown in the Rohis DIY group. According to AJI, he used to discuss many things in the Rohis DIY group. Usually, to discuss the meeting or follow up the meeting, it is enough to discuss via Rohis DIY group. After being discussed, there will be a meeting.

Another informant Try Bagus also admitted that he was active in social media, namely Otaku.com. Otaku.com is a group that brings together animation lovers and films related to animation. According to Try, the purpose of joining the group is to add information about

animation. Since joining the group, Try Bagus mengui he actively provides comments related to the latest films. Group participants are also free to exchange information about things that are known about the latest animated films. Group participants also often use groups to keep up with the latest cinema developments. If anyone knows it is usually directly shared in the group.

Meanwhile, Retno joined in several online media groups that brought together K-Pop and Creepy Pasta lovers. According to him, participation in the group was due to keep abreast of developments and updates about information about the world of K-Pop. This was because Retno's environment was included in K-Pop lovers. To compensate, he enriched information by joining groups between K-Pop groups.

Retno explained that participation in these groups over time began to decrease due to the many tasks given by the teacher. According to Retno, at this time he had reduced his activities in these groups. He read more posts sent by other group members.

Meanwhile, another informant, Eksa revealed that he participated in a social media group with the theme of the reptile community and trail motorbike in the Facebook group with the group name of the Gunkid Reptile Community and the odont-odont Community. According to him, the reason for joining the group is to add insight and friends

"*Untuk nambah wawasan biar temennya banyak juga*". (For adding perspective and more friends too*)*

Eka, usually always join in the group by giving comments or comments in the posts posted by other members. In addition, he also actively gave opinions related to things that needed opinions expressed in group member posts. Eksa realizes that being a member of a group must heed ethics. As with Eksa, Adi Setyawan is relatively active in membership in social media groups. Adi Setyawan in the CLOTHING wonosari group, CLOTHING Yogyakarta, the Taruia IPK coral group (Kebon Jero Youth Association).

According to Adi Setyawan, the reason for joining these groups is to be more familiar with friends so that they get the latest information, Adi Setyawan at first was not very active in following the developments in the issues in the group, but now he claims to be active again to socialize with group members. As a member of the group, he acknowledges adherence to ethics..

DISCUSSION

European Commission (2009) describes that communicative and participatory skills are the ability of individuals to regulate relationships through the media such as building social relations through networks / social media, participating in the public sphere or citizen participation through the use of e-government services, and making or producing media content such as make a web and so on.

The ability to educate and participate (social competence) is a person's ability to communicate and build social relations through internet media and is able to produce content on internet media. The three components in this section are social relations, namely the ability to build social relations, participate in the community through social media, and content creation, namely the ability to create and produce content on internet media.

Communicative abbilities is the ability to socialize and participate through the media. These communicative abilities include the ability to build social relationships and participate in the community through the media. In addition, these communicative abilities also include the ability to create and produce media content.

Based on research findings it can be seen that students of SMAN 1 Patuk have communication skills and participation in internet media. This form of communication skills is illustrated by the use of e-mail as a communication medium for sending files and images, using Facebook as a medium of communication with friends, family, students and other relations, using Facebook as a medium for sharing information. The form of participation on the internet is illustrated by the students' activeness in commenting on various internet sites such as commenting on videos on Youtube, commenting on information on Facebook and their participation in creating websites and blogs..

Students also have used various social media platforms as a medium of friendship and gained experience. Using a variety of social media platforms makes it possible for students to get diverse information. The communication skills and participation of students of SMAN 1 Patuk are now mandatory for them. The demands of school assignments require them to be able to use the internet as a medium for communication. Their high consumption of the internet causes them to become accustomed to participating in internet media.

The ease of access to the internet has made it easier for them to obtain the information they need both regarding school assignments and simply as information material to those around them. They just need to improve their media literacy skills to be able to produce positive content in their social medoa. Overall the structure of students' knowledge comes from their skills in analyzing and evaluating internet media. This skill is a combination of the experience of students of SMAN 1 Patuk in interacting with internet media and the experience of students in the real world.

The student's personal focus also shapes the knowledge structure because this is the determinant of information that is considered important and not important. As stated by Potter (2008), that in media literacy, a personal locus is the purpose of one's life that determines the importance or importance of media content. Personal loci also cause needs and desires. Communication skills and participation in internet media for a student is one of the efforts in realizing its goals.

Communication and participation ability in internet is a very prominent feature in Jenkins' participation (2007: 3). Some even refer to this as a culture of participation. A participatory culture is a culture with relatively low barriers to artistic expression and community involvement, strong support for creating and sharing one's creations, and several types of informal guidance, where what is known by the most experienced is passed together for beginners. A participatory culture is also one in which its members believe in their contributions, and feel they have the same degree of social relations with each other. At the very least, they care about what other people think about what they create.

Jenkins said that the forms of participatory culture are affiliations in the form of membership in certain groups or communities such as Facebook or mailing lists, expressions in various formats from writing to video, collaboration in doing something (eg Wikipaedia) or solving problems, and circulation of ideas or information with other people. Participatory culture moves from the focus of literacy from individual expressions to community involvement. New literacy almost involves all the development of social skills through collaboration and networking. These skills are built on the basis of traditional literacy, research skills, technical skills, and critical analysis skills that are all taught in school

CONCLUSION

The ability to communicate and participate students when using the internet can be seen from the ability to communicate and build social relations through internet or social media and able to produce content on social media. Based on the results of the research and discussion that students' communication skills and participation are shown by three components, namely social relations, participation as citizens and content creation shows that it does not look good. The results also show that most student informants have social accounts as capital to join social media and groups that can unite them. the second component of student participation as citizens does not show student participation based on the internet.

This is because students do not realize that the internet can be used as a medium to provide advice and or express opinions on pooling held by the government about a problem. While from the creation of content, the results of the study show that students do not have the capacity to make creative city. Content creation by students is only in the form of uploading photos both personal and group activities to social media owned. Students also do not have media websites that allow them to create content.

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CHAPTER 2.
MEDIA STUDIES

Digital Disruption: Making Radio Modern?

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ABSTRACT

Radio arguably is one of the important channels of communication. Since radio was first invented in 1895, its role in disseminating information and entertainment had been undeniable. In the latest wave of communication technology development, the role of traditional radio is seen increasingly challenging. In the disruptive era, the future of radio is unpredictable. This era has in many ways transformed the development pattern of the traditional radio industry and its role as one of the sources for entertainment and information. This situation posed challenging for its survival. Traditional radio may not be relevant in the next few years because radio all over the world is facing massive disruption in the digital era. Thus, this paper aimed to understand how the era of disruption had implicated the development of the radio industry in Malaysia. The study sought to map out the development of radio industry in Malaysia and examined the current position and role of radio in the local context.

Keyword: digital disruption, status quo, radio, Malaysia

INTRODUCTION

Radio arguably is one of the important channels of communication. Since radio was first invented in 1895, its role in disseminating information and entertainment had been undeniable. Anyhow thanks to Marconi for the invention of radio electromagnetic waves which led to the invention of Amplitude Modulation (AM), Short Wave (SW) and Frequency Modulation (FM). Those frequencies are the standard used in the radio industry until today.

In the latest wave of communication technology development, the role of traditional radio is seen increasingly challenging. Specifically, the digital technology seems to conquer the radio world. In the context of Malaysia, over the last 28 years a sense of "disruption" was not irrelevant until the year of 2010.

Thus, this paper aims to understand how the era of disruption has implicated the development of the radio industry in Malaysia. The study seeks to map out the development of radio industry in Malaysia and examines the current position and role of radio in the local context.

The Ontology of Radio

The ontology of radio had been debated by numerous of scholars for a long time such as Hendy, 2000; McLeish, 2000; Berry, 2006; Spinelli, 2006; Rudin, 2006; O'Neill and Shaw, 2010; Fernandez-Quijada, 2017; and Jauert, 2017. One of the issues that highlighted in the ontology of radio is the terminologies issue, which is, referred to traditional radio and digital radio. However, I found that the literature which examined the ontology of radio often caused the confusing.

Radio has been clearly defined by McLeish (2002) as a blind medium with certain established social functions. The definition that has been given by McLeish was general and only focusing on the role of radio. McLeish's idea is made and agreed on radio's functions and at that time the radio world only applies one type of technology which is known as analogue.

Berry, 2006; Spinelli, 2006; Rudin, 2006; O'Neill and Shaw, 2010; Fernandez-Quijada, 2017; and Jauert, 2017 defined radio based on the technology development. While, Hendy (2000) and McLeish (2002) defined radio based on its role and how people used radio. However, if we really look at the comparison from apple to apple point of view, those ideas is no wrong and right.

I stated that the ontology of radio configured or reformed again along with and or suitable with the technology development that had been shown on the figure 1.1. I concluded that radio is a medium without visual that uses two technologies of analogue and digital. Frequency Modulation (FM), Amplitude Modulation (AM) and Short Wave (SW) are the standard which is used by analogue radio to carry the radio content. Meanwhile, the digital technology standard consists of Digital Audio Broadcasting (DAB/DAB+), Digital Radio Mondale (DRM) and High Definition (HD).

Medium	Radio					
Technology	Analog			Digital		
Standard	FM	AM	SW	DAB/DAB+	HD	DRM
Distribution	Terrestrial	Terrestrial	Terrestrial	Terrestrial	Satellite	Terrestrial
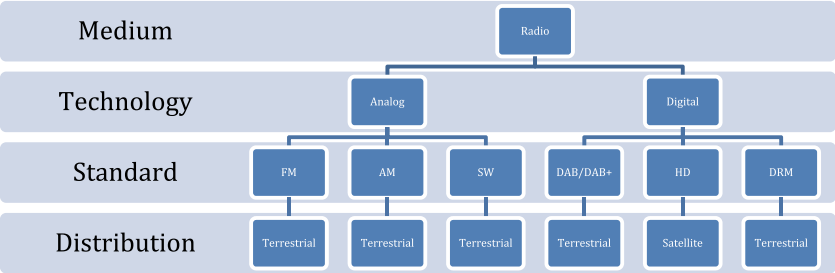
Figure1. 1: The Ontology of Traditional and New Radio

The Mapping of Radio Industry in Malaysia: Era Disruption

Globalization is the agen that steered the broadcasting liberalization. It is not the cause of digitalization in radio broadcasting. Globalization is the parameter to the appearance of new communication technology called Internet. Digital era in the Malaysia's radio industry started when Mahathir Mohamad decided to involve T. Ananda Krishnan as pioneer to satellite digital broadcasting. However, I do not deny the globalization as the activator on the development of computer literature in Malaysia.

In Malaysia, the factor that influences the migration of radio industry is different comparing to the developed countries. This is because Malaysia is not a country that creates and produces the broadcasting technology. Malaysia accepted and adapted the technology from the developed countries. If Vietnam and Myanmar blame the globalization and convergence as the migration factor, while in Malaysia it is different.

Three digital era of radio industry in Malaysia that examined by the researcher can be featured as complex. This is because the private corporation and government has different idea about radio migration but sharing the same vision. The different idea also contributes to the uncertainty situation when the final decision can not be made. Therefore, I believe the migration issue of radio broadcasting in Malaysia is complex based on the factors that triggered the radio migration.
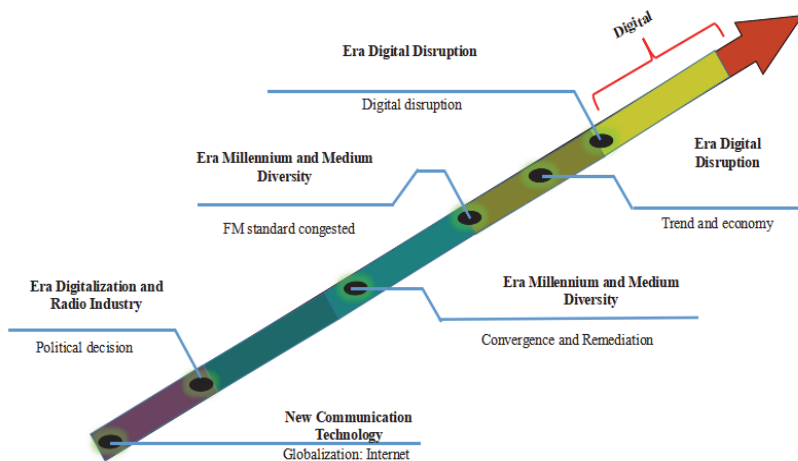
Figure1. 2: The Chronology of Digitalization in Malaysia's Radio Industry

I discovered that there was three interesting trend in the early of digital radio era establishment. It was known as Era Digitalization and Radio Industry (1996-1999). Among the trends that known to move the era are;

1) The first digital broadcasting establishment is the politic decision.
2) The content of radio generate the profit of Adex;
3) The commercial radio station establishment that creates the competition.

Then, Millennium Era and Medium Diversity appeared in the context of radio broadcasting in Malaysia from the year of 2000 until 2009. This era triggered by two factors, which is, convergence and standard FM congested. There are four interesting trends known to enliven the radio industry in the Millennium Era;

1) Remediation happened on the radio technology and contributes to the variety of the medium.
2) RTM started their planning to implements digital radio broadcasting.
3) Diffusion of new station radio;
4) Status-quo of radio content changes from the information program to the entertainment.

I articulate that from the year 2010 until 2016 is known as the era of digital disruption. This is because I examined the situations happened below;

1) The condition where the radio station happened to increased and also its reduction.

2) Digital disruption happened.

3) Difference opinion between the main players of broadcasting industry in Malaysia.

4) Focusing on the radio content.

5) Empowered the variety of media.

This Era is moved by the factor of trend, economy and digital disruption.

Digital Disruption and Radio Industry

Literature showed that the development of radio broadcasting relatively gradual. In fact, radio took 38 years to reach 50 million listeners compared to television need 13 years and iPod only 3 years! Without doubt, globalization led to the emergence of the Internet radio and changed how audiences employed that medium. Nonetheless, globalization is not the sole factor that steers the revolution in the radio industry.

Cordeiro (2012) stated that the radio world was in the process of alteration due to globalization. However, I found out that the radio broadcasting industry was no longer in a process of changing. It changed and we have to admit it. Therefore, we have to adapt and adopt the changes. The emergence of digital technology 20 years ago, finally, led to the digital disruption in the radio industry.

Those changes brought by globalization certainly no critical effects towards radio except for denationalisation in the radio industry. Since then, there is no issue in the radio industry. Now, the game changed and disrupted by the convergences brought by the market. The convergence is the one to accuse of the disturbance in the radio industry, generally. As a result, the radio industry occurs to migrate from traditional technology to the one which is called as new technology in the term of digital technology. However, all the decision on digital migration will be made by the government.

The central question: what is digital disruption? Then how does it disturb the radio industry? Disruption in this context does not

refer to disturbance in general. It comes about when the scale of these disturbance points to make-over of the status quo in significant ways. For listeners, it is the lifestyle changes. For industrial players, the disruption is from studio to transmission, production to distribution and the radio content as well. Sadly, the digital disruption is not realized in the early of Millennium Era; and, it took 16 years after the early of Millennium Era in Malaysia.

In this context, researcher stated that digital disruption as one of the cause why the radio broadcasting needed a migration from the used of analogue radio to the digital radio. This is because the radio industry feels threatened in digital eco-system. The threatened makes the radio industry and the other media have to face the difficult era like has been said by Datuk Seri Wong Chun Wai (Chief Executive Oficer, The Star Group), Sudev Bangah (Managing Director, IDC ASEAN) and Henry Tan (Chief Officer, Content and Consumer, Astro Group).

Due to the sequence of threatened; the industries loudly speak about digital disruption. The side of industry such as Henry Tan, Adam Najberg (Head of Digital Media, Alizila), Wong Chun Wai and Sudev Bangah share the opinions about digital disruption.

Wong Chun Wai said that the creation of digital technology finally gave an effect on the traditional media. The effect means in here, it affecting the profit or the income of the media stations. This is because Google and Facebook making money. Imagined if 70% of market share now is dominated by Google and Facebook? Astro, RTM, Star Group, Media Prima and the rest of radio industry have to compete in order to get 30% of the market share. Therefore, it is not surprised why the private media agencies try to adapt and to suit themselves in the digital eco-system. This is because the eco-system of traditional media is disturbed by the existences of digital technology.

In fact, the digital disruption makes the world without boundary when the entire medium can be connected digitally. Indirectly, the medium competes among them to defend the continuance of medium. As evidence, the income of radio industry is disturbed when all of advertiser starts to choose the platform of the social media in promoting the product and service.

I note that digital disruption has changed the status quo of Malaysia's radio industry in the disruptive era as shown in figure 1.2.

In status quo which is disturbed involved the studio aspect, production, distribution and content.

The changing of studio technology is involves the transition of analogue mixer used to the digital mixer which makes the radio announcer easier in duty. Studio Ergonomic is based on the computer. Then from the aspect of production, it saves time of program producer to edit and to mix sound, sound effects and sound in producing radio program. In the other word, the producing of radio programs such as drama radio, documentation, magazine, commercial advertisement and public service announcement are published by using computer without using the audiotape such as DAT.

Distribution is important thing to make sure the radio signal reaching the society. This is based on the digital principle, transmitter digital incompatible with the analogue transmitter. When the radio industry is disturbed by digital, then the distribution is the main thing to change. Digital studio can send the analog signal to the society with the rules: the digital audio is converted to analog and send to analog transmitter. This process is known as multicast.

Content changing is happened on the use of language. Back to 1920, the language priority in radio broadcast to give information in Malaysia was English. After the National Policy was introduced and the vernacular school was built, radio broadcasted based on Malaysian, Tamil and Mandarin languages was introduced too. In the era of Millennium, the advertiser starts to choose Malaysian language in promoting product and service. It makes Malaysian language likeable by the listener more than English. In fact there was English station radio closed and it was bought by Astro and also changed into radio oriented to Malaysian language.
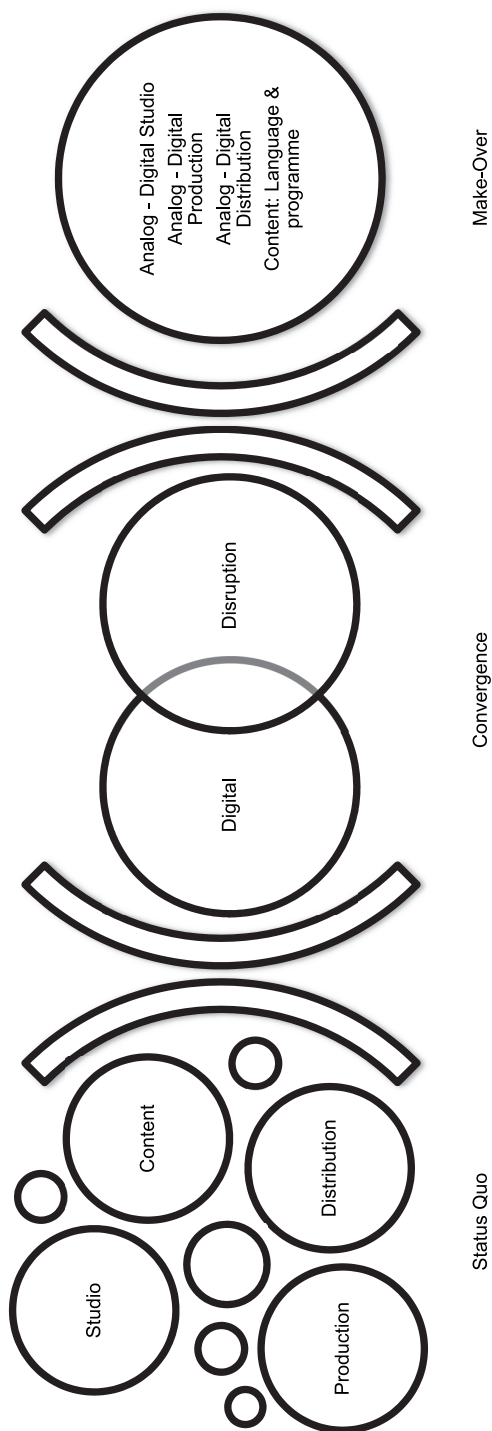
Figure1. 3: Disturbance in Status Quo of the Radio

Status Quo   Convergence   Make-Over

Studio

Content

Distribution

Production

Digital

Disruption

Analog - Digital Studio

Analog - Digital Production

Analog - Digital Distribution

Content: Language & programme

The used of radio in the world especially in the developing country is still significant and relevant. The statistic showed that 94% of Malaysia's citizens listen to radio, Singapore is 92%, and Philippine is 98% (Nielsen, 2015). Researcher do not deny there is also reduction happened in the used of radio in Indonesia 44% and Japan 40%. However, it is balanced with the use of online radio and digital radio.

The way of radio using has changed and transited to the digital platform. Previous research proved that the digital phenomena finally changed the way of media using (TV, radio, and newspaper) among the society of United Kingdom (Action Plan, 2010), United State of America (Lennett, Clark, Glaisyer, Meinrath, Napoli, Anderson, Li, Ninan, Jackson, Mehta, Smith, STonbely, 2011) Europe (Rooke,2013), Malaysia (SKKM, 2014) and South Africa (Berger, 2010) which is now oriented more on digital.

This way of using is a modernisation in radio industry. Modernisation of radio industry should not be measured through the modernisation of its country totally. Otherwise the development of radio industry can be measured in the context of radio only. Justification on researchers statement is the advancement of technology in some field is different. Therefore, it is not fair to make an absolute conclusion that the advancement of country will bring advancement on the entire industries in the country also. It is because every technology which is built and disseminated on the society has technology penetration, adaptation, adoption differently.

CONCLUSION

Therefore, in the disruptive era, the future of radio is unpredictable. This era has in many ways transformed the development pattern of the traditional radio industry and its role as one of the sources for entertainment and information. This situation posed challenging for its survival. Traditional radio may not be relevant in the next few years because radio all over the world is facing massive disruption in the digital era. In terms of implementation in Malaysia, as long as the final decision from government is not made to confirm the analogue shut-off, the radio still only has two kinds of technology, which is, analogue and digital.

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"Soft" News of Journalism: News Value on Online News Portal

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ABSTRACT

The development and the changing of news environment on online news portals play an essential role in creating society informed as they needed. This article seeks to explore the nature of news values in reporting infotainment news. Specifically, this study examined news value factors by Galtung & Ruge. It features a twofold aim, to examine the elements of news values on infotainment news portal and this study will look at the types of the interaction of content provided. In order to understand the news value on infotainment news portal, this study will gather the data from Siakap Keli portal. This study will apply quantitative content analysis in order to determine the main thematic. This study is an attempt to understand and provide insight into the implications of the news value on infotainment news online portal and to understand the value of ethics in the journalism field.

Keywords: Journalism, News Values, Infotainment News, Online News Portal, Soft News

INTRODUCTION

Online technology and social media had made news selection and gathering a lot quicker (Vine, 2012). Global trends show that social media continues to grow as a channel for news discovery, with Facebook the most popular social network of news consumption (Westley & Rulyona, 2017). Moreover, news sharing is different from sharing information as people may still regard news sharing in social media a relatively innovative phenomenon (Ma, Lee & Goh, 2014).

There are few studies of literature which examines on news values in soft news digital journalism. Citizen journalism blogs have mushroomed, but the credibility of the online portal news journalism

studies has so far been mostly associated with traditional journalism (Tandoc & Thomas, 2017). Often, the patterns of presentation on online news portal presence of news values and emotions (Kilgo, Lough & Riedl, 2017). Often, studies related to digital journalism are about government, politics, and timeliness was the news values and news topics of articles shared on Facebook and Twitter (García-Perdomo, Salaverría, Kilgo & Harlow, 2017). To bridge this gap, this study aims to investigate the soft news area of digital journalism practices.

First, this study will focus on the type of news values extracted from infotainment news portal that is published on online news portal in Facebook. This is an important area to study because, according to Fletcher & Nielsen (2017), peoples do not understand precisely how the information they received is filtered and peoples with high level of interest in "soft" news topics are more comfortable with algorithmic filtering of news content on the basis of what their friend has consumed.

Second, this study will examine how the selection of news has an impact of the news value on the infotainment news online portal. Selection of news plays an important role in digital journalism. The use of web portals nor social networking sites turned out to be a significant predictor of the perceived credibility of online information (Go, You, Jung & Shim, 2015).

To achieve the aim of the study, this study applied news value criteria by Galtung and Ruge in online digital journalism. There are frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, compositional balanced, elite nations/ regions, elite people, personification, and negativity (Hayford, 2015).

The key contribution of this study is that seeks to explore the nature of news values in reporting infotainment news. Piotrkowicz & otterbacher (2017), explore the impact of news values on social media reception. Meanwhile, other studies have focused on another related context. For example, Huan (2016) illustrate how news values as nexus practice are enacted in Chinese news production with a view to understanding the changing face of Chinese press. This study, however, is based on a content analysis in infotainment online portal.

Moreover, this study is different from previous research because it studies journalism from the angle of the soft news coverage as well as digital journalism practice. By exploring these, it sheds light on

implications of the news value on infotainment news online portal and to understand the value of ethics in the journalism field.

News Values

News values by Ruge and Galtung were chosen for this study because, Galtung and Ruge's work remains an ideal starting point for any serious discussion of news values (Brighton & Foy, 2007). The approach to news values posited by Galtung & Ruge (1965) is firmly centered on how events become news and an event is considered worthy of reporting as "news" (Bednarek & Caple, 2017). There are twelve factors describing events that together are used as a definition of 'newsworthiness' (see Ruge & Galtung, 1965). Frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, compositional balanced are to be read as 'culture-free', solely based on perception while elite nations/ regions, elite people, personification, and negativity are 'culture-bound' factors (Bednarek & Caple, 2017).

Galtung and Ruge's (1965) news values explain: first, culture-free consists of frequency refers to how frequent comes a similar news event while threshold or size of the event that is needed to be considered " newsworthy". Unambiguity refers to an event with a clear interpretation, free from ambiguities in its meaning, is preferred. Meaningfulness refers to "there has to be cultural proximity". Consonance refers to " the more consonant the signal is with the mental image of what expects to find, the more probable that it will be recorded as worth listening to". Unexpectedness means unexpected or rare. Continuity refers to once an issue has made the news once, then it will continue to be defined as news for some time and compositional balanced offering a range of news items within a newspaper or news broadcast.

Second culture-bound. Elite nations/ regions refer to the more the event concerns elite nations, the more probable that it will become news items while elite people refer to the more the event concerns elite people, the more probable that it will become a news item. Personification refers to the more the event can be seen in personal terms, as due to the action of specific individuals, the more probable that it will become a news item and negativity refers to the more negative the event in its consequences, the more probable that it will become a news items (Bednarek & Caple, 2017).

Studies applying the news values have perceived many interesting

findings which have contributed to the understanding of digital journalism. A study by Vine (2012) discovered that online journalism does not appear to have affected news values in the non-daily press from the pre-online era. Some research found an average internet user found nearly two-thirds of the news irrelevant and uninterestingly by mainstream news (Lee & Chyi, 2014).

A more recent study by more timeliness as news value were shared in online journalism (García-Perdomo, Salaverría, Kilgo & Harlow, 2017) while Kilgo, Lough & Riedl (2017) found prominence was the news values that appeared the most often, followed by human interest, proximity, impact, conflict, others usefulness, timeliness, and unusualness. However, past studies found that news values from the perspective of mainstream online. Finding from previous studies seem to remain uncertain in the study of online portal news. Therefore, in light of this study's first aim, this study finds it important to ask the following research questions :

RQ1: What patterns of news values are the most present on the soft news coverage in Siakap Keli?

Soft news on social media online portal

Growing separation between hard and soft news production inter-wind with major differences in aspects of editorial practice (Boczkowski, 2009). Soft news knowledge has a different pattern emerged (Eun & Soo, 2013) and it serves to make the storytelling by the writers more genuine and intimate, as opposed to the relatively more formal source news stories (Guang & Ya, 2011).

Soft news in general, are the types of news that generated higher levels of participation which encompass the topics of the media's agenda since there are more general than trending topics, which deal with more specific issues (Calvo &Campos-Domínguez,2016). In studies of political journalism Otto, Glogger & Boukes (2017) explained a multilevel framework model of softening of political communication it showed that the lower levels, such as the genre level or the item level, could be part of an analysis to detect changes on the level of media types. There are also studies which found soft news consumption, has a marginally positive impact on the trend in well-being compared to hard news (Boukes & Vliegenthar, 2017).

To achieve the aim of the study in the soft news content coverage,

this study looks into infotainment news genre in the online news portal.

RQ2: How are the news value frame in online news portal?

Infotainment News on Facebook online news page

As this study focuses on infotainment explicit in genre-mix of 'information' and 'entertainment' in news and current affairs programming (Thussu,2007). The main concern on the usage of the web portal, with factual, reliable and originality of content (Wahab, Sakrani & Salleh, 2005) and the infotainment genre for newsgathering and selection lacking the credibility and objectivity issues (Gee, 2008; Widodo,2010).

Previous studies showed that negative information from either type of media was more likely to change participants' explicit attitudes in a negative direction (Faraon, Stenberg & Kaipainen, 2014). Instead of studies on the content characteristics of online Boczkowski (2009) focused on the production processes between "hard" and "soft" news. However, objective articles were more credible when they appeared on blog sites while opinionated articles were more credible when they appeared in news sites (Tandoc &Thomas, 2017).

In order to understand the value in the "soft" journalism field, this study looks into the number of clicks and the number of times a particular web page was accessed per articles. This is achieved by studying the values of the article click affect a story. Sen and Yildirim (2015) found that clicks-based editorial strategy differs across different types of stories conditional on having published the first article on a particular topic and clicks does not imply that more informative content is replaced with less informative content since hard news stories are more likely to see follow-up articles than soft news stories.

RQ3: How the number of clicks accessed per articles in infotainment news stories values the quality of the news?

RESEARCH METHOD

To achieve aims of this study, first defined a set of criteria of news values and then, a set of news article selection. The criteria of news values were based on Ruge and Galtung. The criteria of news article selection were as follow this study aimed for infotainment news on Siakap Keli page in Facebook. This study included articles that were

published between 1 July 2018 – 7 July 2018.

Procedure

A content analysis is an appropriate research method to categorize and quantify content in news articles that were retrieved from the Siakap Keli Facebook page.

All online news items were recorded. Each headline was then examined for the analysis. Because the focus of the study was to identify the news values used in infotainment online news portal.

A codebook was developed as guidelines for how to extract news specific information from the news article. The first part of the codebook described how to extract general information: the date of the article published, time, headlines, categories, viewers, share, and the number of clicks.

The second part of the codebook to code the news values. In this section, Coders has to identify the type of values present in the SiakapKeli. My news articles. Type of news values refers to approach by Ruge and Galtung, had to count the total number of news values in the news article, code the viewers who reading the news article and code the likes. By this, this study found that the most frequent use in news values in Siakap Keli is composition balanced.

To code the patterns news values, coders had to identify the headlines of news present in SiakapKeli. Then, the coders had to identify news in online portal-shaped by news values. The news-based from viewers, comments, likes, and shares. The news must have 10 000 viewers or more and have 5000 or more likes

RESULTS

The pattern of News values

Table 1

Patterns of news values are the most present on the soft news coverage in Siakap Keli

News Values	Overall
Frequency	17
Threshold	17
Unambiguity	4
Meaningfulness	19

News Values	Overall
Consonance	14
Unexpectedness	19
Continuity	18
Compositional Balanced	21
Elite Nations / Regions	1
Elite People	9
Personification	16
Negativity	9

RQ1 asked what patterns of news values are the most present on the soft news coverage in SiakapKeli.My, Results show that the top 5 news values in the soft news were : (1) composition balanced, (2) Meaningfulness and Unexpectedness, (3) Continuity, (4) Frequency and Threshold and (5) Personification. All these news values are from Ruge and Galtung approaches.

Shaped in soft news online news portal

Table 2

Headlines	Categories	Sources	Viewers	Likes	Comments	Shares
Loket Dengan Tulisan 'Allah' Dalam Tulisan Jawi Ditemui Pada Mayat	Crime / Current	Bernama	15,370	3500	188	45
Bekas Anggota SEAL Maut Dalam Operasi Hantar Bantuan Oksigen Kepada Mangsa Terperangkap	World/ Current/ Tragedy	ABC News	72,687	19,000	1,430	1,400
Dikecam Dan Dilapor Kepada FB, Akaun Pensyarah Ini Telah Disekat Selepas Kritik LGBT	Entertainment / Current	Facebook Rahimah Ab. Rahman, Syahr Musafir	14,858	3,900	696	339

Headlines	Categories	Sources	Viewers	Likes	Comments	Shares
(Video) 13 Pemain Bola Dalam Gua, Ini Penerangan Cabaran Perlu Pasukan Penyelamat Tempuhi	World/ current/ tragedy	CNN & BBC	77,567	9,800	987	1800
Polis Temui Mayat Dalam Bagasi Di Sungai Gombak	Crime/ Current	Bernama	22,944	4,400	746	231
"Budak Kecil Memang Menyakitkan Hati," Tweet 'Bodoh' Lelaki Tentang Adam Rayqal Dikecam Netizen	Lifestyle / Current	Twitter	16,397	2,900	841	65
Kaunter Tiket Final Lengang, Adakah Ramai Penyokong Sokong JDT Secara Senyap? – JST	Sports	Johor Southern Tiger	18,093	5,200	990	71
Awasi Anak Dalam 'Baby Walker'. Berikut Adalah Bahaya Yang Boleh Menimpa Bayi Anda.	Health / Current	Doctor Rusyainie Ramli	14,591	2,200	348	339
Adam Rayqal alami pendarahan otak, retak tempurung kepala	Current	Bernama	23,714	6,900	413	197
Tiada Yang Lebih Baik Dan Penyayang Seperti Bapa Saya, Luahan Anak Najib	Current	Instagram: Yananajib	16,033	6.300	1.200	120

Headlines	Categories	Sources	Viewers	Likes	Comments	Shares
Sejuk Ya Dalam Peti Tu? Takpe Sayang, Nanti Masuk Syurga Semua Indah Adam Dapat – Ibu	Current / tragedy	Facebook Farah Madi	18,362	5.900	374	164
Hujan Beterusan, Doktor Tawar Diri Tinggal Dengan Mangsa, Mungkin Terperangkap Selama 4 Bulan	World / Current/ Tragedy	Dailymail	68,754	11000	804	687
Laporan Berita Dakwa Najib Razak Ditahan SPRM	Current	Bernama	15,830	7.400	1455	310
(Video)12 Pemain Bola Sepak Remaja Thailand Sudah Ditemui Tapi Belum Boleh Diselamatkan	World / Current	BBC / Telegraph	38,450	6.200	469	222
Selepas Kisah Kucing Mati, TV Pecah, Ikan Hiasan Satu Kolam Pula Mati Dikerjakan Anak Tetamu Datang Beraya	Current	Aman Mokhtar,	35, 906	7.300	1,011	473
ADUN Sungai Kandis, Mat Shuhaimi Shafiei Meninggal Dunia	Current	Bernama	14,818	2.300	331	55
13 Lagi Menteri Angkat Sumpah Lengkapkan Portfolio Kerajaan Malaysia Baru	Politic/ Current	Not mention	11,752	3.200	306	68

Headlines	Categories	Sources	Viewers	Likes	Comments	Shares
Terkini: Syed Saddiq Menteri Belia dan Sukan Yang Baharu	Political/ Current	Not mention	16,185	8.200	1671	184
Kenapa Serangan Strok Sering Terjadi Di Dalam Bilik Air?	Lifestyle/ Health	Rumah Sihat Urut & Bekam	13,778	2.200	73	519
Nikah Budak 11 Tahun Tak Sah, Lelaki Larikan Diri – Dr Wan Azizah	Current	Bernama	54,872	8.100	1914	514
"Saya Cintakan Dia", Isteri Ketiga, Kanak-Kanak 11 Tahun Beri Penjelasan	Current	Bernama	35,726	3.600	1774	202

Relationships between soft news and news values in online news portal?

RQ2 asked how news values will be shaped in soft news online news portal. From the categories of crime, current, entertainment, health, tragedy, lifestyle, world, and sports. The most generally found categories of news in Siakap Keli is a world, current and tragedy have higher viewers and likes. The most news that been view is (Video) 13 footballers became trapped is a snaking system of caverns. Challenges facing rescuers who are trying desperately to save the trapped Thai soccer team with 77,567 viewers followed by Former Navy SEAL working to rescue boys die from lack of oxygen with 72,687 viewers. Therefore, the study found from the headlines of news is continuity approaches of news values were reported in Siakap Keli. This study found that the news continues from 1st July to 7th July 2018 about thirteen footballers trapped in the cave, the issues of Adam Rayqal and Dato Seri Najib Razak. These three issues have higher viewers, shares, and comments.

Number of clicks in infotainment news stories and the quality of the news

Table 3: Number of clicks in infotainment news stories and the quality of the news

Headlines	Categories	Sources	Likes	Comments	Shares
Bekas Anggota SEAL Maut Dalam Operasi Hantar Bantuan Oksigen Kepada Mangsa Terperangkap	World/ Current/ Tragedy	ABC News	19,000	1,430	1,400
Hujan Beterusan, Doktor Tawar Diri Tinggal Dengan Mangsa, Mungkin Terperangkap Selama 4 Bulan	World / Current/ Tragedy	Dailymail	11,000	804	687
(Video) 13 Pemain Bola Dalam Gua, Ini Penerangan Cabaran Perlu Pasukan Penyelamat Tempuhi	World/ current/ tragedy	CNN & BBC	9,800	987	1800
Kaunter Tiket Final Lengang, Adakah Ramai Penyokong Sokong JDT Secara Senyap? – JST	Sports	Johor Southern Tiger	5,200	990	71
Adam Rayqal alami pendarahan otak, retak tempurung kepala	Current	Bernama	6,900	413	197
Tiada Yang Lebih Baik Dan Penyayang Seperti Bapa Saya, Luahan Anak Najib	Current	Instagram: Yananajib	6.300	1.200	120
Sejuk Ya Dalam Peti Tu? Takpe Sayang, Nanti Masuk Syurga Semua Indah Adam Dapat – Ibu	Current / tragedy	Facebook Farah Madi	5.900	374	164
Laporan Berita Dakwa Najib Razak Ditahan SPRM	Current	Bernama	7.400	1455	310
(Video)12 Pemain Bola Sepak Remaja Thailand Sudah Ditemui Tapi Belum Boleh Diselamatkan	World / Current	BBC / Telegraph	6.200	469	222

Headlines	Categories	Sources	Likes	Comments	Shares
Selepas Kisah Kucing Mati, TV Pecah, Ikan Hiasan Satu Kolam Pula Mati Dikerjakan Anak Tetamu Datang Beraya	Current	Aman Mokhtar,	7.300	1,011	473
Terkini: Syed Saddiq Menteri Belia dan Sukan Yang Baharu	Political/ Current	Not mention	8.200	1671	184
Nikah Budak 11 Tahun Tak Sah, Lelaki Larikan Diri – Dr Wan Azizah	Current	Bernama	8.100	1914	514
David Beckham Ucap Selamat Hari Keputeraan Kepada TMJ	World/ Current / Sport	instagram David Beckham	6.400	751	79

RQ 3 asked if the number of clicks accessed per articles in infotainment news stories values the quality of the news. Results show Former Navy SEAL working to rescue boys dies from lack of oxygen with 19,000 of clicks, Rescue operation: Doctors Offer to Stay With Victims,Maybe Trapped For 4 Months with 11,000 and both in the same categories and has the continuity of news values.

DISCUSSION

This study's purpose was on the type of news values extracted from infotainment news portal that is published on online news portal in Facebook and its second aim was to examine how the selection of news has an impact of the news value on the infotainment news online portal. In light of the first aim, this study discovered that composition balanced is the most present news values in SiakapKeli. This is because SiakapKeli uses the sources from others media.However, prominence was the news values that appeared most often, followed by human interest, proximity, impact, conflict, other, usefulness, timeliness and unusualness (Kilgo, Lough & Riedl, 2017). In the light of the first aim, this study discovered that the five most present in news values (soft news) were focuses on breaking news, however, Wendelin, Engelmann & Neubarth (2015) previously noted news selection on the Internet is about everyday life (services and economies). Assuming, this study may conclude that news values in SiakapKeli reflective news that closed to them.

In light of this study's second aim, this finding indicates that in the category of news in Siakap keli : world, current, and tragedy have higher viewers and likes compared to entertainment, lifestyles, health, political, and sports. This is not the same as the findings of Garcia-Perdomo, Salaverría, Kilgo & Harlow (2017) previously notes that online native. Articles are about lifestyles topics and sports. From this, this study suggests that infotainment news dominate information rather than entertainment.

These findings support the arguments of Garcia- Perdomo, Salaverría, Kilgo & Harlow (2017) hope and sadness appear more often in the soft news. By this, the study managed to add prominence, proximity, and sentiment have a very positive effect when choosing to click on headlines (Piotrkowicz & Otterbacher, 2017).

Overall, this study has contributed to and expanded the existing body of knowledge concerning digital journalism and news values in soft news. This is an important area of expansion in digital journalism for the study of news values in the field of new media and journalism.

Like other studies, this too faced several technical challenges. First, the news values approach which were difficult to code because it will be based on the understanding and perception of the researchers. Second, for each news, the unit analysis be collected for a week (1st to 7th July 2018) after 11.00 PM.

However, due to the study of soft news in journalism practices, it would be fruitful to investigate the effects of soft news coverage on the online news portal. This can provide a clear picture of the impact of the newsworthiness of soft news reporting.

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Radio Announcer Professionalism and Public Sphere in Local Public Radio Broadcasting Institution

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ABSTRACT

Local Public Broadcasting Institutions (LPPL) transformed from Radio Broadcast Local Government (RSPD) should function as publicly owned institutions, as mandated by Undang-Undang No. 32 of 2002 on broadcasting. For sixteen years of its existence the role has not yet been seen. Peraturan Pemerintah No. 11 of 2005 also states that broadcasting is conducted independently, neutral, and providing services to the public. In fact, LPPL still tends to be the voice of the government, not critical, so the function of social control becomes absent. This study uses a qualitative approach by examining the problem of professionalism that impedes the process of LPPL transformation such as the mandate of the Broadcasting Act. The research was conducted at LPPL Radio Gemilang FM Magelang and Radio Purwodadi FM Grobogan, covering about the professionalism of broadcasters, the influence of work environment, code of ethics and understanding of the code of ethics as a rule in broadcasting in LPPL. The purpose of this research will contribute as an effort to strenghten the professionalism of broadcasters in accordance with the code of ethics, thus providing public space for broadcasting, in accordance with the applicable laws and regulations.

Keywords: *public sphere, radio broadcasting, media studies*

INTRODUCTION

Law No. 32 of 2002 on broadcasting covers regulations covering radio and television in Indonesia. Article 13 paragraph (2) states that broadcasting institutions consist of public broadcasters, private broadcasters, community broadcasters and subscribing broadcasters. In Article 14 paragraph (1) of Law No. 32 of 2002 states, *"Public broadcasting institution as intended in Article 13 paragraph (2) letter a is a broadcasting institution in the form of a legal entity established*

by the state, independent, neutral, commercial, and serves to provide services for the benefit of public". The same article in paragraph (3) states that in the provinces, districts, or cities can be established local Public Broadcasting Institutions (Lembaga Penyiaran Publik Lokal/ LPPL).

LPPL is also strengthened through Government Regulation No. 11 of 2005 on Public Broadcasting Institutions. Article 1 paragraph (3) of the Government Regulation stipulates: "*Local Public Broadcasting Institution is broadcasting institution in the form of a legal entity established by local government, conducting radio broadcasting or broadcasting television, independent, neutral, non-commercial, and serving service for the benefit of a community broadcasting on Radio Republik Indonesia (RRI) for radio and Television Republic of Indonesia (TVRI) for television*". The Government has tried to provide opportunities for Radio Local Government Broadcast (RSPD) or Local Government Special Radio (RKPD) to conform with the Broadcasting Law, and can perform its functions and strategic role well.

PP No. 11 of 2005, among others, states: Article 4, RRI, TVRI, and Local Public Broadcasting Institution aims to present broadcast programs that promote the mental attitude of the faithful and cautious, intelligent community, strengthen national integration in order to build an independent, democratic, and prosperous, and maintain a positive image of the nation. Article 6, Local Public Broadcasting Institution organizes local broadcasting activities. To support the improvement of the quality of broadcasting operations, the Local Public Broadcasting Institution may organize other legitimate broadcast advertisement and business activities related to broadcasting. Article 7, Local Public Broadcasting Institution is a broadcasting institution in the form of a legal entity established by the regional government with the approval of the Regional People's Legislative Assembly on the proposal of the community.

On the basis of this, local Public Broadcasting Institutions (LPPL) may be established in provinces, districts, or cities with criteria and requirements such as: no RRI and / or TVRI broadcasting stations in the area; availability of frequency allocation; the availability of professional human resources and other resources so that the local Public Broadcasting Institution is capable of performing at least 12 (twelve) hours of broadcast per day for radio and 3 (three) hours of broadcast per day for television with proportional broadcast materials;

operational broadcasts are held on an ongoing basis. Local Public Broadcasting Institutions may cooperate only with RRI for the Local Public Broadcasting Radio, and with TVRI for the Local Public Television Broadcasting Institution.

Meanwhile, Article 15 of Law Number 32 of 2002 stipulates that the funding of Public Broadcasting Institutions derives from: the broadcasting fee; State Revenue and Expenditure Budget or Regional Revenue and Expenditure Budget; community contributions; ad broadcast; and other legitimate business related to the conduct of broadcasting. As the radio utilizing public funds through APBD and its management involves the public, this media has a strategic position to create democratization of broadcasting.

In relation to broadcaster, Vice Chairman of the Regional Indonesian Broadcasting Commission (KPID) Central Java AsepCuwantoro said, the broadcaster's profession as the spearhead of radio has not been promising. The findings of KPID in Central Java say there are still many broadcasters paid under the Regional Minimum Wage (UMR) and some are still paid per hour Rp. 3000.00. Therefore, one of the KPID program is to improve the quality of human resources (broadcasters) for better and become professional. Training has been conducted in six residences in Central Java with a total of 300 radio broadcasters attending basic level training.

Continuing the broadcasting human resources improvement program, KPID Central Java held an upgrading event to capacity for advanced level broadcasters in Salatiga, Friday-Saturday, December 15-16, 2017. KPID Central Java Commissioner for Communication and Cooperation Division Rofiudin said the event was held for human resources broadcasting radio competent and able to realize a program that has a function as a social control. The training was attended by 50 broadcasters from private and public broadcasters who have successfully graduated from middle level certification. At the event there was a discussion related to the joint plan of making an investigation program on each radio represented by the trainee (broadcaster). The issue surfaced when several broadcasters from the local public broadcasting agency (LPPL) objected to broadcast the investigation program because so far the existing programs more voiced the interests of the government.

One reason is that LPPL funding comes from local government APBD, so there is fear if they criticize the government will lead to termination of work. This is contrary to Law Number 32 Year 2002 which is LPP should be used as a public voice. The institutional structure with the leadership of the local Kominfo makes broadcasters choose to broadcast "safe" rather than critical news. The alignment of information delivery to the public becomes unbalanced because there is no perceived freedom by the broadcasters. While the Act clearly stated that public broadcasting institutions are neutral and impartial. KPID said to broadcasters how they not only to pursue the rating and ad earnings, but also must to consider the public interest.

KPID data from Central Java mentioned that currently there are 191 licensed private FM radio stations, 32 local LPP radio, 45 community radio, and thousands of illegal radios. From the discussion, KPID regretted that local LPP radio would fail to make the climate in the world of conscience become democratic. In this regard, researchers are eager to examine the broadcasting professionalism associated with understanding the code of ethics and culture of media companies in local public broadcasting institutions (radio only) in Central Java.

LITERATURE REVIEW

LPPL as a public institution as mandated by the Broadcasting Act has not been fully implemented. LPPL tends to be the voice of the government, not critical, news is much ceremonial, so the function of social control becomes absent. This is because the process of transforming LPPL from state-owned companies into public-owned institutions has not run maximally. Researchers take this theme because the study of radio, especially related to public broadcasting agencies has not much been done.

Some of the researches were about the policy and institutional pattern of public broadcasting institutions and no one has specifically examined the professionalism of broadcasters. E Journal which discusses the Public Broadcasting Institution such as Model Development of Local Public Broadcasting Institution (LPPL) Radio in Central Java by LiliekBudiastutiWiratmo, Noor Irfan and Samudi. The study focused on the study of regulations and comparison of LPPL Radio Republik Indonesia (RRI) with the recommendation of the LPPL radio development model. Another research that has been conducted entitled

Institutional Issues in the Management of Local Public Broadcasting Institutions (LPPL) Radio in Central Java by LiliekBudiastutiWiratmo. This study looks at institutional issues that hamper the transformation of local government-controlled radio into local public radio. Local public radio as mandate of the Broadcasting Act includes STOK, budget and permits. The object of this study includes 7 (seven) local government radios in Central Java.

In contrast to the two studies, the authors have a focus on the professionalism of broadcasters associated with the understanding of ethical codes and corporate media culture in public broadcasting institutions (radio only). This focus is one of the institutional issues that impede the function of public broadcasters performing their functions as social controls, since structurally ownership remains under local government.This academic and theoretical research has the purpose of explaining the professionalism of the broadcaster in the local public radio broadcasting (LPPL) in Central Java. While practically, the research is expected to provide knowledge about radio to practitioners and prospective practitioners of radio. Writing is also expected to be used as reference material other writings.

Definitions of public broadcasting institutions are as public broadcasting, public service, public broadcasters, and public financing. That is, the public is the owner of a public broadcasting agency. All from, by, and to the public. Broadcasts and the public are not merchandise, and the public is not a consumer. From here, it can be mentioned that LPP broadcasts should be publicly oriented: educating, educating, enlightening the public. In other languages, public broadcasters do not seek profit (profit) from the results of broadcasting (non profit oriented).

But the LPP has not functioned optimally as an institution for the public, instead it tends to function as the voice of the government. This is supported by the attitude of broadcasters who are some civil servants (PNS) as well as contract workers who have been conditioned by the government environment where they work. Although not written, but corporate culture still has the impression of "protecting" the local government. Conditions such as this make the ethics and ethics of the media to be ruled out because they fear no longer employed as employees if critical.

RESEARCH METHOD

This study uses comparative case study method in two LPPLs in Central Java, LPPL Radio Gemilang FM Magelang and LPPL Radio Purwodadi FM Grobogan. This type of research uses a qualitative approach. Researchers use two methods of data collection, namely:

1) Collecting data using LPP related literature (documentation) and scientific articles related to LPPL and broadcasting.

2) Interviews & Observations

Researchers conducted in-depth interviews directly with several resource persons to obtain accurate and more complete information. For additional data, researchers also conducted interviews with related parties such as KPID of Central Java to support research. In addition, researchers also made observations in a time on broadcast day to better know the organizational culture in the studio radio environment. As a tool in collecting data used laptops, notebooks, interviews, cameras, internet access, as well as recorder to record all activities during the study took place.

RESULT AND DISCUSSION

From the results of interviews and observations in the field at LPPL Purwodadi and GemilangMagelang there are several points related to the professionalism of the announcer. The LPPL transformation that should voice the public interest is hampered by the structure and culture of the organizations within the government that make them think the radio is still government property. LPPL Purwodadi has 9 broadcasters, 4 are daily freelancers, and 5 are civil servants. The recruitment process of broadcasters is also not through an open announcement, but the relics of the ancient staff who are still maintained until now.

While LPPL Gemilang has 5 broadcasters from civil servants and 9 people freelance workers. The existence of civil servants makes the work environment seem bureaucratic. Although they are aware of the mandate of the Broadcasting Act, but the mindset that LPPL is financed by the APBD makes them still feel like a government announcer. Especially for employees who have status as civil servants, they will surely be subject to government regulations. The information conveyed will be more pro-government as more cooperate with other related institutions in the local district government.

Public spaces are provided on a talk show program featuring resource persons from the relevant department head. The public interacts over the phone to convey complaints or feedback. Programs created specifically by broadcasters to deliver critical news from public do not exist. Information obtained from the internet, magazines, newspapers, and tabloids. If the public wishes to convey information or request a broadcast room first must make a letter of application. Next will be seen and if approved by the boss (kominfo) can only be broadcast. But because there is no socialization, the program from the public has never been realized.

Meanwhile Rofiudin from KPID Central Java said the mind set of broadcasters is a main problem because they are transmitting information to the public. There are other interrelated issues, including the lack of sensitivity of the local government about the institutional change from RSPD to LPPL which makes it reluctant to provide public space for the community. The program only have the interests of the government. Whereas APBD funding is public money managed by the government. Education and understanding of human resources broadcasting needed to continues to make the new mindset according to the law, but in fact difficult because LPPL broadcaster is also a civil servant or government employee. Therefore, according to him for the sake of the mandate of the law, should DPRD and government appoint an independent party or professional to manage the LPPL, not returned to the government. Thus the implementation of broadcasting laws can be enforced. But this is also related to the process of bureaucratic reform which in fact up to 16 years of implementation of the law has not succeeded in bringing LPPL transformed into a public voice radio.

LPPL does not provide training to the broadcasters about the code of conduct. They are awaiting invitation from KPID and related parties. The certification of professionalism which is the reference of a decent broadcaster or not broadcasting in Indonesia is also still halfway, so it is understandable if the understanding of the rules and techniques of broadcasting has not been fully adopted by broadcasters. If the salary becomes a complaint of private broadcasters to be a professional broadcasters, this does not happen in LPPL because the financing is fully borne by the APBD. LPPL radio is also entitled to get the source of funds from advertising. LPPL Gemilang has a target to provide income to goverment (PAD) while LPPL Purwodadi not. Policies requiring

LPPLs to deposit PAD are perceived to be difficult for broadcasters as they have to look for advertisements other than broadcast assignments. On the one hand this obligation is also considered to disturb the professionalism of broadcasters so less focus in broadcasting. Meanwhile, for LPPL who do not have target PAD deposit, should be more focus as a profesional broadcaster according to code of ethics. But this still hampered the mindset that LPPL is a government radio.

The hope that LPPL focus on providing public space through quality broadcasts and voicing the public interest still encounters obstacles. In fact the transformation process did not going well. The empowerment and training provided by KPID about investigative journalism intended to provide critical understanding to the announcer was broken with alibis that the LPPL broadcaster was financed by the government making it impossible to criticize the government. This makes the LPPL mission as a public voice radio only written in the law but can not be realized.

CONCLUSION

From the results of research that has been done the author gives the following conclusions: 1). it is necessary to change the point of view that the funding of LPPL from APBD is a mandate of the people, not the government. Thus LPPL has the courage to be critical to voice the public interest and criticize the deviant policies; 2) the need for continuous awareness to the human resources of understanding that LPPL has shifted from its initial vision as a government broadcast radio to a radio for public broadcasting; 3) it is necessary to change the structure boldly placing non-civil servant professionals to occupy leadership positions in LPPL in order to better broadcast quality and dare to compete with private and other broadcasting Lemaga; 4) cooperation with legislative and executive for make rule which is that LPPL is institution for public at all LPPL in Central Java; 5) to socialize to the public that they have the right to use the media for broadcasting.

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Najwa Shihab and The Shifting of Journalism Activity

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ABSTRACT

The presence of new media in society allows all elements to get into the platform by having an account and as content creator. It can't be denied that the presence of new media allows all forms of activity to be easier and faster to transfer in the midst of society. The impact of new media is all kinds of information flow freely through society, including false news. The presence of conventional media sometimes even exaggerates an information, because realized or not that changes of communication pattern has come into society. Conventional media is expected to counter balance the information, but in fact it's "copying" the news on social media. Such conditions are getting worse with no reliable sources. Najwa Shihab is one of the journalist that has been in the world of journalistic for 17 years. In the journalistic world, Najwa Shihab tried to shift the medium for delivering news from broadcasting media (Television) to new media (Youtube); which until now, the way she deliversnews attracts many people to watch her videos online. The chosen of Youtube as her platform in delivering news could be her strategy to attracts the millenials. Today, Youtube is a very popular social media. Other than to search general informations, Youtube can be used to search for personal informations through Vlogs.

Keywords: Journalistic, Najwa Shihab, New Media, Youtube

INTRODUCTION

Indonesians are global people who become the part of information technology development and communication which is develop in the whole of the world. Communication revolution which is grow fast influnce all the communication aspect to the people. Globalization also influence the comonication pattern in fact it has some effects such as integration in all of acces the world (economy,culture,politic,etc).

Communication is one of the important thing for the human life. Interaction in the communcation notonly face to face or individual,group and organization but also spread through the media. The information spreads easily,practicaly supported by many new medias. The most popular media is social media. It is like a personal account and media social can be a profesional conventional media if it's managed well. For instance,social media creators could make interesting and quality contents by the setting and concepting whicg is done by the professional people.

The existence of social media makes the conventiojal media provides the acces such as twitter,instagram,facebook and youtube. As the main topic which is the writer reviewed,she interest to see Najwa Shihab in giving the information through the youtube. The writer saw that there is The Shifting Of Journalisme which is done through the print media,television and radio in general but it's done throught the youtube nowdays.

Najwa Shihab is a popular journalist who has career in broadcasting for about 17 years. She began as a journalist in Metro TV. Najwa Shihab has a program named "Mata Najwa" in Metro TV,and now it's shown in Trans7. Many people like the program,because it's progran usually disscuss about the newest issue the most is politic issue. The way Najwa Shihab finds the information from the interviewees is smart critical,and sometimes she makes joke.

The changes of Mata Najwa program from Metro TV to Trans7 made the public coriuos. In addition,when she said to the audiences that Mata Najwa isn't exist anymore people felt as if they really lost a quality program. When the program breaks before shown again in Trans7,she made a channel in youtube named "Catatan Najwa". Then,it's channel became an oasis for the people liked it,because when the channel "Catatan Najwa" made,The public felt not sure wheter the program will be show again or not. As the "detik.com" quoted Najwa Shihab wanted digital media her own. Only 4 months,Najwa Shihab's Youtube Channel 2.50 thousand subscribers. In that achievement she got the Silver Botton.

In delivering her program in youtube Najwa Shihab gave different way of communication. Communication concept as one way process focuses on persuasive (Mulyana,2002 : 61) . Finally,the communication

concept which is given to the public became the redaction news for the viewers in indonesia.

LITERATURE REVIEW

Along the development of information and communication technology, understanding of the communication revolution related to the communication technology used in society. It is become a highlight for the communication expert, Everett M Rogers saw that communication technology is a hard device in the organisation structure which has social value,which allow everyone to collect,process and exchange the information to another one. From the definiton,communication revolution couldn't work properly if there isn't communication technology which is qualified in communication revolution happened to someone or some people.

In communication,the needs of information is absolute it's the commodities which has high value. In a strategy achievment in a group of people. Because the communication system in indonesia shapes from some subsystem,so the free principle which is the main focus in indonesia communication system can be traced (Arifin,2012)

Media communication plays a role in communication revolution to someon or a group of people. This is happen bacause the media is the way of communication that id always related to the information bridged by the communication process. The excistence of media by any kind of it's form and function has the role and it's function as the communication it's self. Form the first era-media to the New era-media. The power of media is the man focus,including a mew interest in the chacarteristic of deployment and broadcast the media. There are 2 dominant opinions about the different of first era media which is emphasise to the broadcast and second era media emphasise to the network (Littlejohn,2012 : 413)

The first impression that is appear from the new media concept always has simple meaning,as the interactive communication media which is use the basic internet.

First Era-Media : Indonesia Broadcasting

The form of broadcasting which is longer emphasised to the deployment information that is reduce the interaction. It is considered as the informasional media because it's the reality meditation for the consumen (Littlejohn,2012 :413)

Erlangga (2010 : 10) states that every media has the ritual and integrity potency, but in delivering it everyone has their own way and must be able to manage it. Broadcasting might has a tool to control the distance to deside which is story should managed or shouldn't read. Nowdays the deployment or the dissemination information besides missal also impersonal. Public area isn't mass media domain. The institution or the agency isn't mass media,there are private group. However,Television has it's entertaiment for the people up to now,baceuse it is the information news source which is communicated based on the globalization era.

Second Era-Media : Indonesia Media Network

New media is more interactive in creating a new understanding about the private communication. New media is not only face to face interaction,but also an interaction to give the new understanding about the private communication. In line with that statement is pierre Levy who is the popular writer titled cyberculture . Levy saw that World Wide Web as the opened information,flexibel and dynamics,which allows the people to develop the new knowledge and also to involve kn mutual democratic and to give the people more interactive. (Littlejohn, 2012: 415)

Many kinds The present of new media and it's role changes the old media that supported the news information and communication for the people as well. Besides that the new media offeres is the capacity to spread the information that might the individual comunicate to the other or the group which is accepted.

New media allows the individual to play the role actively in communication as a communicant or source to improve an information acces. Although there is a gap knowledge to communicate between someone who has and hasn't many information. Scathing criticis or wise advices to the performance of public institution and LSM can be found in internet media.

The real journalism or just hoax appear easily indeed. It is commonly that the information delivered stright to the point. Grammatical structure and stright to the point. Grammatical structure and formal language doesn't needed the important thing is people understand the information given. The experience in delivering the information and transaction idea get the spacioue place moved by following the era to explore through the cyberspace.

That is the internet which had given the spacious place to the personal and social community to comunicate and exchange the information fromthe blog social network such as facebok. Twutter. Yutobe. Etc. The user isn't only can exchange the information but also they can discuss freely, criticize, political policy, create an issue or etc (Erlangga 2010:10)

This technology uses two way mobile networks,every people will be able to order the type of broadcast the want to enjoy. Many kinds of musics,movies,news or world class sports just need to order it. The new media which is shown by the writer it's focusing on the youtube media channel. Youtube was estabilished in 2005 as an audiovisuak project for the various amateur videos among the three fouders they are Chad Hurley,Steve,Chen and Jawed Karim. Youtube reached 95% of internet population in the world and generated billions of views,as well as the duration of hundread millons hours.

The research on commodities that occurred in youtube associated the commodities that occurred in youtube associated the commodities phenomena with the role of youtube as the part of new media which support the discouise of media democratization (Waiko and Erictison,Snikars and Vondreau,2009: 327)

New Media and Communication Theory

The nation progress in managing the delivery of information news to a very rapid society demainds that we make definitions of communication. Communication as a meaningful process which is done by a person to the information,attitude,behaviors based on the experience he/she's experienced. The phenomenon of communication is also influenced by the media used. That's way the media sometimes also influence the content of the information and interpretation. It is in line with Marshall Mcluhan (1999:7), that media is the message it self (Bungin,2009 : 57).

Media used for news activities by news sources is interpersonal media used face to face or mass media for the general public. The development of new media that supported communication technology influence the way people's thinking in managing the media to deliver the information to the public. Communication in new media are required to provide information that follows the current of time without any media communication technology setback. Other institutions that exist

in the virtual community. Which is exist in cyberspace belongs to the public that is accessible to everyone. Althought there is a warning about accessing a certain data freely,but there is information still belongs to the public this is because the substance of the cyberspace is public property (Bungin 2009: 173).

RESULT AND DISCUSSION

The managements or deliveries the information presented by Najwa Shihab in managing news media in youtube in fact own communication delivery techniques is a way or process of delivering a message by someone the other to change the attitudes,opinions or behavior either directly,orally NOT indirectly through the media.

In the research that is how to manage communication on Najwa Shihab's youtube channel. The writer focused on 3 her shaws,three of them are "Catatan Najwa untuk Mahasiswa,Memuliakan Perempuan and Pilihlah Aku Jadi Calegmu". On the three episodes,Najwa Shihab seemed to have ability to manage and deliver the information to the different public,because of three are some things made her performance didn't boring and monotouns differentiation.

The technology media such as youtube,has a role to the delivery communication presented by Najwa Shihab. The New Media Theory affects the level of communication that occurs in cyberspace,so that it makes the people become a virtual society now. As the invention of information technology evolves on a mass scale, the technology has transformed the type of human society, from the local world community into a globalized world, a world so transparent to the rapid development of information, transportation and technology that greatly affects the civilization of mankind, so that its called as the big village, that is a large village, where the people know and greet each other.

The global community is also mean as a life that enables human communities to generatep cultures, produce industrial products, create markets, joint military defense, create the currency, and even create war on a global scale in all lines (Bungin, 2009: 167). The context of the community openness on social networking Youtube as a source media of information is dominating in terms of delivering news information to the public. The high access of the Indonesian people to Youtube finally attracted the interest of Najwa Shihab lover as new information marketing news. Youtube supports the growth of individual

communications with other individuals or groups to make the Najwa Shihab's youtobe channel having its own platform in managing the delivery of news to the public.

In managing and delivery the news on youtube media channel Najwa Shihab made it easy to access anywhere and anytime. In the process of delivery Najwa Shihab has some communication techniques to communicate to the general public in providing news information. In addition, in communicating to the public, Najwa Shihab uses more informal communication than formal communication, gestures, and creates different atmosphere to the people. The communication technique she used in communication to deliver the information to the people can be seen from how she treats the audience effectively to keep them followed the program conveyed by Najwa Shihab. She has some different communication techniques to deliver the news on youtube media. The techniques as follows:

1. Informative Communication

Informative communication is obtained to get the various information from others, including the important and actual information. This communication was shown in most of the episodes that Najwa Shihab showen to the public. One of them is the episode of "memuliakan perempuan", in that episode Najwa Shihab interviewed Quraish Shihab a famous ustad from Indonesia who is actually her father. In the Episode, Najwa Shihab conveyed using the theory of Informative Communication which invited the audience to know information about Islam that is how to glorify the women. In this case the communication context given by Najwa Shihab in managing the delivery of information is informal information used the clear language with informative communication techniques that is suitable with the source. When the interviewes tell the information to Najwa Shihab, she gives the response by using communication techniques that respond makes the source spread in conveying the information provided, so that the audience and listeners of this news become more interesting and less monotonous in the discussion.

2. Persuasive Communication

Persuasive Communication is a complex communication process conducted by individuals using verbal and nonverbal messages that are done by persuading or encouraging that aims to change attitudes

and behaviors based on willingness and pleasure in accordance with the messages received. One of the Episodes of Najwa Shihab which is closely related to Persuasive Communication is Episode catatan untuk mahasiswa. In her Youtube channel, Najwa Shihab nvitations to the students to keep working for this country Indonesia. The way she communicates is energetic it seems to give real contribution for the mobilize Indonesian students on poetry about catatan untuk mahasiswa. The effort, her point of view,her attitude and her communication techniques which is given by najwa shihab seemed to give a different impression of the previous episode. Najwa Shihab seemed to give the spirit of building the country it is shown to university students who are still study in the college. Nonverbal communication or Najwa Shihab's gesture also follows with a smile that is communicated to the audiences that most of them are university students.

3. Instructive communication

Instructive communication is communicator in a high position, where she gets the legitimacy to instruct, teach, and even propose a kind of main idea that is considered the best for a particular program. This communication is applied not to force indirectly or absolute. In this communication the source provides a certain purpose for the people to follow what has been discussed by the source. The episode of Najwa Shihab on her Youtube Channel relating to the management of the delivery news media, titled pilih aku jadi Calegmu. In this episode Najwa Shihab interviewed the nation legislator candidates to become Indonesia's leader in the future.

The communication given by Najwa Shihab is quite different from other episodes, Najwa Shihab seems to have evolved in communicating to the public by instructing them to be smart and right in choosing the candidates in the future in a vision and mission given by candidates. In the process of its delivery to the public, Najwa Shihab provides many changes through Youtube media, named "catatan najwa". Najwa Shihab is able to use her own new media, Youtube. In different communication techniques, each episode emphasized the characterisric of the source. Najwa Shihab appears on Youtube as one of the most up-to-date advancements of the era in national and international information.

Most of the revolutions or changes that occur in Najwa Shihab's communications focused on the way it is delivered to the source and

the people in a straightforward and precise way. This happened because the formation of self-concept in communicating on Youtube media. In the technique of communicating to the public through the youtube media, Najwa Shihab provides informal communication and limites to the rights that have been determined by others. The communication tehniques used because the majority of Youtube users are young people who care about information that is happening in indonesia. However, Najwa Shihab Youtube channel is still become a general program in news information in Indonesia so far. The success of Najwa Shihab in managing the Information through Youtube Media made her program waited to many audience that involved government or the people.

New Media and Journalistic Activity

The impact of civilization progress on human behavior that information still used electronic media and print media such as television, radio, and newspapers. Now people get the advantage of the online media technology in information planning so that we can have it quickly and easily. Every people activity around the world can be reached through social media, such as twitter, instagram, facebook and etc. (Prasetya, 2017: The Influence of Social Media on work productivity Millennial Generation).

The presence of New Media with kind of forms and roles in the community of course change the old media that has been supporting will present the information and communication news for the community. New Media allows individuals to play the role more active and effective communication as a communicant or source in improving the access of information. New Media didn't rule up the knowledge gap between individual who hasn't information in communication.

Empirical experience shows that every new medium influences the existing media. for example, there is a competition since the advertisement appeared. Televise affects the existence of print media in the terms of content, form, distribution, pricing policy, advertising, and so on. Therefore, every time a new media emerges, the keywords for the media that already exist and want to keep the existance are: adaptation, innovation, creativity, or leave and stay media (oetama,2001:361).

By looking at the condition of an increasingly advanced community, smart, critical and free to determine the information sources, especially in large cities, the process of metamorfose conventional media to digital

media provide a substantial contribution to the process of existence of these media. Conventional media that have synergized with the Internet in the media convergence era can increase the value added and the brand is getting stronger and wider. The size of geographic audience proximity turned excellent (print media, radio, tv local) it has been absurd in online media. Through webcasting in the online media is able to close someone emotionally to the origin or place of birth, such as a person who is studying abroad because of study, work, or has become foreign citizens.

Journalism as an activity to report various events or events that occur in society, it can not be separated from the construction with a certain perspective for news material by journalists. While news is a report or notification of an event or event either spoken or writen delivered by another person. (hadi: 2007, the development of communication technology in the era of modern journalism).

The Internet allows for a more intense interaction between the news media and the reader. This allows the readers who have accessed information to get the reciprocal connection of a news report directly. Readers also involved in the news-making process. This is often happened among the popular community named as citizen journalism or citizen journalism. Where every citizen around the world connected with internet access to each other and can provide and report many information to the public.

In globalization journalism era we experienced the cross-sector, that is not only the journalists who can spread all information to the public, but the recipients of information or community itself can also spread all forms of information they have disseminated in the public. However, the right attitude that must be grown to the people in globalization era according to Deddy Mulyana that is the most important principle is "communication technology for human, not for communication technology. Communication technology should increase our dignity as human beings".

Conclusion

The development of the globalization era that is happened in Indonesian Society brought a significant Revolution in the media development. Not only as the benchmark media in a Revolution. Communication occurs in each individual to evolve the information

to the wider community. One of the individuals who experienced the Communication Revolution was Najwa Shihab. A well known Indonesian female journalist who is working in indonesia broascasting.

The vary Communication techniques delivered by Najwa Shihab to the people in every episode, start from the informative communication, persuasive and instructive. The three communication techniques have been presented on the najwa shihab Youtube channel. The Communication tehnicque she used is almost success to captivate the audience who care about the news information that occurred in Indonesia. In delivering the information, Najwa Shihab gives a straightforward and absolute communication in every episode that make the people believe her program.

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Controversy of Competition Termination of ISL 2015 in the Frame of National Sport Daily News (Framing Analysis of Bola Daily and Top Skor News period February – May 2015)

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ABSTRACT

The controversy of competition termination of ISL 2015 was the hot issue occurred in the beginning of 2015. It contained high news value because it was related to the Indonesia Football where it got much attention from the public. For instance the sport daily news of Bola and TopSkor in Indonesia were also contributed in reporting the controversy of competition termination of ISL 2015. It can be seen from the number of news regarding the controversy in both sports daily.

The present study aimed to describe the news framing of the controversy of ISL 2015 competition termination in both of Bola and TopSKor sport daily. The issue of the controversy of ISL 2015 competition termination has high news value and was a national issue. The object observed was most popular national sport daily news namely Bola and TopSkor daily. The type of this study was framing analysis and followed the constructivism paradigm. The model of framing analysis used was Zhongdhang Pan and Gerald M.Kosicki model where this model has four analyzed structures; those were syntaxes structure, script structure, thematic structure, and rhetorical structure.

The research result showed that based on four analyzed structure, there was a basic difference. In the syntaxes structure the Bola sport daily was tend to report the information concerning the fact of the controversy whereas the TopSkor was tend to report the detail of the fact emerged in the controversy. In the script structure, the Bola sport daily more emphasized the element of how in explaining the consequence occurred due to the controversy while the TopSkor sport daily more emphasized the element of how in explaining the related events. The

thematic structure in Bola sport daily taken more themes from one of the related parties in the controversy that was PT Liga Indonesiawhile the TopSkor was balance, TopSkor also discussed about the theme from the Minister of Youth and Sports and the clubs of ISL 2015. The last, the rhetorical structure in Bola sport daily showed the simple and firm language style in its news, in vice versa, the TopSkor sport daily showed the detail and long language style in its news.

INTRODUCTION

Indonesian Super League (ISL) is the highest level of football competition in Indonesia. It has professional clubs as the participants. ISL the first time was held in 2008, organized by PT Liga Indonesia, which initially PT Liga Indonesia has name Badan Liga Indonesia (BLI). There are 18 clubs in Indonesia which attend the ISL in the season of 2015. The presence of ISL in 2008 was the new format in which initially ISL has a format of 36 clubs as participants and many of them rely on the government's fund for attending the competition. Therefore, AFC give mandate to keep the professionalism of Indonesia football in 2008 that is the highest competition should consist of independent clubs in its management without supporting fund from the government.

ISL 2015 did not run well, many unpleasant facts related to the professionalism of the clubs who compete in that competition. The culmination was on 2 May 2015where PSSI decided to terminate all of activities concerning football competition in Indonesia, including the ISL season 2015. *Force Majeur* became the reason of PSSI terminating the competition; it was related to the decision letter of the Minister of Youth and Sport that glaciate all of activities of PSSI administratively. The Glaciate Letter for PSSI was issued by the Minister of Youth and Sport on 17 April 2015 because PSSI was ignored the warning from the Minister of Youth and Sport concerning the temporary termination of ISL competition season 2015. ISL season 2015 on 4 April 2015 actually has been running with 18 clubs of participants, but ever been terminated by PSSI on 10 April 2015 with the reason of impossible to held competition with 16 clubs of participants and impossible to held it with 18 clubs because it is contrary with the recommendation letter from government.

The reports in media became trending topic related the Indonesian football particularly the controversy of competition termination. It

causes the media either the printed media or online media provide special spot for discussing this controversy in the form of news or opinions from the master. The controversy of this competition termination began on February where on that month the Minister of Youth and Sport issues the legal statement that ISL competition should be postponed for two week where it has been planned will be started on 20 February 2015 eventually on 2 May 2015, PSSI formally terminate all of competitions with the reason of *force majeur*. The number of news related to the controversy in printed media on February until May was never decrease.

The present research is conducted on printed media with daily format, particularly sport daily. Both of the sport daily areBola and Topskor. There are several reasons for choosing both daily. One of them is both of the media have long history and one of the famous mass media in Indonesia. In addition, both of Daily Bola and TopSkor have different language style.

The controversy of ISL 2015 competition termination has high news value to be reported in mass media such as sports daily, because it has high news value and give such impact occurred. According to the explanation above then the problem of the study is how the news framing in Bola and TopSkor sports daily in the controversy of ISL termination season 2015? And what are the factors affected the news framing in sport daily Bola and TopSkor in the controversy of ISL termination season 2015.

The aims of this study are analyzing the news framing done by Sport daily Bola and TopSkor in packaging the news of the controversy of ISL termination season 2015 and finding the causal factors.

This study is expected to add the treasury library of program study of Communication Science concerning the media framing. Moreover, it is also expected to be the suggestion for students that will conduct similar research in the future.

LITERATURE REVIEW

The previous study ever been conducted with title of the Face of Indonesian Football in Media Discourse (Discourse analysis of news of Dualism conflict of PSSI in Tabloid Bola Edition of May and June 2012). This study was conducted by Muhammad Rosyid, the student

of University of Islam Indonesia in 2012. The relation of it with the present study is on the similarity of the research object, but different problem of study. If the study conducted by Muhammad Rosyid observed the news of dualism PSSI, the writer observes the controversy of ISL competition termination season 2015.

The other study entitled News Framing of PSSI Leadership by Online Media Indonesia: Framing Analysis on VivaNews.com and detik.com. It was conducted by Rifqi Ardita Widianto the student of Communication Science of University of Islam Indonesia in 2012. The difference is that on the research conducted by Rifqi Ardita Widianto with the writer is the framing analysis model used. Rifqi used theframing model of Robert N.Entmanwhie the writer usesframing model of Zhongdang Pan and Gerald M.Kosicki. The previous used two online media while the writer uses two printed media.

The present study useseveraltheoretical frameworks. News theory is the first. News is the report of public fact or idea, chosen by the reporter and editorial staff of a daily to be reported, that may attract the attention of readers, whatever the element contained in the news (Assegaff in Sumadiria, 2005:64-65).

The next is news construction. The interest carried by media in fact may affect the news reported to the public. From this condition then an opinion begin that the fact reported to the public is not the objective fact but the fact that has been constructed by the media or reporter with such interest background. In the point of view of constructionist "news we read basically is the result of journalistic work, not a standard rules of journalistic. All construction processes starting from choosing the fact, source, word use, picture, until editing give contribution hoe the realities present in front of public." (Eriyanto, 2002: 26).

Press news in the constructivism frame is other theoretical framework on this study. Commonly, news is from the event but not all events can be the news. In the forming process of news many factors that potential to affect, so that certainly the discourse debates occur in defining the reality in media presentation. (Sudibyo, 2001:7). According to Pamela D.Shoemakerand Stephen D.Reese there are four factors affect the decision making in reporting room namely Individual factor, level of media routines, level of organization and level of extra-media. The issue of competition termination as the news construction is also

the theoretical framework of the present study. The issue of ISL 2015 competition termination is larger in giving influence to the Indonesian people who love football and sincerely wait the competition start in every year although there are many world football competition that can be enjoyed by them. However, Indonesian football particularly the competition never been absence from the attention of public.

It also has been expanded to the communication sector, particularly mass media. In the life, mass media has been the important part, human need media to know all of things occurred, not except the football competition in Indonesia. It can be obtained from media. Through the information portal, every people may to contribute in social life. The information obtained from media related to the football competition can be the topic of discussion or to socialize with people around. To get the certainty of the information, every people need a news reporter as represent of them for looking and telling everything or all form of event or phenomenon occurred. In this side, the reason of reporter has right to know all form of public information, and get a freedom to look for wherever the information needed exist.

The last theoretical framework used is framing analysis. It is one of method in constructionist paradigm, as well as the content analysis and semiotic analysis. Simply, framing means frame an event. The communication perspective see the framing analysis is used to disclose the ways or ideology of media when construct the facts. This analysis observe the selection strategy, assertion, and the relation of fact in the news in order to be meaningful, more interested or remembered, to lead the public interpretation to be in accordance with his perspective (Sobur, 2004: 162). This study uses framing analysis method, the analysis which try to capture all of news form and how to show the orientation of media with such strategy in displaying the fact. The writer uses Zhongdang Pan and Gerald M.Kosicki model. A framing model introduced by Pan and Kosicki is one of the popular modes and widely used (Eriyanto, 2002:251). This model can observes deeper and more detail about the news content. According to Pan and Kosicki framing analysis can be seen as the public discourse concerning constructed and negotiated issue or policy. Zhongdang Pan and Gerald M.Kosickihave assumption that news has frame that functioned as the center of idea organization. Frame is an idea related to the different element in the news text such as source quote, information background, words or

sentence use in the form of whole text, because frame is related to the mass (Eriyanto 2001; 66-68). Framing also involve the reporter actively. In constructing a reality, reporter not only uses conception in his mind (Eriyanto, 2002: 295).

RESEARCH METHOD

The paradigm used in this study is constructivist paradigm. See or explain the reality as it is without any change. It uses framing analysis approach. This paradigm sees the social life reality is not a natural reality, but the result of construction. Therefore, the concentration of analysis in the constructionist paradigm is finding how the event or reality constructed, and in what way the construction formed (Eriyanto, 2002:37)

The analysis object of the current study is Bola and TopSkor daily. Both media are chosen because has different background and language style and both of them are the sport daily that have been long time engaged in sport media business. As the sport media, both are also reporting the controversy of ISL 2015 competition termination. This study analyzed the news script about the controversy of ISL 2015 competition termination in the period of February – May 2015 in both of the daily sport.

The present study uses framing analysis method. It is one of the data analysis techniques by seeing the perspective used to have observation, analysis and interpretation on a social reality in society. The writer use Zhongdhang Pan and Gerald M.Kosickimodel. It has four structures namely syntaxes, script, thematic, and rhetoric. This model assumes that news has frame functioned as the center of idea organization (Eriyanto, 2001: 66).

To answer the problem of study the writer has research stages as follows:

1. The writer collects all news about the controversy of ISL 2015 competition termination.

2. Object of analysis: Bola and TopSkor sport daily. Limitation of analysis unit; a. based on time (period of February – May 2015) b. Based on theme (news about the controversy of ISL 2015 competition termination)

3. Do framing analysis using Zhongdhang Pan and Gerald M.Kosicki model.

4. Theoretically discussion on the frame found.

5. The writer confirms the research result to the related media by interviewing the representative of editors of Bola and TopSkor daily.

6. The last is drawing conclusion based on the analysis result.

RESULT AND DISCUSSION

A. Finding in the text level of Bola daily

The finding on text level was the summary of news analysis result in Bola daily based on the structure of analysis model of Zhongdang Pan and Gerald M.Kosicki. The writer found that Bola daily also used association framing technique in its news. Association framing technique is the framing technique which combines the actual condition, policy and object with the news focus (Sobur, 2002: 173).

1. Syntaxes Structure

Syntaxes structure in general meaning is the word or phrase structure in a sentence. In news discourse syntaxes refers to the definition of structure and part of news, headline, lead, information background, source and closing in whole news text unit (Eriyanto, 2002; 295).

The news during the controversy of ISL 2015 competition termination on February until May 2015 in Bola daily, the parts found were:

a. *Lead*

      Lead is the opening paragraph from news. *Lead* is the summary of news in the beginning of paragraph of news. *Lead* is used like an intro in music, because basically the initial part of writing is nothing like the teaser in order the reader are interested to continuously read (Kusumaningrat and Kusumaningrat 2014; 127). According to Eriyanto (2002; 297) *lead* is other syntaxes device that often used and good lead commonly gives the point of view of news, shows certain perspective of the event reported.

      The writer observed the *lead* in Bola daily. From all news related to the controversy of ISL 2015 competition termination there was strong similarity that was the *lead* presented by Bola daily that always emphasize the element of how. The element of

how on the lead of the news in daily Bola in the case explaining the fact related to the impact occurred from an event or fact. The emphasizing of the impact has influence toward all news. The news becomes more chronologic the impact occurred. There was influence toward the reader too that was the reader will read with impact focus, so that indirectly daily Bola led the opinion of readers to the impact occurred due to the controversy of ISL 2015 competition termination.

Lead of daily Bola also has a tendency explaining how an event or fact occurred. In the context of the controversy of ISL 2015 competition termination, lead of daily Bola tend to explain the event occurred between PT Liga Indonesia with the Minister of Youth and Sport or BOPI

b. *Information Background*

Background is the part of news that may affect the meaning will be displayed by the reporter. The background itself commonly is displayed in the beginning before the reporter's opinion emerges by the means influencing and giving impression that the reporter's opinion is very reasonable. Therefore, background helps investigating how people give definition on an event (Eriyanto, 2002; 297)

In the information background of news some of them were dominated by the direct question from the interviewees and the explanation of an event. Daily Bola wanted to give information further concerning the fact in the controversy of ISL 2015 competition termination, about the issues came up between the BOPI, PT Liga Indonesia, clubs of ISL participants and the Minister of Youth and Sport. Commonly information background in the news of daily Bola related to the controversy of ISL 2015 competition termination gave further information concerning the facts emerged.

c. *Closing*

In the closing of news, daily Bola commonly gave additional notification or statement delivered by PT Liga Indonesia and the clubs of the participants of ISL 2015. The delivered notification or statement displayed in closing commonly related to the *lead* and information background.

2. Script Structure

General form of script structure is 5W+1H that required by the reporter of daily Bola to report news. In the news reported by daily Bola concerning the controversy of ISL 2015 competition termination, generally the reporter of daily Bola has explained about 5W+1H. However, daily Bola almost in all its news more emphasize the element of *how*. The element of *how* was more emphasized and seen on all news. Totally there were 15 reports that emphasize this element.

The writer also found the element of *who* came up often and almost in every report of news in daily Bola. The element of *who* was not emphasized widely in the news of the controversy of ISL 2015 competition termination, this element may show which party that involved in the controversy. The element of *who* in daily Bola usually was called as the interviewees of the news. Daily Bola emphasized the element of *how* in explaining the impact occurred from the controversy emerged as explaining how the impact occurred from the verification conducted by BOPI. In the news of daily Bola, the writer found that the news presented in the issue of the controversy of ISL 2015 competition termination was the news with type of *straight news* and *depth news. Straight news* is the direct report about an event while *depth news* is the news of development or continuation from the news that the disclosure is deeply, strongly, completely, and actually unfinished (Sumadiria, 2005: 64).

The emphasizing existed in the script structure referred to the element of *how* has indication that daily Bola wanted to explain completely the fact occurred in the controversy of ISL 2015 competition termination. The domination of element of *how* may have influence toward readers, that was the readers would give more attention how the event or fact occurred and understood the chronology. The element of *who* appeared in this news clarified the parties involved in the controversy of ISL 2015 competition termination. The related parties were also the interviewees in the news of daily Bola.

3. Thematic Structure

The main themes that tend to dominate in daily Bola were about various condition and responses of PT Liga Indonesia as the operator of competition. The themes related to PT Liga Indonesia widely emerged following the fact or event that basically required an information from PT Liga Indonesia.

4. Rhetoric Structure

In writing news in daily Bola, it gave emphasize through the simple and short words and language style, daily Bola in all news also gave additional information form to underline the news content. The form of additional information was picture, specific table, and *snapshot* to underline the content of the message.

The picture used by daily Bola generally contained the picture that depicted the which parties discussing in the news. The pictures in daily Bola were always completed with the notes that related to the content of news text. Daily Bola also used specific table that commonly containing the important information but not enough if presented in the news text for instance the meeting result of the Minister of Youth and Sport, PT Liga Indonesia and the clubs the participants of ISL. *Snapshot* used in daily Bola commonly contained the direct questions from the interviewees that want to be underlined by the daily Bola in order to strengthen the content of the news text.

B. Finding in the text level of Daily TopSkor

The finding in the text level was the summary of the news analysis result contained in the daily TopSkor based on the analysis model structure of Zhongdang Pan and Gerald M.Kosicki. The writer found that daily Bola also used the association framing technique in its news. The association framing technique is the framing technique which combines the actual condition, policy and object with the focus of news (Sobur, 2002: 173).

1. Syntaxes Structure

Syntaxes structure in general meaning is the structure of words or phrase in a sentence. In the syntaxes news discourse it refers to the definition of the structure and the parts of news, headline, information background, source and closing of news text unit completely (Eriyanto, 2002; 295).

In the news of the controversy of ISL 2015 competition termination, the part found were:

a. *Lead*

b. *Lead* is the opening paragraph from news. *Lead* is the summary of news in the beginning of paragraph of news. *Lead* is used like an intro in music, because basically the initial part of writing is nothing like the teaser in order the

reader are interested to continuously read (Kusumaningrat and Kusumaningrat 2014; 127). According to Eriyanto (2002; 297) *lead* is other syntaxes device that often used and good lead commonly gives the point of view of news, shows certain perspective of the event reported.

The writer found that there was similarity of *lead* presented in daily Bola with daily TopSkor. Both daily emphasized the element of *how* in this part. However, daily TopSkor was simpler in explaining and describing the fact. The daily TopSkor underlined the element of *how* in the case of the chronology of the event and fact occurred in the controversy of ISL 2015 competition termination. The emphasizing in this case has direct impact to the readers. The daily TopSkor indirectly presented the information to the readers related to the plot or chronology of event or fact in the controversy of ISL 2015 competition termination so that the opinion emerged on the readers of daily TopSkor would not far from how the chronology or plot of the controversy.

Lead of the news in daily TopSkor has a tendency in explaining how the event or fact may emerge on the surface. Not different with the domination of the element of *how*in explaining the event or fact, *lead* of the news in daily TopSkor mostly contained the explanation of the plot of the event or fact occurrence.

c. Information Background

From the information background, the writer concluded that daily TopSkor wanted to provide the information to the readers in order understanding the opinion and explanation of PT Liga Indonesia, BOPI, the Minister of Youth and Sport parties as well as the participants of ISL 2015 if such event or fact occurred in the controversy of ISL 2015 competition termination. In whole the daily TopSkor wanted to ask the readers to be more critical in thinking and more objective in seeing the fact.

d. Closing

In this part, daily Bola and TopSkor not have much difference. Daily TopSkor commonly provided the additional notification. The form of that notification can be in the form of

statement from various interviewees related to the controversy of ISL 2015 competition termination. The additional notification or information in the closing part commonly has relation with the *lead* and information background. For example, the news on 4 may 2015, "Gresik United the Winner". The information background contained the information about the competition termination in Indonesia, and then it was supported by the closing which stated that the reaction from some representatives of the clubs of ISL 2015 toward the termination occurred.

2. Script Structure

5W+1H are the general form of script structure required by the reporter in presenting the news as well as the reporter of daily Topskor. Commonly, the reporter has explained the structure of 5W + 1H in all news of the controversy of ISL competition termination. Daily Bola and TopSkor in the writer's observation have similarity, that is emphasizing the element of how in reporting the news. However, for daily TopSkor itself, the element of*who* was the other element of 5W+1H emphasized.

Many interviewees used by daily TopSkor and in explaining an event in its news, daily TopSkor widely used the direct explanation from the interviewees. In its news daily Topskor, the writer seen that the news reported in the issue of the controversy of ISL 2015 competition termination was the news with the type of *straight news*and*depth news. Straight news* is the direct report about an event while *depth news* is the news of development or continuation from the news that the disclosure is deeply, strongly, completely, and actually unfinished (Sumadiria, 2005: 64).

The emphasizing on the element of *how* done by TopSkor has influences to the readers. By emphasizing the element of *how* the readers of daily TopSkor would be easier in reading the information related how the event or fact occurred in detail. The emphasizing element of *who* also has impact on readers. The readers would be indirectly provided the dominant information related to which parties involved in the controversy of ISL 2015 competition termination.

3. Thematic Structure

The main themes dominated the news in daily TopSkor was the impact occurred from an event or fact in the controversy of ISL 2015 competition termination. It was different with the daily Bola that

more used the theme from PT Liga Indonesia. Meanwhile, the daily TopSkor was balance in using the theme from many parties such as the clubs of participants of ISL 2015, BOPI andthe Minister of Youth and Sport. Moreover, daily TopSkor was also widely used the theme related to the response from the party related to the controversy of ISL 2015 competition termination.

4.   Rhetoric Structure

In the news reported by daily TopSkor, it was long explanation in the news. The writer observed that the news in daily TopSkor has more explanation than daily Bola. It was not different from the daily Bola the daily TopSkor also provided the additional information in various forms. Daily TopSkor has never absence in using the pictures in its news. The picture used always has a *caption*. Daily TopSkor also widely used the *snap shot* from the interviewees' statement to more emphasize or explained event or fact.

The pictures presented by daily TopSkor was not different from the daily Bola, many of them inform or explain about which parties that discuss in the news. The thing that differentiates it with daily Bola is the complement *caption* of pictures in daily TopSkor longer and detail. The Snapshot emerged in daily TopSkor generally inform the statement of the interviewees underlined by the reporter of daily TopSkor. Daily TopSkor also used the specific table that contained additional information but still related to the news content such as the verification result conducted by BOPI.

C.   Finding and result in the context level of daily Bola

The finding and result in the context level answered the second problem of the current study that was the factors which affected the news of the controversy of ISL 2015 competition termination. In this finding there were the direct interviewees with both parties of media. Commonly, news is from the event but not all events can be the news. In the process of forming news there are factors that potentially affected, so that there will be discourse debate in defining the reality in media presentation (Sudibyo, 2004: 7). Those factors do not rule out the possibility of influencing the context in creating news. There are factors that influence the taking decision in the news room and according to Pamela D.Shoemakerand Stephen D.Reese the factors are individual, media routines, organization level and extra-media level.

Those four factors from Shoemaker and Reese were also affected the context of news in Bola. The first factor was individual. According to the previous study by Olivia Lewi Pramesti (Sport, Media and Audience, June 2014: 84) this factor is directly contacted with how the journalist writes his news. The journalist also combines the individual elements such as his knowledge on the sport issue, the opinion on the issue, the culture, and many others. It was also in the daily Bola.

Daily Bola argued that the controversy of ISL 2015 competition termination in balance although in the beginning the daily Bola ever support that competition termination. The individual factor existed in daily Bola exactly from Martinus Raya Bangun, the editor of National Football of daily Bola, he argued personally that the controversy emerged was not because of the existence of the interest outside of football.

The next factor was media routines factor. The routines were related to the editorial policy. Daily Bola has editorial policy particularly the news of the controversy of ISL 2015 competition termination. The policy was trying to delivering the fact and impact from the event.

The third factor was the organization level. Daily Bola was is one of the forms of media under the Kompas Gramedia Group. The media in the form of newspaper that published daily is also can be called as the other news *platform*. In this level the writer found that the policy in dividing the news particularly with *onlineplatform* that eventually affected the news in printed *platform*or daily Bola.

The last factor affected the content of media daily Bola was extra-media. This factor was related to the outside things of the media, such as the form of cooperation with the outside party and etc. The daily Bola initially has cooperation with one of the news source of the controversy of ISL 2015competition termination that was PSSI. The form of cooperation was socialization about *FIFA Rules*to the schools. However, the cooperation did not have any confirmation. The thing like this was also affected the content of the media.

D. Finding and result on context level of daily TopSkor

The finding and result in the context level answered the second problem of the current study that was the factors which affected the news of the controversy of ISL 2015 competition termination. In this finding there were the direct interviewees with both parties of media.

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Daily TopSkor has opinion that actually the controversy of ISL 2015 competition termination begin since on December 2014. This opinion also affected the news in daily TopSkor. The daily TopSkor also argued that there was positive impact when BOPI contributed in the controversy. This argument proves the existence of alignment of daily TopSkor. In the factor of media routines, the daily TopSkor has editorial policy that the most important thing is following what becomes the situation of society. This policy means that if there is a fact in the field, the daily TopSkor for sure will report that fact. The next factor affected the news in daily TopSkor was the organization level. The daily TopSkor is the *pioneer* or the first media published as the national sport media daily. The daily TopSkor also has vision and mission that not difference from its editorial policy, that is following the social situation. The last factor affected was extra-media. The factor related to the things outside of the media. The writer found that daily TopSkor have lost or the decrease of total printing during the controversy of competition termination occurred. It indicated that the competition of Indonesian football was the important thing for the daily TopSkor. It also affected the content of that media.

CLOSING

From the analysis conducted on the daily Bola and TopSkor related to the controversy of ISL 2015 competition termination, then the writer

may draw the conclusion. First, daily Bola in framing its news tends to explaining the impact of the event occurred. The impact explained by daily Bola was the impact received by the players, the clubs, and the supporters. There were four factors that also affected the news in daily Bola. The most affected factors were the media routines and organization level.

Second, daily TopSkor was framing the news related to the controversy of ISL 2015 competition termination tend to explain the fact and event more detail and chronologic, particularly explaining the facts of the controversy of ISL 2015 competition termination. There were four factors affected the news in daily TopSkor. The dominant factors were the media routines and extra-media.

To develop this study, the further researcher can take the other object of research except the daily Bola and TopSkor, because there are many forms of sport media in Indonesia. Furthermore, for the next researcher is suggested to use different analysis with this research. The further researcher can use the method for instance the content analysis or discourse analysis.

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Simulacra and Hyperreality
in Television Commercial
"Aku Ingin Pindah ke Meikarta"

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ABSTRACT

This study aims to analyze the allegories offered in social construction and examine the real reality of the Meikarta apartment. This research uses descriptive qualitative method with semiotic approach. The analysis is done by dialectic of social construction of mass media: externalization; objectivation; and internalization. The result of this research is constructed through normative city simulation according to Meikarta and the hyperreality which until now the new city is being developed.

Keywords: television commercial, social construction of mass media, simulacra, hyperreality.

INTRODUCTION

To boost its popularity, television commercial usually take advantage of elements that tend to be easily remembered by the public, such as music, images, or tagline. In order to get persuasive advertising effects, not infrequently found the existence of ads that exaggerate merchandise with the aim to look more attractive and attract potential customers to be tempted to buy it. In fact, such behavior is not justified as mandated in Undang-Undang no. 8 of 1999 Article 8 paragraph (1) letter f about Consumer Protection.

The advertising case that exaggerates the ability of its products is found in other products such as food, cosmetics, vehicles, up to the property. What has recently been hotly discussed is the emergence of a property ad offering residential with modern, metropolis, and integrated concepts with very complete and sophisticated facilities. However, it is surprising to learn that this dwelling has not yet existed in its physical form, now it relies solely on concepts, visual images, as

well as audio-visual results from Computer-generated imagery (CGI). The shelter is Meikarta located in Cikarang, West Java.

Based on the news coverage of "News Spot" BeritaSatu TV on August 4, 2017, the development of Meikarta construction has just entered the construction phase. Reporter Nori Utari informed that, at the first stage of development a number of apartments and offices are targeted to be completed by the end of 2018.

In this first stage, Meikarta is finishing a city park called Central Park. Progress is still about 75%, which is targeted to be completed by the end of 2017. In addition to the polemic regarding development progress, Meikarta also has problems in terms of licensing. Initially, Lippo stated that it has submitted an environmental impact assessment (AMDAL) in May 2017 to the Bekasi Regency Government as a consideration for the issuance of building permit (IMB). However, when the review process is nearing completion, West Java Provincial Government (Pemprov) recommends to stop the study on the basis of Local Regulation No. 12 of 2014 (Ramadhiani, 2017).

In response, Lippo Group Communication Director Danang KemayanJati said that the Meikarta project is still under license in Bekasi regency. He also confirmed the allegations of selling illegal products in the Meikarta project is not appropriate. In the world of marketing is known as pre-project selling terms, aka property products sold before development. Residential projects in Meikarta have been marketed although there has been no groundbreaking ceremonies due to permit issues (Suhendra, 2017).

Although the Meikarta apartment is still under construction and has not pocketed the permit, it turns out the pre-project selling of Meikarta can attract a high enough public interest. President of Sales Meikarta, Ferry Tahir revealed that vertical housing sales in Lippo Group's largest project until Sunday (5/11/2017) has penetrated 150,000 units (Idris, 2017). All achievements from the sale of Meikarta apartments, certainly not separated from the role of advertising as a medium that can give confidence to the public that the apartment they will buy is guaranteed quality, even though the consumer did not get information about the form of apartments they will buy. The only form that represents the apartment is advertising presented in the form of images in brochures and pamphlets and audio-visuals.

RESEARCH METHOD

This study used descriptive qualitative method. Descriptive research is a type of research that makes a picture of events to describe systematically, factually, and accurately about the facts, properties, and relationships between the phenomena studied (Kriyantono, 2014). The analysis is done with all the wealth and as close as possible to the form of recording and transcripts using data in the form of field notes, news, official records, and the analytical unit itself (Emzir, 2010).

To know how reality is formed by media, semiotics analysis is used. According to John Fiske, semiotics is the study of signs, of how meaning is constructed in "text" media (Vera, 2014). While in the advertising interpretation, Roland Barthes is the initiator and his idea of the importance of studying advertising has attracted the attention of semiotics experts at that time (Danesi, 2010).

Roland Barthes shares his theory of significance in three trichotomies: denotation; connotation; and myths. Denotation is the real meaning, which is socially agreed upon, its reference to reality. While connotation is a sign that its markings are uncertain, open to new interpretations. While myth is language; a communication system; a message (Vera, 2014).

Theoretically, social construction of mass media is the way how a new reality can be constructed by the mass media through symbolic interactional and cultural equivalents in the intersubjective world and the process of institutionalizing new realities. Berger and Luckmann in Bungin (2008: 16) mentions that social construction is created through three moments of dialectics, namely externalization, objectivation, and internalization.

Dialectics of the first stage is externalization, this stage takes place when the social product is created in society, then the individual externalizes (adapt) into the socio-cultural world as part of the human product (Bungin, 2008: 16).

The second stage of dialectics is objectivation, this stage occurs in an intersubjective world (consensus or agreed) institutionalized society. At this stage a social product is in the process of institutionalization (the norm of society), while the individual manifests itself in the products of human activity available. (Bungin, 2008: 16-17).

The last stage of dialectics is internalization; the direct understanding or interpretation of an objective event as the disclosure of a meaning, that is, as a manifestation of the subjective processes of others thus becoming meaningfully subjective to the individual himself.

Dialectical Analysis of Social Construction of Mass Media

Externalization Analysis

This externalization stage takes place in a context where social products are created in society, and individuals then internalize their socio-cultural world as part of human products. This form of self-adaptation is represented by the Meikarta ad maker when the ad shows the face of the city the girl is in, which the city is portrayed with a dark sky color accompanied by raindrops that drench the city, dark colors and raindrops connotes as gloom.

Then also shown a narrow road because it is surrounded by densely populated settlements, as well as through the number of vehicles that make long enough congestion. This condition also implies that the city has a densely populated population, as well as the conditions under which people prefer to use private vehicles rather than mass public vehicles, resulting in denser roads and higher pollution potential.

Source: Meikarta TVC, 2018

There is a more picture of the gloom of the city, is also shown the city is prone to crime, where there is a scene that shows a mother was snatched and her child cried to see the incident. This condition also implies the low awareness of the people of the city, the article of the mugging took place in the midst of crowds and congestion, but not seen any society who help the mother when grabbed, they passed as if nothing happened. In addition, conditions where much of the waste is dumped on the banks of the river, and some rubbish drifting in the middle of the river also illustrates the potential for greater flooding, as

well as indicating the level of public awareness of the environment and low cleanliness.

Source: Meikarta TVC, 2018

All of these depictions are constructed and addressed to a single reality of life that is being undertaken by society. This construction is illustrated in order to make the audience of this Meikarta ad think for a moment and adjusting and living with what is presented by Meikarta advertisement. This is where the process of externalization takes place.

The bleak city depicted by Meikarta's ad is none other than the Capital of the Province of Indonesia, the Special Capital Region (DKI) of Jakarta. The portrayals constructed by Meikarta's advertising producer refer to the metropolis. The reason Meikarta was designed and built to become an alternative city over the city of Jakarta, even more extreme again to be a rival over the city of Jakarta itself if examined based on the statement Lippo Group CEO, James Riyadi, "This city has the potential to become the most important city in Indonesia beat Jakarta. It is expected that this city can be part of the solution of congestion, density, and other social pressure from Jakarta "(Musyaffa, 2017).

Meikarta was established in Cikarang, West Java, which is also one of the satellite cities or sustainers of the Capital of Jakarta. The distance between Meikarta and Jakarta is quite distant compared to other satellite cities such as Bogor, Depok, Tangerang, and Bekasi, but Meikarta also benefited from the many transportation facilities becoming government programs such as the Jakarta-Bandung rapid train project which claimed to cut travel time from Meikarta to Jakarta or Bandung is only about 20 minutes, then the Jakarta-Cikampek toll road elevated toll road project, another project is the automated people mover or monorail transportation developed by Japan International Cooperation Agency, Kertajati International Airport, and Port Patimban (Florentin , 2017).

All these projects are government programs, so the Meikarta only need to build support facilities such as stations. The entire project is also utilized by Meikarta to boost its status as a new city with complete and sophisticated facilities to defeat the city of Jakarta. Some things that can prove that the city described in the ad Meikarta is the city of Jakarta are:

a. Population Density

In the ad Meikarta displayed a dreary city with dense settlements and dense roads, which means the population is also very much. The city that has the largest population in Indonesia today is the city of Jakarta. Based on data from the page http://www.kemendagri.go.id/ total population in Jakarta is 9.988.495 inhabitants, beat the city of Surabaya in second place with 2,805,906 inhabitants, and Medan city which is in third position with 2,465,469 inhabitants, this data is data by 2015.

b. Flood-prone City

Ads Meikarta describes a city whose neighborhoods seem dirty and dirty, because a lot of garbage disposed randomly on the banks of the river, some are seen floating in the middle of the river. This is presented with the aim of providing information that such waste could lead to flood potential, which the city described in the Meikarta advertisement refers to the city of Jakarta. Based on research conducted by livescience. com, Jakarta is the most flood-prone city in Indonesia, and occupies the 11th position as the most flood-prone city in the world (Davies, 2018).

c. Unsafe City

One aspect that supports the comfort of the neighborhood is the safety of the environment. Meikarta's ads construct a city that is vulnerable to criminality, childlessness, and apathetic society in its advertisement, indicated by the occurrence of mugging in the midst of community activities, but none of the people who helped. This description is also directed to the city of Jakarta, given that Jakarta received the title of one of the worst security cities in the world version of The Economist Intelligence Unit (EIU) (Muliana, 2017).

The above exposure is data proving that the picture of the slums displayed in Meikarta advertisement is the city of Jakarta, which has

been a metropolitan capital. Jakarta is used as a comparison of the new city created by Meikarta as a substitute city of Jakarta that has been "obsolete". The audience is expected to adjust the situation, where the shabby, dirty, dingy, and worn-out city is happening in our lives today, and in the ad it is constructed that such conditions make it an uninhabitable city to live in.

Objectivation Analysis

This objectivization stage occurs in the context of social interaction that occurs in an intersubjective world (consensus/agreed) by an institutionalized society or through institutionalization processes (normative society).In the ad Meikarta has been shown an intersubjective world, which is depicted through each scene in the ad.

Scene that shows density of settlements and congestion for example, is agreed as an indication of the density of the inhabitants of the city, which is where there has been an intersubjective process in it over the density of the population.Then, the scene that shows the river with piles of garbage on the fringes and drifting in the middle of the river has become an indicator of potential for greater flooding, the pile of garbage in the river has become an indication of flood-prone cities and cities with low public awareness of the environment. In this case, there has been an intersubjective process.

Then the scene that shows a mother that was snatched and some people who were walking beside him just passed without caring about a crime nearby, this is an indicator of the security level of the city. The intersubjective process takes place in terms of assessment as an insecure city and a low level of social awareness of society that is shown by the apathy of society when it sees a criminal occurrence happening nearby.

And the last is a scene that shows alternative dwelling as a new city that seems to be anti-thesis of the previous city described "obsolete" in ads Meikarta. The bright, sunny, full of facilities, and equipped with sophisticated technology, has become the connotation of modernization, comfort, security, and an indicator of community happiness. In this case the intersubjective process occurs in the case of a normative future dwelling. In addition, this ad is also trying to show that the world that people live today is not suitable for habitation, by comparing it with more humanly constructed dwelling (Meikarta), this is where institutionalization takes place.

Internalization Analysis

This internalization process occurs when the Meikarta ad audience performs self-identification, or in the sense of self-manifestation in accordance with the Meikarta ad statement, that by living in a shabby city will make itself miserable, feel the flood disaster, endanger the family, and make their children feel sad. Whereas if they move to the new city of Meikarta, they will experience a new life experience, surrounded by facilities, security guarantees, which will ultimately bring happiness.

Source: Meikarta TVC, 2018

All the images presented in the Meikarta ads are ultimately intended to be perceived and impregnated by the audience of Meikarta ads. Because the internalization process aims to persuade self-manifestation of the subjective process of others (in this case the ad maker's perspective as outlined in the Meikarta ads) and applied and will be meaningfully subjective also for the person watching the Meikarta ad.

Simulacra and Hyperreality in Meikarta TVC

A sociologist named Jean Baudrillard says that we are in an era of the universe where information is getting more and more while meaning is getting smaller. We are bombarded with images that are rich in information in every moment of our lives (Sarup, 2011: 259). This disruption era even according to Jean Baudrillard has spread to every moment of human life. What makes it dangerous is when humans no longer know which is the true reality and which is a false reality created by human constructions as well.

Jean Baudrillard based his thoughts in the historical sketches of the transition from modernity to postmodernity. He writes about a world constructed from a model or simulacra, which does not refer to or base itself on any "reality," other than itself. The first stage of

simulacrum can be referred to as "early modernity", the second stage is called "modernity", and the third stage is called "postmodernity" (Sarup, 2011: 257).

Television impressions are nothing more than a series of surface imagery, markers, for viewers to experience. Television impressions are collages of fragmented images (breeding), and each image reproduces, summons another image, each image is a perfect simulacrum that has no original shape. While the series on these images form a hyperreality. Hyperreality is a new condition in which the old tension between reality and illusion, between reality as it is and reality as it ought to be, is lost. In Jean Baudrillard's world, everything is "hyper" (beyond itself). Being hyper means liquefying, not surpassing or separating, the old opposition. When the line between the real and the imaginary is eroded, reality is no longer checked, to justify itself. This reality is more "real than real" because it has become the only existence (Sarup, 2011: 259-260).

Meikarta commercial was not separated from that called by Jean Baudrillard as a simulacra. All previous exposures that have been described in the concept of social construction of mass media, which have been analyzed in the stages of dialectic externalization, objectivation, and internalization are none other than the image elements referred to in Jean Baudrillard's thinking logic. The images depicted by the Meikarta ads in relation to the municipalities that are currently inhabited are not suitable for densely populated settlements, populations that have exceeded urban capacity, apathetic communities and low environmental concerns, large flood potentials which are then compared to the occupancy offered by the ad, Meikarta with captivating images such as advanced technology, security systems, transportation facilities and complete entertainment, plus metropolitan residential image but still pay attention to green open spaces.

All fragmentation of this image continues to multiply. The simulacrum that blends in a collage ultimately produces the impressions that are strung together into a hyperreality. Even the hypocrisy in the ad Meikarta is increasingly felt when knowing that the new city of Meikarta is still limited to "imagination". Meikarta itself is still in the development stage, and at the first phase of development of apartments and offices is targeted to be completed by the end of 2018.

Based on Nori Utari reporting in "News Spot" Program BeritaSatu TV on August 4, 2017, in this first stage, Meikarta is finishing a city park called Central Park. Progress is still about 75%.In addition, almost all facilities offered by Meikarta also have no real form. The closest but not yet operational is Kertajaya Airport, which will be a soft launch on May 1, 2018 (Wicaksono, 2018). Not much different from Patimban Port which is still under construction and only expected to operate around 2019 (Stefani, 2018). The worst is the new Jakarta-Bandung rapid train project that will begin construction in March 2018, and its completion target for the next 2020 (Permadi, 2018).

Source: Meikarta TVC, 2018

The reality that occurs in this context is when people just believe in what Meikarta offers. They believe that the construction of the reality built by Meikarta on all the facilities displayed in its advertisement will occur in accordance with their expectations represented by the utopian picture through audio and visual. They have even been consumed with simulacra images that are built and formed without knowing the boundary between imaginary and reality.

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commodification of signs, such as the Jean Baudrillard concept in the Consumer Society (1970) which says that "consumption cannot be understood as consumption of value, but mainly as consumption of signs." Sign that Jean Baudrillard refers to here is when society buys something no longer to meet the needs of its uses, yet refers to the need to raise the social class.

Meikarta is a project belonging to Lippo Group, and the Meikarta dwelling has a high enough popularity in the eyes of the community as an environment populated by the elite. When people buy apartment units in Meikarta, one of the aims is to buy "signs" that can lead them to class to the elite according to the elite definition of the word by the intersubjective world of Indonesian society.

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Political Economy of Multiplatform Media : Spatialization on Net TV

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ABSTRACT

This study aims to describe political economy of multiplatform media particular spatialization on Net Tv. As a multiplatform concept television, NET TV can reach their viewer anytime and anywhere. This model makes NET TV has more power to dominate market. Based on 3 aproacches political economy communication today about continuitas, discontinuitas and skeptis, this study take a look on the role of new media and the form of relation that shaped. Last, to make this research complete, we used The Network Society Theory by Castell. The Network Society Theory explain that not the capitalist logic but technology shifting which recognize globalisation. This changing is represented "information era". There are 2 analytical process that rises "network society", the growth of technology information and the new capitalist that used technology as new system "capitalist information". This is descriptive qualitative research with miles dan Huberman analysis model that consist of 3 step data reduction, data presentation, and conclusion.

Keywords: spatialization, multiplatform media, information era

INTRODUCTION

Political economy is study about power and that relation to analyzedany issues or communication phenomenon specifcly about soscial relation and power relation in the consumption, production and distribution.Murdock and Golding explain that political economy emphasizes the study of groups that have control over economic institutions such as banks and market shares and then tries to show the impact of those controls on other social institutions, including the mass media (Murdock, 1991: 15).

From political economy perspective, Moscow listed 3 concept, there are commodiffication, spatialization and structuration and this

paper will focus in spatialization of multiplatform media. Spatialization-related issues such as information homogenization, monopoly and media oligopoly belong to later research but nowadays after internet come the research is shift. Spatialization engaged with globalization, which became huge issue especially about how political economy communication today in the age of new media.

New media bring shifting in the political economy approaches, some of it emphasizing continuities between old and new media, for others is on discontinuities or the new connection that the networked media make possible. Still others is on skeptical view (Moscow:2009:119). This approaches will used to analysis how the political economy in the multiplatform media likes NET TV.

Television not only has one channel to distributed their product, todays television is based on multiplatform media. Which every channel is shaped application that can be accessed by internet network. One of televison which declared as a multiplatform television is NET TV. NET TVwas launched at 2013 under INDIKA Group corporation.

Indika Group is one of the companies engaged in mining media, property, and infrastructure. In the media field, its subsidiaries include PT NET Mediatama Televisi (NET), PT Radio Indika Milenia and Master Web Network. This research will be focused on NET TV as one of the media that carries the concept of multiplatform so that can be accessed anytime and anywhere indefinitely. NET TV is broadcasting terrestrially unpaid, cable tv, streaming and downloading apps on iOS and Android.

As a medium with a multipatform concept with unlimited reach, NET. TV can connect with audiences at all times. The strategy applied by NET TV is different from most television, if in general television reaches the audience directly through its program, NET. TVs raise audiences by using the power of new media like social media.

LITERATURE REVIEW

Political Economy

According to an economic dictionary which states that "political economy is the science of wealth" and "of the business made by man" to fulfill his desires and satisfy him "(Eatwell, Milgate, and Newman, 1987: 907).

Whereas according to William's before political economy became a science and presented as an intellectual description for a system of production, distribution and exchange, political economy has social custom meaning, practice, and knowledge to organize the household and community.

More specifically, the economy is derived from the classical Greek *"oikos"* meaning house and *"nomos"* meaning law until it can be interpreted that economy as household management, this view affects classical political economy figures such as Francis Hutcheson and Adam Smith.

Political economy can be regarded as the study of social relations, especially power relations, based on production, distribution and sources of consumption. Karl Marx offers a political economy that creates society based on the needs of human satisfaction, none based on class forces.

Marx paid attention to the praxis of his doctoral dissertation in Greek philosophy, who insisted that philosophy could become practical. In his view, capitalism frees the laborer from the alienation of needs only to replace it with a new form of alienation.

Spatialization

Mosco interpret spatialization as a process to overcome space and time. In this view Mosco maps the extent to which the media can present its products to audiences within space and time constraints. Space means not only geographical but also demographic. Henri Lefebre states spatialization is a process to overcome space and time in social life. Simply put, spatialization is a process of institutional extension of the media through the form of a corporation and how big the form of business is. There are two forms of spatialization:

1. Horizontal Integration Horizontal integration occurs when a company that is still in one line of media similarity has a major interest in buying other media that is not a non-competitor or in control of the entire company outside the media. Examples of horizontal centering are Twentieth Century Fox Film and MySpace social networking sites purchased by Rupert Murdoch news corporation.

2. Vertical Integration Vertical integration illustrates the centralization of a company in a single line of business that extends company

control in the production process. This form of integration essentially controls the uncertainty that arises when firms rely on outside markets to complete the production circuit (Wayne, 2003).

Related to the government's influence on media evolution, Mosco divides it into 4 characterization processes:

1. Commercialization: when the state replaces the form of regulation based on public interest, public services, and related standards such as

2. Liberalization: a process of state intervention to expand the number of participants in the market, in particular by creating or calming the creation of competition of telecommunication service providers. Unlike commercialization that aims to make standard business practices for the communications industry with or without competition, liberalization aims to increase the number of companies in the market.

3. Privatization: the process of state intervention selling state enterprises such as public broadcasting or state telephone companies.

4. Internationalization: Relations between countries have no longer distance limits.

Globalisation

The process of spatialization ultimately leads to a wider globalization, from the perspective of political economy, globalization means the spatial agglomeration of capital, followed by transnational business and the state that transforms space through sources of flow and commodities including communication and information. The result is a transformation in geographic and information communications that emphasizes the exact space and relationship between them

Network Society Theory

Informationalism and globalization led to the network society as a response to its development in the modern era. The network society called by Manuel Castells (2004: 3) as a network society is a modern society structure formed from a series of networks consisting of information flow and communication technology. He then refers to the flow of information as globalization and communication technology as informationalism. Castells (2004: 8-9) reveals that informationalism is a technological paradigm that later evolved as a communication technology in the 21st century. Industrialization, digitization, and

communication using computational systems born out of the binary information exchange process are an informationalism.

RESEARCH METHOD

This is descriptive qualitative research which describe form of spatialization in multiplatform media likes NET TV. Data are taken from NET media web source, book literature, journal etc. The analysis model is using Miles and Huberman model that consist of 3 step data reduction, data presentation, and conclusion / verification. The purpose of this research are to see how political economy communication today in the age of new media and form of spatialization in multiplatform media such as Net Tv.

RESULT AND DISCUSSION

Spatialization on NET TV

Before take to far explanation, this is the form of NET TV spatialization.Spatialization has 2 forms Horizontal integration and Vertical Integration.Here is a map of Integration by Indika Group, INDIKA Group is the maine corporation of NET TV :

A. Vertical Integration

Vertical Integration by INDIKA Group is done by running the business as follows:

- In the Property field
  1. PT Marmitria Land (Graha Mitra)
  2. PT Gentamulia Infra (The East)
- In the field of Mining
  1. PT Indika Energy Tbk
  2. PT Indika Mitra Energy
  3. PT Kideco Jaya Agung
  4. PT Santan Batubara
  5. PT Multi Tambang Jaya Utama
  6. PT Mitra Energi Agung
  7. PT Mitrosea Tbk.
  8. PT Tripatra Engineers and Constructor (Tripatra)
  9. PT Mitrabahtera Segara Sejati Tbk (MBSS)

10. PT Cirebon Electric Power (CEP)

11. PT Kuala Pelabuhan Indonesia

12. PT Adaro Energy Tbk

B. Horizontal Integration

Horizontal integration by INDIKA Group is as follows:

- PT Net Mediatama Indonesia (NET Indonesia Mediatama)

- PT Net Mediatama Televisi (.NET)

- The First Comedy Network (collaboration between Lippo Group (First Media) and Indika Group (NET Mediatama Indonesia)

- Radio Box

  Radio Box is a radio owned by net.tv and can be accessed by streaming via https.radiobox.netmedia.co.id

- . NET. Z

  NET.Z presents news with different perspectives compared to other online news portals. Carrying the concept of "news you need", news is presented more personally based on individual needs.

- . NET. Connect Net Connect is a second screen application designed to connect with NET TV daily programs. Here you can give a message back to each program and join the activity with other audiences with just one touch. Here we can judge by "clap" or "Boo" based on our experience watching the program.

- . NET. Jalan Jalan : is a social media application that lets you search, watch and share information about vacation trips, best lodgings, restaurant recommendations and gift shops to interesting sights via live citizen journalists videos.

- . NET. Citizen Journalist : is a social media that allows people to search, watch, and share news information through their own video. Just like any other social media, NET CJ also facilitates interaction among members, not only commenting, rating and sharing videos, but also joining a discussion forum.

- . NET. Talent Management: is engaged in talent scouting, casting, and talent arrangement. NTM aims to provide first class service. Honesty, Trust, Commitment, and Professionalism become the main ethos. The Net has a different concept by presenting a quality program.

- PT Impian Indonesia (Imagine Films)
- PT Nation Pictures
- PT Limelight Pictures Indonesia (Limelight Pictures)
- PT Seribu Cinema Screen
- PT Indika Milenia Radio (Indika FM). Indika FM is now bringing the concept of lifestyle radio Jakarta and carrying the new tagline "Sounds of Jakarta". It broadcasts at 91.60 FM frequency
- PT Master Web Network (Qubicle) Quoted from the official page qubicle.id, Qubicle is a mix between social media with content creation platform. Here you can create your interests, interact with those who have the same passion as you, and even collaborate to create a masterpiece with your idol. Qubicle calls itself a social content network.

From the social network theory point of view, spatialization could be call as informational capitalist. Whereas, the control is still in capitalist. Multiplatform model enable audience to accesed information anytime and anywhere.

Continuities, Discontinuities and Skeptics

The main idea of political economy communication today are about continuities, discontinuities an skeptics. To find this, we take 2 aspect from NET TV and get some analysis :

1. Program
   - NET NEWS : Net 86, NET 5, NET 10, NET 12, NET 16, NET 24, Custom Protection, Entertainment News, Indonesia Morning Show.
   - NET Sitcom : The East, OK JEK, Tetangga Masa Gitu, Kelas Internasional
   - NET Documentary : Garuda, Lentera Indonesia, Indoesia Bagus.
   - NET Entertainment : Waktu Indonesia Bercanda, The Comment, Commedy Night Live, Lintas Imaji, Melamar.
   - NET Talk Show : ini talkshow, sarahsechan, tonight show
   - NET Magazine : iLook, Chef Table, Weekend List, Wonder Food, OK Food, Let's Colour.
   - NET Music : breakout, Music Everywhere

- Indonesian Television tasted American Television

  Some of net program are imitating from american television program such as

  Sarah Sechan is alike ellen de Generous Show, Tonight Show that presented by Vincent and Desta is same with Tonight Showby Jimmy Fallon, drama musical Stereo is same with Glee, Celebrity Lipsync Combat is same name like American tv program.

- The EAST Program and the Influence of Ownership

  The East is a comedy program that will present how the situation behind the scenes of a news program that aired on NET, namely Entertainment News. The talents who will be involved here will of course play the people who prepare the Entertainment News program, such as Executive Producer, Producer, Creative, Production Assistant and of course the Host who guides the Entertainment News program.

  Indirectly it is actually, television is advertising about one of the properties owned by INDIKA Group namely THE EAST building in Kuningan area.

2. Ads

   Because this is a multiplatform media, so it take advertise from another channel except television. It take from game application that develop from program in NET Tv. This Game is TTS Cak Lontong, In the application version, this game can be downloaded on google and playstore, now wib games have been downloaded more than 500 thousand times. Then what's in this game:

   1. This game consists of a crossword puzzle quiz.

   2. Ads that are posted continuously when we play and can not be skip.

   3. The rules :There are coin collection rules that can be used to help when we can not answer. The coins we get from the bonus we play when we share this quiz to social media, if we want to voluntarily watch the ads provided and finally we can buy it directly on the playstore.

   From these rules can be seen how ads actually dominated than the content.

CONCLUSION

Multiplatform media especially in the broadcasting industry becomes a new problem, especially when looking at the Law of our own country. The current Broadcasting Act No. 32 of 2002 is limited to broadcasting issues whereas broadcasting media have now broadened their reach into new media to market their products

Multiplatform media has two sides for audiences, one side ease access wherever and whenever place helps us obtain various information and entertainment. While on the other hand it can also harm the audience if the programs produced are of low quality,

Based on the network society theory by Castell it can be concluded that in the political economy the main control remains in the hands of capitalists. Although it is said that today is the information age where information is very abundant and the audience can choose the information according to the needs of each but the providers are only a few groups of large companies only.

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(http://www.netmedia.co.id/about)

(https://qubicle.id/story/about-qubicle)

Spatialization Augmented Reality on Case of Tunas Bangsa Orphanage News in Tribun Pekanbaru Newspaper

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ABSTRACT

Zikli boy 18 months reported killed allegedly persecuted the orphanage. The disclosure of the Tunas Bangsa Foundation is the concern of the national media. The research was conducted because the newspaper Tribun Pekanbaru is a subsidiary of national media Kompas located in Riau Province. News has a proximity value for researchers, communities, and local media Riau Province so interesting to review. The research aims to analyze the Augmented Reality strategy used by Tribun Pekanbaru in presenting the case of Tunas Bangsa Orphanage to readers within the space and time limits. The study used a qualitative method with the concept of Spatialization from Mosco Media Political Economy Theory. Augmented reality is a technology that combines the virtual world and the real world at the same time (real time). The real world and virtual worlds are incorporated through the device media to then add virtual components. Newspapers today can only display information in the form of writing and drawing, in other words two-dimensional material (2D). Information in the form of writing has limitations in the delivery, not all things can be submitted in writing only. With augmented reality, video and animation information can be added to the newspaper so that users can access the information more interactive and clear. Through augmented reality technology, newspaper readers will gain a new, more interactive experience. By directing the newspaper paper on the camera, two-dimensional (2D) images on paper will show a live and moving image such as video and three-dimensional (3D). The first newspaper in Southeast Asia that uses augmented reality technology is the Kompas daily. Kompas also has successfully applied it to its subsidiaries spread across several provinces in Indonesia, including Tribun Pekanbaru.

Keywords: Spatialization, Augmented Reality, Tribun Pekanbaru, Newspaper, Tunas Bangsa Orphanage

INTRODUCTION

Goodbye printed newspaper, welcome to a digital newspaper. The sentence is suitable to describe the fate of the print newspapers in the world. The most horrendous initial event in the world of journalism occurred in 2009 marked by the bankruptcy of The Boston Globe, a major newspaper in America that was already 137 years old. After that, the business slump also experienced by other major print media in America, such as Tribune Co., The Baltimore Sun, and the Chicago Tribune. The media suffered significant business decline, requiring them to terminate large-scale employment.

The fate of print media in Indonesia is not much different. In the year-end note of the Alliance of Independent Journalists, 2015 is said to be the media's fall in Indonesia. Referring to Nielsen's data, of 117 newspapers seen, 16 media have gone out of business by 2015 and 170 magazines now have 132 magazines.

The bankruptcy of print media is allegedly due to failure in reading the changing world, especially with regard to the preference and mindset of readers of the media that have changed. They stick with the print media, while the outside world (consumer) is moving toward digital. The presence of the internet has changed the way people use the media. The change in the delivery of messages from print to broadcast and the internet impacts the future of media organizations. Technological developments characterized by analog media digitalization make the managers of the media industry should clean up. The development of the Internet that originally as a source of information (Web1.0) has now grown to meet the need for interaction, such as commenting or refuting a direct information (Web2.0). It has even evolved into a device that connects all digital devices worldwide, making both and accelerating communication, interaction, and media consumption by humans (Web3.0) to be responded by media organization managers with a quick strategy to survive.

The media industry, especially print newspapers must make changes if they want to survive. Changes in reader preferences and the presence of digital trends must be addressed as a challenge for innovation. Philip (2009) suggests that print media should be transformed into online media. Transformation should not be interpreted as a print-only change to online, but can also be an adaptation with digital content. The printed newspaper industry has two roles in the face of changing information technology, which is making changes to develop the existence of print

newspapers and utilizing change to provide information that is now global and simultaneously to the community (Sugiya: 2012).

The trend of the media industry is now in the hands of online media. However, print media can make a change strategy to keep its print form existence. Some changes have been made, such as redesigning the format or creating an e-paper version through an internet channel. The printed newspaper should be able to define itself from its medium. Print newspapers should not be just paper. Strength and value not only come to control the content and its distribution (Jarvis: 2002).

The development of information technology and reader preferences has indeed led the trend of media form from single-media to multi-media. Currently, readers prefer watching culture versus reading. As Jacob Oetama says, reading culture is still important in building civilization because, by reading, humans take a distance to reflect (Kompas: 2007). Therefore, maintaining the existence of print media can not only be viewed as a business strategy, but rather as an attempt to maintain a reading culture.

Tribun Pekanbaru is a local print newspaper that is always trying to make updates to suit the development of consumer media and industry tastes. In addition to the printed form, Tribun Pekanbaru present in online form as a unity of Tribunnews.com network. Tribun Pekanbaru print newspaper present in Pekanbaru City and Riau Province widely since 18 April 2007.

The latest innovation by printed newspaper Tribun Pekanbaru is the addition of Augmented Reality (AR) content. Abroad, this innovation was first introduced by Dublin's Metro Herald and TV3's 3e print media in 2011. This innovation is supported by Blippar that delivers applications in smartphones that connect AR content to the print media. In Indonesia, the first print newspaper using AR technology is Kompas Daily in 2012. The project is handled by AR. & Co. which is a company in technology, especially AR in the Asian region. Tribune Network is the first local print newspaper in Indonesia using AR technology, including Tribun Pekanbaru. This technology was first launched in the printed newspaper Tribun Pekanbaru dated December 8, 2016. The use of this innovation into the strategy of print newspaper Tribun Pekanbaru to keep up with the technology to remain a medium in accordance with the development of reader preferences.

AR is a new branch of the development of Virtual Reality technology (VR). The principle is generally still the same as the VR, which is interactive, immersion, real-time, and virtual objects are usually 3-dimensional. In contrast to VRs that combine real objects (users) into virtual environments, AR combines virtual objects in real environments. The main advantages of AR versus VR are its easier and cheaper development. Another advantage of AR that can be implemented widely in various media. As an application in a smartphone, in a gift of a product, even print media such as books, magazines or newspapers. AR technology on Tribun Pekanbaru can be accessed through Indonesia In Your Hand application which can be installed through Google Play Store on a smartphone. After the application is installed, then opened, then scan a news photo that has an AR logo. It will show a video coverage of the news.

Application of this technology is one form of improvement of service to the reader. On the news Uncovering Case Panti Tunas Bangsa Foundation that had rampant up to the national level and published on the main page, some news photos in the newspaper Tribun Pekanbaru with AR logo. We know together that during this print media such as newspapers only able to display news in the form of photos and text. For people who do not like to read, then another option to obtain information is to watch television. On television, the news is submitted in the form of video. However, with this AR technology, newspapers are no longer limited to text and photos, but also can feel the atmosphere of emotional coverage through videos displayed with AR scans. Therefore, this research will try to discuss about how AR spatialization in Tribun Pekanbaru newspaper in the form of business expansion to overcome the obstacles of space and time of presenting the news of Revelation of the Foundation of Tunas Bangsa

LITERATURE REVIEW

Spatialization in the Concept of Political Economy of Media

The political economy approach focuses on studying the relationship between the political economy structure, the dynamics of the media industry, and the media ideology itself. Political economy research attention is directed to the ownership, control, and operational strength of the media market. From this point of view, mass media institutions are regarded as an economic system closely linked to the political system. The critical political economic perspective also fully analyzes the public intervention as a process of legitimacy through a

public disagreement over the forms to be taken, because the efforts of the capitalists narrow the space of public discourse and representation. In this context can also be called distortion and imbalance between society, market, and existing system. While the criteria owned by critical political economy analysis consists of three criteria. The first criterion is that capitalist society becomes the dominant class. Secondly, the media is seen as part of the ideology in which the classes in society engage in battle, albeit in the context of the domination of particular classes. The final criterion, the media professionals enjoy the illusion of autonomy being socialized into dominant cultural norms. (Yasir, 2017: 31)

In this case, Mosco (in Yasir, 2017: 33) proposes three very basic concepts related to the theory of media political economy in the communications industry, namely commodification, spatialization, and structure. The concept of commodification refers to the use of goods and services seen from its usefulness which is then transformed into a commodity judged by its meaning in the market. The concept of Structure deals with the relation of ideas between the agents of society, social processes and social practices in structural analysis.

The concept of spatialization as a process of overcoming the barriers of space and time in social life by media companies in the form of business expansion such as horizontal, vertical and internationalization integration. This concept is concerned with the extent to which the media is able to present its product in front of the reader within the limits of space and time. The institutional structure of media determines its role in meeting the network and the speed of delivery of media products in front of audiences. Discussion about spatialization is related to the form of media institutions. Is it a large-scale corporation or vice versa, whether networked or not, whether it is monopoly or oligopoly, conglomerate or not. Often these institutions are politically arranged to avoid the overwhelming majority of owners and lead to the monopoly of media products. (Yasir, 2017: 34)

Augmented Reality (AR) In Newspaper Print

AR is a technology that connects 2D or 3D objects in cyberspace into real (3D) environments and projects those virtual worlds in real time (Javornik: 2016). Some examples of AR usage are:

1. The field of Marketing Communications

    AR became an innovation in the marketing world. Initially, AR was used to complement marketing using non-digital media.

To date, the use of AR technology in the marketing field is still considered appropriate for young people who are very open to the development of technology. An example of the successful use of AR in marketing communications is the launching of Nissan Altima through advertising in print. The success is seen from the 8 million (even more) readers who see the ad campaign every day, 6,500 page views, 42% click-through rate, increase test drive of Nissan Altima as much as 65%, and become the winner of the Canadian Media Awards Innovation award. In Indonesia, the use of AR in the field of marketing communications is still not familiar. But seeing the growth of AR trend in marketing communication abroad, did not rule out in one year ahead this trend will be present in Indonesia.

2. Political Campaign

In 2015, an AR technology company from Indonesia, ARCO won the Best AR Campaign 2015 award by Augmented World Expo held in Silicon Valley. The award was given because ARCO has successfully implemented AR technology during the Nigerian President's campaign for presidential candidate M. Baharu and his deputy Yemi Osinbajo. The AR technology-based campaign, named The Next Nigeria, has been able to attract the attention of young people in Nigeria to a presidential election that impacts the victory of M. Baharu and Yemi Osinbajo as leader of Nigeria.

3. Entertainment

The successful use of AR in entertainment is seen in the booming of Pokemon Go games. In addition, the use of AR as a medium of entertainment seen in the TV weather forecast that can bring the real effects of weather when the event takes place.

4. World Health

AR in the world of health is used for preoperative examinations such as MRI and CT Scan to help doctors make proper surgical planning according to the patient's body condition.

5. Military World

In the military world, AR is used to know the battlefield during war games. With AR, troops can plan enemy ambush correctly while minimizing casualties.

Trend AR in Indonesia has not seen significant. However, in the future the use of AR will increase. This can be seen in TechTrends research conducted by GffK which shows that AR is one of five technology trends that have the potential to have a significant impact on the lives of consumers. (https://tekno.tempo.co/read/news/2017/05/20/072877041/5-true-technology-the-consumer-affects-in-2017). For the print newspaper Tribun Jogja, the use of AR is an innovation that should be applied to anticipate changes in print media business trends.

Protholic (2017) sees there are two reasons why print media can use AR, which is related to the layout characteristic of print media and to follow the development of digital advertising that must be followed also by the print media. The use of AR in print media can be seen from two sides, namely:

1. Business combines innovation to attract readers because AR is able to present another image while reading. The application of printed newspapers can be seen as an effort to maintain the print platform in the media world. By combining AR technology in the print media, there has been a shift in print newspapers (old media) into new media characterized by richness media characteristics, interactivity, and playfulness. Some parts that can use AR in print newspapers are infographics and headlines pages (HL) to clarify the news presented.

Picture 1. AR in Infographic
Source: augmentedrealitytrends.com

2. Grabbing a wider share of advertising Trend AR in the advertising world showed a significant increase. AR will increase the perception of consumer experience when shopping as well as customization availability of products (Pantano: 2017). The age group of consumers who receive AR rapidly is young people. In the marketing context, the youth market is very strategic because

they are easy to adapt to technology, will be consumers in the long term, and more open to changes in the trend created by the manufacturer. For that, print media should have provided AR in the existing ads in the print world. Without following the trend of AR, print media advertising market will be more dimmed because it can not compete with ads in the online world.

Picture 2. AR Advertising in Printed Media
Source: thedigitalwritingresearchlab

AR in print media based on mobile technology that makes it easier for readers because of the integrated technology in the applications that exist in their smartphones. Combining smartphone technology with AR using the complex markers method to recognize objects is very possible to produce a content Mobile Augmented Reality (MAR) so that the smartphone will present information about the news in the form of pictures, sounds and video. The reader simply activates the app then steers the smartphone to the image object in the news. From the object, will appear images, audio-video, and animation. MAR is usually cloud-based computing owned by AR content service providers. With the technology, content created and uploaded by the editors can be displayed and accessible by any reader and anytime with internet connected.

DISCUSSION

The disclosure of the Tunas Bangsa Foundation occurred at the end of January 2017. At that time, the public was overwhelmed with the alleged case of the maltreatment case against the death of an 18-month-old toddler by the management of the Tunas Bangsa Orphanage. A toddler named M. Zikli was entrusted by his mother who is less able from the age of 6 months. After Zikli's death, the organizer of the orphanage visited his family's

residence to inform him that his niece had died in the hospital. Zikli's family came to the Regional Hospital (Hospital) Arifin Ahmad where he was treated. The hospital is reluctant to state the cause of death of the victim. Curiosity arose after his uncle Zikli, Dwiyatmoko saw cuts on the genitals, back, ears, lips, hands and feet in the body of his niece. Although the nursing home insisted that Zikli suffered from leukemia, Dwiyatmoko still suspected that there was an irregularity in the form of mistreatment of his nephew by the orphanage.

The search continued after Dwiyatmoko reported his allegations to Pekanbaru Police. Although newly reported on January 25, 2017 after Zikli died on January 16, 2017, the Police still want to thoroughly investigate this case. They went to the Tunas Bangsa Foundation Orphanage in Jalan Seroja Tenayan Raya Subdistrict, Pekanbaru City. When they look from outside the fence, the building looks shabby and apprehensive. On January 28, 2017, the police decided to dismantle M. Zikli's grave and perform a corpse autopsy to uncover the case. The allegations are getting stronger with the disappearance of the owner of the Lili Nurhayati parlor for a few days, which seems to escape the case.

Under the Tunas Bangsa Foundation, Lili turns out to have an orphanage for the elderly, as well as the maintenance of a madman who is located far from urban and residential areas, namely on Jalan Lintas Timur-Pekanbaru Km 19. The orphanage is called "Rumah Fakir Miskin" under the auspices of Tunas Foundation Nation. The severe condition of the orphanage where Alm. M. Zikli was raised, the condition of the orphanage was much more miserable. There some elderly and mentally ill people are gathered. They are silent inside cells like in prison. Their bodies are emaciated, whether they are fed or not. The orphanage was not worth it. Many foods inside the box such as instant noodles, eggs, rotting rice and past consumption time limits. The community is increasingly overwhelmed by the fact that the operational licenses of the orphanage's foundation have been lifted since 2011. The orphanage case is no longer limited to violence, but also runs illegal.

A total of 45 people evacuated an integrated team from the Tunas Bangsa Foundation in Pekanbaru. The owner is now designated as a suspect. A total of 45 people were evacuated from three locations Tunas Bangsa Foundation Orphanage. Of that number, 5 children under five, 7 elderly, and 30 people with mental disorders (ODGJ), and 3 ex ODGJ. For 30 ODGJ, they are currently being evacuated at Pekanbaru Charming Mental Hospital. While the 3 former ODJG women entrusted entirely

integrated teams in Panti Bina Laras Social Service of Provinsi Riau, Jl Lintas Timur, Kelurahan Muara Fajar, Pekanbaru, Kecamatan Rumbai. (https://news.detik.com/berita/d-3410112/45-penghuni-panti-tunas-bangsa-pekanbaru-yang-telantar-dipindahkan)

Within days, the reporting of the case became a national media concern and filled out pages of print media, online news portals, and television news shows. Implicitly, the local media of Riau province are also competing in covering the progress of the case. Tribun Pekanbaru as one of the largest newspapers in Riau claimed not to be outdone by other print media. This case has a decent value for sale to the reader. Starting from headline, designed with titled capital titles, supporting photos, visual graphics, to videos that can be watched through AR scans on news photos.

So far the print media is limited to text, photos, and graphics. But thanks to AR technology, the reader can also simultaneously watch the atmosphere of the investigation. On the unveiling news of the Tunas Bangsa Foundation, AR scans are printed on news headlines. Readers can access it with Indonesian In Your Hand application on a smartphone. Here is news coverage of the Discovery of Tunas Bangsa Foundation in Pekanbaru Tribune newspaper with Augmented Reality scan (AR):

Images 1. Published January 28, 2017

Editor Tribun Pekanbaru Hengki Seprihadi said, photo news in Images 1 is a video material coverage in the field. This news comes out

on the second day after the case has stood out nationally. Hengki with the team rate, this photo has a side of events that are good value related to the evacuation process of the orphanage children. This is able to give more satisfaction to the reader who witnessed the actual news in his own area.

Images 2. Published January 29, 2017

In Images 2, the news is still hot on the day. Moreover, different orphanage location successfully assaulted by Dinas Social. The elderly and crazy residents were evacuated. Readers can also watch the evacuation process carefully.

Images 3. Published February 01, 2017

The case became more interesting after the visit of national figure Kak Seto as the Chairman of Indonesian Child Protection (KPAI) who visited the orphanage children. This information is clearly the media spotlight to the national scope. Tribune Pekanbaru did not bear in presenting the results of coverage. They successfully provide actual information via text, photos and videos with AR technology.

Images 4. Information on How to Use Augmented Reality Technology in Tribun Pekanbaru Newspaper

The use of AR technology in print newspapers is the latest innovation used by the print newspaper Tribun Pekanbaru. Officially, the use of AR in Tribun Pekanbaru started on December 8, 2016. Tribun Pekanbaru printed pioneer and the only local newspaper in Riau using AR technology. How to use AR in Tribune Pekanbaru newspaper done through Android smartphone using the application "Indonesia in Your Hand" which can be downloaded in Google Playstore. After scanning a photo or graphic that has AR logo, readers can enjoy the coverage of Tribun Pekanbaru video.

Newspapers under the Tribun Network that have been using AR technology other than Tribune Pekanbaru is Tribun Jabar, Tribun Jateng, Tribun Bali, Warta Kota, and Tribun Jogja. Indeed, not all newspapers under the Tribun Network use this technology because it is tailored to the readiness of human resources and socio-cultural situation of the community. Province D.I. Yogyakarta is a region famous for its education center so that many students and students become readers of printed newspaper Tribun Pekanbaru. This young age group is very open with information technology innovation so that the adaptation of AR usage will be easy to implement.

There are several reasons for the use of AR in the print newspaper Tribun Pekanbaru, namely:

1. External Factors

    a) **The development of digital technology** that enables news content to be present in various forms. The latest technology is the AR that allows the reader to enjoy other forms

(audiovisual) of a news. The addition of this reality experience can improve the cognition of the reader in understanding a news/event. The use of AR technology initially emphasizes the playful elements of a media. However, in its development, the use of AR allows the reader to understand the event as a whole because it is able to maximize all the senses.

b) **Market and consumer changes**. Technological developments have implications for changing consumer preferences in choosing the media as they wish (accessible whenever and wherever) and domestic and global competition in the media business, ie the rate of income from advertising. Advertisers will choose the media most used by consumers. Therefore, the media must innovate to keep the interest of readers and advertisers

2. Internal Factors

a) **Enhance and maintain brand positioning as a local newspaper that always prioritizes innovation**. Tribun Network always puts forward innovation in developing local newspaper in its network. Despite playing in the local market, the newspaper under the Tribun Network is always encouraged to use the latest technology according to media trends. The level of competition with fellow local media (who already have brand positiong) and national media becomes a challenge by maximizing the various opportunities that exist. The use of AR technology refers to the 3M strategy used by the Tribun Network consisting of multimedia (news packaging in various forms), multichannel (extension of news spread already packaged in various forms), as well as multiplatform (cooperation with information technology equipment providers). The development of internet technology that almost eliminates the existence of print media should not be addressed as a threat but a challenge. Use of AR is an attempt to maintain the existence of print media in order to remain regarded as a medium that is able to adapt to technological developments. Indeed, the use of AR is still not familiar among adult readers but to anticipate changes in preference in the future, the media under the Tribun Network must always

innovate so as to maintain brand as a local media that always one step ahead in innovating.

b) **The vision that has been carried out since the first**. The Tribune Pekanbaru newspaper is under the Tribun Network which is also part of the Kompas Gramedia group. Tribune name selection has a philosophy value for the development of the organization. Tribune (higher position of the arena and can see in all directions) contains the meaning of society/readers are given a place of honor with given special information only obtained when occupying the position of the stands. Tribun Pekanbaru has the vision to be the group of newspaper publishing business, online media, and the largest printing and spread in Riau. Vision and value of philosophy meaning Tribun demand print newspaper Tribun Pekanbaru to always apply innovation to give satisfaction to readers as well as efforts to achieve become the largest media and spread in Riau.

CONCLUSION

Some events that occur in the area to be trending topic in the world of news. The information is spread to national and even international scope. For example, such as the Panti Yayasan Tunas Bangsa. Strong news with the value of human interest is inviting public attention. Starting from the entry of a report to the police about the death of a toddler orphanage Tunas Bangsa orphanage is 18 months old, who allegedly persecuted by the owner of the orphanage. Information is getting more interesting after a search news that finds the condition of the orphanage unfit for residence. Events that occurred in Riau precisely this Pekanbaru City, certainly add value proximity in news. Local media vying to pack information as attractive as possible to be sold to readers. This is certainly an economic advantage for commercial media companies. The development of the information eagerly awaited the reader. Moreover, the foundation often gets donations from the community and stakeholders who are domiciled in Riau. But in reality, the orphanage has no license to operate from the Social Service since 2011.

Thanks to the coverage of this event by Tribun Pekanbaru both print and online, this news also became a trending topic in the portal

Tribun Network. The information is sticking to the national level and indirectly inspires Kak Seto's heart to visit visiting residents who have been evaluated, entertaining the victims' families, and deliberating for further policies with the City and Provincial Social Services.

Although the news is also broadcast online, Tribun Pekanbaru still initiative to give satisfaction to the reader to be able to watch the video coverage in print newspapers. By displaying AR scans on news photos that become headlines, Tribun Pekanbaru tries to inform events not only limited to text and photos. With AR scans provided, readers are also invited to become spectators. In the newspaper Tribune Pekanbaru, news in the top half page position is the headline. The position is presented to potential readers to be interested in buying. Coupled with images presented AR scans, for some video event readers can also be viewed with the scan code.

With the coverage of the Tunas Bangsa Foundation, the Tribun Pekanbaru media politics for the newspaper interested to buy. They are responsive in reading market interest. On the other hand, this news is deemed mandatory to be informed to surrounding communities and government. After the news was successfully packed on the headlines, so the newspaper on that day was selling well, media companies also get a profit in the economy. This is how Tribune Pekanbaru overcome the obstacles of space and time of print media so far so as not to be obsolete. Although the technology will continue to advance, the newspaper must always exist until the end of time.

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Production Technique for Discography Programs of "Utopia" Episode in Biznet Home

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ABSTRACT

This study researchers used the concept of TV program production techniques according to Fred Wibowo on the "Utopia" Discography program on Biznet Home. Program production techniques are reviewed from the management aspects of broadcast programs consisting of pre, production and postproduction. Biznet Home is a company that focuses on telecommunications and multimedia. The company is committed to building modern infrastructure with the aim of reducing Indonesia's digital divide with other developing countries. Biznet Home owns and operates the most advanced Fiber Optic network and the largest data center in Indonesia. Biznet Home also has a complete channel package, both from children, films, sports and many other channel packages. In this study the researcher used a qualitative approach, with the post-positivism paradigm, a qualitative descriptive research method, with the TV program production engineering concept. The results of this study, at the time of pre-production people who play an important role are producer assistants and creative. They are "brains" or ideas from Discography programs. When the production of the entire crew plays a role including the Producer. While at the time of postproduction the person who plays the most role is a video editor.

Keywords: Biznet Home, Production, Program, Technique

INTRODUCTION

There are various kinds of mass, but of all the mass media the most influential is television in people lives.Stuffing entertainment, news and advertising.By the people spend time watching television about seven hours a day.Television in terms of dramatic growth especially through cable television.A system of delivery of the television program, now

there are at least five a method of delivery of a television program that is has been developed: over the water reception of network and local station program, tv cable, digital cable, cable wireless services, direct broadcast satellite (DBS) .

Television is a system centralization image.This system is the most important part of our daily life.Drama, advertising, news, and other programs presenting a world about the image and messages.A source of public television from socialization and daily information (especially in the entertainment).It is often said that television changing our world. In the same way, people often talking about being entrenched or the establishment of a new world, a society new, and a phase new history courtesy of technology.

Progress is being made in losers at racing genk on illustrate that it is playing the age here at the on cable tv news channels with distinctness that is different from the mass media other. Good (be launched since many broadcasting responds by sending out radio) as well as the printed media (newspapers and magazines), because apart from being the can be seen (visual), the media television also can be heard (audio). Television is an integrated between three of the component does in line of bond issuance will, television studio, in the transmitter the (transmission) and a plane a beneficiary of this program (the receiver) of the components were already we are already the information from various parts of the world.

These things make the people in this modern era make television a necessity, because then all the information flow goes very fast and diverse, and can be accessed in an unlimited time and place. Now not only electronic media is favored by the audience, but internet media is also much preferred by the audience which makes it as one of the media that has the fastest access to get the information needed by the public. Audiences can get information anytime and anywhere.

Indonesia can be said to be the fourth largest internet user in Asia, under China, India and Japan. According to data from internetworldstats.com, Indonesian internet users currently reach 88 million people in June 2016 out of a total population of 258 million, with a population penetration of around 34 percent. Along with the data above, currently the development of cable television users has also increased. This is indicated by the growing number of cable television

customers that continues to grow. As many as 50 million television viewers in which four percent of them are paid television customers. Pyramid Research estimates that the number of paid television users in Indonesia will reach seven percent in 2015.

This increase in the number of customers is mainly due to the presence of new players in this business. The increasing number of cable television users also makes these promising business people also increase. In 2007 there were only five players in the subscription television industry, namely Indovision, Astro, First Media, IM2 and TelkomVision. However, currently the number of companies that have obtained Broadcasting Permit (IPP), paid television services has doubled.

Cable television has now become a major competitor for terrestrial television. As was stated by John Vivian, cable television has become a major threat to major television networks. Cable television has grown from an independent small town community antenna system then developed into a well-consolidated and managed industry. Cable television was born from the boredom of the public regarding the content of terrestrial television programs, because almost all television stations every day present various types of programs which are very numerous and of very diverse types. However, it seems monotonous because almost all television shows provide similar programs. Basically, everything can be used as a program to be broadcast on television as long as the program is interesting and liked by the public, and does not conflict with decency, laws and regulations.

There are several reasons people move using cable television, namely television programs that are presented differently from terrestrial television. The television program found on terrestrial television was increasingly monotonous and bored the audience. Too many television programs that are not in accordance with the viewing hours that should be. If you pay attention too, the regular program that we can see from 6:00 a.m. to 10:00 p.m. night mostly only contains gossip programs and soap operas that dominate television broadcast hours. The implementation of the television world in television broadcasts is strongly influenced by the level of viewing and management creativity in developing television programs. The more creative a television show will be, the more attractive viewers will then affect the amount of income of a television station that originates from advertisement and sponsor impressions.

Biznet Home is a company that focuses on telecommunications and multimedia. The company is committed to building modern infrastructure with the aim of reducing Indonesia's digital divide with other developing countries. Biznet Home owns and operates the most advanced Fiber Optic network and the largest data center in Indonesia. Biznet Home also has a complete channel package, both from children, films, sports and many other channel packages.

The information program includes two types, hard news and soft news. Hard news or hard news is all important and interesting information that broadcast media must broadcast immediately because of its nature that must be broadcast immediately by the media so that the audience can know it as soon as possible. Soft news or soft news are all important and interesting information that is conveyed in depth, however, it does not have to be broadcast immediately. Entertainment programs are all broadcasts that aim to entertain audiences in the form of music, songs, stories, and games. Programs included in the entertainment category are drama, games, music, and shows are all broadcasts that aim to entertain audiences in the form of music, songs, stories, and games.

Biznet is basically a company engaged in the internet, but now has begun to spread its wings to the television world. At first the television section at Biznet was named Max3 but over time, the name Max3 changed to Biznet Home. Amazingly the programs produced by Biznet Home are programs that are self-produced without buying from any party.

Biznet Home has several excellent programs including Whats on ?, Art And Me, Crom Max, Hobbies, and others. One of the programs in Biznet Home is Discography. Discography is a program that talks about music. The program has a semi documentary concept with an interview process conducted by one of the Indonesian musicians or band groups. The musician or band has a favorite musician or group from abroad. Discography program is one of the programs that aired on Biznet Home. The program certainly does not escape the production process in the production team. Once the importance of the production process in broadcasting the program, the researcher made this research. Research reports that have been carried out using data collection methods as follows:

a. Participant

Researchers participate directly in the observation process and are directly involved in the process of pre-production, production, and post-production.

b. Observation

Observe and go directly when the researcher conducts research activities at Biznet Home Studio. So this observation becomes one of the data collection techniques if it is in accordance with the Researcher's objectives.

c. Interview

The researcher conducted interviews directly by asking a number of questions about the information that the researcher wanted to know about the related sources such as Managers, Producer Assistants, Production Teams, Creative Teams, and research activities supervisors at Biznet Home.

d. Literature

Researchers collect data not only by making observations and interviews. However, in this case the researcher uses literature study in data collection. Researchers also use scientific work as a guide for research research, using books that are considered suitable to be used as references in concepts and others that support this research.

RESEARCH METHOD

A. Research Paradigm

Paradigm is a view, a general perspective or a way to separate complex real worlds, then give meaning or meaning and interpretations. The paradigm outlines the things that should be stated and the rules that should be followed in interpreting the answers obtained. The researcher uses the post positivism paradigm, because this researcher attempts to explain the data or information that is seen and obtained through interviews and observations made by the researcher to get the appropriate results.

B. Research Approach

Qualitative research is used to examine the things related to the background of the research subject, to understand the phenomena

that have not been widely known, for consultative research, used by researchers who want to examine something in terms of the process, and used to find new perspectives on things that are already well known. In this study, researchers used a qualitative approach. With a qualitative approach, researchers can find out the problems and phenomena that occur in the production management of an event program on a television station.

C.   Research Methodology

Qualitative descriptive research method is a method used to find knowledge of research subjects at a certain time. The descriptive word comes from the Latin "descriptivus" which means description. Descriptive qualitative research attempts to describe all existing symptoms or circumstances, namely the state of symptoms according to what they were at the time the research was conducted. The researcher used a descriptive qualitative research method for his research entitled Production Techniques of the Discography Impression Program "Utopia" Episode at Biznet Home. Because the Researcher's report contains data citations to provide an overview of the data presentation and then describe and discuss a finding obtained from observations and interviews.

D.   Research Subject/Object

1)   Research Subject

Research Subjects are people who are in a social situation defined as information providers in a study or known as informants. The researcher has determined the resource person to become an information key and informant in the search for data. The key information in this study was the producer of the program Discography on the episode "Utopia" at Biznet Home. While the informants in this study are the crew, assistant producers, video editors, and creative teams.

2)   Research Object

The object of research is to explain the focus of the research, which is what is being targeted. The research objective does not depend on the title and topic of the study, but concretely illustrated in the formulation of the research problem. The object examined by the researcher is the Program Production Technique.

RESULT AND DISCUSSION

As long as the researcher conducts research activities at Biznet Home, the researcher chooses one of the programs in Biznet Home, Discography. Discography is a program that talks about music. The program has a documentary concept with an interview process conducted to one of the musicians or band groups from Indonesia. The musician or band has a favorite musician or group from abroad. During the research activities there were many new things that the researcher got. In addition to increasing knowledge and experience, researchers can also see and know directly the process of an event program in production, from pre-production, production to post-production. The following are the things that the researchers got in the production of the Discography Utopia episode program at Biznet Home starting from pre-production:

A. Pre Production

Pre-production is the earliest stage in producing a program. In this process the assistant producer and creative team compile a program. The initial stage in the creation of the Discography program at that time was a producer holding a Discography program, Imam Mauliddin Syafi'i gave an assignment to the assistant producer and creative team to think about musicians or band groups who would be invited to the October edition of Discography. The things discussed by the assistant producer and creative team with the producer are from the initial preparation, such as selecting the content to be discussed, the location of the shooting to be used, the facilities needed (for example using how many cameras, tripods and so on), determining shooting time, arranging a permit, until discussing the estimated amount of costs to be incurred. After several days of discussion, the assistant producer and creative team presented the ideas that had been discussed with Andri Radtiya as the production manager at Biznet Home. Then he received the results of the discussion of the assistant producer and creative team so that it was permitted to produce the Discography episode of the Utopia program which was founded by American rock band Paramore.

The next stage in the pre-production process is the assistant producer and the creative team is assigned to create a planning worksheet about what will be discussed in the Utopia episode later. At that time the researcher was asked to research the Paramore band from

various sources. Assistant producers and creative teams were also asked to come up with things that would later be raised in the Discography program with the creative team. At this stage the producer assistant and creative team think of interesting content to be appointed, make questions that do not seem common, arrange a rundown so that the duration of the program is in accordance with a predetermined time of 60 minutes and make an interesting program promo so that the audience is interested in watching Discography programs

B. Production

The next step from the pre-production stage is the production stage. In this stage the assistant producer and creative team as well as the Discography crew will start applying the arrangements that have been planned in the previous stages. Before carrying out production activities each crew prepares equipment and things needed during the production process. The Cameraman team prepared cameras, audio and other equipment. The creative team prints out the questions and rundown arrangements that have been made. As well as the producer prepares everything needed so that the process of taking pictures can run smoothly and according to plan.

The production process began with the Discography team departing for the location that had been determined by the producer, namely at Biznet Technovillage in the Gunung Putri area, Bogor, West Java. The trip to the shooting location takes about three hours. At Biznet Technovillage the assistant producer and creative team were asked by the producer to pay attention to the shooting process. Starting from the selection of positions that will be used as an interview, lighting, setting the camera and seeing the producer patiently direct the shooting process. In this process the assistant producer and creative team learned a lot from Imam Mauliddin Syafi'i how to direct the shooting process to run smoothly and look neat so that after the production will facilitate the video editor in the video editing process.

C. Postproduction

Postproduction is the most recent stage in producing a program, in this stage a video editor whose job is to compile the video to become a whole that is worth watching. The first stage that video editors do in the process of video editing is to create five timelines or work pages. Discography program has a duration of 60 minutes then divided into

five segments. The first segment discusses the career of the Utopia band itself. The second segment discusses the travel history of the Utopia band. The third segment discusses the favorite band group from Utopia, Paramore with the discussion of its flagship song from the American rock band. The fourth segment discusses the lives of members of the Paramore band in the family environment. The fifth or last segment is performing Utopia which performed one of the songs from the Paramore band. The stage after creating five work pages is inputting the interview that has been executed. Usually using three cameras, video editing is done by placing the results of the master camera in one layer, the rest is free to be placed on any layer. Then the video editor cuts the shooting video to choose which videos to use.

Video editors use layer to layer and cut to cut methods in the process of video editing program Discography Utopia episodes. Then it was combined with songs from the Paramore band and also a video clip from Utopia taken from youtube. Video editors are reminded not to forget to include Courtesy of youtube because the video clips from Paramore and Utopia are taken from Youtube. The video clip from Utopia and Paramore was downloaded by a producer. After the process was all completed, the researcher placed a template that had been made by the video editor team to look uniform with the previous episode's Discography edition.

In short, after everything is appropriate and has met the Standard Operating Procedure (SOP), the video that has not been united is watched and reviewed by the producer. After the producer approves the next process is all the videos on the work page are the same color. Then, in the end his voice was balanced so as not to go up and down through the audioman team. After all the processes have been completed, then the Discography video is submitted to the MCR (Master Control Room) to be broadcast according to a predetermined schedule. These things are activities that researchers see in the research place starting from the pre-production process, production to the observation process.

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Marketing Communication Strategy in Building Company Brand by Using an Effective Advertising Media

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INTRODUCTION

The development of business world becomes a priority of our government. Business world produces things that run our economy. It should not stop even a second because it will ruin all people in the country. Business has a 'brother' called market. Business fulfil what market need and keep it stable which we called as supply and demand. Our government put an effort to develop the running of business world in this country. It can be seen from the entrepreneurship programs launched for the Indonesian people. It is stated first that business is urgent thing for people, so government keep in trying to involve the people not only the rich one.

In the real business world, there are so many challenges faced by businessmen. Every businessman is pressed to make better and better of his business not only the product but also the way of promotion, packaging, or the product quality itself. A businessman in his business world, need a bridge to make people know what he sells or produces. This bridge is a way to communicate with the market. Businessmen need people to know, remember, buy, and repeat the buying of their products. This is why the business communication is so important in business life. It becomes a golden bridge to make what a businessman dream come true; the rapid selling.

Business communication is a unique way of businessman in telling to the market. It provides not only about the product but also the vision, hopes, and goals of the businessman in it. Business communication helps people running their business by sending a message to the market. The message itself contains information about product that will lead people to do what the business want. It is important to make the

message clear, effective, interesting and many other characteristics so people will not only buy the product but love it and depend on it.

In business area, market is something dynamic and consumers are exposed to hundreds of messages about products each day from all kind of sources (Tuckwell, 2008 : 101). The message contains of a product that promoted to consumers. After knowing the product, they have a right to choose what product they like and want to buy. It is how the company communicates to the consumer; they sent the message about their products and the consumer received it and do or not do an action of buying.

Everyday, people talk about many things in the world. Consciously or not, they talk much about products. People share their knowledge and experiences about a product to others. Supporting by the development of social media nowadays, the talking about products they use or want to use is getting wider. For example, a girl want to try a new cosmetic product. She upload a status in her social media to ask people what they know about that product. By the people comments, she decided to buy on not to buy the product. From this example we know that a way of communication in business is something unique and continuous to grow.

LITERATURE REVIEW

Communication

Communication can be defined as a transactional process between two or more parties whereby meaning is exchanged through the intentional use of symbols. Communication is also the process by which individuals share meaning (Marques, 2017).Understanding the communication process and how the consumers received the message is very important things. Communication is defined as transmitting, receiving, and processing information.

The message is then transmitted, usually by the media or through personal selling (Tuckwell, 2008 : 101). Refer to figure below for an illustration.

| Sender (Brand A) | Encoding (Message) | Transmission (Media) | Decoding | Receiver (Consumer) |

Noise

Feedback

Consumer Response
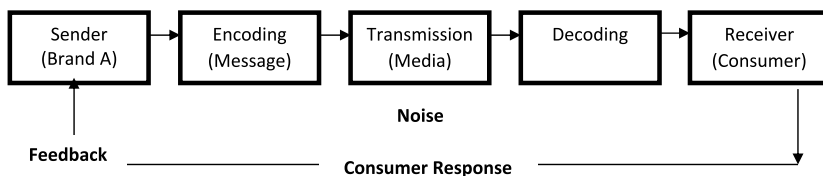
Source : Tuckwell (2008)

Communication occurs when the message that was sent reaches its destination in a form that is understood by the intended audience. Commercial communication do not have to be a complex science. Simply stated, an organization develop a message, selects the right media to deliver it, and if all things are planned effectively, it will reach the consumers and have an impact on them. Developing the message is referred to as encoding which mean that the message is transformed into some attention-getting form, such as a print advertisement, a direct response mailing piece, an article about the product in a newspaper and so on

Generally, the study about communication is how to persuade someone to do something. In the other hand, the sender of the message wants to convince someone to do something or not to do. Nowadays, the communication research said that communication is not only to persuade someone but also to force someone to do something (Morissan, 2013). How the communication running will affect to what the result showing. So, preparing a business is not only about delivering good things to people but also serving a good way of communicating it to make them impressed.

The wider business opportunity opened by government encourages people to be a new economic actor or what we called businessman. They enter the market world with their own products whether something new or a development of something existed. It makes the variation of products become more so the consumers will have much opportunity in choosing products in their life. The variety of product makes businessmen think hard to keep their products eminent. They have to work hard in keeping their promotion interesting so the consumers will always stay and even be a loyal one. Promotion is a language of business. It needs a tool which is called advertisement in helping it to reach consumers. An advertisement is not only a tool but also a way of businessman in making people reach their goal in business.

An effective advertisement plan is an urgent need of a company. It will bring a significant effect of company branding to the people or consumer. The company branding next will affect people awareness and their interest in company's products. Beside, the branding itself will encourage people in trying the new product coming from the company. This branding also directs people to have a good impression and builds or change perception about the products. The planning of

advertisement decides the choosing of story, language, pictures, media and even the actors itself. Without planning it, an advertisement goals wont reach the expectation of businessman. The error in choosing an actor, for example, can influence people to buy or cancelling their buying. Consumers of a women cosmetic products prefer to see a beauty of woman as a result of the cosmetic rather than a long explanation of the product from a non beautiful woman.

All aspect of a marketing communication plan are based on the same set of information. The current situation of a brand or company faces is analyzed, a problem or opportunity is identified, and a plan of action is developed and implemented. As part of the planning process, the role and contribution of the various element in marketing communication mix are identified and those that are most appropriate are included in the plan. Separate plans, designed to achieve specific objective, are developed for each element of the mix. Once completed, the key element of these plans are integrated into the master plan (Tuckwell, 2008 : 104).

Thus, marketing communication strategy is an important part of a company. It becomes a key succes of business communication to the consumers. It is related to how the company builds its branding and how they improve the selling. This writing will review deeply about marketing communication strategy of a company in building the brand. The strategy is focused on the using of an effective media advertisement.

Advertising Planing

Advertising is defined as a paid form of a non-personal message communicated through the various media by industry, business firm, charity organization, and individuals. Advertising is persuasive and informal and is designed to influence the behaviour or thought pattern of the audience. The advertising plan is usually developed by an advertising agency, an external partner that works closely with the client. The agency is responsible for developing and managing the client's advertising (Tuckwell, 2008 : 105).

The starting point for any new advertising project is the creative brief. A creative brief is a business document developed by the company that contains vital information about the advertising project. The information is discussed with advertising agency team so their

understand what the project objective is. The contents of creative brief are market information, problem, advertising objective, positioning strategy statement, creative objectives, creative strategy, and creative execution (Tuckwell, 2008 : 106).

In market information section, there are at least three informations that is provided by the client. They are essential market background information, a statement of problem or goals, and communication objectives. The clients provide a positioning strategy statement that is related to creative objectives. Creative objectives focuses on the content of the message to be delivered. After having the big idea about the message content, the creative team give a picture about the brand, target market, competition, of the current situation. All of these are included as the market background section. Beside, there are also information about the market, brand, key competitors, a profile of the primary target market, and budget. Knowing a branch's market position and how consumen perceive are important to develop message strategies in creative objectives. It is also important to ensure recommended and innovative ideas to the clients (Tuckwell, 2008 : 107).

In identifying problems of advertising things, a company need an advertising plan. The advertising plan will give a review of the established brand about the marketing strategy and the strategic direction. It has an opportunity of changes of the strategy used before. The advertising plans also review problems about the intensity of the competition, preferences among target consumers, and the position of brand in the product life cycle. All the changes will affect to marketing communication strategies (Tuckwell, 2008 : 107).

Advertising objectives are identified by determining the overall goals. A good advertising objective can be measured quantitatively. It is needed for the review of the advertising in the next. Advertising objectives may be behavioral in nature or they may focus on issues related to the overall problem. For example, an objective may focus on creating a new image on attracting a new target market. Advertising objective should only deals with the issues that the advertisement can resolve. Several objectives of the advertisements are to build awareness of the product, buiding preferences, or strengthen the brand (Tuckwell, 2008 : 109).

The next content of creative brief is positioning strategy statement which identifies the key benefit a brand offers, states what the brand

stands for, and is a reflection of a brand's personality. These are the essential inputs assessed by the creative team when it develops the message strategy. It can be the trigger that leads the discovery of a big idea (Tuckwell, 2008 : 113).

Creative objectives are statements that clearly indicate the information to be communicated to the target audience. Objective statements tend to involve a key benefit statement and a support claim statement. The format of an ad may be vary but the content of it needs focus. Key benefit statemens express the basic selling idea, service, and benefit that the advertiser promises to the consumers. A support claim statement describes the characteristics that will substantiate the promises which provide proof by data, product testing, research, etc (Tuckwell, 2008 : 114).

The creative strategy is a statement of how the message will be communicated to the target audiences. It deals with issues such as a theme, the tone and style of message that will be adopted and the appeal techniques that will be employed. It is the statement about the personality a brand will project to consumers (Tuckwell, 2008 : 115).

In the creative execution stage of creative planning, specific decisions are regarding to how the present the message. If product comparison are used, it will decide what technique will be employed. The creative team evaluates specific ideas that it thinks have the potential to convert its vision of an ad to its reality. In doing so, the team must answer two basic questions of the most convincing way to present the brand and the most effective technique (Tuckwell, 2008 : 125).

Determining The Branding Strategy

The Dictionary of Marketing Terms defines a "brand" as an identifying mark, symbol, word, or combination of same, that separate on company's product form another company's product. Brand can also be defined as the sum of all tangible and intangible charateristic that make a unique offer to costumers. Brand is a comprehensive term that includes all brand name and trademark (Tuckwell, 2008 : 69). Simply brand is defined as a mark which make something different form another.

Keller said that the word "brand" etymologically derived from the Old Norse word "Brandr", which means to burn which is used by owner of livestock mark their animal to identify them. Brand will

exist whenever a marketer make a new name, logo or symbol for new product. Maurya and Mishra said brands have existed since the beginning of trade activities, the increase in brand importance started mid-1980's (Marques, 2017).

Branding Positioning Concept

Each brands want to differentiate itself from competitive offerings. This is why the brand needs positioning. Positioning is the selling concept that motivates purchase, or the image that marketers desire a brand to have in customers' mind. Positioning involves designing and marketing product to meet the needs of target market and creating the appropriate appeals to make the product stand out from the competitions in the mind of target market. It is a strategy influences by core brand values and the values offered by competing brands. Positioning strategy statements provide guidance for all marketing and marketing communications strategy. The strategy statement provides a compelling reason why potential customers should buy the brand. The positioning strategy statement should be clear, concise and uncomplicated while addressing the target market's need and the primary benefit to be offered (Tuckwell, 2008 : 78).

There are all kinds of ways a product can be positioned in the minds of customers, but tipically they related back to some crucial element of the marketing mix such as product differentiation, price, channel of distribution advantages, or the desired image of a brand. (Tuckwell, 2008 : 80)

Packaging and Brand Building

The consumers will look for a package when they are contemplating a purchase. A package is an introductory marketing communications as a way of consumers identifying the products. A new product, related to a package, must be instilled in customers' mind so they will notif that product. Packaging mostly relates to the color of the package. Customers are usually associating specific products with the colour of the product's package. Packaging has also an important role in differentiating the brand. To spruce up the image of a brand, the package may change several times in size, shapes or formats. It helps the brand to be maintained well (Tuckwell, 2008 : 88).

Marketers have a good view of packaging. It can influences consumers in purchasing the products so the marketers put a revolution

in it. The package is a very important touch-point with consumers. Familarity with the packages help build trust between the consumers and the brand. The packaging is the factor that can influence consumers loyalty to the brand (Tuckwell, 2008 : 89).

RESULT AND DISCUSSION

Delivering Message

How the message deliver from marketer to the consumer will effect the behavior of the consumer. When the message delivered in a good way, it will make impact to the consumer's mind well. So, the marketer should create a good message before the send it to the consumer. Not only good message, but also a positive and informative message about the product which the marketer promoted.

Producing Your Message

In producing a good quality message, there are several items needed. They are the readability of the messages, the screen design of the messages, graphical elements, typography, and so on. A readible message depends on the design elements. Design elements can improve the effectiveness of the messages, if it is a good one. Contrarily, the poor design will be a barrier in communicating the message of the product or brands. Having a visual design can also help people to read and getting a perception about the products. Visual design sends a non verbal language to the consumers so they can catch what the product is or its usage. To be a readible message, marketer should achieve an effective design. This design needs some elements such as consistency, balance, restraint and detail (Bovee & Thill, 2010:193).

In producing the messages, it is also important to put an attention on the styles of writing. It includes the font, font size, styles of formatting type. Marketer should notice about the chance of typography and be able to avoid it on their products. Messages production can use various kin of technology. The technology used are such as word processor, desktop publishing software, web publishing system for online, blogging system, multimedia production tools, and so on (Bovee & Thill, 2010:196).

Informative and Positive Messages

An informative message will result a neutral reaction of the audience. A positive message is when a person conveys an information to which

the receivers' reaction will be good or positive. Informativeand positive message includes acceptances, positive answer to requests, information about procedure/products/services/options, announcements of policy changes, and changes that are to the receivers' advantages. The primary purposes of an informative and positive message are to give an information or good news to the audiences and to have the audiences view the information positively (Locker & Kienzler, 2008 :298).

The secondary purposes of the informative and positive message are to build a good image of a sender or a company, to cement a good relationship between the sender and receiver, to deemphasize any negative elements, and to eliminate future message of the same subject (Locker & Kienzler, 2008 :299).

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CHAPTER 3.
MULTICULTURALISM

Masculine Domination in Photojournalist Profession in Indonesia

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ABSTRACT

Being a journalist requires skills, high commitment, and good knowledge about journalistic ethic of conduct. When there is an incident, reporters should immediately cover the moment on the field, recorded and captured them with the camera. Become a journalist will be get a lot of contact with people who have an interest. Thus, the journalist positions become strategic to be utilized. The Independent Journalist Alliance (AJI) Survey of 2012 shows an imbalance between number and treatment of male and female journalists from their media institution. From 10 journalists, there are only two or three female journalists. The data can be interpreted that the world of journalists is the world of men. In the patriarchy cultural system, women are regarded as subordinate of men, both in the domestic and public sphere. This paper will discuss about masculine domination in women photojournalists, using Pierre Bourdieu's theory of masculine domination.

Keywords: masculine domination, woman, photojournalist

INTRODUCTION

Being a professional photojournalist requires adequate knowledge in journalism ethics and standards likewise affective commitments and high technical skills due to the 24/7 news cycle and the urgency of news coverage. In addition, potential conflicts of interest might influence a photojournalist's work hence they are targeted as an object of capitalization. The spate of assault and intimidation against journalists has been concerned to rise the risk of the job. Those conditions are considered to be reasonable causes for increased number of male journalists compared to women.

Based on a survey conducted by Alliance of Independent Journalists (AJI) in 2012, there are many gaps in number and treatment of male and female journalist at work. Among 10 or 1000 journalists, 2 to 3 or around 200-300 are (Luviana, 2012: 9). Furthermore, 60% of women journalists work under temporary contract of employment and 40% are workers on permanent. The survey revealed that only 6% in managerial position such as chief editor while the other majority (94 percent) occupy lower management. Obviously, small number of women in decision making level delivers probable cause gender inequality in workplace policies and practices including gender wage gap and discrimination on work distribution therefore it is emphasizing a male-dominated culture.

Both domestically and publicly, women have always been dominated by male and regarded as subordinate in patriarchal society. The second wave feminism diverse social movement to attempt equal rights for women specifically in politics and economic (Riordan, 2004: 346). In the aftermath, the number of women works publicly increased significantly. Despite this transformation, the male-female dichotomy remains occur.

Historically, male substantially outnumbered female in journalism even less for photojournalists. Astra Bonardo, photojournalist at Daily Sindo and former General Secretary of Indonesian Photojournalist (PFI), once in an interview stated that despite the gender gap in photojournalism decreased, the progress to positions of power has been stalled since women start to take break from their careers to raise children. He mentioned several names of female photojournalist considered having integrity such as Adek Berry (AFP), Lasti Kurnia (Compass), Regina Safri (Antara), Rini PWI (Tempo), and Enny Nuraheni (Reuters). The last name, Enny Nuraheni stays at the job until her retirement in Reuters.

Therefore, this paper will discuss about the masculine domination in photojournalist profession by dismantling it referring to Pierre Bourdieu rationale in "Masculine Domination". Unconsciously, men and women have created perception and assumption wherein the masculine dominated and determined the order of historical structure, (Bourdieu, 2001: 5). Revealing masculine dominance in photojournalism is compelling to understand who has power and control within the structure.

In addition, the position of women is often considered weak in a particular culture or religious stereotypes. Escaping from the circle merely find practical strategies to raise the objections of subject as scientific object (Bourdieu, 2001: 5). Adopted strategy of this research consists of the transformation of transcendental reflective practice which aim to explore ' understanding category ' to dissect the masculine dominance in the profession of photojournalist.

Pierre Bourdieu: Masculine Domination

In Masculine Domination, Pierre Bourdieu led a new approach to building a theory and researching gender inequality. He was trying to resolve *doxa paradox* in which contains the only question, "why does the world symbolic order widely respected, even by those who are most disadvantaged". Gender inequality gives a very complex example of this paradox. In general, men and women consciously receive the symbolic order that steer the gender gap becomes naturally accepted, and thus justify the male domination of women.

Explaining universal gender differences, Bourdieu stated social scientists should alter their work to identify historical mechanism that has achieved dehistoricization and externalisation of sexual difference. In particular, Bourdieu argues that the agency's capacity in reproducing gender inequality needs to be better understood. Although many attempts have been made to the family's role in reproducing gender asymmetry, institutional analysis should be expanded to better comprehension of the role of religion, school, and state to reproduce masculine domination.

Bourdieu refers to the ethnographic data of Berber tribes in Qubail to analyze community which fully regulated by androcentric principle. Among Qubail society, division and inequality of the sexes seemed natural, taken for granted and serves as an organizing principle of society. It appears in two objects (for example, how the arrangement of the Qubail house) and the state are realized (literally, in the form of gender habitus). Correspondence between the division of two sexual aspects – the objectivity of physical and social order and its manifestations in gender disposition - legitimized the notion of difference and gender inequality as something natural and eternal. Qubail community members must not be deliberately socialized to think and to act like men and women; on the contrary, their large gender habitus is an

automatic effect without physical and social intermediate structure that is fully regulated by androcentric principle.

Bourdieu suggests an opinion that similar circular causality being formed in modern society. The objective structure of social space forming individual disposition (Bourdieu 2001: 11), and those who act and choose on the basis of this disposition, in turn, strengthen the social order of gender. These gender differences and inequalities differ dramatically from the approaches to explain gender oppression as a conscious power game or see gender differences as a product of strategic and performative activities.

Bourdieu agreed that significant changes have occurred during the second wave of feminism. In modern society, the masculine domination has lost its transparent quality and taken for granted. Bourdieu states modifications of the education system and family structure are contributes as the most important factors to this change. However, his final analysis declared the advancement of women in various fields hides relative gender inequalities.

Long-term political effort is necessary to change the masculine domination. It should start from the institutionalization of domination role aspects. Meanwhile, Bourdieu showed that only distance from the "law of masculine domination", found in the realm of love. Loving dyadic relationship has the capacity to escape the symbolic violence of masculine domination through a mutual relationship, mutual recognition, and interest. Feminists may be sceptical that dominance may be completely removed from heterosexual romantic relationship. However, Bourdieu brief thoughts about love do not change the argument which was formed in Domination Masculine; an additional useful and provocative to the ongoing efforts to theorize about gender relations and gender inequality.

Female Photojournalist in Indonesia

Photography are older than the audio, video, or interactive media is able to capture decisive moments better than any other medium. Since the mid to late 19th century, the photojournalist was capable to produce photo essay recording the unpleasant truth, promoting public discourse and fighting social issues, (Cohen, 2008: 6). True photojournalist use his instinct creating photographs with good composition–as well as adhering ethics code. As representatives of the public, photojournalist has an ethical obligation to record the events truthfully.

Basically photojournalism work properly when an image is presented very personal and specific, but still convey a universal concept, (Cohen, 2008: 10). Photographs must be accurate, informative, and able to convey what happened during a certain time. A photojournalist should pay attention to important issues objectively.

The camera never lies, which is why the world rely on photojournalists to take attractive photos of the events that they would not know and to do so honestly, (Pearsall, 2013: 47). Many people still like to read articles that delve deeply into the topic. However, in many cases, the audience does not need words to know the story. Pictures speak more than words.

Photojournalist is a profession with a large gap of gender. The first female photographer Anna Atkins (1799-1871) uses photography to examine the leaves, and called a photo as a perfect representation of the objects, (Ajidarma, 2016: 1). Photographic technology is developing rapidly, followed by development of communication technology and mass media. In the aftermath second wave of the feminist, many women were working in the public sphere. There are few names of women who worked as a photojournalist in Indonesia such as Ng Swan Ti (JiwaFOTO agency), Adek Lastri Berry Wijaya (Agence France-Presse/ AFP), Lasti Kurnia (Kompas), Eka Nickmatulhuda (Tempo), Enny Nuraheny (Reuters), Regina Safri (Antara), Rini PWI (Tempo), Puspa Perwitasari (Antara), dan Suci Antari (Bola.net).

Indonesia is among countries that embrace patriarchal system. Women are still regarded as subordinate males, irrespective of higher education or career. In Indonesia many women who finally decided to quit the profession of photojournalist, after getting married and having children. Borrowing a term Bourdieu, is referred to as a quasi-natural. The body and its movements are subject to social construction, which are not fully defined in their significance. Especially sexual significance, so that the symbols attached to the female is a 'nudge' the conventional (Bourdieu 2001: 12). Female photojournalist who decided to quit the profession and turned into a housewife, is regarded as a natural thing. This is the embodiment of Doxa; power relations and violence today, no longer appear in the concrete space that involves physical activity. Both operate in a space that makes the resource representation as a symbol of power of abstraction to establish the truth.

Professionalism and Domestic Role of Female Photojournalist

Professionalism comes from the root word "profession". According to Indonesian Dictionary (2008), professionalism is a characteristic behaviour of a profession. A profession is united by same educational background and closed expertise (Bertens, 2004). People who join the profession have similar knowledge and skill that is not owned by most others. Members of this profession are governed by a code of conduct and commit to the ability, integrity and morality, altruism and support for the welfare of the community, (Cruess SR & Cruess RL, 2012).

Meanwhile, according Harefa (2004), a professional can be understood as people who do the work to earn a living by showing proficiency or skill level is high. Despite high level of proficiency comes not only from formal education but also from the ability to learn on itself, but any professional skills can only be achieved through perseverance in practicing systematically that require a high cost and in a long time.

Professionalism is an attitude in serving the interests of those who served (clients, communities) in accordance with the code of ethics and moral values of a person. Professionals have the knowledge and high skills that were started from an early stage and gained by investing power, money and time over the years.

Professionalism in photojournalist has been proved by honest work. Women photojournalist has been reported for being intimidated during their duty. Their femininity considered as habitus often comes with struggle and hard work in order to be accepted by public to reduce women stereotyping.

Bourdieu's habitus according to the explanation (2001: 11) is a system that each individual applying its own disposition to face the social reality. At a later stage, the disposition of this self into mental experiences that are commonly experienced, so it is no longer an objective ('forced') and be completely subjective ('normal'). Habitual act to receive social objective structure eventually making each individual 'familiar' in the order of thought and behaviour. This is what ultimately makes the relationship Doxa appear.

The Work Of Female Photojournalist Influenced Femininity

Oscar Motulloh - Executive Director of Antara Journalistic Photo Gallery, in a discussion said, "opportunities for women to become a

photojournalist currently greater, because the photographic sense of women's composing skills proved to be more interesting photo. They were able to shoot a different angle with men. And most importantly, women are more capable of showing intimacy with the objects of news". Oscar description above shows an overview of the objectification and masculine dominance in the profession. Bourdieu puts the importance of history is associated with a profound commitment to the political struggle against symbolic violence, and a strong interest to investigate not only in the social hierarchy, but also the historical process of change and transformation, (Bourdieu 2001: 55).

Feminism expressed the view that women are valued lower than men in the community who categorize women and men into differences in political spaces, economy and culture, (Gamble, 2004: 297). Feminism states that inequity is not something that is permanently assigned or determined, but the women themselves can alter the social order, economy, culture and politics through collective action. Thus, the goal of feminism is an active desire to change the position of women in society.

Pocha in Gamble (2004: 69) says that contemporary feminism has used deconstructive strategies in order to reduce the stability of the model set out in a couple pair of masculine-feminine. In addition, feminism has developed a provocative new frameworks that are used to position the issue of gender and sex. Model Derridian stated that the structure of the pair (binary) will always give privilege to one of these binary, such as the right men are more privileged than women. Feminism is not trying to turn this thing, but trying to weaken the basic structure which is a backrest for the notion of the binary structure. So if the masculine-feminine duality is no longer necessary in the construction of gender issues, it would seem that any gender, both male and female, must remain vigilant and participate in the development of new ways to organize all the problems. Both genders are equally able to act in a similar position, precisely because no one has any gender marker biological deficiency.

A famous aphorism is where it is said that a person not born, but rather becomes a woman. Femaleness is the biological consequences, which is the innate nature of bodily women. But femininity comes from within the community structure. Thus, femininity is a set of rules that govern the behavior and appearance of women, the ultimate goal is to make women adjust to the desired sexual allure men. Incognito

(masquerading) as feminine "natural" is something that is truly borne by women, despite the fact that the pressure to conform to the definition of the culturally dominant feminine internalized to the extent that women are effectively adapt themselves to the definition of feminine "ideal" is. Femininity is a theoretical area that represents all that is marginalized in the patriarchal order, and thus is a term that describes a position occupied by a peripheral subject (Hollows, 2000).

As said by Dorothy Smith in "femininity as Discourse" (the Baron and Kotthoff, 2001: 70): "Women are not merely passive product of socialization; they are active agents, they created itself".

Androcentric and Female Photojournalist Challenge

The strength of the masculine order seen in the fact that: a vision androcentric impose itself neutral in the discourse intended to legitimize it, (Bourdieu, 2001: 9). The social order serves as a huge symbolic engine. Worked as a photojournalist have challenges and high risk, especially for women. They have to compete with male journalists, to get the news in a professional manner. The role of women should also be divided when they were on the other side and portray themselves as wives or mothers in their domestic role. Ratification of masculine domination here seen from the division of work roles between men and women. Sexual division of labor, a very tight distribution of culturally inherent activities on gender.

Being a photojournalist meant having to always carry a heavy load on his shoulders. Complete photographic equipment such as cameras, lenses, flash, filters, as well as in certain events they have to carry more equipment. The stereotype that women are weak, to be incompatible with the profession of photojournalist masculine. Culture has a major role in the formation of feminine habitus, which has been dominated by the male principle. Androcentric high role in the culture, very influential in the arena of women. This experience captures social reality, starting with the socially constructed division between the two sexes as natural, and thus contain the full recognition of the legitimacy, (Bourdieu, 2001: 9).

Treatment of intimidation on the field often experienced female photo journalist. However, the professionalism that forces them to prove the existence in the public arena, with not abandon their role as a woman. Photojournalist Heterodoxa women need strength, the

patriarchal system is still strong in Indonesia. In such conditions, the struggle between Hetrodoxa and Ortodoxa will continue. Heterodoxa is discourse as opposed to doxa, while orthodoxa are discourses that continue to maintain a presence doxa, (Bourdieu 2001: 11). The role of their femaleness, which in this case is called as a side Femininity raises self tussle between the desire you have to be acceptable to the public based on the work, and their stereotypes as women.

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Interviewed Astra Bonardo, Photojournalist Editor Sindo Daily, February 10th 2018.

The Biggest Al-Quran Museum Palembang in Syiar Islam Communication and All Religious Tourism

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ABSTRACT

This study aims to determine the benefits of the existence of the biggest Al-Quran museum in the world located in the city of Palembang. This qualitative research uses in-depth interview techniques to informants, observation to the museum. The result of visiting this museum to get great benefits in getting syiar communication of Islam and all religious travel. Visitors get a history of making Qur'an, the elements of communication in the Qur'an and instructions in the field of communication and information in life. The biggest Al-quran museum in the world located in the city of Palembang has its own beauty as a place of tourism. The distribution of all quran in the form of a giant, engraved with gold color. This is in accordance with The objective theories and the Subjective theories of The Great Theory of Beauty "(Herbert Read, 1959), can inspire people's awareness of Allah's power and religious awareness (Fathoni, 2007: 3). This masterpiece needs to be visited and communicated.

Keywords: Al-Quran, syiar communication of Islam and all religious tourism

INTRODUCTION

If a Muslim hears the words of the Qur'an, then, in his mind will think of a relationship with Allah the Creator of the universe. Imagined a holy book that became a reading and living guide of humanity who are Muslim, looking at it holy and sacred Al-qur'an explains about the concept of divinity, although it is still very abstract. However, at least, it can provide an overview of God. In this picture, according to al-qur'an, believing and believing in the existence of one God occupies the top of the Islamic belief system (Rahman, 1999: 55).

From the explanation above, the position of Al-qur'an in Islam is as follows; First, Al-qur'an was created as an effort to explain the rules and syar'iat of God and as a mandatory guide that will guide people in religious life, the world, and the hereafter. In Islam, al-quran is the main source of teaching. Al-qur'an not only contains instructions about human relations with God (vertical relationship), but also regulates between humans and their fellow human beings (Horizontal Relationship) and humans with their environment (Al Munnawar, 2002: 3).

Second, al-quran is a logical description of the condition, teachings and creeds of the Muslims. Third, Al-quran is a unifying Muslim community, both in the teachings of monotheism, worship, muamalah and others. Al-Quran as implied in QS. Al-Baqarah: 185 is a national court that is as a guide in all aspects of human life, it can be said that the position of the fourth Qur'an is a medium of communication to convey a message from God to all beings on the face of the earth.

Communication comes from Latin, communicatio-communis which means the same. That is, "the same meaning" with the message conveyed. The messenger and the recipient have the same impression about the message that occurs between the two. And communication is not only about delivering messages, but also contains education and influences the elements of communication.

Wilbur Schramn defines media as information technology that can be used in teaching. More specifically, what is meant by media is physical devices that explain the content of messages or teaching, such as books, films, video cassettes, slides, and so on. Other media that can also be used as teaching and the spread of Islamic values are carved media that use wood-based materials such as those in the world's largest giant Qur'an Museum in Palembang.

The largest Qur'anic museum in the world was initiated by the son of South Sumatra, namely H. Syofwatillah Mohzaib, which was written in the art of beautiful writing or calligraphy. The calligraphy was then carved on wood that had a height of 177cm 144cm wide and 2.5cm wood thickness . Made in the form of wood to make it more durable and can be enjoyed by many people. One piece of wood weighs about 50kg.Wood carvings are made of tembesu wood made in Budiman Stairs, Buntung Palembang. This can be from the "servants of God"

who want to help realize the realization of this giant Quran.

The engraving and giving of the colors and motifs of the ornamentation of this giant Qur'an uses images of lotus bungai and fern leaves. Then, for the color itself, it uses yellow, gold and maroon red paint. The combination of these three colors symbolizes 3 nations, namely Nusantara, China and Arabic. The thoughts of the Qur'anic verses in this museum also produce aesthetic or aesthetic value that can be enjoyed by many people.

Calligraphy carved on the wood is included in the art. Art is the expression of the human soul that is realized in the form of work. The creation of art occurs by the existence of creativity, taste, and intention. Creation in the art field contains an integrated understanding of creativity and innovation that is strongly influenced by . However, logic and reasoning power offset the taste from time to time in a high enough level. Sense arises because of the desire of the instincts called karsa. Art has a close relationship with other cultural elements. The content and form of art cannot be separated from the values contained in 7 (seven) cultural elements. Art themes are rooted in religious values, social organizations, technological systems, knowledge systems, languages and economic systems (Bandem in the journal of art creation and assessment 2005: 20). Art in Greek mythology has always been associated with beauty. In the case of calligraphy, the uniqueness of the Nusantara manuscripts is seen in the characters of "ornate calligraphy" or "floral calligraphy", namely the composition of calligraphy that has motifs of plants. The creativity of the writing was specifically poured on the heads of the suras.

The local creativity elements, both in illumination and calligraphy, developed very freely and had unique characteristics, even in the form of zoomorphic creatures such as the Ali Tigers in Cirebon.Herbert Read in The great theory of beauty reveals if there are two theories about beauty, which are subjective and objective. Subjective beauty is the beauty that is in the eye of the eye. Objective beauty places beauty in the form seen.

RESULT AND DISCUSSION

His can be from the "servants of God" who want to help realize the realization of this giant Quran. The engraving and giving of the colors and motifs of the ornamentation of this giant Qur'an uses images of lotus

bungai and fern leaves. Then, for the color itself, it uses yellow, gold and maroon red paint. The combination of these three colors symbolizes 3 nations, namely Nusantara, China and Arabic. The thoughts of the Qur'anic verses in this museum also produce aesthetic or aesthetic value that can be enjoyed by many people. Calligraphy carved on the wood is included in the art. Art is the expression of the human soul that is realized in the form of work.

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The creativity of the writing was specifically poured on the heads of the suras. The local creativity elements, both in illumination and calligraphy, developed very freely and had unique characteristics, even in the form of zoomorphic creatures such as the Ali Tigers in Cirebon. Herbert Read in The great theory of beauty reveals if there are two theories about beauty, which are subjective and objective. Subjective of beauty is the beauty that is in the eye. Objective beauty places beauty in the form seen.

In 2008, the creation of the Al Quran was completed, the Al Quran consists of two covers (pages), Pages 1 - 604 as many as 306 sheets consisting of 1 – 30 Juz, while pages 305-630 contain 17 sheets in which the form of Al Quran is table of contents and page lists, recitation, preamble remarks, endorsement of pentashih, committee and list of donors and partisans, the total thickness including cover reaching 9 meters. Then on Thursday, May 14, 2009 the largest Qur'anic carvings can be launched in the Great Mosque of Palembang, by the head of the Department of Religion of South Sumatra Province, H. Najib Haitami,

which was attended by Hafizh, hafizah throughout South Sumatra, the launch aims to show to the community that Al Quran Al Akbar has finished 30 Juz and in the hope that the community can provide input and correction if there are still mistakes.

Along with the journey, in 2010, H Marzuki Alie, was elected President of the PUIC (Parlement Union of OIC Mamber State) in Kampala Urganda. The next PUIC conference was held on January 25-30, 2012 in the city of Palembang, which was attended by around 50 countries. Then this momentum was expected to bring about the Al Quran Al Akbar remembrance by the President of Indonesia Susilo Bambang Yudhoyono, as well as the signing of Al Quran Al Akbar inscription by PUIC conference participants. As well as crowning the World's Largest Al Quran of the type of Palembang wood carvings. In this event there was also the laying of the first stone for the construction of the Al Akbar Al Quran event located in the IGM Al Ihsaniyah Modern Pesantren complex.

The existence of the largest Qur'anic carvings in the world cannot be separated from the beauty of the Qur'anic calligraphy writing. Beauty, has an important role in human life. One form of the embodiment of beauty is in the work of art. The problem of how the relationship of beauty with art has been answered by philosophers throughout the ages. Some philosophers have argued that art and beauty are inseparable. While others think art is not always beautiful or purposeful for beauty. Baumgarten is one of the philosophers who argues that art and beauty are inseparable. art is beauty and natural beauty (Parmono, 18: 1985).

Beauty contain of to two theories: subjective theory and objective theory. Objective theory argues that the beauty or characteristics that create aesthetic value are qualities that are inherent in the beautiful form in question, regardless of the person who observes it. Subjective theory states that - characteristics that create beauty of an object do not exist, there is only a feeling in someone who observes something. The old Greek theory or concept tends to an objective concept, where the beauty of the work can be achieved if the parts can be arranged harmoniously based on the principles certain.

That is why "The Great Theory of Beauty". Which applies the principle of mathematics as a reference for the beauty of Greek architecture. Comparison as a reference that sets the standard for the beauty of work, which can cause a feeling of satisfaction for a while. Meanwhile the art

concepts of Herbert Read and Santayana hold on a modern concept which assumes that "art is not always fun?" Ideal beauty can vary and is very dependent on the ideal of the value system of life.

Beauty is the value formed by human feelings that are subjective, as emotional response to the quality of the form of a work. Based on the explanation above, the beauty of calligraphy art poured on wood as found in the largest Qur'anic carving museum in Palembang is the subjective experience of each individual, where each individual has their own spiritual experience that will have an impact on giving meaning of the existence of the Qur'an carving.

Calligraphy Art as a Syiar Islam

Calligraphy art or known as khat has two meanings. First, etymologically calligraphy is taken from the Greek Kallos which means beauty and Graphein which means to write. So calligraphy can be said to be the art of beautiful writing. Art is often included with religion, in the sense of imitating nature and making humans the ultimate success of natural processes, as seen in the statue of Appolo or Aphrodite from Melos, Greece. The perfection of the two statues is considered an ideal feature, because of their perfect shape and proportion Impressed noble, calm and graceful. Although the artwork has an ideal requirement in terms of form and structure, it is not an obstacle in experimenting. Searching for aesthetic works is an effort to form feelings of communication that are able to provide satisfaction and comfort through beauty.

Lipp argues that beauty is determined by the state of subjective or tasteless feelings (die kunt ist die geflissenliche hervorbringung des schones) (Dharsono: 2007: 6) Calligraphy art in terms of its philosophy is a continuation of the nature of Islam as a literacy religion. Therefore, the holy book is called the Qur'an (reading), which assumes that every Muslim must be good at reading. Obviously, if you are good at reading, you must good at writing. Therefore, sociologically Islam has a reputation as a religion that always introduces the tradition of reading.

Abdelkedir Khatibi and Mohammed Sijelmassi explained: A Muslim artist because it is limited by the prohibition on drawing the face of God and humans. Then refer it back to the basic theory which asserts that everything must pass and return to the sacred text. Make similarities to the shape of an object (only God can create) (Leaman. 2005: 88). The arrival of Islam has a tremendous influence on the art

of calligraphy, especially the influence of the Koran that gives a touch to every aspect of Muslim life. The Qur'an raises calligraphy to the highest point of art and is considered noble. Therefore, between the power of faith and beauty has encouraged Muslims to obtain a writing (calligraphy) by copying verses from the Qur'an.

Calligraphy has something to do with the science of da'wah which has the meaning of a field that contains ways and guidance to attract the attention of others in order to adhere to, follow, and approve or implement an ideology, religion, opinion, or certain work. The word calling even in the big dictionary of Indonesian language has several meanings defined according to the Qur'an which invites, asks, calls, invites, calls and eats. So when concluded, the term da'wah intends to call (KBBI, 1998: 314). The existence of calligraphy art not only raises the beauty of Arabic writing but also aims to call or invite many people to increasingly love the contents of the Qur'an. This is also included in the purpose of da'wah for the propagation or glory of Islamic religion.

Calligraphy art in terms of its philosophy is a continuation of the nature of Islam as a literacy religion. Therefore, the holy book is called the Qur'an (reading), which assumes that every Muslim must be good at reading. Obviously, if you are good at reading, you must good at writing. Therefore, sociologically Islam has a reputation as a religion that always introduces the tradition of reading. Calligraphy in the form of carvings on wood containing 30 Juz Al-Qur'an in Palembang, not only made Palembang famous throughout Asia but also added to the interest of the people from various provinces and even countries to witness the spread of Islam which is not only beautiful but has many meanings. Given the city of Palembang since ancient times it is known to have many different cultures, both carving and other cultures. This Al-Qur'an Carve is a new breakthrough in the world of art and al-Qur'an calligraphy. At least this will repeat the glory of Palembang.

Meaning of Da'wah Through the Largest Qur'an Carving Museum in Palembang

Da'wah and communication are two activities that are almost the same in terms of terminology, both of which cannot be separated. Amin (2009: 145) said that although there are also differences. If you look carefully and deeply, the understanding of da'wah is not much different from communication. Between them, da'wah and communication are

two different sides. It's just that what is distinguished from other forms of communication is the way and purpose to be achieved. The purpose of communication is the participation of communicants on ideas or messages that are conveyed by the communicator so that the message conveyed is a change in the expected attitude and behavior. While in da'wah, a dai becomes the communicator while communicating is mad'u. As a communicator, he expects the participation of the communicant and then hopes that his communication can behave and act in accordance with the message conveyed.

Islamic Da'wah is carried out either by verbal speech, written statements, or by trying to provide a good example in human life. Communication is a means of da'wah. A da'i delivers religious messages using symbols of verbal and nonverbal. These two types of symbols are the most widely used by da'wah communicators. Verbal symbols include commonly understood speeches and writings, while nonverbal symbols - in the world of da'wah - refer to movements, facial expressions, clothes, actions or behaviors, and environmental situations, something that is meaningful other than linguistic mechanisms (Ma'arif, 2010: 36) So this symbol of non-verbal da'wah can mean that da'wah can be carried out by all Muslims with various professions.

The Qur'an is a masterpiece that was revealed by Allah through the Prophet Muhammad SAW for all mankind. When it is read and understood, its contents are life guidance for humans. When it is heard, the contents are chanting verses that are very melodious. And when shown can be a very beautiful work of art, one such as the largest Al-Qur'an carving museum in the world in Palembang. The largest Qur'anic figure has been stored in one of the rooms on the third floor of the Palembang Grand Mosque. The unique building shape is very worth visiting besides worship. The building area is 5,520 square meters with a capacity of 7,750 people. Here is placed 315 giant Qur'anic pieces made with Palembang-style tembesu carved wood, brown-colored base with the Quranic writing arising gold-colored. Each sheet has carved flower motifs on the edges. The color is also yellow.

Syofwatillah as the founder of the Qur'anic Calligraphy sheets contained in the museum of carving of the Koran, has voiced the revelation of Islam and at the same time described the response of the Muslims to the divine message. Every point written by calligraphers creates an archetype heavenly about the calligraphy of the Koran and also the lines and content of natural

laws that not only form space, but also the space of Islamic architecture. Then, through writing and reading letters, words, and verses this, humans feel that the sentences of the Qur'an in the form of calligraphy are not just sentences that emit ideas, but also radiate strength in the reader. Second, the ethical aspect, namely the awareness of religious rituals. Through the art of human calligraphy can know the nature the almighty. The values of the Koran that are applied by calligraphers can bring its readers to understand and interpret life according to the verses written in calligraphy. Third, the aesthetic aspect, which is a work of art that contains a high value of beauty. If literary works use verbal communication (pronounced), many art works express nonverbal communication (shown). that is open to be interpreted by anyone. So, it is subjective. Not everyone loves or appreciates works of art. For lovers of art, this message of da'wah makes him think more about Allah SWT.

Almost all visitors to the Al-Qur'an museum interviewed by the author initially were curious about the news that in Palembang there was the largest Al-Qur'an carving museum in the world then experienced various reactions when seeing it in person. Frieda, one of the visitors from Malaysia revealed that he was initially aware of the biggest Al-Qur'an carving when he was browsing. He then saw that in Indonesia there was the biggest Al-Qur'an in the world and wanted to visit directly. Frieda then searched for his location and how to reach the location, luckily he had a friend who also lived in Palembang so he didn't have to bother looking for his own vehicle. And when it arrived there Frieda (25 years) could not resist the smell. Frieda revealed if there was a different feeling when seeing this Qur'an directly.

"It's amazing...saya kira hanya beberapa surat saja yang dipajang di sini, but it's all completely one book" (Wawancara Frieda, 22 Juni 2018 pukul 9.30).

"It's amazing ... I think only a few letters are on display here,
but it's all completely one book"

Other visitors named Rina (37 years old) who came from Palembang but had long lived in Jakarta.

"Saya kesini sama anak-anak dan suami saya, saya pikir Palembang sekarang punya alternatif destinasi pariwisata. Bagus banget buat ngenalin anak-anak mengenai Al-Qur'an, saya sama suami saya pas masuk tadi langsung bilang subhanallah saking kagumnya"

"I am here with my children and husband, I think Palembang now has become an alternative tourism destinations. It is really good to introduce Al-Qur'an to the children, when me and my husband come in, I immediately said that 'SubhanAllah' because i was so amazed. "

Huang, one of the visitors from Palembang also expressed his joy when visiting this museum

."*Kalo saya memang bukan muslim, saya kesini juga karena penasaran pengen liat langsung. Ternyata keren banget, saya memang ga ngerti artinya tapi seni ukir begini kan ga gampang, terus ada ornament khas Palembangnya juga. Temen saya aja sampe nangis mungkin saking senengnya bisa sampe sini*"

" I'm not a Moslem, I am here because I am curious to see directly. It turns out, it's really cool.. I don't really understand the meaning, but this carving isn't easy, and there is also a typical Palembang ornament. My friend just cried, maybe it was so nice to be able to get here "

Syofwatillah and his friends, in carrying out their mission of mission to get to the community is to make the Al-Qur'an from Tembesud Wood with a typical Palembang Malay carving style. The aim of making the Qur'an uses this tembesu wood, so that Islamic values can be transformed directly and easily understood and accepted by the people of South Sumatra and others. The challenge of da'wah in the era of globalization requires the existence of a professional da'wah strategy, for the da'is by understanding Islam comprehensively, skilled in conveying the message of da'wah, and having strong management capabilities, in carrying out da'wah activities. Another issue that must be considered in the context of da'wah in Indonesia is the cultural situation and the diversity of society.

Such a situation demands openness and introduces non-sectarian and more dialogical Islam from the preachers.The largest Al-Qur'an carving museum in the world in Palembang is one of the ways to improve the values of spirituality in the community. Islamic art whatever its form, will concentrate the mind and arouse spiritual devotion in admiring the Creator. The spirit of art (aesthetics) in making al-Qur'an carvings clearly reflects that unity.

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Pattern of Religious Communication Groups in The Development of Tolerance Attitude in Bekasi City

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Abstract

This study examines the development of tolerance and togetherness among different societies. allegedly the attitude of intolerance developed by adherents of religion. This study aims to determine the tolerance by analyzing at the level of communication patterns in religious groups in 6 religions viewed from 1) group activities, 2) activities on the family, and 3) activities in giving opinions. The research method used is descriptive qualitative and using participant observation method to 22 informants consisting of 5 Moslem, 5 Catholic, 5 Protestant, 3 Buddhist, 3 Hindu, and 1 Konghuchu. The results showed that 1) Communication Pattern in group activities on every adherent of religion tends to develop group ethnocentrism understanding by prioritizing group goals. 2) the pattern of communication to the family in every religious believer shows the attitude of developing religious teachings well and tends to give the opportunity of family members to know the environment and social around the residence. 3) communication pattern in giving opinion in environment especially in community activity tends to show attitude of giving priority to mutual cooperation and cooperation for environmental improvement.

Keywords: Communication Pattern, Group, Tolerance, Religion

INTRODUCTION

The social life will be well established if every individual in society understands the other individual. The phenomenon of plural society is social conflict and quarreling between individuals, between villages resulting in inter-village warfare. Disputes between communities arise

because of individual interests. But it also arises from misunderstandings between different faiths. Knowledge of different attitude of interfaith tolerance becomes the trigger. differences in perception also result in low tolerance.

The preamble to the 1945 Constitution article 29, paragraph 2 states that "the State guarantees the freedom of every citizen to embrace his or her own religion and to worship according to his religion and belief respectively." Therefore, as a citizen, we should respect mutual tolerance among religious people and respect each other between the rights and obligations that exist between us for the integrity of the State.

The conflict between religious communities in Bekasi City arose from the construction of houses of worship. Development permit with the rules of building houses of worship that triggered the conflict. Due to the existence of non-conformity rules of religious establishment with the implementation of development. This has been resolved by the local government. And it has not led to open social conflicts.

The handling of conflicts and the development of tolerance and the declaration of religious harmony declared by the mayor of Bekasi became one way to increase the growth of inter-religious tolerance in the city of Bekasi. Since 2016 and declared at the end of 2017, the movement to minimize the conflict between religious communities. Based on this, the researchers wanted to analyze the pattern of inter-religious group communication in the development of tolerance in the city of Bekasi with research questions as follows:

1. How is the pattern of group communication in group activities developed by adherents of religion in the City of Bekasi ?,

2. How is the Communication Pattern of the group in the activities of the family developed by the adherents of religion in the city of Bekasi?

3. How is the Communication Pattern of the group in the activities of giving an opinion on the environment conducted by religious adherents in the city of Bekasi?

Urgency of this research is to develop knowledge about attitude of tolerance of religion in society life in Bekasi City.

LITERATURE REVIEW

Religious Communications Group Patterns

Communication is rooted in the word "communication from the communist word which means similarity in one thing. Communication is defined by some experts, among others; Black and Bryant (1992; Hubeis et al, 2010) define communication as a) the process by which people share meaning; b) the process by which a person (communicator) sends stimulation to change the behavior of others (communicant); c) occurs when information passes from one place to another; d) transfer of messages so that people influence each other; e) occurs when the A conveys the message to the B through channel C to the D with the effect of E.

In general the form of group communication is divided into two, namely descriptive group communication that describes the rational steps and communication Prescriptive group is formal and the agenda system. Some group communication experts show three categories of groups in large descriptive group communication: task groups, meeting groups, conscious groups. For each category there are several models that describe the development stage of the group communication process descriptively, here are some of the existing models, namely;

Fisher Model Task Group; explained that in the first stage, each member tried to get to know each other, catch each other's feelings, try to find the role and status. This is the mapping phase of the problem. The communication at this stage generally indicates the attitude of consent, questioning the statement and trying to clarify the information. In the second stage; there was an increase in the differences between members. Each tried to maintain position. There was polarization and controversy among the group members. Communication at this stage is mostly a statement of disagreement, support for the establishment of each, and usually connect with the pros or cons. In the third stage people reduce the level of polarization and dissent. Here, members who oppose certain proposals become unclear. Communication acts are generally ambiguous proposals. In the fourth stage; members reinforce group consensus. They began to comment on good teamwork and strengthen the decisions taken by the group. The statement is generally positive and releases tension (Rakhmat, 2013).

In this study the intention with the pattern of inter-religious group communication is communication that occurs in religious groups

that involve individuals in activities that group and provide individual reponents for the individual that includes attitudes and behaviors in interpreting group messages and visible in behavior in each activity which is conducted.

Religious Tolerance

Tolerance comes from the Latin "tolerantia" which means leeway, tenderness, lightness and patience. Etymologically the term "tolerantia" is known very well in European plains, especially in the French revolution. This is related to the slogan of freedom, equality and brotherhood that became the core of the French revolution. In English "Tolerance" which means the attitude of letting, acknowledge and respect the beliefs of others without the need for approval. While in Arabic this term refers to the word "tasamuh" which is mutual permitting or mutually facilitate Ridho (2012).

Tolerance is to allow others to think differently, to do things that disagree with us, without us disturbing or intimidation. The term is in a social, cultural and religious context which means attitudes and actions that prohibit discrimination against groups of different or unacceptable by the majority in a society. An example is religious tolerance, in which the majority adherents in a society respect the existence of different religions or beliefs. But sometimes religious tolerance is often misunderstood, by participating in certain religious worship ceremonies, that is not the case, for example by using the attributes of one particular religion, etc. The correct tolerance is to give them comfort in performing their worship. Not mixing religion (Zagorin, Perez (2003).

Husnul (2006) To maintain religious harmony tolerance must be developed to avoid conflict. Conflict among religious people is caused by the right attitude (Truth Claim) by throwing away the truth from others. Islam always puts the attitude of openness (Iklusif) rather than hate and hostility. Islamic teachings clearly prohibit the blasphemy and / or discrimination of other groups as conveyed by God's firm of Surah Al-Hujarat; 10 with the meaning of "Hey believers, let not a people mock others, for they may be (mocked- fun) is better than the mock ".

The potential for conflicts within communities is often triggered by the practice of narrow religious practices. According to Ian G Barbour in Ropiqoh (2015) explains several matters relating to the issue of

ordinary religious conflict is closely related to the characteristics; First; the tendency to put loyalty to their own group is very strong. Second; the existence of involment and invaluation that is so thick and concentrated to the theological teachings are believed truth. Third; expressing feelings and thoughts using the language of the actor rather than the language of an observer.

RESEARCH METHOD

This research was conducted in Kaliabang Kelurahan Bekasi Utara, Bekasi City. This research uses descriptive qualitative research method. According to Juliansyah (2017) Qualitative research is descriptive research and tend to use analysis with inductive approach. This underlying opinion chooses a descriptive qualitative approach. Methods of data collection through observation to 22 participants consisting of 5 people from the followers of Islam, 5 people from catholic, and 5 people from Protestant, Buddhist 3 people, Hindus 3 people, and 1 person from Konhuchu. Data analysis is done by Triangulation data and source technique to find the validity of data.

RESULT AND DISCUSSION

Characteristics of study participants

Observer / Participant This study consists of 22 participants consisting of 10 men and 12 women with the following details:

Table 1. Number of Research Participants

Participants	Islam	Catholicism	Protestant	Buddhism	Hindu	Konghucu	Total
Man	2	3	2	1	1	1	10
Female	3	2	3	2	2	0	12
Total							22

Based on Table 1 above it can be further explained that the average age of men as participants in this study aged between 30 years s / d 60 years. participants were observed in mosque areas for Muslims, Churches for Catholics and Protestants, and Buddhist temples and temples for Buddhists, Hindus and Konghuchu. Also make observations in the area where the participants live.

Descriptive Observation Results

Based on data observations made to the activities of religious adherents in the city of Bekasi are 6 religions. Activity of Islamic activities conducted in 2 Assembly in the activities of majlis taklim in carrying out religious activities. Observation / observation activities carried out in activities followed by religious followers based on their respective religions. As well as activities in the neighborhood where families live and participant. Matters to be observed in this observation are; From the observation activities conducted it can be explained that the observers of the observed Islamic religion as many as 5 people, can be explained in table 2 below:

Table 2. Observation Results on Adherents of Islam

Informant	Group Activity	Family Activities	Activities In Opinion
Observer 1	Observer 1 on group activities seems to follow more and try to give an opinion based on what is being said: for example;"	Observer 1 on activities in the family acts as the head of the family and gives an opinion on the issues being discussed by the adherents of the Islamic religion, and more emphasizes how to behave in the neighborhood. Example; when Magrib took the boys to the mosque.	Observer 1 in giving opinions at meetings between members of the Islamic faith, to the issues being addressed, nods more and approves, without adding another word when one speaks. For example, when there are speakers join the participation of aid for religious activities.
Observer 2	Observer 2 on group activities; help and give an opinion to be firm in dealing with the issues being discussed. Example; let's go for it ". What are you waiting for"	Observer 2 on family activities always provides the same opinion with what is obtained from the social media information that he access. And to talk back with passion and burning. For example: "agree, let's support".	Observer 2 in giving opinions on madjlis taklim seemed more mengandukkan kepla sign agree and not much argue. For example when asked for opinions.

Informant	Group Activity	Family Activities	Activities In Opinion
Observer 3	Observer 3 demonstrates supportive, suggestive, and compelling attitudes toward issues related to religious development.	Observer 3 activities on the family such as social gathering are more prominent in giving advice and invite to donate for religious activities. Suppose supporting solidarity demonstrations.	Observer 3 in giving opinions, more open and quick take the initiative to quickly walk. Missal in giving donations or opinions.
Observer 4	Observer 4 provides aid in the form of money in order for groups to have funds in activities	Observer 4 activities in the family, invites family members to share the same views in the Islamic faith.	Observer 4 gave a loud opinion during meetings between groups of religious individuals and asked for advice on what to do.
Observer 5	Observer 5 demonstrates the same attitude in providing financial aid as well as working on donors.	Observer 5 shows a firm attitude in the family to listen to what is unclear.	Observation 5 discussion to express opinion shows attitudes following the flow of communication that runs and tend to agree.

Based on Table 2 it can be explained to the followers of Islam in the Group activities indicating that group communication on the followers of Islam in group activities is more directed to show group cohesiveness and interaction in the development of the same issues. The result of observation on the adherents of the religion of Islam activities in the family indicates that group communication in the family is directed to further instill religious understanding and develop a solidarity attitude towards other adherents of Islam. Activity In Opinion shows that group communication on activities in decision making is more directed to the leader without denying, giving opinion openly, and seriously in discussing related religious issues.

The following activities undertaken by catholic adherents in observational activities as follows;

Table 3. Observation Results On Christian Catholics

Informant	Group Activity	Family Activities	Activities In Opinion
Observer 1	Observer 1 activity in the church is seen as an influential person and preparing every event well and neatly, and his opinions are always heard.	Observer 1 on the family as the head of the family shows the attitude of a good head of family always pay attention to children, wives and other families. And always giving information about god praise today is a good day.	Observer 1 always gives an opinion to the ward leader
Observer 2	Observer 2 activities in residential communities show that it is more adaptable and well-received by residential neighborhood groups	Observation 2 in the family looks very affectionate and a family caring. Without a rebuttal in the family. Every member of the family speaks as necessary.	Observer 2 activities in giving opinions appear in the community meeting activities.
Observer 3	Observer 3 pada kegiatan dalam kelompok menunjukkan sikap mengikuti setiap aktivitas dalam kelompok.	Observer 3 is a single female parent, and it appears that the main role is in the mother, and the family members make the mother a role model in the home. Each activity is arranged by the mother.	Observer 3 in the giving of opinion is shown by voting when there is an election of the chairman of the environment, although different religions
Observer 4	Observer 4 on activities in the group more have a good role and can organize activities with good and acceptable interaction.	Observer 4 indicates that it is an active in the community and activities of the family are carried out in collective activities every Sunday and together to the church	Observer 4 in providing opinions to the community tailored to the issues that exist.
Observer 5	Observer 5 shows more behavior as a follower and does not indicate an argument	Observer 5 in the family does not do much interaction. Speaks as necessary and always gives a nod of approval.	Observer 5 in giving an opinion in an environmental event is given in accordance with the issue under discussion.

Based on Table 3 it can be explained that the observations to Catholic Christians in group activities can be explained that Observer 1 in conducting church activities is seen as an influential person and preparing every event well and neatly, and his opinions are always heard. Observer 2 in activities in residential communities shows that it is more adaptable and well-received by residential neighborhood groups. Observer 3 on the activities in the group shows attitudes following each activity in the group. Observer 4 on activities in the group more have a good role and can organize activities with good and acceptable interaction. Observer 5 shows more behavior as a follower and does not indicate an argument. Based on this it can be concluded that in the activities of Catholic Christian groups to communicate the group determine the reference or role model and have a role in regulating the group. In verbal communication more maintain the relationship, and nonverbal communication shows behavior as a good follower.

Based on Table 3 it can be explained that the results of observation to Christians in the Catholic Religion activities on the family, based on observations made on the observer shows that the Observer 1 on the family as head of the family shows the attitude of a good family head always pay attention to children, wives and other families. And always giving information about god praise today is a good day. Observation 2 in the family looks very affectionate and a family caring. Without a rebuttal in the family. Every member of the family speaks as necessary. Observer 3 is a single female parent, and it appears that the main role is in the mother, and the family members make the mother a role model in the home. Each activity is arranged by the mother. Observer 4 indicates that it is an active in the community and family activities are carried out in collective activities every Sunday and together to church. Observer 5 in the family does not do much interaction. Speaks as necessary and always gives a nod of approval. Based on this it can be concluded that the adherents of Christianity in the activities of family communications group that is shown is exemplary attitude, loving behavior, making mother as role model and example. Activities in the family are more shown non-verbally and show little verbal behavior.

Based on Table 3 it can be explained that the results of observations to Catholic Christians on the activities in decision-making, based on observations made on the observer shows that Observer 1 always give opinions to environmental leaders. As will be decided by the head

of the local RW there will be environmental assessment activities. Observer 1 provides suggestions for the implementation of activities. Observer 2 activities in giving opinions appear in the community meeting activities. Provide constructive suggestions, and also blend in with the local community. Observer 3 in the giving of opinion is shown by voting when there is an election of the chairman of the environment, although different religions. Observer 4 in providing opinions to the community tailored to the issues that exist. Observer 5 in giving an opinion in an environmental event is given in accordance with the issue under discussion. Based on the description can be concluded that the group communication in decision making on adherents Religion Kritol Khatolik appear in nonverbal form that is agree and provide support with participation in activities. And verbally visible in providing opinions and support in accordance with the issues being discussed.

The following activities undertaken by the followers of the Protestant religion in observational activities as follows;

Table 4. Observation Results On Protestant Christians

Informant	Group Activity	Family Activities	Activities In Opinion
Observer 1	Observer 1 shows attitude in group activities is very active and always the initiator for the activities. And verbal behavior comes in the form of jokes and familiarity.	Observer 1 activities on the family carried out routinely, maintaining the house, also appears to be directed to the child, especially about the preparation of children in school. Activities with family members.	Observation 1 activity in giving opinion is done by the observer not continuously and its nature at any time.
Observer 2	Observer 2 demonstrates nonverbal behaviors such as taking initiative in a church set. And also help pastors in providing church information.	Observer 2 on the family shows a dominant attitude in regulating family and discipline to family members, as well as limiting family members to associate with neighbors.	Observer 2 activities in giving opinions are shown when there is a gathering of citizens, also during joint service work.

Informant	Group Activity	Family Activities	Activities In Opinion
Observer 3	Observer 3 shows a very active attitude in youth and family associations. Active in helping families who are members of the study group.	Observer 3 activities on the family are carried out daily in accordance with the schedule of daily life. It appears that the observer is a person who has many roles in the family, including in determining other family activities.	Observer 3 shows the attitude of giving opinions by participating in contributing, environmental improvement and gathering together in welcoming national holidays such as HUT RI
Observer 4	Observer 4 is seen as a devout worshiper, always coming to the morning and evening mass, participating in group activities and giving less verbal suggestions more shows approval by gazing heads	Observer 4 shows a very friendly attitude, giving the opportunity to all family members to recognize the neighborhood environment, it appears with the appearance of his son playing with other families outside the home.	Observer 4 demonstrates participation, and often gathers with other citizens.
Observer 5	Observer 5 looks sociable and uses a lot of verbal messages that connect people in groups.	Observer 5 shows an open attitude, in families more gathered and storytelling, also provides opinions and inputs for other members.	Observer 5 shows an agreeable attitude in giving opinions to make decisions such as deciding the observer environment improvements 5 looks active.

Based on Table 4. it can be explained that the results of observation to Protestant Christians in group activities can be explained that Observer 1 shows attitude in group activities is very active and always the initiator for the activity. And verbal behavior comes in the form of jokes and familiarity. Observer 2 demonstrates nonverbal behaviors such as taking initiative in a church set. And also help pastors in providing church information. Observer 3 shows a very active attitude in youth and family associations. Active in helping families who are members of

the group pengajan. Observer 4 is seen as a devout worshiper, always coming to the morning and evening mass, participating in group activities and giving less verbal suggestions more shows approval by gazing heads. Observer 5 looks sociable and uses a lot of verbal messages that connect people in groups. Based on these descriptions, it can be concluded that group communication in group activities is done in combining ideas, helping church activities, associations and church associations to connect one person to another.

Based on Table 4 it can be explained that the results of observation to Protestant Christians in the activities of the family can be explained that the Observer 1 activities on the family carried out routinely, maintaining the house, apparently also the direction of the child, especially about the preparation of children in school. Activities with family members. Observer 2 on the family shows a dominant attitude in regulating family and discipline to family members, as well as limiting family members to associate with neighbors. Observer 2 on the family shows a dominant attitude in regulating family and discipline to family members, as well as limiting family members to associate with neighbors. Observer 3 activities on the family are carried out daily in accordance with the schedule of daily life. It appears that the observer is a person who has many roles in the family, including in determining other family activities.

Observer 4 shows a very friendly attitude, giving the opportunity to all family members to recognize the neighborhood environment, it appears with the appearance of his son playing with other families outside the home. Observer 5 shows an open attitude, in families more gathered and storytelling, also provides opinions and inputs for other members. Based on the description above it can be concluded that communication in family activities carried out when there are activities between families and family meetings. And in the family is shown in organizing children and other family members. Direct the family to get to know the neighborhood. And gather with fellow teens and associations environment.

Based on Table 4 it can be explained that the results of observation to Protestant Christians in the activity of giving opinion indicate that Observation 1 activity in giving opinion is done by observer not continously and its nature at any time. Observer 2 activities in giving opinions are shown when there is a gathering of citizens, also during joint service work. Observer 3 shows the attitude of giving opinion by participating

in contributing, improving the environment and gathering together in welcoming the national big day like HUT RI. Observer 4 demonstrates participation, and often gathers with other citizens. Observer 5 shows an agreeable attitude in giving opinions to make decisions such as deciding the observer environment improvements 5 looks active. Based on the above description it can be concluded that communication in giving opinion in adherents of Protestant Christianity is given continuously in meetings, shown by example, activity by giving contribution for improvement and approval in environmental activity.

The following activities undertaken by Hindus in observation activities as follows;

Table 5. Observation Results On Hindu religionists

Informant	Group Activity	Family Activities	Activities In Opinion
Observer 1	Observer 1 shows that it is active in the activities of young Hindu youth groups, and in groups providing information and discusses based on information obtained, discussed and group members enthusiastically welcome.	Observer 1 shows the activity in the family is done regularly, such as the regularity of exercise with sports equipment in the house. In developing communication in the family using the family room as a means to talk about what is being rumored	Observer 1 undertakes activities in providing opinions in resident meetings in the neighborhood by providing opinions and assistance in consecration work.
Observer 2	Observer 2 shows active activities, and informers of emerging issues, and at meetings to play a role in guiding groups.	Observer 2 shows active activities, and informers of emerging issues, and at meetings to play a role in guiding groups.	Observer 2 shows helpful attitude and opinion by way of direct talk and give opinion straightly.
Observer 3	Observer 3 shows good listener behavior in meetings and provides information as he knows it	Observer 3 shows attitudes and behaviors in the family is always helpful. Assistance given such as lifting, climbing tile. Also in the family always get together and talk about things together	Observer 3 shows attitudes and lack of speech, nonverbal behavior seen by listening and shaking the head Signs of agreement.

Based on Table 5 it can be explained that observations to Hindus in group activities show that Observer 1 shows that active in the activities of Hindu youth groups, and in groups providing information and discussing based on information gained, discussed and group members welcomed enthusiastically . Observer 2 shows active activities, and informers of emerging issues, and at meetings to play a role in guiding groups. Observer 3 shows good listener behavior in meetings and provides information as he knows it. Based on these descriptions, it can be concluded that the Hindu group communication is done actively and mutually support in group activities.

Based on Table 5 it can be explained that the observations to Hindus in family activities show that Observer 1 shows the activities in the family are done regularly, such as the regularity of exercise with sports equipment in the house. In developing communication in the family using the family room as a means to talk about what is being rumored. observer 2 shows attitudes and behaviors as an active in the family and shows a dominant attitude, more directing members of his family.

Observer 3 shows attitudes and behaviors in the family is always helpful. Assistance given such as lifting, climbing tile. Also in the family always get together and talk about things together. Based on the description, it can be concluded that communication in family activity is done by Hindu people using family room, to be hospitable, and show dominant attitude in speaking, and gather together to discuss developing issues.

Based on Table 5 it can be explained that the observations to Hindus in giving opinion show that Observer 1 conducts activities in giving opinion in resident meeting in neighborhood by giving opinion and assistance in consecration work. Observer 2 shows helpful attitude and opinion by way of direct talk and give opinion straightly. Observer 3 shows attitudes and lack of speech, nonverbal behavior seen by listening and shaking the head Signs of agreement. Based on these descriptions, it can be concluded that the activities of giving opinions in providing assistance are discussed openly, and more listen to agree on a consensus of citizens.

The following activities undertaken by Buddhists in observation activities as follows;

Table 6. Observation Results On Buddhists

Informant	Group Activity	Family Activities	Activities In Opinion
Observer 1	observer 1 shows that a person who is active in religious activities and more subtle in behavior especially in the development of religion is adhered to.	observer 1 shows the attitude of assisting families in providing access to activities. More fluid and good to the environment.	observer 1 shows the attitude and behavior in giving opinions in a straightforward, and more assertive, so that the role model.
Observer 2	observer 2 shows good attitudes and behavior and always helps the group in providing environmental assistance activities	observer 2 shows the attitude of determinant attitude for family members, every activity is always waiting for his decision as the head of the family.	observer 2 in giving opinion to the previous speaker and likes to show approval
Observer 3	observer 3 demonstrates firm attitudes and behaviors and becomes a mobilizer within the group.	observer 3 shows the attitude set on family members, directing family members to act.	observer 3 shows as a person who approves the activity by running and nods his head as agreed.

Based on Table 6 it can be explained that the observations to Buddhists in group activities show that observer 1 shows that one who is active in religious activities and more subtle in behavior especially in the development of the religion adopted. observer 2 shows good attitudes and behavior and always helps the group in providing environmental assistance activities. observer 3 demonstrates firm attitudes and behaviors and becomes the mobilizer within the group. Based on the description can be concluded that the group communication is done with the behavior and attitude of mutual help and the existence of firm and active attitude in the community activities.

Based on Table 6 it can be explained that the observation results to Buddhists in family activities show observer 1 shows the attitude of helping families in providing access to perform activities. More fluid and good to the environment. observer 2 shows the attitude of determinant attitude for family members, every activity is always waiting for his decision as the head of the family. observer 3 shows the attitude set on family members, directing family members to act. Based

on these descriptions, it can be concluded that group communication conducted by Buddhists is more open and gives access to perform activities. In a more active and aggressive manner.

Based on Table 6 it can be explained that the observation result to the Buddhists in giving opinion show observer 1 shows attitude and behavior in giving opinion straightly, and more firmly, so that become role model. observer 2 in giving opinion to the previous speaker and likes to show approval. observer 3 shows as a person who approves the activity by running and nods his head as agreed. Based on these descriptions, it can be concluded that the group communication is done by the adherents of open attitude budha in speaking, and more follow the flow of communication and cohesiveness in the deliberation.

The Confucians of Konghuchu in group activities showed a neutral and impartial attitude in giving opinions, in the family seemed more giving the opportunity to family members. Likewise in giving opinions to the development of the community in the neighborhood show agree and compliance.

CONCLUSION

The conclusions of this research are as follows;

1) Communication Patterns in group activities on every adherent of religion tend to develop the idea of group ethnocentrism by prioritizing group goals.

2) The pattern of communication on the family in every religious believer shows the attitude of developing religious teachings well and tends to give the opportunity of family members to know the environment and social around the residence.

3) The pattern of communication in giving opinion in the environment especially in the community activity tends to show the attitude of giving priority to mutual cooperation and cooperation for environmental improvement.

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Identity Management Analysis of Indonesian Chinese Descendant in Order to Asimilate with the Social Life

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ABSTRACT

Semarang is one of the most diverse ethnic and cultural city in Indonesia, which often leads to endless stereotypes problems, especially the stereotypes that arise from the Javanese Islamic community against Indonesian Chinese descent. The main problem in identity management issue that can ultimately affect a person's behavior in the surrounding environment, especially for Indonesian Chinese descent who are touted as a minority. Through this study the authors want to know how the way a person with his minority identity as Indonesian Chinese descent can negotiate the identity they have in the middle of a social environment that thick with cultural differences. This study aims to determine the role of one's identity management in assimilating with the surrounding environment, using identity management theory. Data collection techniques were conducted with in-depth interviews to Chinese descendant students from one of the state universities and Islamic universities in Semarang and completed with literature study.

Keywords: Communication, Ethnicity, Race, Identity Management, Identity Negotiation

INTRODUCTION

Indonesia is a country that has cultural and ethnic diversity. The abundance of diversity present in Indonesia has resulted in conflicts such as stereotypes that have emerged among ethnic Javanese and Chinese. Starting in 2014, Chinese ethnic in Indonesia reached the largest population in the world with a total of 8.36 million people, but has a very small percentage compared to the total population in Indonesia, which is 1.2 percent (Tirto.id, 2016). Unfortunately based on such data does not stop their prejudices and stereotypes. Prejudice is a negative attitude directed to a group and becomes the root of stereotyping (Baron

in Kurniadi, 2016: 4). While stereotypes are groupings that can regulate experience and direct the attitude of a group in interacting with other groups (Samovar in Kurniadi, 2016: 4). The problem ultimately leads to the issue of identity management that can affect a person's behavior in assimilating with the surrounding environment, especially for the minority of Chinese ethnic in Indonesia.

Identity is a self-concept held firm by a person (Erikson in Sunuhadi, 2013: 2). It is important for a person to be able to manage his identity in order to be assimilated in a social environment, especially for Chinese ethnicity. Assimilation is a process of adjustment made to reduce differences among social groups without ignoring common interests and goals, resulting in a new culture (Firmansyah, 2016). Through this research, the author wants to know how one manages and negotiates his identity as Chinese descendants in assimilation in social environment. This study aims to determine the role of identity management in assimilation using identity management theory.

LITERATUR REVIEW

History of Chinese Ethnic Discrimination in Indonesia

The Chinese came to Indonesia from the beginning of the Han Dynasty (206 BC - 220 AD) to trade, spread Buddhism and teach various literary knowledge (Yuanzhi in Darini, 2008). Discrimination and hatred against ethnic Chinese has been started since four hundred years ago. It is the social construction of the Dutch and Javanese rulers, making China a tax collector. In October 1740 there was an uprising by Chinese peasants around Batavia that caused the VOCs and natives to attack Chinese again by killing, looting and burning Chinese homes. The event is known as *"Geger Pecinan"* (tirto.id, 2016).

The massacre or cleansing of ethnic Chinese also occurred during the Java War which took place from 1825 to 1830, and gave rise to ethnic hatred (Java and China), as well as the fear of the Chinese in the Javanese language (Setiono di tirto.id, 2016). The same happened again to the riots that occurred in Solo (1912), Kudus (1918), Tengreang (May-July 1946), Bagan Siapi-api (September 1946), Palembang (January 1947), "Gerakan 30 September 1965", and led to a major unrest in Indonesia in 1998 which resulted from the "Politik Pecah Belah" of former Indonesian President Soeharto (Freedman in tirto.id, 2016).

Erin Kite (2004) in his research entitled "The Identity of Chinese Culture: Soeharto's Wisdom and Its Success Achieving Complete Blending". This study aims to find out how the Chinese people in Indonesia feel and understand their identity, especially the cultural identity that comes from Chinese descent. In the research note that the prejudices that exist between Chinese and indigenous is a common social problem caused by the social reality that exists in Indonesia today.

Identity Management Theory

The theory of identity management shows how identity is built, maintained, and altered in a relationship (Littlejohn, 2009: 494). This theory focuses much on relationships with issues of cultural differences and involves negotiations therein (Littlejohn, 2009: 249). The main concepts of Identity management theory are communication competence, identity, cultural identity, and facework (Littlejohn, 2009: 131).

There are three stages of relationship in Identity management theory that has been formulated, that is the stage of trial, enmeshment stage, and stage renegotiation (Littlejohn, 2009: 297). The trial stage is the stage where a person begins to explore the differences and searches for the desired cultural identity in the relationship being woven. The experimental stage is the stage in which a person begins to recognize the differences and searches for the desired cultural identity in the established relationship. The stage of enmeshment is the stage in which a person begins to develop knowledge about the relationship. The stage of renegotiation is the stage at which they begin to pass through various identity problems in the relationships they establish (Littlejohn, 2009: 298).

In a study that has been done by Kitty B. Dumont and Sven Waldzud (2014) entitled "Selves Ideal as Identity Management Strategy". This study investigates the ideal self-function as an individual preference of the ideal self-concept, which is determined by the beliefs of the relationships between groups that are relevant to each individual. From the research it is known that with the role of identity management, the relationship between the two racial groups is getting better. Even the two racial groups feel the difference between them is getting smaller.

RESEARCH METHOD

This study used qualitative research methods. According to Pawito (2007: 35), research with qualitative methods more lead to the exposure

of images and understanding (understanding) about how and why a reality or symptoms of communication can occur. The process of collecting information in this study is using purposive sampling. Data collection techniques conducted in this study are observation, in-depth interviews, and literature studies. Pawito (2007: 133) explains that in-depth interviews are intended to focus more and explore the issues that are the subject of research.

In-depth interviews were conducted by inviting four students of Chinese descent who attended one of the State Universities and Islamic Universities in Semarang, as interviewees with age ranges between 21 and 25 years old. Data analysis is done by presenting data, interpretation of data, confirm the theory used in this research and give conclusion. This research focuses on three things, that is:

1. The way in which a person with his identity as a Chinese descendant is assimilated in a non Chinese society.

2. The way in which a person maintains his identity as a Chinese ancestor in a non-Chinese society.

3. The way a person negotiates his identity as a Chinese descendant in a non-Chinese society.

RESULT AND DISCUSSION

1. The Role of Tragedy 98

The tragedy that occurred in 1998 and then enough to leave a deep wound for the people of Indonesia, especially for the Chinese people in Indonesia, not apart also the younger generation. It is also felt by some interviewees.

> *"Well when I moved house, my house is now in the village, it happened after the riots in 98. So I got to the point where if I didn't really need to get out of the house, I did not go out. So I really don't know my neighbors in the village. The first thing that prohibited me out of the house was my parents, the second I myself did not want to get out. Back then I can't drive a car, so I still use public transportation, I always tied my hair down, wear a jacket, carry a backpack, and use sneakers. Not like now that I can dress up beautifully. Precisely because of my parents, my mom and dad emphasized that I should be grateful, because I do not look like a Chinese. So if there is a riot, which will be captured is papa mama first, I will not be arrested. Because my mom and dad really look like a Chinese. Actually the events of 98 in Semarang not very influential,*

not like in Jakarta which is very appalling. But because my parents are worried about me, then "you do not have to go out", not to force me to go out, but they are more like suggesting that I do not go out. But surely they still have the defense for themselves right, it finally got to his children as well." (#interviewees1)

"If I really heard my mom and dad's story about the events of 98, then I wondered why it got that bad. When I heard the story about the event, I had time to think why I should be born as a Chinese, but I also can't do anything. But lately I don't think that way anymore. Event 98 may be a traumatic point for me, because as I listened to the story of the incident, there was fear in my mind. This event really put the Chinese at the lowest point." (#interviewees2)

From the statements given by interviewees 1 and 2 it can be seen that the riots that occurred in May 1998 were quite an impact on the way Chinese people interact in the social environment and cause fear, even for people who do not feel it directly. The fear that comes not because of the trauma felt directly by the interviewees, but from the stories they hear from parents, relatives, to relatives who told of the horrors that had happened to the May 1998 riots. Stories based on the experiences of others also become the main problem of the emergence of the fear of the young generation of Chinese descendants today. As Desmarisa (2014) puts it in an article entitled "Kekerasan Terhadap Etnis Tionghoa Di Padang Mei 1998"the riots have caused fear for Chinese citizens, fearing that similar events will happen again.

2. Recognition of Identity as Chinese descent

It takes courage for Indonesian citizens of Chinese descent to acknowledge their identity as Chinese subjects who are a minority in the majority of the environment. The shadows and fears of the recurrence of tragedy 98 are still very influential in the minds of Chinese people in Indonesia. It also impacts on the way they acknowledge and show their identity as Chinese descent in assimilation in the midst of social environment. It takes courage to acknowledge one's own identity, because not everyone dares to acknowledge his identity as a minority, as revealed by interviewees 1. There is also a sense of pride in identity as an emerging Chinese ancestry, though not pure pride, but a form of necessity that forces them to be proud of their identity, as stated by the interviewee 2.

"Yes I recognize my identity as a Chinese. but for people I don't know, for example like the person I met on public transport, I better cover up

my identity. Actually I am afraid if they do bad things to me. Unlike the classmates I know and often chat, so I am more willing to acknowledge my identity as a Chinese. Even if someone asks me about my ethnicity, especially for the scope of education, I will be happy to give an answer and tell you a lot. I've been riding a gojek (online based public transport), because of the long journey, then me and the driver chatted, then the driver asked me "is MBAK Chinese?" first the driver called me with the title of MBAK. then I replied, "how MAS know" I confessed my identity to the driver, because the driver told me that he was a church person, so I knew we were both worshiping at church, so I think he can be trusted. After the driver knew I was Chinese, he called me as CIK. But I am so grateful that I do not look like a Chinese. why I am grateful, because then I dare to go everywhere. I dare to ride public transport, I dare to ride the BRT, I dare to ride the bus, so I am grateful. I do not know, perhaps because of my own stereotype that the Chinese will be afraid. In fact, I am afraid when I have to travel by public transport, especially when drivers talk about Chinese or cursing Chinese, like "crazy china." Although I know the driver will not know that I am Chinese, but I am afraid and want to get off from the public transportation. These things make me afraid to confess my identity to people I don't know. I'd better protect myself by covering up my identity." (#interviewees1)

"I am proud of my identity as an Indonesian Chinese. Yes I admit, how else if I do not recognize my identity. If I do not admit it, my face is still seen as Chinese. Inevitably, I must recognize my identity as a Chinese." (#interviewees2)

Interviewee 1 shows that there are still Chinese people who are afraid to open up and recognize their identity as Chinese descendants, while interviewee 2 shows his forced to pride on the identity he has. Apparently the surrounding environment is a major factor in the formation of anxiety and paranoia for young Chinese. But there are still people who are proud of their identity as Indonesian citizens of Chinese descent, as revealed by interviewees 3 and 4.

"I was once asked by someone "are you Chinese?" I think, why so racist. then I replied, "yes". At first I was called MBAK, after knowing I was Chinese, I was called CIK." (#interviewees3)

"Yes, of course I recognize my identity as a Chinese descendant, but I am also an Indonesian citizen, who happens to be of Chinese descent. I love Indonesia. Because compared to other citizens, Indonesians are one of the most friendly." (#interviewees4)

Based on statements given by interviewees 3 and 4 it is known that they are proud of their identity, and still want to be regarded as a whole

Indonesian citizen, not as a minority or an immigrant because Indonesia is home to them, where they are born and grow, like other Indonesian citizens. Yet there are still many non-Chinese people who seem to still discriminate against Chinese descendants, such as by giving nicknames or calling as "CIK", "KO", "NIK", "NYO", and so forth, moreover the nickname was made by non-Chinese friends of the same age, either in intensity as a deliberate or unintentional joke. It seems to cause uncomfortable feelings for ethnic Chinese, as felt by interviewees 1 and 3.

> *"I have a group of four (three of whom are Chinese) We are known as a group of smart people, diligent, and always do the job. We are always called CIK by non-Chinese friends of the same age. Actually they have no bad intentions. But actually I am not comfortable when called as CIK or NIK, especially those calling are non-Chinese people I don't know well. Honestly, i feel uncomfortable. I'd better be called MBAK, I think that would be better. different from the park-friends I know very well. When they call me CIK, I know they are joking. (#interviewees1)*

> *"Sometimes I feel annoyed when called CIK, but not always disturbed. I mean, when it's outrageous I just get annoyed. While those who call me CIK are my age too. When I participated in KKN activities, the people around held a recitation, and I had to attend. Unfortunately I'm the only non-Muslim there. When I came to the Mosque, my non-Chinese friend called me "Hey CIK CIK." then the residents there wonder and look at me "why? Oh Chinese."Then I said "do not call me CIK, it can be normal." (#interviewees3)*

> *"My friends often call me NYO because I'm younger than them." (#interviewees4)*

Based on the interview, the interviewees was disturbed when called by the nickname "CIK" (a call to an older sister) by their friends, who have the same age as them. But it is different if the nickname is said by a younger person as a call to honor the elderly or vice versa, as said by interviewee 2 who called "NYO" (a call to a younger brother) by his older friends. Although the "CIK", "KO", "NIK", and "NYO" calls are one of the things that can indicate the identity of a Chinese, but some informants felt that the "MBAK" or "MAS" call would be better if used because it felt more blend in and culturally appropriate in Java.

3. Identity Negotiation

Assimilation is a process of interacting or socializing. One must go through various processes to adapt to the environment, even more

so with the difference of identity as a barrier. According to Littlejohn *et al* (2009: 297), in the process of socializing or starting a relationship, one must go through three stages. The first stage is the test phase, which occurs at the beginning of the relationship. At this stage a person is expected to adapt in his new environment, as experienced by interviewees 1, 2, and 3.

"The first time I entered, I had prepared myself that I should get acquainted with many people whoever is in the same faculty with me, I invite acquaintances. I am looking for as many friends as possible. I need someone I can rely on. I mean, we both do not know anyone, so I have to have one friend I can rely on, at least I can ask about the task to her. Anyway I'm looking for a friend who can really sit next to me and I know her contacts, so I can easily contact her. First I enter the matriculation class, I see everyone wearing the veil, but there is one person who does not wear the veil and it appears that she is Chinese. When I meet with friends who are both Chinese, I first wonder, I wonder if she's enter the same faculty as me? I feel like there's a friend like me" (#interviewees1)

"I must be afraid, because I met many different people with different backgrounds with me. Imagine, I really don't have friends, and I am alone. I was alone, but at first, we were just asked to do the tests, so I kept quiet. When I started learning, I already had friends because there was an orientation period. When I first saw if there were friends who were fellow Chinese, there were four people. Then I became friends with other friends." (#interviewees2)

"First time in, I was surprised and needed a lot of adjustments. What a tough struggle because I always go to private school and all my friends are Chinese. After I entered public school, I met many people from different backgrounds and cultures. People would find it strange to see a Chinese entering a state university. But over time I can adjust. " (#interviewees3)

"When I first came in, I was instantly acquainted. I just want to socialize, and mingle regardless of race and religion. " (#interviewees4)

After going through the trial stage, they must enter the second stage, namely enmeshment, where the two sides begin to know the habits of each other. Even the dialogue happens just to tell about each other's habits, it aims to find matches with each other in a relationship. It is also experienced by interviewees.

"When I first got in to the state university, I had a lot of preparations. I am acquainted as usual, there is nothing special, and they also want to be open to me. I feel comfortable in my class. Sometimes during the course of pluralism, when discussing about the Chinese, my friends often

ask about Chinese habits, and I am happy to tell them." (#interviewees1)

"There are also some friends who discriminate, there are also friends who avoid or stay away. I am ignorant about it. I want to make friends with them, but I also didn't know if they said bad thing about me behind my back. But I can recognize people like them. Inevitably, I ended up in a group with my Chinese friends in my class, but there were some non-Chinese friends who joined in my group." (#interviewees2)

"Because in there I am a minor, so I adjust to my friends there, so I am the one who changed everything." (#interviewees3)

"I am very comfortable and happy to hang out with my friends. Many of them are curious about Chinese culture, so I explained to them. " (#interviewees4)

Based on interview results, interviewees 1 and 4 are happy to share stories and experiences about Chinese habit with non-Chinese friends, the openness of both sides is a major factor in establishing good relationships. Interviewee 2 is one example of a lack of openness in a relationship resulting in avoidance, then the relationship can't work properly. While interviewee 3 prefers to adapt to majority culture, so it can be accepted by the majority group. In addition there is also a strategy owned by the Chinese to defend their identity as Chinese descent in the midst of their relationship in the majority of the environment.

"As a Chinese, I feel ashamed if I cannot speak Mandarin, so when a friend asks me about the meaning of a word in Mandarin, I will find out what that word means on the internet. This is an attempt I made to maintain my identity. During Chinese New Year, I bought Kue Keranjang and I took it to campus to share with my classmates." (#interviewees1)

"When donating a married friend I always use red envelope (angpao). That's it." *(#interviewees2)*

"I once gave angpao Imlek to them (non-Chinese friends), also often explained some Chinese culture." (#interviewees4)

Three out of four interviewees shared how they maintained their Chinese identity, in various ways. As is done by interviewee 1 by trying to understand Mandarin and give the Kue Keranjang to her friends, interviewee 2 using angpao (red envelope) to donate, as well as interviewee 3 by sharing the sustenance on the day Imlek with his friends and willing to share stories about Chinese culture. Of course, these ways are not done to get different treatment from the people around them, but it is a form of respect for their ethnic culture.

4. Constraints in Assimilating

In the assimilation process will definitely find a variety of obstacles that become obstacles, especially when talking about ethnic differences. So it's natural that someone newly entered in a very different environment encounters some constraints in the adjustment process, ranging from non-intrusive constraints to the constraints that cause discomfort, as experienced by interviewees 1,2 and 3.

> "The obstacles that I experienced more to the existing habits in the campus environment, such as when we make an appointment "let's meet at DZUHUR (religious term)" or when the lecturer explains using quoting verses or religious terms. I do not know these terms, and make them an obstacle for me. " (#interviewees1)

> "The most important obstacle for me is even more to the lecturers of religion on my campus. He makes me lazy to meet him and want to avoid him. Sometimes his words often make me hurt, like when he explains in his religion if anyone dies will be picked up by an angel. Then he asked me "if you, in your religion, if anyone dies who will pick up the person?" this lecturer is often very sarcastic to us that have different religions, especially Chinese students" (#interviewees2)

> "The first time I went to college I was surprised and not used to the campus situation, like in dressing terms. My friends often comment on the way I dress. Whereas I used the usual clothes, not tight clothes but I only often use short-sleeved clothes and skinny jeans. They often say "Oh yeah, you really like alms, dressed like that." My friends often comment on how I dress, but lately I can adjust myself to the way my friends dress (most of my friends use veil) I used to not feel at home here at school and depressed. I feel uncomfortable." (#interviewees3)

Based on the above interviews can be seen various kinds of barriers that can arise when assimilated, and the obstacles that have been faced by the interviewees. These constraints are a natural thing in the assimilation process. According to Littlejohn *et al* (2009: 297), after going through the *trial* stage and *enmeshment* stage, then the relationship starts entering the third stage, that is the *renegotiation* stage. This is a stage where significant problems begin to emerge. Once someone gets through the problem at this stage, then a new identity will emerge, or in other words a new culture will be formed in the relationship, as experienced by interviewee 3. After getting a lot of complaints from her friends related about how to dress, interviewee 3 finally decided to adapt and fix the way of dressing to be accepted by his friends, it

eventually became a new culture from interviewee 3 while hanging out with his classmates. It is at this point that assimilation takes place. As said by Firmansyah, (2016) there is a change of characteristic of the cultural elements held by minorities to adapt to the majority culture, and result in the emergence of a new culture.

CONCLUSION

Based on the discussion, it can be concluded that identity management is required in assimilation process. One's experience can also be influential in the process of identity formation, which will then be negotiated as a form of identity management. Experience becomes one of the things that can affect a person in negotiating his identity, such as the experience of the tragedy that occurred in May 1998. For most Chinese descendants, the experience is a very frightening experience, thus making some of them self-close and more careful on the Javanese or non-Chinese. But only by hearing the story of the event has become an experience for them and creates fear.

The environment is also a supporting factor for Chinese people to want to unlock their identity and manage their identity to assimilate. The biggest inhibitor of a person in assimilating can be affected by the surrounding environment, and the willingness of the Chinese to open up and ready to adapt to the surrounding environment. In addition, the openness of non-Chinese friends is a contributing factor that can influence the success of the identity negotiations being built.

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Sexing the News in Digital Platform: Analysis about Women's Sexual Violations Coverage

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ABSTRACT

When women are discussed in the news both in Indonesia and globally, they most often appear as victims. Based on the results of media analysis report conducted by Komnas Perempuan (Women National Committee) from the period from July to December 2015, there is substantive news about women in Indonesia's media, with news about sexual violence against women being the most widely reported. There are many forms of violence against women such as domestic violence, sexual harassment, rape, abuse, and even killing. Media coverage of these acts is often biased against victims, including victim stereotyping and blaming or criticizing victims. Existing literature shows that men have control the means of expression from the press and broadcasting, to advertising, film, publishing and even criticism by occupying dominant positions within them, and they express this power through communication of ideas and values of a patriarchal order. Research by Indonesia's Alliance of Independent Journalists indicates that online media is much worse, because as the creators of user-generated either ignore the guidelines or do not have any guidelines to follow. This research focuses on how the online media portray women as the news object, both in sexual violation and how media sexing the news. Using qualitative method and Sara Mills discourse analysis, this research explores the online new media's portrayal of women, especially in relation to sex crimes and sexual violations, with the aim of providing input to Indonesia's Press Council about the development of a code of ethics for online journalism.

Keywords: Violation, Women, Online Media, Sexual Harassments, Crimes against Women, Journalism Ethics, Patriarchy, Media

INTRODUCTION

Research Background

In modern societies, people typically consume many hours of television each week, look at magazines and other publications, surf the Internet, pass billboards, go to the movies, and are generally unable to

avoid popular culture and advertising. It seems obvious and inevitable, then, that we will be affected by these experiences somehow. The media shows us situations and relationships from other people's points of view – indeed, it is part of the eternal fascination of drama that we can see „how the world works in lives other than our own. This could hardly fail to affect our own way of conducting ourselves, and our expectations of other people's behavior. (Gauntlett, 2002, p.2)

Gamble stated that,

> "A general definition might state that it is the belief that women, purely and simply because they are women, are treated inequitably within a society which is organized to prioritize male viewpoints and concerns. Within this patriarchal paradigm, women become everything men are not (or do not want to be seen to be where men are regarded as strong, women are weak; where men are rational, they are emotional; where men are active, they are passive; and so on. Under this rationale, which aligns them everywhere with negativity, women are denied equal access to the world of public concerns as well as of cultural representation. Put simply, feminism seeks to change this situation." (Gamble, 2006, p. 1)

In the year 2016, people were shocked by the news about Y, the girl who is still under age and being gang raped and killed when she was about to go home, some of the media make initial as she was the victim and still under age. But not with the other media, they put her name, even make illustration and some of them attach her picture (blurred). Recently, a tourist from France was raped by her tourist guide in Labuan Bajo, she can't do anything because the tourist guide threatening her. (Ramdhani, Detikcom). Not just those two cases, there are still a lot news about women's rape, killing, abuse, etc is almost all over the news and decorate the everyday news whether in print media, TV, and even online media. Not so long after that, the news about women's raping and killing once again showed up in the news. Like the previous violence is not cruel enough, this one using hoe as the tool of killing. Again, the rapist and killers are under age. Like it's not enough, media publish the news in their own words or dictions, making stories out of it from any kind of angles, and even then sexing the news. Is it appropriate? Is it suitable with the journalism code of ethics? In fact, not only this news that appeared in the media but the news about women's sexual violation almost become the hot topic, always exist in the media. Media can create public opinion from the news they published. It will become very dangerous if the audience don't understand the news, or not literate enough, yet the media lead the public opinion about an event.

In this case, when media cover about the sexual abuse against women, not just they give information but sometimes they lead or create some sort of public opinion to stereotype, judge, and even blame the victim. When women are placed in the news, they are placed mostly as victims. Based on the results of media analysis report conducted by Komnas Perempuan from the period from July to December 2015, the news about women always decorates the media. News about sexual violence against women is the most widely reported.

"... either as an anonymous example of uninformed public opinion, as housewife, consumer, neighbor, or as mother, sister, wife of the man in the news, or as victim – of crime, disaster, political policy. Thus not only do they speak less frequently, but they tend to speak as passive reactors and witnesses to public events, rather than as participants in those events." (Holland 1987: 138-9)

From the analysis that been conducted in several media; Tempo. co, Kompas, Kompas.com, Media Indonesia, Jakarta Globe, The Jakarta Post, Poskota, Indopos, Republika, and Seputar Indonesia newspaper, result show that News about the sexual violence that has been covered are: rape (45%), sexual harassment (34%), trafficking of women for sexual purposes (10%).
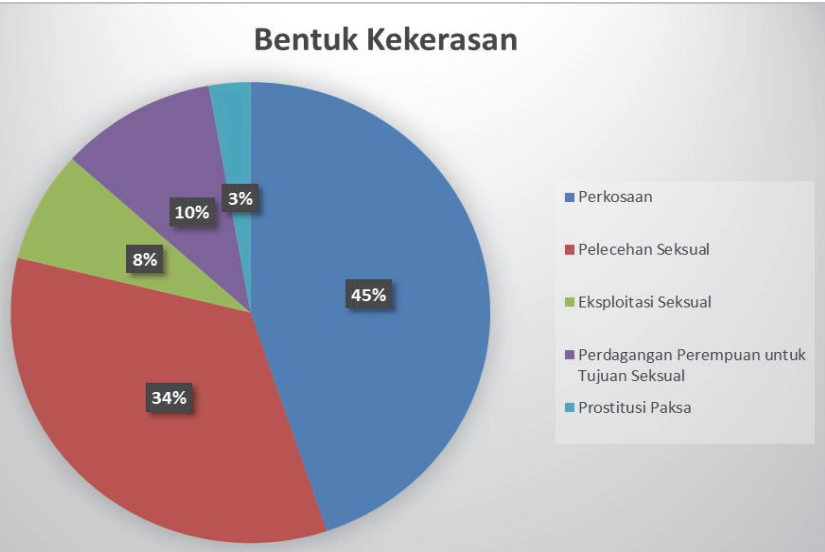

Figure 1. News coverage on Violence against Women
Source: Komnas Perempuan, 2016

Throughout the months of July to December 2015, from 97 the number of articles in Indo Pos clipped by the Komnas Perempuan, are 49 news of violence, and 26 news on sexual violence. Based on the reporting month, the Indo Pos proclaim the greatest sexual violence is as follows: 9 news (December), 5 news (September), respectively 4 news (October and November). While the forms of sexual violence most frequently reported were: 15 news about rapes (58%), 7 news about women's trafficking for sexual purposes (27%), and 4 news of sexual abuse (15%). (Komnas Perempuan, 2015) Media still had not put a message for the fulfillment of the rights of victims of sexual violence. Violations most are: use of diction bias (29%), reveal the identity of victims (19%). Media still does not meet the rules of the code of ethics of journalists. The news about violations found most in media are: mixing fact and opinion (38%), reveal the identity of victims (31%) and included exposing the identity of the children (20%).

Nowadays, the numbers of internet and social media users in Indonesia increase. This escalation coincided with the country's transition to democracy in 1998. Before 1998, the media is regularly watched by the government. But after the Freedom of the Press (marked by UU Pers no.40/1999) that stated press is independent and government will no longer intervenes the press, numbers of media increasing, not only newspapers or television, but also digital media. The growth of the media is the good thing in democracy era, it indicates the freedom of speech, where people finally have their own public sphere without the fear of getting captured or imprisoned. Since 1999 until now, the technology has developed from the very simple one, to the most sophisticated one. As globalization emerged and Indonesia is quite open with the culture from outside, no wonder there are a lot of media or digital media in Indonesia (either it is locals or international ones). Based on the latest data from national research conducted by APJII and Technopreneur in 2017, the Internet users are increasing every year, as we can see in the picture below:
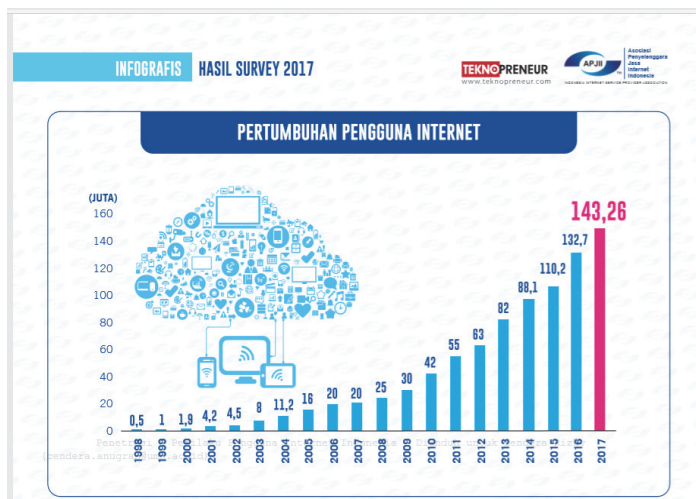
Figure 2.
Source: www.technopreneur.com , 2017

Since the freedom of the press, Indonesia adopts the social responsibility press. It means that even though the press is free, but they still hold responsible for the news they produce and share. As the development of technology, there are quite a number for online media to grow.

People most likely prefer to read the news from online media, to print media. If the result from Komnas Perempuan indicates that more media still break the journalist code of ethic, how about the news in online media?

However, this can lead to a new problem, gatekeeper is not as strict as in conventional media. In conventional media, they have reporter and editor, but in online media there's no gatekeeper only the administrator. Benedict (1992) once said that women are more likely to get mainstream media coverage as crime victims than in any other role. There is so little coverage of women outside of sensationalism that the media often disregard women as leaders and more likely to portray them.

Research Problems

The competition in the media to survive is like how mankind associates with its environment. They need their life support in order to survive. Media sexualize the news in order to get more reader and

rating. Sometimes they ignore the rules or code of ethic or even less accuracy when it comes to online media. Along with that, researcher feels the need to do research about news coverage for women's violation in online media, how they place women in the news?

This research is expected to give input for the Press Council (Dewan Pers) to immediately make the guidelines or journalism code of ethic that valid in online media.

LITERATURE REVIEW

Previous Research

Muted Group Theory

Shirley Ardener (1978) observed that women's muteness is the counterpart to men's deafness. Thus, she explains that women (or members of any subordinate group) do speak, but their words fall on deaf ears, and when this happens over time, they tend to stop trying to articulate their thoughts, and they may even stop thinking them. In Ardener's words, "Words which continually fall upon deaf ears may, of course, in the end become unspoken, or even unthoughtful".

Toward this end, Kramarae first isolates three assumptions she believes are central to MGT:

- Women perceive the world differently than men because of women's and men's different experiences and activities rooted in the division of labor.

- Because of their political dominance, men's system of perception is dominant, impeding the free expression of women's alternative models of the world.

- In order to participate in society, women must transform their own models in terms of the received male system of expression.

The separation of the workplace from the home led to a recognition of the two as separate spheres; the conceptualization of public and private came about, and the family was classed as private life (Tronto, 1993). The result of this division was to cast women's role in the home, or private life, and men's role in the workplace, or public life. This had the effect of clearly delineating women's tasks in the home and sharply dividing what women's responsibilities were in contrast to men's.

The second assumption of Muted Group Theory goes beyond simply noting that women and men have different experiences. This assumption states that men are the dominant group, and their experiences are given preference over women's.

James and Drakich (1973) in West and Turner (2015) stated that the media are controlled by men; women's talk and contributions get less coverage in mainstream media. Muted Group Theory concludes that women are silenced by their language.

The code of ethics is a set of values of certain professions is made of, by, and for the profession itself based on the size of the conscience of the profession. Thus journalism ethics means the collection of the value created by journalists, applies to journalists, and there is no one person or any agency outside specified by the code of conduct that can wear or apply, including stating whether there is a violation of ethics based on the code of ethics itself. (Sukardi: 2008)

RESEARCH METHOD

Research Method

Method used in this research is discourse analysis from Sara Mills. She said that a discourse can be taken to represent a voice within a text or a speech position. (Mills, p. 8).

a. Subject-Verb-Object

Sara Mills placed representation as an important part of her analysis. Sara Mills emphasizes the position of the various social actors, the position of the idea, or the event is placed in the text. For example, an actor with a high position is displayed in the text, it will affect how he or she is displayed and how others are displayed. Media discourse is not a neutral means but tends to display a particular actor as the subject that defines a particular event or group. At the time of the rape, the journalist must reconstruct the news because at the time the incident happened, he was not at the scene. In Sara Mills's conception, we need to criticize how these events are displayed and how the parties involved are positioned in the text. (Eriyanto, p.201-203). In this case of rape, for example, the man is presented as the subject and woman as the object of the representation. In this kind of news, women do not present themselves. (Eriyanto, 2001)

b. Author-Reader

Sara Mills argues that in a text the reader's position is very important. According to her, the text is a result of negotiations between the author and the reader. Mills focuses on gender and reader positions. In many cases, men and women have different perceptions when reading a text. First, how is the dominant reading of a text. Does the text tend to be for men or women? When talking about rape news, from how the news is presented, we can see whether the news text is relative intended for men or women. For example, the reporter interviewed the rapist and he told how he was influenced by liquor, the story was written with the story of "I" style. This text indirectly places audiences as men, viewing the reader as male. Then, how the text is interpreted by the reader, then how the female and male readers put themselves in the text. The male reader put himself in a position as a male or as a woman's position as a victim.

Research Object

The object of research is news coverage about the sexing news.

There are three news that researcher choose with the headlines as stated as follow:

1. "Tak Kuasa Tahan Birahi, Seorang Pemuda Perkosa Gadis di Tangsel" (Thursday, April 19th 2018)
2. "Sukses Berkarier dan Harmonis di Keluarga, Ini Tips Sri Mulyani untuk Wanita Indonesia" (Tribun Kaltim, Saturday, July 21 2018)
3. "Diancam Video Syurnya Disebar, Gadis ABG Tak Berdaya Diperkosa hingga 10 Kali" (Okezone.com, May 22 2018)

Data Collection

a. Primary data: content analysis and interview if needed
b. Secondary data: using previous research, other journal, newspaper, or literatures.

Limitation of work

This research only focuses in 3 news and 2 online media from April-July 2018

RESULT AND ANALYSIS

Analysis Subject-Verb-Object:

-Subject-Verb-Object in the article "Tak Kuasa Tahan Birahi, Seorang Pemuda Perkosa Gadis di Tangsel" that published on April

19ᵗʰ 2018, the position of the subject is the perpetrator or represent the male domination. Meanwhile the object is the victim. As we can see on the article shown below,

> "*Saat korban main di warung kemudian datang pelaku, korban dipaksa pelaku ke rumahnya. Setiba di rumah pelaku, korban langsung diseret ke kamarnya, dan disanalah pelaku langsung melucuti satu per satu pakaian DI. Setelah sampai di rumah pelaku, korban secara paksa ditarik pelaku dibawa ke dalam kamar untuk bersetubuh,*"

Victim cannot present herself in this article. Because this is from the point of view of the perpetrator.

-**Author-Reader** position in the article "Tak Kuasa Tahan Birahi, Seorang Pemuda Perkosa Gadis di Tangsel" that published on April 19ᵗʰ 2018, the position of the writer is from men point of view. While the audiences place as men.

> "*Korban menolak lalu berontak dan berteriak kemudian mulut korban dibekap agar tidak berteriak, tangan dan kaki korban ditendang selanjutnya karena tidak kuasa akhirnya korban disetubuhi oleh pelaku,*"

> *Setelah puas menggagahi DI, Ayung langsung meminta korban keluar dari rumahnya. Setelah itu, korban menangis dan langsung diantar pulang oleh warga,*"

Woman in this article portrayed as helpless.

-**Subject-Verb-Object** in the article pada artikel "Diancam Video Syurnya Disebar, Gadis ABG Tak Berdaya Diperkosa hingga 10 Kali" that published on Okezone.com May 22ⁿᵈ, 2018. The subject in this article is Andri Wibowo as the perpetrator who rape the object. This can be seen in the article as quoted,

> "*Meski tahu jika korban sudah terkulai lemas, pelaku yang seperti 'kesetanan' kembali mengulangi tindak persetubuhan hingga berulang kali. Setelah puas, korban pun dihantar pulang, lagi-lagi pelaku mengancam agar tak memberitahukan siapapun tentang perbuatannya*"

The object of this article is the victim (female) who got raped and cannot represent herself. in this article we can see that the object is the one who suffered and she cannot do anything even though she does not want that to happened. In this rape case, the journalist wasn't there but the male is presented as the subject and the woman as the object of the representation.

-**Author-Reader**

The writer position for this article place itself as man. This text indirectly places audiences as men, viewing the reader as male This can be seen in this article as follow,

> "*Nasib malang dialami gadis ABG berinisial CR (17) di Kota Tangerang Selatan (Tangsel). Dia tak berdaya saat seorang pria yang baru saja dikenal, Andri Wibowo (31), memperkosanya hingga 10 kali di Hotel Ciputat.*"

-**Subject-Verb-Object** in the article that published on July, 21st 2018 on Tribun Kaltim "Sukses Berkarier dan Harmonis di Keluarga, Ini Tips Sri Mulyani untuk Wanita Indonesia" the subject in this article is from

> "*Banyak pasangan atau suami yang mempersilakan sang istri untuk berkarier dengan berbagai alasan. Hal ini ngga jarang menimbulkan masalah baru bagi para perempuan di lingkungan kerja*"

An actor with a high position is displayed in the text is from male domination. This can be seen from the word "the husband give permit to their wives to have career".

The Object in this article displayed is Sri Mulyani as Minister of Finance but they stressed it on her womanhood. Such as when she's being a mom, a wife, or grandmother. On the article below support that,

> "*selalu memberikan yang terbaik dalam bekerja. Menurut Sri Mulyani, menghabiskan sebagian besar waktu di tempat bekerja pasti akan memberikan rasa bersalah bagi seorang wanita yang juga seorang ibu dan istri.*"

Not only that, when a woman working, as if it's not a right thing to do.

-**Author-Reader** on the article that published on Tribun Kaltim, the Author put itself from the patriarchy perspective, and the reader is placed as woman.

> "*Pada zaman sekarang banyak perempuan dihadapkan dengan pilihan hidup yang lebih fleksibel. Faktanya menyebutkan bahwa para pekerja wanita cenderung mengalami diskriminasi dari sesama pekerja wanita loh, secara keseluruhan dibandingkan oleh para pekerja pria*

> "*Seperti yang diungkapkan di atas, hal ini penting karena perjalanan karier seorang wanita nggak mudah. Makanya penting banget untuk saling mendukung dan menguatkan dengan sesama partner kerja perempuan*"

CONCLUSION

From the three articles that researcher choose above, we can see how the media portray woman as object. The two articles about violations against woman and the last article about Sri Mulyani always put women as object. As Benedict stated that there is so little coverage of women outside of sensationalism that the media often disregard women as leaders and more likely to portray them. Even when Sri Mulyani as Minister of Finance, the article discuss about how a career woman should balance their life (as a mother and a wife). The other articles only put women as object and show how they are helpless and just surrender on the domination of man. This research can't be generalizing as this research only discuss three articles. However, researcher hope that in the next future the news can also represent the woman, not only as object but start to be subject in more other news.

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Women Resistance in K-Pop Song (A Semiotic Analysis of Lyric "I Don't Need A Man")

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ABSTRACT

Description of resistance of korean women toward patriarchy culture in South Korea in the disruptive era as a gender equality is very important. Korean women tend to try to fulfill their own need in various aspects of life and don't want to depend on other. Song is one of the mass media used to deliver the message through the lyrics. Through the K-pop song "I Don't Need A Man" as a medium, researcher did the research with the aim to describe and explain the resistance of Korean women who seem restricted through the lyrics. This research uses qualitative approach with semiotics analysis of Michael Riffaterre through four steps, are heuristic, hermeneutic, matrix, model, and variant, and also hypogram to know the meaning contained in the song. It also uses standpoint theory as the basic theory. The result shows that there is a resistance by korean women who live independently in finance.

Keywords: gender and communication, women resistance, semiotics, K-pop.

INTRODUCTION

According to the Confucianism, women in South Korean (Korea) traditional society, from a young age are taught to prepare for their future role as a wife and mother. In general, women are not prepared to participate in social life like men, but they are expected to support their husbands. A women's duty was to follow The Three Obediences, there are berfore marriage, she has to obey her father, after marriage, she has to obey her husband, and in event of the husband's death, she has to obey her son (David and Vera, in Park, 1993:7). The discrimination received by Korean women in the royal era was not only done during the Joseon Dynasty but in the era before the Joseon Dynasty, the Silla

Dynasty, and Goryeo, women were positioned as wives, concubines, maids, and servants in which their duty to serve the king.

Industrialization and modernization make South Korea have a big step in terms of gender equality. The presence of women in filling strategic positions in public works is evident eventhough there is still a significant distance between male and female workers. According to the data of The Organization for Economic Co-Operation and Development (OECD) only 55% of South Korean women aged 15-64 years in the labor force of 65% of the average OECD country, while male participation rate of approximately 77% the average of countries in the OECD is 79% (Kim Jinyoung, dkk, 2014:1). Although from year to year the participation of women in the public works increases, but it also coincides with the increase in male workers.

South Korea is in the first position as a country with male and female inequalities according to the OECD. It released on August 4, 2012 shows South Korea ranks first as a country with gender inequality among eleven member states with a wage gap of 37.4% between men and women (source: http://www.hani.co.kr/arti/english_edition/e_international/649886.html accessed on January 5 2017 at 21.10 WIB). It is also indirectly influenced by the patriarchal culture in which women are taught to remain at home taking care of husbands, children, and homes.

South Korea actually has Ministry of Gender Equality and Family. One of the aim is to plan and coordinate women's policies and improve the status of women through the promotion of women's rights. The following is the text of the Gender Equality and Family Law Act of 2010 Article 13 paragraphs 1 through 3:

1. *Job cosultation and provision of information.*
2. *Supporting vocational education and training, job placement, and adaptation to workplace upon employement .*
3. *Providing and connecting welfare services such as nursery suppot.*

The government should be more concerned about women, especially in terms of women's participation in the world of work as a manifestation of gender equality.

South Korea is also known for its pop songs (K-pop). Korean pop song "*I Don't Need A Man*" as one of the popular songs in Korea,

shows how a woman who lives independently without the help of man. Researcher sees that this song can represent brave women who want to fight the culture. The song is questioning women who have been judged can only depend on men. Men hold power in regulating what is well done and what women should do. Men are conditioned as a protective figure and women are portrayed as a figure that must be protected (weak) so that men hold full power in regulating women's lives. That is why men work more and move outdoors and in the public sphere than women because men are considered stronger.

The emergence of Korea's popular culture industry, Kpop, became one of the alternative entertainment and as a medium that is able to disseminate ideology. With its popularity, Kpop serve as one of the media that is able to spread resistance to the existing ideology in the society about the construction of the growing women.

Based on the background of study, then the problem of this study will examine the forms of the resistance described in the text of the song miss A - *I Don't Need A Man*.

LITERATURE REVIEW

Earlier Study

This section, the researcher will summarize previous relevant research to present the discussion of findings and find new things that have not been found in previous studies as a reference for making this research. The article from Fariza Khumaedi (2013) in his thesis, the title is *"Perlawanan terhadap Budaya Dominan dalam Lirik Lagu-Lagu Efek Rumah Kaca (Analisis Semiotika)"*. This study aims to analyze the symbols and ideologies that reflect the struggle against the dominant culture in the lyrics of songs Efek Rumah Kaca. The results of this study, based on syntagmatic analysis indicate that the lyrics of Efek Rumah Kaca are politically-themed with the voice of oppressed class opponents against the ruler.

Standpoint Feminist Theory

The Feminist Standpoint Theory was introduced by Nancy Hartsock in 1983, saying that the standpoint theorithist have retained their commitment to theorizing the viewpoints occupied by women in the context of capitalism: the division of labor by sex, unpaid work at home, reproductive responsibility, lack of power in society and

so on and this is the starting point of the theoretical standpoint that criticizes the dominance of men, patriarchal institutions, and ideology (KrolØkke and Sorensen, 2006: 32).

According to Wood, that standpoint Theory provides a framework for understanding the power system and knowledge shapes the attitude that is the opposition of those with power and refuses to accept the way in which society defines their group "(West & Turner, 2013: 178). This theory encourages people to criticize the status quo because it is a form of power structure of domination and pressure.

Standpoint Theorists, Sandra Harding and Julia Wood stated that one of the best ways to discover how the world works is to start research from the standpoint of women and other marginalized groups in people's lives.

Feminism and Cultural Studies

Cultural studies and feminism are inseparable, though not necessarily all cultural studies talking about gender and vice versa. According to Barker (2016: 238), as a result, cultural studies and feminism alike have substantive interests in issues of power, representation, pop culture, subjectivity, identity, and consumption.

Feminism views women's interests as being in the attainment of equality with men. They emphasized the need for equality of opportunity in all areas. Women assert equality in all areas and against all forms of oppression by the dominant group (men) because there is a tendency to view women as weak and do not have power.

Pop Culture

Pop culture is one of the key concepts of cultural studies to explain the interconnectedness between power and consent. Pop culture must be relevant to the current social situation in society. According to Fiske (2011: 28), the text that made into popular culture must contain the dominant forces and opportunities to speak against those forces; opportunities to resist or avoid those forces from a position of oppression, but not necessarily helplessness.

Kpop is a popular type of music residing in South Korea. Kpop is the re-creation of foreign cultures in Korean style, so the culture generated is not just Korean culture but a byproduct culture derived from the clashes and interactions of several different cultural products

(Korean Culture and Information Service, 2011: 15). Through popular culture, can be a tool of power hegemony positioned to retain the dominance of the groups that possess that power (Griffin, 2009: 335).

"*I Don't Need A Man*" become one of the media against the hegemony that is expected to spread new ideologies that can help the subordinate groups to resist the oppression of power.

RESEARCH METHOD

This research uses semiotic analysis of Michael Riffaterre, that are

a.   Heuristic Reading

in principle, this heuristic reading is a literary reading (poem) based on the language system (sentence structure), meaning that this heuristic reading is taken from the meaning of the word in the dictionary.

b.   Hermenutic Reading

This hermeneutic reading should be done after the poem is read based on the heuristic reading. The meaning of the text is interpreted in accordance with the literary and cultural conventions that lie behind it (Ratih, 2016:9).

c.   Model, varian, matrix

Matrix forms can be like words, phrases, clauses, or simple sentences. The first actualization of the matrix is through either an ordered sentence or a model. Then the model is expanded and translated into variants. The main feature of the model is the poetic nature contained in the literary work.

d.   Hypogram

Hipogram is the backdrop of a new text (poem) which is the foundation for the author, but may also be ruled out.

RESULT AND DISCUSSION

Heuristic Reading

Sentence patterns in Korean are quite unique compared to Indonesian (Bahasa) and English. In Bahasa and English known as SPOK, but in Korean, the predicate should be placed at the end of the sentence while other sentence elements can be freely transferred. In the Korean grammar, a sentence may be structured SKOP, SOKP,

KSOP, and OSKP depending on which information is considered more important (Syamsuddin, et al, 2011: 58). So, the predicate should be in the end of sentence.

There are some lyrics that do not follow the rules of Korean grammar, that is not to put the predicate at the end of the sentence. For example, the verse 부모님의 용돈 내 돈처럼 쓰고 싶지 않아 나이가 많아 (bumonimeui yongdon nae doncheoreom sseugo sipji anha naiga manha) and 잘난 체는 안돼 딴 데서는 통할지 몰라도 너만큼 나 도 (jalnan cheneun andwae ddan deseoneun tonghalji mollado neomankkeum nado) do not follow Korean grammar because they do not end with a verb at the end of a sentence.

Hermeneutic Reading

In the song, there are lyrics of songs combined with the English language. According to Lee (2004:), in the journal, the function of mixing english lyrics in Korean pop music are to assert the artists' and youth self identity: to create new meanings, to challenge dominant representations to authority, to resist mainstream norms and values, and to reject older generation's conservatism.

The start of the song opens with, "This is for all the independent ladies", "Let's go" which is still accompanied by a melody but not sung. These words are just to be spoken hinting at an invitation to independent women. The word "All" can be interpreted all, not just limited to South Korean women but to women around the world. "Let's go" is interpreted as a persuasive sentence whose purpose is to invite independent women to listen and understand the song. And also, the form of resistance to the culture of South Korea that until now still embraces Confucianism. The verse above indicates a form of resistance that miss A wants to perform for women in Korea not to always be under men.

The second verse, "부모님의 용돈 내 돈 처럼 쓰고싶지않아 나이가 많아 (bumonimeui yongdon nae don cheoreom sseugosipjianha naiga manha)" it means "I do not want to spend my parents' allowance like my own, I'm too old". The word ,"나이가 많아 (naiga manha)" it means "i'm too old" contains the meaning of maturity from the singer (I) with age, and do not want to trouble the parents.

In the lyric is not written how old the subject, but when viewed from the age of the singer, the four members miss A has a different age. South Korea's adult age is 20 years (Korean calculations). One of the

members, Suzy, is 19 years old and has not entered the adult category. If the songwriter really likens the age of the same I am the age of the members of miss A, then for Suzy this song is considered bold enough to remember this song tells about the resistance of women who want to live independently, while Suzy still in school age. So in the verse [17] can be interpreted as an invitation to the singer to live independently when adult later.

The verse [18], "손 벌리지 않는게 당연한거 안냐 (son beolliji anheunge dangyeonhangeo annya)" means "I will not ask for money, definitely not" interpreted as a form of seriousness in the life of living independently and do not want to bother parents even though she is female. In South Korean culture, which is not separated from Confucianism, women are required to worship to her father, her husband, and her eldest son. It appears that the movement of women is very restricted even their social life is only limited to the family environment. While in the lyric tells a woman who does not want to use the facilities (money) from her parents, and argued that her age is old and very appropriate for her to be able to live independently.

Based on two statements both in terms of culture and verse are contradictory. Thus, it can be seen that this song is a form of resistance by a Korean woman in order to live independently.

Model, Varian, Matrix

The model of this song is independence, with the first variant is able to fulfill her own needs and the second is the confidence. The first varian si showed in the verse 1 lyric [12] and [13] "내 돈으로 방세 다 (I pay all my rent)", "내 먹고싶은거 사 먹고 옷도 사 입고 (all the foods and all the clothing with my money)". And verse rap, in lyric [44] and [45], "남자 친구 가 사준반지 아니야 (it's not a ring that my boyfriend gave to me)", "내 차 내 옷 내가 벼러서 산 거야 (my car, my clothes, all I paid for them)".

The second varian is showed in reff part, lyric [3] and [4] "나는 남자 없이 잘살아 (I can live well without man)", "나는 한부로 날안팔아 (I don't sell myself to anyone)". And also in the bridge part, lyric [17] and [31] "Boy don't say "내가 챙겨줄게 내가 악겨줄게" no no (I'll take care of you, I'll protect you). And the lyric [31] "Boy don't say "내가 너의 미래 나를 믿고 기대" no no (I'm your future, believe me, and rely on me)".

So, the matrix is resistance, and its shown by miss A through the previous reading stages which indicating a resistance to Korean culture.

Hypogram

The researcher compared the miss A's song - I Don't Need A Man (2012) with miss A's - Goodbye Baby (2011) to see if there was any connection between the previous miss A song with *I Don't Need A Man*.

The result is there's a similarity of the subject (women), but on the song Goodbye Baby, the woman needs a man, when she broke up, she was ready to find a new man (a new love). However, on the song I Don't Need A Man, the woman has a principle and firmly says that she does not need men who are not serious and can not respect her.

CONCLUSION

The results of this study can be drawn conclusions, there are:

1. The meaning contained in the song I Don't Need A Man is the independence of a woman. She want to show that women can also work in the public sector and be able to fulfill their own needs. Then, there is the meaning that this woman also wants to be respected as a woman and for all her decisions including the decision to keep working and pursue her career. This message also invites other women to not easily believe in men and try to live independently for themselves.

2. There is a meaning of cultural resistance, miss A wants to against the Confucianism, one of them is about patriarchy. And also pseudo resistance in which this woman does not fully need men, but she just does not need men who can not be serious and respect her.

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Analysis of Stereotip Impact on Ethnic Tionghoa (Case Study Student of Ethnic Chinese Descent in Semarang)

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ABSTRACT

Semarang city has ethnic diversity, such as ethnic Javanese and ethnic Chinese. But both ethnic groups often have prejudices. These prejudices make the barriers in assimilation in different social environments especially in the academic environment. The ethnic Chinese have anxiety when they have to assimilate with ethnic Javanese, due to the emergence of negative stereotype from ethnic Javanese to ethnic Chinese. The purpose of this study was to see the impact of negative stereotypes that emerged. This study uses the Uncertainty Management analysis method, with a type of qualitative research that focuses on delivering information about the impact of negative stereotypes. Data were obtained through in-depth interviews to Chinese students attending one of the State Universities in Semarang and the Islamic University in Semarang. The results showed that Chinese students experience anxiety when starting assimilation with ethnic Javanese because of negative stereotypes become a culture inherent in ethnic Java. To reduce anxiety Students of ethnic Chinese conduct passive strategies, active strategies, and interactive strategies.

Keywords: Stereotype, Ethnicity, Chinese-Javanese, race

INTRODUCTION

Diversity in Indonesia is an advantage possessed by Indonesia, but the wealth of diversity owned by Indonesia has risks. Diversity in Indonesia will create intercultural communication, such as communication formed between ethnic Javanese and ethnic Chinese.

This intercultural communication will produce an intercultural perception and in that perception will form the emergence of a stereotype as expressed by Rumovar, "the stereotype of generalization over a group of people held by a particular culture" (2014: 4). Stereotypes can be

a view that leads to positive and negative views, a positive stereotype does not become an obstacle in communication, but a negative obstacle will be a barrier to communicating.

Stereotypes come from an event, so that a group has a view of another community.As in Indonesia, the stereotypes of ethnic Chinese have occurred since 400 years ago, since the outbreak of hostilities between the VOC (Dutch) and Chinese ethnicity in October 1740 (Tirto.id, 2016),from this history evolved into an ingrained hatred, formed from the VOC until there was a grouping that became the dividing wall between the natives and the Chinese.

Events that never forgotten and became the root of ethnic Chinese anxiety during the reign of President Soeharto, in May 1998 when the ethnic Chinese became victims of violence,and that is very important for ethnic Chinese, many of whom are victims of looting and violence that have a goal toward ethnocentrism.

Indonesia is the largest country in the ethnic Chinese population compared to other countries, described in the following table:
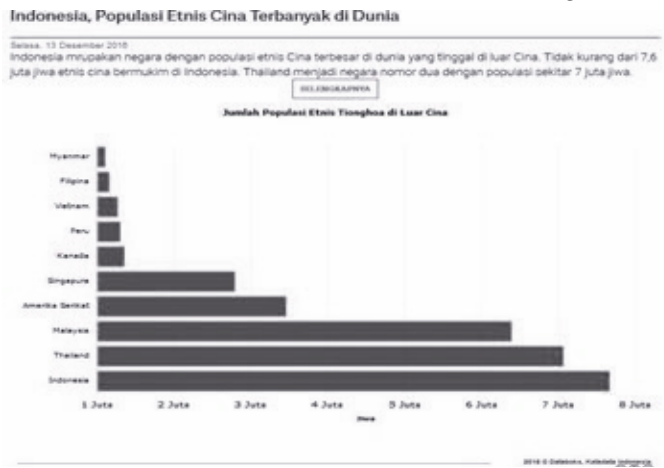
Tabel 1: Comparison of ethnic Chinese population in the world
Sources: https://databoks.katadata.co.id/

From the data table above can be seen that Indonesia has the most ethnic Chinese in the appeal of other countries such as Myanmar, philippines, vietnam, and canada,this should be an advantage for Indonesia because it can be assumed that Indonesia has cultural diversity, not only indigenous ethnic or indigenous Indonesians inhabiting the Indonesian state. This should be an advantage for Indonesia because it can be assumed

that Indonesia has cultural diversity, not only indigenous or indigenous Indonesians who inhabit the Indonesian state.

Mutual respect between ethnic groups should be carried out in accordance with Law No. 48 of 2008 article 2, from the explanation of the law it is clear that interracial discrimination should be abolished,negative stereotypes can lead to discrimination, as Christiany Juditha's (2015) study entitles Stretotypes and Prejudices In The Ethnic Conflicts of Tionghoa and Bugis Makassar,reveals that "the very strong stereotypical and prejudicial factors in ethnic Chinese and Makassarese bugis are interesting to discuss and stereotypes relate to prejudice, prejudice activating streotypes" (2015: 3).

The existence of prejudices that create stereotypes, create discrimination and end with conflicts, such as research conducted by Feybee H. Rumondor with titles Stereotypes of the Minahasa Tribe Against the Papuans, in this study revealed that, stereotypes influence at least in three:

1. Stereotypes and prejudices can lead to non-intercultural communication. Stereotypes and strong negative prejudices,causing people to choose shelter and work only in places that reduce contact with other ethnicities.

2. Stereotypes and prejudices tend to produce negative things during the process and prejudice of intercultural communication processes,Changes in quality and interaction.

3. If stereotypes and prejudices are so profound then people will engage in active antilocation and discriminatory behavior towards unwanted groups of people.This will lead to further confrontation and open conflict.(2014:4)

From previous research, researchers in the study entitled "Analysis of Stereotip Impact on Ethnic Tionghoa (Case Study Student of Ethnic Chinese Descent in Semarang) aims to analyze whether the impact experienced by ethnic Chinese after being exposed to negative stereotypes in the process of assimilation.

LITERATURE REVIEW

Stereotypes and assimilation

Previous research stereotypes themselves have an understanding that is, "a prevailing belief is generalizable, overly easy-made,simple or

exaggerated about a particular category or group "(Rumondor, 2014: 6) it can be assumed that stereotypes are formed from how individuals perceive their environment, they have views on other groups.

In this way can be a positive or negative view, whereas a negative view is a form that can inhibit the formation of intercultural communication, stereotypes can lead to conflict, as revealed by previous research, "stereotypes, prejudices, and discrimination often lead to hatred and racial riots,in the case of ethnic Chinese the stereotyped view is often spared on an exclusive doubt of their status and position "(Juditha, 2014: 3).

Stereotypes are very influential on the process of assimilation, assimilation is a process by which a person can mingle or befriend other individuals or groups,in previous studies described above that stereotypes cause division and this can be replicated in the communication process. As found by Adler in Samovar,"Stereotypes become a problem when we put people in the wrong place, we describe the wrong norms and groups" (2010: 203).

Stereotypes are a barrier to the communication process in which communication becomes important in assimilation, where Samovar is said to be the four reasons why stereotypes become a barrier to communication, ""The first stereotype is a type of filter; providing information consistent with information believed by a person, secondly, the assumption that all the specific information about a culture is applied to all persons of a particular group,third, the stereotype hinders your success as a communicator because stereotypes are too generalized to be an obstacle. Fourth, stereotypes rarely change so that develops every time "(2010: 206).

The splits caused by stereotypes will cause a distance or boundary, so there are obstacles in the process of assimilation.

Uncertainty reduction theory

The theory was developed by William B. Gudykunst and Charles Berger, in Littlejohn describing "this theory explains how foreigners can make effective communication using the management of anxiety and uncertainty during interaction" (2016: 44).

This theory has the assumption, Littlejohn (2016: 1175) describes the theory that is:

1) Cognitive uncertainty

Appears when the individual is uncertain about his or her beliefs or other people's beliefs.

2) Behavioral uncertainty

Appearing when people are not sure of their own actions or the actions of others, it can be abbreviated that uncertainty exists when people lack information about the surroundings.

According to Berger at Littlejohn, there are three ways to reduce uncertainty:

1) Passive strategy, is by observation

2) An active strategy, is by requiring observers to do something to get information

3) An interactive strategy is to communicate with others. (2009: 219)

RESEARCH METHOD

This research will use a qualitative approach, Moleong explains, "Qualitative type research is a research that uses naturalistic approachto seek and find understanding or understanding of phenomena in contextual and nonconforming context "(2006: 3),research subjects in this study,

1) Is a descendant of ethnic Chinese

2) Is a student of public colleges and private Islamic universities in semarang

3) Has an environment that is not only ethnic Chinese

Research using purposive procedure technique, according to Bungin "is one of the most common determinants of informants in qualitative research,setting the group of participants who become informants in accordance with the selected criteria relevant to the problem "(2007: 107).

This research has key person, that is the informants who have direct experience in stereotypical problem,information taken from the key person then developed and continues to the next informant in the can from a friend key person.

The informant of this research are students and alumni of students from state universities and one of Islamic private universities in Semarang. Resource persons have a range of age 20 - 25 years,the speakers are the

descendants of the original Chinese, and before entering the university always choose to go to private schools in which the majority ethnic Chinese.

The focus of this research is:

1) Chinese attitude when first in a non-Chinese environment
2) Chinese attitude to address the stereotype that grows among non-Chinese
3) Chinese attitude when interacting with non-Chinese

RESULT AND DISCUSSION

1. Reasons To Choose The State University And One Of The Islamic Universities In Semarang

State universities and one of the Islamic universities in Semarang are not the primary choice universities of the respondents,Because at first the informant never attended public or general schools, it caused a lot of anxiety, as revealed by the respondents,

"Honestly I was actually not choose, so if I spelled it exactly that I choose a private university. So from me playgroup I private entry, private elementary school, then after that, when I want to go to college S1 I know that I think it's a communication. Well, I know that communication in semarang tu emang is here. UNIKA is not there then UDINUS not exist, I finally chose UKSW. Well after that want S2, why I choose it here, the reason is not because of it, because I've worked. I have the same responsibilities work, if I lecture outside the city continue, how my job? yes already S2 existing communication where,SWCU does not have that department, in this country, and I can not go out of town. finally choose here " (#informant 1)

This is also expressed by the second informant,

"Actually it is from the beginning of entering the lecture is private property only in the country, but accepted in the country"(#informant 1)

From the answers of the above sources, it can be concluded that the original source did not make the state university and one of the Islamic universities in Semarang as the main choice,they chose a state university and one of the Islamic universities in semarang.

From the answers of the informant they have their own anxiety when they finally studied at the state university and one of the Islamic universities in semarang, before the interview we took the first approach

off the record they claim to have anxiety when they know will enter in the University of which the majority of ethnic Javanese and Muslim.

Interviews from informant in which they feel anxious when they finally determine the state university and in the end they decide to go to college where it affects themselves until their anxiety increases.

But one informanthas no other choice because the department he only wants in the university, the source by choosing an Islamic private university, as ordered by the source,

> "Since it was that year, 2011 is for the dentist only at the Islamic university here, and I am not allowed outside the city, so look for him already around in Semarang If it is now open in the country and so forth" (# informant 3)

Seen from the interview results are the third informant, choose Islamic private university because it is still a city and not too far away,the speakers feel that they have high anxiety because the informant is a Chinese and not a Muslim. To get into an environment situation very different from before,where he has to deal with other groups, because he himself comes from a descendant, as ordered by the third inteviwees.

> "In my class? My Army? Nothing .. just me solo. If the non-Muslims have two of my friends, but not the Chinese "(#informant 3).

From this anxiety, they have experienced the anxiety of "behavioral uncertainty", referring to the problems facing individuals about their own actions and the actions of others (Budyatna, 2015: 141)

2. The Way of Chinese Ethnic Trying to Assimilate to Other Ethnicity For The First Time

The first time you go to college will definitely pass the school orientation period, where new students have to gather for introductions to each other and introductions to the campus,when it is a fun thing but also rises a lot of anxiety for ethnicity who feel they are a minority like Chinese ethnic.

> "I used to come in early wearing a headscarf, so do not get caught, even me from up, so because I already know they do not agree.Until finally assigned to make the group, continue during the break and then pray, the lecturer asked, who here is non-Muslim, it just plasticity. At first nobody knows "(#informant 3)

From the third source who had to wear the hijab because he attended the Islamic university he felt safe enough to feel invisible of

Chinese ethnicity,and friends no one realizes he is a fraction, bigger and more noticeable.

A different exposure is explained by resource person 1, which is a strange feeling, as he studied at a state university who can not deny that he is Chinese,

> "Got a high anxiety, first I go in matriculation, see everything is hijacked, that is not covered A just because it looks Tionghoanya. when I met the same friend of Chinese, first asked, he communication, Then praise God there is a friend. Then I told him. I like to join the community. UKSW is also a lot of students from various islands "(#informant 1)

Of the two speakers 1 He was very anxious, because he was at a private university, everyone has a high sense of anxiety.When viewed from both informantwhen they feel high anxiety, they try to see the condition when entering a new group,they see if there is an ethnic one that can be invited to be friends at the time, they will keep searching for their ethnicity when entering new group so that they are comfortable in socializing and learning new group.

Resource 1 reduces their anxiety in a way, gets acquainted in addition to just looking around them, and the third speaker reduces anxiety by doing non-verbal activities,because he feels more invisible of Chinese ethnicity, using hijab. Despite the beginning of the 3rd source and looking for the same factor for its convenience.

In this case the informants, mentioned so-called dyadic interactions, according to Budiyatna, "cognitive uncertainty in the misconceptions people make about themselves and the beliefs of others" (Budyatna 2015: 141).

So from this case the speakers have anxiety because they have stories from the past that are told from their parents, besides they are just first assimilated with other ethnicities outside of ethnic Chinese.

But ethnic Chinese overcome anxiety in three ways, according to Berger's words in Littlejohn (2012: 219), one of which is Passive Strategy, is by observation, ethnic Chinese trying to find their ethnic neighbors.

3. **The Way They Respond To The Stereotypes That Are Addressed To Chinese Ethnicity**

When entering the lecture the speakers also experience stereotypes from their new environment, as described by the speakers 1,2, and 4, namely

""If the new people they keep calling "CIK", "NIK" I was not comfortable. They like specializing me. I'm more comfortable called Mbak,because I think Mbak more universal, because the culture problem here " (# informant 1)

"I do not know, I know China is stingy" (# informant2)

"Most stingy, if the Chinese should be able to speak Mandarin" (#informant 4)

From the exposure of resource persons 1,2,4 the stereotypes they receive are called ci, and stingy.The stereotype is so attached to them that the students are the descendants of the Chinese, the informants who originally assumed that it was a form of joke,gradually became the differentiator that ultimately made the informants uncomfortable.

The speakers want to be considered the same and not distinguished from other ethnicity, because they want to be regarded as mostly Indonesian citizens, calling "cik" can be considered a familiar call but in reality according to the source it actually makes them like a differentiator, the discrimination of it became an anxiety for ethnic Chinese.

The emergence of such stereotypes of informant strive to overcome the stereotypes that emerge so that they can adapt well,some informanttry to do something to make the environment around them understand that negative stereotypes are not all true, but some try to let because stereotypes will continue to happen,because it all depends on the mindset of each individual.

"Actually I am not stingy, if anyone ask for a task, I always say it is not stingy,it is not stingy stingy who say stingy, eventually lost itself "(# informant 2)

Here's a informant person who claims he has not done anything to get out of the stereotype

""survive until now, no matter what the situation, know a good friend, know what temen ga good" (#informant 4)

"The way to survive, because he thinks here just want to take his aja .. must pass from here.5 years there like 10 years 20 years but still must pass "(# informant 3)

Their way to survive by doing something or not, they proven successful to be well assimilated as informant 3,he managed to join the student executive body, informant1,he successfully assimilated well in

the class which is also the only part of Chinese in the class, just like the 4th speaker, then the 3rd person has successfully graduated from the medical department and is now successfully working.

It is not easy to assimilate amid cultural stereotypes, according to stereotyped speakers who often appear when they are assimilated like a miser, have a store, are rich, and identity names like "cik"is a problem that although only doubles for other ethnicities but for them it is very disturbing, As revealed by Adler in Samovar, "Stereotypes become a problem when we put people in the wrong place, we describe the norms and groups incorrectly" (2010: 203).

In the face of stereotypes without them knowing they have done two of three strategies to reduce anxiety from within him, and try to get out of the stereotype, some of the informantdo not seem to actively engage in such a method but still with those who dare to assimilate and interact directly are ways to reduce their anxiety.

The strategy revealed in Littlejohn (2012: 219), there are three strategies to reduce uncertainty, including: Active strategy, in the form of direct observation by trying to interact,Interactive strategies, such as direct communication such as following student activities, directly provide evidence that stereotypes are developing is wrong.

CONCLUSION

In the results of this study it can be concluded that ethnic Chinese have anxiety in assimilating with other ethnicities, the anxiety is influential in terms of choosing the university, and continues until they start to study especially when they first enter the orientation period.

When ethnic Chinese begin to take liberty to assimilate, they are not spared from the stereotypes developed in the culture. That actually adds anxiety to ethnic Chinese,especially because they are just trying to assimilate with other ethnic groups. They must try to escape from stereotypes, but it is not easy.They should be able to reduce the anxiety they feel, so they can prove that the current stereotypes are not all right.

To reduce their anxiety they are passive in the form of observation strategy, then active strategy of introduction, an assimilated interactive strategy extends friendship

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Undang – Undang Republik Indonesia Nomor 40 Tahun 2008 Tentang Penghapusan Diskriminasi Ras Dan Etnis.

Burqa Phenomenon in West Java Indonesia

Nur Ratih Devi Affandi

INTRODUCTION

Burqa or fabrics that cover all over the part of the body, from head to toe except eyes only. It is usually found in Saudi and wear by Saudi women only. Women wear it when they go outside their house or in the public area. There is an obligation for women to cover parts of their body. As one of hadith said that:

> "O Prophet, enjoin your wives and your daughters and the believing women, to draw a part of their outer covering around them. It is likelier that they will be recognizes and not molested. Allah is Most Forgiving, Most Merciful." (Al Ahzab: 59)

From the hadits above we can conclude that believing women in Islam must cover their body. It is in order to easy to recognize as a Moslem and never get molested by other. It is clear that fabric that cover not only covering one part of their body but all over their body. Fabric that use as a hijab is one which is not transparent and do not show the shape of body. Also in surah An Nur 31, it is said that women have to cover hijab to their chest. It means Moslem should never become the center of people's attraction. While burqa is not only covering the head and body but also the face. So that the only shows from he women is only their eyes.

Even there are no rules to cover all over body except eyes only. But in reality in Saudi most women wear it especially in black color. In every public area like mall, street, office, public transportation and so on women always wears Burqa. Saudi women never go outside alone, they always accompanied with their family, in this sense men in their family like husband, father even their son. Burqa that their wear is like a long coat complete with the head scarf and face cover.

In the other world, buqa is an outer garment wear by women is Islamic society. It purposed of concealing their bodies and face. It is

wear by women when she leaves their house and is compelled to wear it until their come back home. Today burqa is wear though out the Saudi Arabia nation. It is also wear in some Islamic country all over the world, with a few liberal or democratic governments being less strict about wearing buqa. Turkey for instance, where the secular ideas prevail and give people to choose. While in the stricter country, women are forced to wear it, but when they go to another country they choose to open it.

Indonesia as one of the biggest Moslem population in the world also has democratic governments. Government is Indonesia never ask their people to wear several cloths, they only has some rules about wear cloths properly. For instance in a formal occasion people suggested to wear batik as a heritage Indonesian cloths or suit and tie as international formal cloths. In some region in Indonesia there are some traditional cloths, just like kebaya and iket in West Java, Ulee Balang in Nangroe Aceh Darussalam, Ulos in Sumatra and so on. But there is one traditional cloth that admitted in all over Indonesia it is kebaya for women and batik shirt for men. For Moslem women kebaya is also use, they only have to add scarf on their head. But for burqa, there is no several rules to wear it strictly in Indonesia. But today we can found women wears burqa in Indonesia. Even celebrity also wear burqa, it makes burqa looks more familiar in this country.

The image of burqa also varied from country to country. Some countries are scare to see women wears burqa, they always associated to terrorist. Even they are not terrorists. In some airport women who wears burqa treat specially, like being rechecked in another room in immigration.

Women wears burqa is nowadays easy to found in West Java as the most densely populated island of Indonesia. In public places there are women wears burqa. They still doing their daily activity like being lecture, teacher, and dentist even as an event organizer. They seem enjoy wears it run their activity normally. Even the image of burqa itself looks doesn't disturb their decision to wears it. They believe that burqa doesn't disturb their activity. Even for driving and doing some sports them keep wears it.

It is not easy to wear burqa in West Java, because in West Java is different than Saudi, in Saudi almost every women wears it and the culture support them to wear it. While, in West Java not all women

wears it, and the culture that admitted is different than Saudi. Some women who wear burqa choose to have a community who also wears burqa to deal with their activity. But some them still mingle with others who didn't wear burqa to do their activity.

Human being always do interaction in with other human in their daily activity. They use symbol to do their interaction. Burqa, in this sense as one of symbol that used to deal the interaction with people. People who wears it must be interact differently than people who didn't wears it. In the same way people who interact with women who wears burqa will interact differently than interact with women who didn't wear it. The reason or the motivation of the women who wear burqa will be varied. Also their goals after wear burqa and the way they understand the burqa and themselves.

From the preface above about the phenomena of wears burqa in West Java, there are some research problems that will investigate. There are;

1. How is the motive of women who wears burqa in West java?

2. How is their experience in wearing burqa?

3. How the women who wear burqa understanding burqa even themselves?

Hence, this research going to investigate the motive of women who wear burqa, explore their experience and interpret their understanding about burqa and about themselves.

LITERATURE REVIEW

As a guide for this research, there are several theory that assume can use in this research. There are Social Action Theory by Max Weber, Phenomenology Theory by Alfred Schutz and Symbolic Interaction Theory by Mead.

Social Action Theory

For the purposes of a level Sociology we can reduce Weber's extensive contribution to Sociology to three things – firstly he argued that 'Verstehen' or empathatic understanding is crucial to understanding human action and social change, a point which he emphasized in his classic study 'The Protestant Ethic and the Spirit of Capitalism'; secondly, he believed we could make generalizations about

the basic types of motivation for human action (there are four basic types) and thirdly, he still argued that structure shaped human action, because certain societies or groups encourage certain general types of motivation (but within these general types, there is a lot of variation possible).

Weber believes that there are four ideal types of social actions. Ideal types are used as a tool to look at real cases and compare them to the ideal types to see where they fall. No social action is purely just one of the four types.

1. Traditional Social Action: actions controlled by traditions, "the way it has always been done"

2. Affective Social Action: actions determined by one's specific affections and emotional state, you do not think about the consequences

3. Value Rational Social Action: actions that are determined by a conscious belief in the inherent value of a type of behavior (ex: religion)

4. Instrumental-Rational Social Action: actions that are carried out to achieve a certain goal, you do something because it leads to a result

To illustrate these different types of action consider someone "going to school" in terms of these four ideal types: Traditionally, one may attend college because her grandparents, parents, aunts, and uncles have as well. They wish to continue the family tradition and continue with college as well. When relating to affective, one may go to school just because they enjoy learning. They love going to college whether or not it will make them broke. With value rational, one may attend college because it's a part of his/her religion that everyone must receive the proper education. Therefore, this person attends college for that reason only. Finally, one may go to college because he/she may want an amazing job in the future and in order to get that job, he/she needs a college degree.

Max Weber was particularly interested in the later of these – he believed that modern societies encouraged 'Instrumental-Action' – that is we are encouraged to do things in the most efficient way (e.g. driving to work) rather than thinking about whether driving to work is the right thing to do (which would be value-rational action.

Weber believed that modern societies were obsessed with efficiency – modernizing and getting things done, such that questions of ethics, affection and tradition were brushed to one side – this has the consequence of making people miserable and leading to enormous social problems. Weber was actually very depressed about this and had a mental breakdown towards the end of his life. (https://plato.stanford.edu)

Phenomenology

Phenomenology as theory that is used in this research aims to explore the motivational context as meaning context. The motivational context refers to Alfred Schutz are differentiate into two parts, there are "in order to motive" and "because of" motive. Schutz (1967) assumed that, human interacts in this wolrd based on their biological determination. They do all the things based on their relevance of the system that make them free to choose which environment they want to stay to interact. That element as the research object. Social research in the other hand runs the basic connection from the science determination choose the aspect from the suitable situation to the research objectivity.

Leaning and put this social phenomenology, Schutz (1967) also grew the human of action model with three points, there are:

a) The postulate of logical consistency

b) The postulate of subjective interpretation

c) The postulate of adequacy

Schutz has a special world called *verstehen* as an approach that is used to understand the sense that become the basic or surround the phenomena. The phenomena itself supported by sense made by actor inside. While P.A. Munch (1975) said that *verstehen* include two approaches there are:

a) Identified the understanding of the action as wanted by the actor

b) Knowing the surrounding context that used to understand it.

In Schutz point of view there also special word that called typification, or a process that creates standard social constructivism based on specific assumption. There are some typification:

a) Experience

b) Things

c) Social (system, role status, role expectation, institutionalization)

Schutz also identified four social reality, each as an abstraction from social world dan easy to recognize by the level of mediation and level of determination. There are umwelt (refer to daily experience), mitwelt (refer to seldom experience), folgwelt (refer to place of the next generation) and vorwelt (refer to the place of the ancestor). Phenomenology by Alfred Schutz hope can reveal the motive, experience and the awareness of the women who wears burqa in West Java.

Symbolic Interactionism

In the other side symbolic interactions theory is an interaction that shows special meaning and makes interpretation. Symbolic itself come from word "symbol" or sign that appears from agreement. It is explore that (a) human acts to the others based on sense that people give to them. (b) Sense creates in the interaction between human. (c)Sense modified through interpretative process. Human do interpret the sense through communication process that need construction process. The sense is a social product that creates by defining human behavior when they doing the interaction. The development of Mead's theory runs through interpretation and exploration more by his student, Blummer. He also as the founding of Symbolic Interactionism Theory. Symbolic interaction is human activity that become the special thing from human, that is communication or the substitution of symbol that put sense on it. Blummer combines the idea of symbolic interactionism through his research and collaborate by the idea of John Dewey, William Thomas and Charles H Cooley.

This perspective is bellow the phenomenological perspective or other interpretative perspective. Then, Maurice Natanson who use the phenomenology as one of the theory that assume human awareness and the subjective meaning as a focus to understand the social action. Maurice said that phenomenological point of views about social reality assumes that intersubjective world creates in awareness activity. While Bogdan and Taylor said that there are two approaches in phenomenology there are Simbolic Interactionism and Etnomethodology (Mulyana, 2009:59).

As Mulyana said (2001) symbolic interactionism by Mead as theory from Garfinkel that also take affect in America, also phenomenology by Schutz that take affect in Europe actually are bellow the Social

Action Theory by Max Weber. Mead did not said explicitly floats Weber's theory or inspired by Weber. But there is a similarity in their way of thinking that are human action. Mead thought also inspired some philosophies, especially pragmatism and behaviorism. There are also similarities between Mead and and Schutz point of view. Some interactions emphasizes phenomenological dimension by synthesizing their work with Alfred Schutz idea.

Weber defined social action as all human behavior as long as human give one subjective sense to the actor. The action can be open or hidden, it can be positive intervenes in one situation or intentionally silent as a sign of agreement. Weber said that social action is based on subjective meaning that given by human or society, the action considered people behavior thus oriented in their appearance. This perspective refuse that human as a passive organism that their action constructed by the power outside themselves. So human will changes, the society also changes through that interaction. Structure creates and changes because of human interaction there are when human think and act in stabile way to the same object (Mulyana, 2001:59). In the other hand Ritzer (2004) said that symbolic interactionism has some points there are:

1. Human not like animal, human affected the ability of thinking
2. The ability of thinking creates by social interaction
3. In social interaction, human learns the sense and symbol that makes them put their ability as a human, thinking.
4. Sense makes human continue the special action and interaction
5. Human can modified or change the sense and symbol based on their interpretation and intuition
6. Human can modified the changes because they can interact with themselves that makes they check the steps of each action and see the relative advantages or disadvantage and choose one of it.
7. Action patterns and interactions shapes group in the society

The seven points above assume can identify the social interaction that done by women who wears burqa in West Java Indonesia. How they deal with their changes and people point of view about them.

RESEARCH METHOD

Methods is a process, principal and procedures that used to approach research focuses and found the answer of the research questions. In the other word methodology is general approach to investigate research topic (Mulayana, 2003:145). While phenomenological methodology as Littledjohn (2005:336) said that as approach that assumed a phenomena is not the reality that stands alone. Phenomena that appears in real world is an object that full of transcendental meaning. Human daily social world is something intersubjective and full of meaning. So the phenomena that understand by human is a reflection from transcendental experience and the understanding about the sense.

This research focused on phenomenology by Schutz. It is used to reconstruct the communication experience by women who wear burqa. Schutz also said that human is a social organism, thus their awareness about daily life is social awareness. The world that experience by human is the intersubjective world with difference meanings, also the difference feeling as a part of community. Human in this sense have to be understand one to another and act in the sam reality. In phenomenological research women in West Java will be investigated around their motive behind and the goal motive in wearing burqa.

RESULT AND DISCUSSION

The discussions done in this research are about motive of women who wears burqa first. These motives understand as an action that given sense on it. It is sense that including interpretation, thinking and on demand inside (Weber. 286:2006). There are some action done based on rationality that filled human action, in this sense women who wear burqa in West Java. There are; Rationally Purposeful Action, Value Ration Action, Affective Action and Traditional Acton. Those four elements unconsciously filed in the action that taken by women who wears burqa. Those actions reduce and discuss by using Alfred Schutz phenomenology approach. Another theory by Mead also used in this research to dig the symbolic interaction that done by the informant.

a.   Motives Wearing Burqa

There are some reasons behind the women wear burqa, in this sense researcher done some depth interview with several women in West Java. The first informant is wife of Bandung Foot Ball Club Community

player. The second informant is a lecture in one of private university. The third informant is teacher in madrasah. The fourth untul the seventh informant are housewives. Researcher done some observations during some weeks to the informant, whether in real life or in social media activity. Because not all of them has social media account. Some of them said that they wear burqa because it is the command from their husband. Their husband ask to wear burqa in order to save him from hellfire in the hereafter. The informant knows some mahzab or rules in wearing burqa. In one mahzab said burqa is the obligation for women to hide their face from people sight. So that they can keep people sight far away from them. But another mahzab said it is sunnah or if it done the women will get rewads from God, but if it not done it will be all right. But since their husband ask them to wear it, finally they decided to wear burqa. Because in Islam, follows the husband's command is a must. It is categorized into family motive.

Another informant said that the motive in wear burqa is an obligation for women to protect them. She decide to wear it because she feels disturb by people's sight to her in public area. She thinks that the way people see her in a different way when she wasn't wear burqa. But after she wears it, people's sights are different in a good way. It is categorized into religion motive.

The informant who has profession as a lecture explains the different way she wear burqa. She wear it in every public activity but lecturing. When she do her job as a lecture in one of famous private university she take it off. Because the rules that run in the university forbid a lecture to wear burqa. It is categorized into innerself motive.

There also informant who said that she wears burqa only if she come to the mosque to do *kajian* or listening to the *ustadz* or *ustadzah* (person who teach about Islam). She take it off when she do another public activity like work, shop or do some sports like jogging and hiking. It is categorized into identity motive.

According to Schutz there are two types of motive there are because motive and in order to motive. In this sense we can see that the informant fulfills both motives. Motive that become their background to do the act and motive that become the goal to do that. Based in the depth interview that done, the "because motive" of the informant are command form their husband and command from Allah The

Most Merciful. While the "in order to motive" there are to keep away people's sight. According to the informant they feel unsafe or unsecure when people specially men see them in the different way. They believe that man can be tempted only by seeing women. They try to make a conducive situation that they can do activity without men sight.

b. Experience Wearing Burqa

Based on the interview that done, the informant explains their special experience that only happened when they wear burqa. Not only the positive one but also the negative experience. They really happy when no people see them in a bad way. They feel safe to go everywhere even by using public transportation at night. The informant also said that they feel that they are guided by Allah and feel grateful can run one of obligation in their religion.

While the bad experience are they feel complicated when some activity like eating in public area do. Some of them said that it is hard to eat by using chopstick. Even eating sundanese food that using hand only become the hard thing for them if they do it in public area. To do some sports also is a hard thing when using burqa. They said it is hard to breath when do some sport while wearing burqa. Feeling hot and humid also becomes their experience in wearing burqa. As we know Bandung weather sometime unpredictable, it could be rainy but sometime it could be so hot. Some of the informant still living with their mother, but their mother did not wearing burqa. It makes their mother felt shocked when they see their daughter decide to wear burqa. Some of them also feel bad when people called them as a ninja. At first it is okay to called ninja, but if it is done over and over again they felt disturbed. Sometimes people called them as an extremist. But actually they only runs religion's obligation.

Interactions that done by the informant is the symbolic interaction. As Mead said that human do interaction by using symbol in their daily life. In this sense the symbol that they use is by wearing burqa. Burqa as a symbol of obligation to God, that's why the informant chooses to wear it. It is express their point of view about burqa itself. The women who wear burqa acts to the others based on sense that people give to them. It makes they control they own behavior. Because people think that womena who wear burqa is alrealy perfect in understanding religion. Sense about burqa itself creates in the interaction between human in

their daily life. They protect themselves from unnecessary interaction, especially with men. The women who wear burqa in this research interpret that burqa is the best way to protect them.

c. The Sense of Wearing Burqa and The Sense of the Seff Wearing Burqa

This research try to find the interpretative meaning of burqa by women who wears it also try to investigate how the women understand herself as a person who wear burqa in a culture which di not obligate it. The informant explains that burqa is the evidence of Allah's love to the women. They said that Allah try to protect women from everything surround them. Because they said that if they wear burqa they will try to protect their behavior, for example they have to sit when they drink some water and they cannot talks about bad behavior about other people or gossiping. Even Allah do not want the women's skin being bur by the sun light.

While their understanding themselves as person who still learns about Islam. They know that people point of view about women who wear burqa is someone who already understands the religion in a whole, but they did not feel that way. They still try to learn Islam more in some *kajian*. They never think that they as the best people who already good in deed.

Based on Mead point of view in symbolic interaction the women who wear burqa in West Java has already fulfill all points. They have cognitive ability to thin that wearing burqa is the best way to protect them and as an expression of their obligation to God. With burqa they position themselves in the different way in social interaction. They keep away from men even men's sight. They also keep their behavior far from negative one. Their special action is not only keep their positive behavior but also try to deliver the message of Islam to other. The women who wear burqa also modified their changes in this sense decision to wear burqa to select the advantage and the disadvantage thing for them. The last one they have a special pattern of interaction that shape group in society.

CONCLUSION

Women who wear burqa in West Java Indonesia are having different motive, some of them because their husband ask for it and some of them as their expression of obligation to their religion. While

their goals are to keep away people sight from them and get the reward from God. They also experienced positive and negative experience while their wears burqa. Their understanding about buqa itself as an evidence of Allah affection toward women and their understanding about themselves is the servant of God who still learn about religion.

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Communication Patterns and Strategies for Urban Families to Enhance Religious Tolerance on Their Children

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ABSTRACT

Indonesia is very well known for its rich culture which involves Race, Religion and ethnicities. This enormously rich culture is also praised by other countries. This identity of our country needs to be preserved in order to achieve our collective goal of a harmonious nation. A country which implements tolerance is a key to a worldwide security and order, thus all countries around the world are constantly working on ways to enhance Tolerance, including Indonesia. There needs to be a concrete step taken about the same, one of which is to implement the values of Religious Tolerance to all citizens of our country. There are numerous ways to do this; one of it is through family. In this case, Family plays a vital role in communicating the idea of Religious beliefs to their children, as they're the primary education center for them before they step out to the society. There's something very interesting happening amongst the Urban families of Indonesia, as there's a really huge leniency amongst the diverse religious beliefs in the country to the fact they can openly quote another religious belief as a reference to their family members. And for that reason, researcher find it interesting to bring up the topic of Communication patterns and Strategies for Urban Families to enhance Religious Tolerance on their Children. This research is carried out using Qualitative Research method through Intensive interviews with Urban Families, drawing a detailed result on the Communication patterns and Strategies Urban Families implement to enhance Religious Tolerance on their Children. The result of this research is intended to be a theoretical and Social understanding on how ideal families communicate and build a spirit of tolerance on their kids.

Keywords: Communication Strategies, Family Communications, Urban, Religious tolerance

INTRODUCTION

Religious diversity in Indonesia is an asset and pride for all her citizens. As we know, Indonesia is a multicultural country with diverse beliefs from Sabang to Merauke. This multiculturalism is shown with its diversity of Race, Religion and Ethnicity that spreads all over the country. One of these which is most highlighted is its religious diversity. There are several Religions that is officially recognized in the country, namely Islam, Catholic, Protestant Christian, Hindu, Buddhist, Konghucu and the others (Yakin, 2005: 3-4)

Indonesia's religious diversity have a potential to be a vast multi-religion nation, this does not only mean its modern civilization, but the entire country. This diversity is a major investment for our upcoming generations, as they can use this fact to get the world to get their eyes on us.

Although this diversity seemed a lot like an investment for our Nation, but many sees this as a challenge as there's a lot of issues caused by the same. These issues haven't only happened recently, but since centuries ago. Even today, majority of conflicts that happen at various corners of the country happen due to the difference of religious belief.

Setara Institute (2014) revealed a surprising data about recent issues that happens in Indonesia. The statistics shows that the freedom of choosing beliefs leads to Discrimination, threats and assaults to a certain religious follower. Most of these includes banning the establishment of building a religious center, discrimination, threats and assaults to certain religious followers and the obstruction of carrying out their religious practices. Besides, there is also a lot of blasphemy carried out by several parties all over Indonesia. All these facts should alarm us that with the freedom that comes from choosing beliefs, there's also a potential to cause conflicts, thus this needs to be anticipated as early as possible.

The most recent incident happened during the 2017 Governor Election. We can't deny the fact that majority of our Muslim Citizens would opt for a leader of the same belief, thus a lot of debate occurs when a non-Muslim leader puts their name upfront which leads to a lot of social instability. LIPI Senior researches Sri Yanuarti states that Indonesians are very fragile when it comes to SARA (Race, Religion and Ethnicity) issues, and that fact is used for Political Benefits (beritasatu,

2018). This causes them to more freely voice out themselves against other religious beliefs. This is predicted to cause other Religious offenses by majority of Indonesian Citizens, either directly or indirectly.

This fact that portrays various religious offenses and conflicts shows how important it is to arise awareness on Religious tolerance to all citizens. Tolerance values, most importantly religious values are key to creating a peaceful and harmonious life. Religious tolerance is vital as it involves values of appreciation and respect for other beliefs. This value has to be communicated since as young as possible, as it will help build their mentality to respect and appreciate differences, even including religion. Religious tolerance for the young can be achieved through multiple ways, one of which is through Family (bkkbn.go.id, 2016)

Family plays a key role in the development of a human character and behavior. Before they start interacting with their social world, family becomes the primary media in installing social norms and values to their family members. These values instilled by family prove to be much more effective as compared to other institutions. These will cause positive impacts to the family member, helping them to better interact socially. Besides, internalizing positive norms and values will also help develop positive behaviors by interactions that occur amongst family members. There are at least 3 (three) communication types that can help develop positive attitudes amongst family members. First, communication between Husband and Wife.Second, communication Between Father and children.Third, communication between mother and their children.These shows the importance of communication in building tolerance amongst children.

It is very interesting to notice the urban families today. In their daily conversations, Urban Families tend to be more lenient in speaking about diversity. A lot of urban families show various social diversity to their children. They are even very open in sending their children to schools with very diverse student backgrounds, like International or private schools.

This basis becomes the background of the research on communication patterns and strategies implemented by urban families in instilling religious tolerance values to their children. By a combination of family communication patterns & strategies theories and concepts with the concept of urban families as a whole, we expect to come up

with a new theory called Urban Family Communication Theory in internalizing tolerance values. The impact we would like to contribute is a new theory in the Communication field, namely Urban Family Communication and this can practically increase tolerance values amongst the society as a means to build a harmonious nation. Thus, the question asked in this research goes **"**What's The Communication Patterns And Strategies Implemented By Urban Families In Instilling Religious Values To Their Kids?**"**

The purpose of this research is to figure out Communication strategies urban families use in instilling tolerance values on their children.

LITERATURE REVIEW

Family Communication Patterns Theory

One of the communication theories that show up when it comes to family communication in regards to various realities and activities in a family is the *family communication patterns* theory developed by Mary Anne Fitzpatrick and her associates (Fitzpatrick, 2004). FCPT is based on an assumption that creating a collective social reality is the core duty of a family communication. Families create their realities through two communication patterns, namely:

A) First, dialog approach, which affects family relationships and its results. Dialog orientation is based on the frequent and uncontrolled communications between parents and kids with an intention to figure out meanings to the symbols and objects that creates social environments. This has a lot to do with the warm and supportive relationships based on mutual respect and care.

B) Second, the adaptation approach, which leads to a more limited communication between parents and children, where parents usually decides the social reality of the family. This has got a lot to do with a more authoritarian approach and limited understanding of the children's thoughts and feelings.

Other family communication pattern is also explained by DeVito (2001: 359) who elaborates for family communication patterns, namely :

1. Equality Pattern

In this pattern, each individuals share the same communication opportunity equally. Each member of the family is considered equal,

they are free to voice their opinions, ideas and beliefs. In this pattern there's no leader and follower, opinion giver and taker, each one plays the same role.

2. Balance Split Pattern

In this pattern, equality remains intact, but each individuals holds control in their own departments. Each individual is considered the expert at their own specific fields. For example, a husband is trusted to work & finance the family and the wife to take care of the kids & cook.

3. Unbalanced Split Pattern

In this communication pattern, one person is considered more able then all the others. One person dominates usually always takes control. In most cases, the person who dominates usually is more knowledgeable, or in other cases the person usually is more physically attractive or earns more. The party which is less physically attractive or earns less will have to compensate by allowing the other party to take over all the debates and make their own decision.

4. Monopoly pattern

One person is considered to rule. This person executes more of authority as compared to communication, giving lectures as compared to listening to feedbacks. This person usually will never ask for opinions, and have a say for the decisions.

Family communication patterns are always lead to the communication processes of each family members, including conflicts, adaptation and influence, family rituals and understanding. This theory is also always linked to their children, including their fear of communicating, conflict with romantic partner, loyalty, and the children's mental and physical health.

RESEARCH METHOD

This research uses the constructivist paradigm which labels Social Studies as a systematic analysis to social meaningful actions through direct and detailed observations to related parties, creating and maintaining their social worlds (Hidayat, 2003:3). Guba and Lincoln notes that in a constructivist paradigm, a problem and solution can't be generalized from one setting to the other (Guba& Lincoln, 1989 in Patton, 2002, page 98). Next, this research is designed to be descriptive-qualitative as it intends to understand and gain a clear picture about

subjective human experiences (Gilgun 2005). Strategy of Inquiry used for this research is Phenomenology. Next, data is collected through intensive interviews and observations with 4 (four) informants to gain comprehensive results.

RESULT AND DISCUSSION

This research digs deep into the experience of four informants who are urban families with different, routine insThis research digs deep into the experience of four informants who are urban families with different, routine instilling of tolerance values to their children. After that, the result of this research explains the various patterns and strategies implemented by urban families in instilling religious tolerance to their family members.

Using Equality Pattern, Balance Split pattern and Unbalance Split Pattern in instilling Religious Tolerance Values

Urban family communication patterns is explained very clearly in one theory called family communication patterns theory developed by Mary Anne Fitzpatrick and her associates (Fitzpatrick, 2004). This theory explains that different family have different communication patterns. Each family communication shows specific pattern, either dialog or adaptation, and each pattern is always linked to the communication process of each family member, including Conflicts, influence, rituals or understanding.

Religious diversity is sensitive topic to discuss. But, Urban families have a communication pattern when speaking about the same. Some of the patterns include 1) Equality Pattern; 2) Balance Split Pattern and 3) Unbalance Split Pattern.

In the Equality Pattern, family members get the chance to speak equally. Each individual in the family is considered equal, in that they can voice out their opinions amongst each other. All informants share that when it comes to communicating about Religious diversity, they often use the Equality communication pattern. According to them, Equality pattern is important to build awareness about the importance of diversity without need of forcing them. Children are trained to think critically and voice out their opinions about issues related to Relious belief.

Besides that, other informants also share that in explaining tolerance to their children, they use Balance Split pattern, which shows

a communication pattern where each family members have their own "departments" and each will perform their own specific roles (Devito, 2011). In an urban family, the Balance Split communication pattern is used in father-children and mother-children interactions. Parents, father and mother have different roles in instilling behaviors in children, especially when it comes to tolerance. According to informant, interaction between father and their children have a lot to do with strengthening the family identity. This identity is based on culture that's passed down from generations, for example if they belong to the Muslim family, they will have to strengthen that specific identity of the family.

Next, Interaction between mother and children focuses more on helping the children understand their social aspects, and help bring the children to a more structural social life. In regards to tolerance values, a mother plays an important role in ensuring the children behave kind and well in the society. Especially since mothers tend to have a better emotional connection with their children, and their availability at home will strengthen their communication about social events.

Lastly, within one of the data's, there are informants which uses Unbalanced Split Pattern in explaining tolerance to their children. This communication pattern shows a domination from one person who is considered to be the expert, and can take charge of the family. Usually, when it comes to decision making, this one person plays a very important role (Devito, 2011)

According to informant, topics related to religious tolerance issue involves the contribution of one of the senior family members whether it is the mother or the father who have the expertise or knowledge in the issue. As said by the first informant, when it comes to serious issues about Religion, for example the case of the previous DKI Jakarta Vice Governor Ahok, the role of parents are extremely vital in ensuring they don't misinterpret the matter. At the end of the discussion, parents can state conclusions in the form of subtle instructions. This is required so the children are motivated to implement the positive messages from the parents, one of which about religious tolerance.

The implementation of Unbalanced Split Pattern is also important especially for single parents, as in that case the role of both father and mother is held by the same person. When it comes to values, the message can be given in the form of subtle instructions at the end of the discussion.

The Love and Respect Approach, Clarity and Consistence as a form of Pattern and Strategy for Urban Families in Instilling Religious Tolerance Values

Each family has different communication approach. There are communication styles and strategies that involves Developmental Readiness, Praise over Punishment, Love and Respect, Clarity and Consistency, Open Communication and Reasonable Consequences. Amongst these, the two which can be highly beneficial for parents in instilling tolerance in the family is Love and Respect , Clarity and Consistence. Informants also share that Messages containing Love is very important in helping the children internalize tolerance message. Various love and respect messages about other religions are also mentioned by urban parents to their children. One of which was to share positive complements about the positive behaviors of people with a different religious belief.

Other means of sharing love and respect messages are also through helping each other, not asking people's religious beliefs, and reminding them if they haven't carried out their religious practices. Our first informant shared that they always tell their children to never pick who they help. The children are not required to ask the religious belief of a specific person before having the intention to help. And, if other people have their own religious practices, they demand their children to respect and appreciate the way they communicate with their GOD. After that, communication patterns that have Love and Appreciation involved is seen in the way they complement their children anytime they do something to their friends from a different religious belief.

In conclusion, Communication strategy that involves love and respect or appreciation is the most effective way in instilling tolerance values, as by involving love and respect, they will practice their emotions and humanity. The methods which involve compliments for positive behaviors towards people from different religious beliefs, not needing to ask their religion before helping them, reminding their friends to carry out their practices and positive feedbacks to children who performs act of kindness to their friends from different religious belief.

Besides the Love and Respect approach, when explaining about the topic of Diversity, it is also important to specify the communication type in specific. Most children of today ask various questions in regards

to diversity they find everyday in the society. One of our informants explain that when their children ask about the topic of religion, it's very important to use the Philosophical approach.

Philosophical approach can be beneficial to persuade family members, especially children, to accept diversity in a very logical way while implementing those tolerance values in their life every day.

Tolerance values that are internalized by Urban Families

Tolerance, according to Andrew Cohen (2004:69) is defined as an agent's intentional and principled refraining from interfering with an opposed other (or their behavior, etc) in situation of diversity, where the agent believes she has the power to interfere. In that definition, it simply means not intervening or interfering with the other party. This attitude needs to be communicated, so each individual get to share it with their peers amongst society.

According to the interviews with all informants, one of the means to introduce plurality to their children is to send them to a heterogenic school, with various students from different religious beliefs including Islam, Hindu, Buddhist, Christian and Catholic. One of our informants sends her third child to a heterogenic school, and makes sure they maintain tolerance with them. At the moment this article is written, the child is sitting in sixth grade of primary school, and has been in school with various beliefs since kindergarten. The school chosen by the first informant is a school that highly regards religious tolerance, shown by holidays given at all the public holidays of each respective religion. Not only that, the prayer conducted in the morning is based on individual beliefs, so each student have the rights to pray in their own way.

Within her family, topics about Religion are discussed on in a formal manner, but a very informal chat and are linked to daily activities. With the recent issues that's been happening in the name of religion, our first informant steps in to explain the important points which she believes is still very vague in their eyes. Moreover, our first informant who is a Christian stays at a very heterogenic neighborhood with the schoolmate of their third children who also happen to stay nearby their house. Our informant's child is already aware of the timings each of their friends has to carry out their religious practice, thus won't ask them to play at those timings. Those very minute details has proven that each human being has the right and freedom to adopt whatever they believe, without

having to be disturbed by intolerant parties around them. This is in line with the aspect of tolerance mentioned by Abdullah (2001:202) which states that each human beings are given the liberty to do, move and act in accordance to their own self, and that also applies for the religion they choose to believe. This liberty is given since a human being was born, and will apply until the day they die, and this liberty can't be taken away by anybody as the same comes directly from God almighty.

Another tolerance aspect mentioned by Abdullah (2001:202) is having the mental attitude to realize and accept other people's rights in determining their own behavior, attitudes and destiny. That being said, each person's attitude or behaviors doesn't violate other people's rights, or society will go haywire. This tolerance aspect of accepting other people's rights is considered unimportant by several parties. This happens not only in relation to religion. As mentioned above, Indonesia isn't just rich in religious diversity, but also Racial and ethnical, so it is common sense to expect differences in viewpoints. As mentioned by our informant, when it comes to choosing the leader based on their beliefs is their rights. But, this doesn't have to spark issues that end up in conflict. This is where human needs to respect other people's beliefs.

Our informant explains their children about various ways of carrying out prayers. When their child who adopts Muslim has to carry out their Jum'ah (Friday prayer) he has to be able to carry that out well without having to ask Jonathan, who adopts a different belief. The same goes on Sunday, the child shouldn't take Andrea to play, as it is their day to pray. By doing that, religious tolerance is enhanced amongst children.

All religious beliefs and practices can proceed well alongside each other if understanding is implanted since a young age. According to Hasyim (1979:23), there won't be respect amongst each other if there's no understanding. Mutual hatred and war for influence is all caused by the lack of understanding and respect. Conflicts won't arise amongst religious beliefs if each individuals stick to understanding and tolerance for diversity. A parent role in instilling these beliefs since a young age is, therefore, vital in ensuring a future of tolerance. Our informant instilled the belief that no human beings are born exclusive, there will be differences, religion is one. There may be differences happening within people adopting the same belief as well. Thus, it is very important for Parents to get children to stay amongst diversity during their golden

age to ensure tolerance while still carrying out their religious duties. Parents are examples, not only in what they say, but what they do in creating a tolerant atmosphere.

CONCLUSION

The using of the right communication patterns and strategy in instilling religious tolerance value amongst their children is vital in building positive attitudes in them. Urban families carry this out using three communication patterns which is equality pattern, balance split pattern and unbalanced split pattern. The strategy that can be used to build religious tolerance are Love & Respect and Clarity & Consistence.

The communication approach deemed ideal for this research is the Philosophical approach. Over here, philosophy means using logical explanations and the importance of religious tolerance. Besides that, philosophy over here means persuasive languages that is easily understood by kids. Avoid using punishments for kids, like using Heaven and Hell to explain your intentions to your kids. It will be better to pick a concrete and logical explanation while explaining diversity.

Lastly, while explaining religious issues, include stories and anecdotes that emphasizes Tolerance. The message sent in this case is vital in ensuring the children understands how important is tolerance. Some of the messages that can be used are: a) Liberty to choose a religious belief is everybody's right. b) Treat others the way you would like to be treated. C) Nobody can live alone, so maintain peace and harmony. d) Don't judge. No matter how much you know about the other religion, you don't adopt it. e) Let your friend carry out their religious beliefs. Treat them like how you would treat yourself. f) Don't differentiate those we want to help. Maybe, one day we may need their help.

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Frame of Moslem Womanpreneur in Moslem Magazine: Study in Musmagz Magazine

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ABSTRACT

Musmagz Magazine is one of Islamic magazines in Indonesia. One of its rubrics, Womanpreneur, contains profile features that tell the story of successful career of muslim women. According to Oetomo (2014), a career woman is a woman who works outside her role as a housewife and runs her career professionally and responsibly. In Indonesia there is still debates about the role of career women, especially muslim women, because women take precedence to play roles in domestic areas. Researchers are interested to examine the frame of career women covered by muslim magazines. This study aims to examine the frame of muslim women's career in Musmagz. This research is expected to be an input for editors of muslim magazines, especially Musmagz. The research uses framing analysis model by Gamson and Modigliani. Results: At the stage of core frame, muslim career women strive to perform their role as mother and wife. However, they can also have successful careers in various fields. At the stage of framing devices, the journeys of muslim women's career, from when they have just started their career to the point where they have achieved success, are depicted. In this stage, the figure of career women who never give up in achieving success is also described. At the stage of reasoning devices, muslim women's careers are portrayed as an Islamic and inspirational figure while undergoing his career. We conclude that Muslim career women are figures who can have successful career in various fields. They do not forget her nature as a housewife.

Keywords: Frame, moslem womanpreneur, Islamic magazine

INTRODUCTION

Women have an important role in the family, especially in the domestic environment. As time goes by, the role of women is increasingly broad and covers the public sphere. In carrying out its role, women often find their task in the domestic environments to be abandoned. However, there are also many women who are able to run both roles well and responsibly. In fact, many of them are successful in the career world and are able to carry out their roles at home. Even so, the role of women in these two different environments often leads to pros and cons in the community. One of them is the assumption that women's duty is to take care of household work. This assumption is aimed at women in general, especially for muslim women.

This motivates the author to study the frames of muslim women's career presented in Islamic magazines. One of the Islamic magazines that raises the issue of career women is Musmagz Magazine. Musmagz is one of the Islamic magazines in Indonesia that contains information about fashion, health, beauty, spiritual, travel, careers, events, and inspirational stories. One rubric named Womanpreneur, contains profile features, which reviews the story of a successful muslim woman's career journey in various fields.

From the problems that the author has explained, the formulation of the problem is as follows: "What is the frame for a muslim woman's career in a Muslim magazine?"

The purpose of this research is to study the frame about muslim women career in Islamic magazines, especially Musmagz Magazine. This research is expected to be an input for the editors of Muslim Magazines, especially Musmagz Magazine. In addition, this research is expected to also be a reference for muslim women who want a career, but do not want to lose their nature as a housewife.

LITERATURE REVIEW

Muslimah career woman

Women are subordinates, marginalized due to patriarchal culture and capitalist systems. These obstacles make women confined to the domestic space, having to do homework and take care of the household. But thanks to their struggle, women can enter the public space, get jobs and pursue careers.

According to Collin, "Career is a person's work record, a series and pattern of works and job positions, and progress in work or in life." (Kaswan, 2014). Career women, according to Oetomo (2014), are "Women who work outside their careers as housewives and carry out their roles professionally and responsibly." While Suryadi defines, "Career women are women who work and utilize their mental abilities so they can progress, develop, and make money." (Anoraga, 2014). In carrying out its role as a career woman and role in the domestic space, women experience various obstacles and get a double burden. As stated by Oetomo (2014), "Women still have to take care of domestic work and are responsible for their careers."

However, patriarchal culture inherent in social life makes some women hesitant to enter the public sphere. In fact, women have great potential for a career in the public environments. Shihab (2010) explains, "The view that prohibits women from being completely out of the house cannot be maintained, because not involving women in community activities wastes their potential."

Muslimah Magazine

Magazine is a print media that presents information from various fields, such as health, politics, fashion, and religion. Yunus (2010) said, "Magazine is a communication medium that presents information in depth and has longer actuality values, as well as provides information, entertaining and educating. The magazine consists of general magazines (for all groups) and special magazines (for certain groups)."

Musmagz stands for Muslimah Magazine which is one of the special magazines published with Islamic content. Musmagz magazine is published once a month and is a magazine devoted to muslim women. Musmagz contains information about the world of muslim women, including career, religion, insight, travel, fashion, health, and beauty information.

Framing Theory

Every mass media has a different perspective on an issue. The mass media packs the news into something interesting according to the media's angle. The concept of framing is explained by Sobur (2012), "Framing analysis is used to dissect the ways or ideologies of media when constructing facts." Framing analysis is used to examine selection strategies, prominence, and link facts into the news to be more

meaningful, more interesting, more meaningful or more remembered, to lead audience interpretation according to their perspective.

Gamson explained in Sobur (2012), "Frame is an organization of central ideas or story lines that directs the meaning of events related to an issue." The structure of framing analysis consists of framing devices and reasoning devices, "The structure of framing devices includes metaphors, exemplars, catchphrases, depctions, and visual images that emphasize aspects of how to see an issue. The reasoning devices structure emphasizes the aspect of justification on how to see issues, namely roots and appeals to principle. "

RESEARCH METHOD

To analyze the frames of muslim women careers in muslim magazines, especially in Musmagz Magazine, the author uses a qualitative methodology. To analyze the text, the authors use the framing analysis method of William Gamson and A. Modigliani models.

Populations and sample

According to Kriyantono (2010), "Population is the whole objects of research that are the source of research. In this study, the authors set a feature profile in Womanpreneur Rubric in Musmagz Magazine January - December 2015 edition as the population. The number of feature profiles in Womanpreneur Rubric in Musmagz Magazine January - December 2015 edition is 12.

In determining the research sample, the authors used purposive sampling technique. Quoting Kriyantono (2010), "purposive sampling is a sampling method where the selected samples must be based on the criteria of the researcher, so that those who do not enter the criteria are not included in the sample." According to Sugiyono (2009), "purposive sampling is a sampling technique with certain considerations. These samples are more suitable for qualitative research or research that does not generalize."

Of the 12 features in the population, the authors made a category based on the type of profession. As a result, there are five professional categories, namely: entrepreneurship, businesswomen, agency muslim model, photographer, and make up artist. Based on these five categories, the author specifies a sample of one sample from each profession. The author considers the sample based on the fulfillment of Gamson

and Modigliani's Model framing analysis, in addition to other special considerations, namely the completeness of the story. Thus, the sample is chosen according to the research objectives, namely:

Table 1. Sample

No.	Edition	Title	Category
1	January 2015	Adetya Herdini Hutani: Berbagi Resep Sehat Lewat TRF *Homemade.*	Entrepreneurship
2	March 2015	Zaura Models: Telurkan Model Muslimah *Profesional.*	Muslim model agency
3	August 2015	Afida Sukma: Bermodal Kamera Saku Sukses Jadi *Fotografer Professional.*	Photographer
4	September 2015	Vivi Thalib: Jatuh Bangun Merintis Karir *Make Up Artist.*	Make up artist
5	Desember 2015	Fitri Gustiana: Mendulang Berkah Lewat Bisnis Kecantikan.	Businesswomen

Data Analysis

Data analysis is used to describe how the editor of Musmagz Magazine produced a profile feature in Womanpreneur Rubric until the reality was formed. All collected data are analyzed using Gamson and Modigliani's framing analysis, which consists of: core frames (central ideas) containing core elements to provide relevant understanding of events or issues. Framing devices are directly related to central ideas or emphasized in the text through the use of certain words, images and metaphors. Meanwhile, reasoning devices see a causal relationship and moral values in the text.

The following is a chart of Gamson and Modigliani's research models (Sobur, 2012):

1. Core Frame: basically contains core elements to provide relevant understanding of events.

2. Metaphors: a way of transferring meaning by relating two facts through analogy, or using metaphors by using words like, like, like, like, like, like.

3. Catchprhases: a term, word form, or typical phrase that reflects a fact that refers to a particular thought or spirit. Generally in the form of jargon, slogans or slogans.

4. Exemplars: package certain facts in depth so that one side has more weight to be used as a reference or lesson. Its position is to complement the core frame in the unity of the news to justify perspective. "

5. Depictions: depiction of facts using words, words, connotative sentences so that the audience is directed to a particular image, can be in the form of stigmatization, euphemism, and acronymization.

6. Visual Images: the use of photos, diagrams, graphics, tables, cartoons, and the like to express impressions, such as attention or rejection, raised-reduced, thickened or tilted, and the use of color.

7. Roots (causal analysis): justification of the issue by connecting an object or more that is considered to be the cause of the occurrence or occurrence of other things. The aim is to justify the conclusion of facts based on the causal relationship described or disclosed.

8. Appeal to principle: thoughts, principles, moral claims as justification arguments build news, in the form of proverbs, folklore, myths, doctrines, teachings and the like. An a priori, dogmatic, simplistic and monocausal (non-logical) appeal to principle aims to make helpless audiences refute arguments.

After analyzing using the Gamson and Modigliani models, the authors relate the results of the analysis to the results of the interviews. Then, the authors relate the result to the theory of liberal feminism.

RESULT AND DISCUSSION

The first sample entitled "Adetya Herdini Hutani: Sharing Healthy Recipes through Homemade TRF". Adetya is an entrepreneurship or self-employed. In this sample there are several framing devices, namely the use of metaphors, catchprases, exemplars, depictions, and visual images.

Through this feature, Musmagz emphasized the reality of Adetya's success in running TRFHomemade business. This is reflected in the use of metaphors, catchphrases, depictions and visual images that emphasize Adetya's success in running its business. This success is also reflected in the use of exemplars in the form of a description of the name of the artist who subscribed to it. In addition there is the use of jargon in the form of Adetya-style success tips that illustrate that muslim women entrepreneurship must be creative, innovative, and

do it with heart. The use of the slogan was also reflected in the visual images entered by Musmagz, namely Adetya's photo in front of a wall decoration that reads "being creative is not a hobby, it's the way of life" and "If you can dream it, you can do it". It reflects that Adetya is a creative and optimistic Muslim woman.

In the reasoning devices section, Musmagz raised the story of Adetya which did not worry about the existence of competitors even though often the type of product he had copied. This is because the product has unique characteristics and the product quality is good. So, the customers remain loyal.

Furthermore the use of moral judgment. From the business he carried out, not only the material he got, but more than that, namely the inspiration from his customers which for him was a blessing.

The second sample is "Zaura Models: Spread Professional Muslim Models". His is an agency model. In this sample, the framing devices used emphasize the fact that the career opportunity is high as a muslim model as well as the emphasis on the qualification elements that a muslimah model must possess.

Musmagz also incorporated the element of 'attitude' into the muslim model qualification. This can be seen from the use of catchphrases, namely the emphasis on attitude and manner that is not to have a negative nature. Through the use of the Musmagz device, it implies the difference between the muslimah model and the model in general, namely the behavior and manners.

Another thing that Musmagz also described was the high quality of muslim women. This is illustrated in the use of exemplars that describe debriefing of muslim models so that they are not inferior to other models.

Furthermore, there is also the use of reasoning devices. First, the use of a causal relationship device that links the relationship between the high demand for muslim women's models and the rigorous selection process to become a model shaded by the Zaura Model. The use of causal analysis emphasizes that being a model does not only include physical outside, but also inner beauty as a value that must be owned by muslim models.

This is supported by the use of the appeals to principle "not to let a muslim model have a bad attitude like being arrogant and other negative

traits." The moral judgment that Musmagz put into the text gives an understanding that in Zaura the model not only produces a model to demonstrate clothing like an ordinary model, but more than that, Zaura builds the character of muslim women who have a good attitude.

Broadly speaking, the core frame displayed by Musmagz into the feature is that muslim women can have a career as a model but must have a good personality in order to be a role model for muslim women in general.

The third sample entitled "Afida Sukma: Having a Camera Pocket Successfully Becomes a Photographer Professiona". She is a photographer. The framing device used in the feature explains the story of the success of a muslim woman's career resulting from her hobby. In this story Musmagz included the Islamic values and Afida Sukma's career story before becoming a photographer. In the catchphrases, Musmagz included a slogan to succeed in a career in accordance with successful tips such as Afida, which must be serious, focused, consistent and hard working.

Furthermore, the exemplars in the feature illustrate the story of Afida's struggle before becoming a photographer. Musmagz described the figure of Afida who worked hard and had a long-distance marriage relationship because she had to work as a government employee outside the city. In this feature Musmagz uses the word "the provider of the family" to describe Afida's position as someone who works hard for the family. But because she still wanted to put forward his household, Afida then decided to move to Jakarta and a career as a photographer. This is illustrated on the device framing devices. In addition there is the use of visual images that illustrate Afida's success in the field of photography with the photographs she produces.

In reasoning devices, there are root devices that illustrate the process when Afida started the photography world, when she sold clothes in her boutique and she was often asked to capture her customers through a photo. Musmagz magazine illustrates the causal relationship in a positive way, that by establishing good relationships with boutique customers, it becomes the opening door for Afida to become a photographer.

In addition, there are also roots regarding the magnitude of Afida's opportunities in the world of photography, namely because there are still very few muslim photographers available at the time, so that Afida

services are widely used for reasons of convenience photographed by fellow muslims.

Furthermore, the appeal to principle analysis put in by Musmagz into the text is, muslimah career women do not need to be afraid if they encounter obstacles in a career. Precisely, if we are brave, we can turn that barrier into an opportunity.

Based on the analysis of framing devices and reasoning devices, the authors conclude that the central idea in the text, namely the power of intention and clever use of opportunities is the key for muslim women to achieve success.

The fourth sample was entitled "Vivi Thalib: Falling and Building a Make Up Artist Career". She is a make up artist. This feature illustrates the story of Vivi's struggle in building her solo career as a make up artist. In this feature there is a depiction of the story when Vivi pioneered her career from the start. This also illustrates Vivi's struggle in starting a career.

Vivi is portrayed as a person who chooses a solo career even though she previously had a good career as a make up artist at an agency. Her solo career was chosen so that she was not bound by time so he could carry out his role as wife and mother of his children. Through this tool, Musmagz describes muslimah career women who prioritize households while still being able to run careers according to their wishes.

The core frame formed from Vivi's story is that the career she started from the bottom can be successful. The condition is, muslim women never give up in living it. Another central idea is that muslim women still have to prioritize their roles as mothers and wives in addition to undergoing their careers.

The fifth sample entitled "Fitri Gustiana: Giving a Blessing through a Beauty Business". She is a businesswoman. This feature explains the success story of Fitri who is in the cosmetics business. The figure of this muslim woman is described as a person who is able to help many muslim women to escape economic difficulties by doing business.

In this feature, Musmagz uses the slogan that to achieve success should hone the potential that is owned, committed, endeavored, and think that success is not only for yourself but to provide benefits and sustenance for others. Through the appeal to principle device, Musmagz includes positive values, namely through the careers he runs, muslim women can be useful for many people.

CONCLUSION

From these studies, the authors conclude the reality that is built through a profile feature in Womanpreneur Rubric. Musmagz describes a muslim woman career woman who holds a strong spiritual value that leads them to a successful career. Adetya obtains a blessing through a healthy food business, Zaura Model is not only a beautiful model from outside, but she has the attitude and manners as a muslim woman with a noble character. Afida Sukma has positive qualities such as working hard, never giving up, and being sincere when the problem is overwritten. Islamic values are also embraced by Vivi Thalib. She was not afraid of losing her fortune and he had good prejudice towards God when deciding to make a solo career. Fitri Gustiana upholds Islamic values, which is always trusting and considers everything as a deposit from Allah. She believes that sustenance will be a blessing if felt by others.

Musmagz also displays the figure of a muslim female career woman who is able to make a career and put forward her household. In addition, a muslimah career woman is also described as a person who holds Islamic values in accordance with Musmagz's ideology, which is based on Islam. They can also inspire others through their careers.

Based on the results of the text analysis, Editor in Chief of Musmagz Magazine said that the figure of a muslim woman who was published in the Womanpreneur rubric was an inspiring muslim woman, both in terms of business, and her struggle to grow the business itself.

Regarding the type of career displayed, Ovi explained, the business criteria that are published in Musmagz are at least businesses that have been running for three years. The business field is not restricted, provided that it is in accordance with the Islamic religious law.

Ovi also explained, in Islam, a muslim is not obliged to make a living, but in reality, nowadays women are sometimes more successful as breadwinners for their families than their husbands. However, Ovi insists, even though a woman becomes a successful career woman, she must be able to manage time for her family.

The goal to be achieved by Musmagz, according to Ovi, is that readers can be Musmagz inspired by the profile feature. Furthermore, the author links it to the theory of liberal feminism. Based on the results of the text analysis and the results of interviews with Editor in Chief Musmagz, the authors conclude that the career women presented in

the profile feature are in accordance with liberal feminism theory. As Taylor explained in Tong (2010), "It will be possible for a woman to work outside the home without damaging the quality of home life in any way."

Based on the results of the study, the authors conclude the following:

a. The reality that Musmagz built

The reality that Musmagz built through the feature profile in the Womanpreneur Rubric was that Musmagz described the muslim woman career woman who held strong Islamic values that led them to become successful in their careers.

b. Musmagz's ideology of muslim women's career women

The ideology presented in Musmagz is that muslim women are career women who not only have a career, but hold Islamic values in accordance with Musmagz's ideology.

c. Frame Muslimah career woman formed by Musmagz

Overall, Musmagz formed a frame that a muslim woman career woman is a woman who has the principles of Islamic values and inspiration in any career she runs. More importantly, Musmagz raised the figure of a career woman who prioritized her household before starting her career.

Based on the results of the study, the authors suggested to the Musmagz editorial team to diversivy the types of muslim women's careers presented in the Womanpreneur Rubric. In addition, it will be an added value if Musmagz provides tips for pioneering a career for muslim women who have never worked before. This will certainly help muslim women to help their family's economy and still carry out their main duties as housewives.

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Female Leaders and Their Influence on Communication Satisfaction and Employee Performance

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ABSTRACT

The objective of this research was to assess the influence of women leadership styles (democratic, supportive, transformational, and participative) and the level of communication satisfaction towards the level of employee performance among the administrative staffs of the Faculty of Nursing Universitas Indonesia. Using a total sampling approach, 57 participants took part in the study. Data were obtained through a questionnaire-based survey. Data analysis results showed that all styles of women leadership have a significant influence on the level of communication satisfaction. However, only the democratic and transformational styles significantly influenced the level of employee performance. In addition, the level of communication satisfaction had a direct significant influence on the level of employee performance.

Keywords: communication satisfaction, employee performance, leadership styles, women.

INTRODUCTION

In an organization, the leadership factor plays an important role because it is the leader who will move and direct the organization in achieving its goals and it's not an easy task (Romli, 2014, p. 92). Leaders are 'agents of change,' people whose actions affect others. Bernard (1990) in Afolabi, Obude, et.al. (2008) revealed that leadership emerged when one group member changed the motivation or competence of other members in the group. Effective leaders may relate to individual, group, and organizational goals. Leader effectiveness usually relates to these three goals and is measured by the performance of their employees. Relationships between people in the workplace, especially friendly leaders and coworkers are important to improve performance.

Good communication is always the most difficult ability to learn and is therefore often the main source of differences and problems in any organization. Gender is one of the causes of problems in communicating. The attributes inherent in both women and men make them different in conveying and perceiving the message, as well as the leadership style between women and men.

The first question that arises when discussing the differences in male and female leadership styles is "is there really a difference between male and female leadership styles?" Some experts confirmed there is a difference between the two, while some others say there is no difference. Eagly & Johnson (1990) in a review in the Psychological Bulletin revealed that there are differences in leadership styles between men and women. Men prefer competition, hierarchical power, and high control as a leader, while women prefer cooperation, collaboration between leaders and employees, and low control as a leader. This is in accordance with the results of research conducted by Carvalho & Machado (2010) which states that "In a general way, women are more pragmatic. They give more attention to personal and human aspects and they are more attentive than men to day-to-day reality" (Carvalho & Marchado, 2010).

In addition, Eagly et al stated that men usually present a style based on instrumental qualities (including assertiveness, control, ambition, competitiveness, independence, and confidence), while women deploy a style based on emotional qualities (such as listening and supporting people), which are concerned with the well-being of others and oriented towards resolving interpersonal conflicts. According to this perspective, men who hold managerial positions tend to develop a more task-focused, transactional, and authority-based style, whereas women tend to develop a more transformational, relationship-focused, interpersonal, and democratic style (Sanchez- Moreno, Lopez-Yanez, & Altopiedi, 2015).

A shift in organizational trends has started to emerge in terms of recognizing the value of communicating, listening, and mentoring subordinates as opposed to only planning, organizing, and controlling work, as is evident by the rise in research showing the benefits of transformational and related types of leadership (Avolio, Walumbwa, & Weber, 2009; in McLellan, 2014).

In terms of the qualities of effective leaders, Lamb and McKee (2004) found that there are two important keys for effective leadership are effective communication and confidence. More so, the effectiveness

of leadership among other things is characterized by the abilities to motivate people, build relationships and influence outcomes. Eagly et al. (2003) done an important analysis for comparing women and men with respect to their leadership styles such as transformational, transactional and laissez-faire. The results showed significant sex differences in most aspects of the three leadership styles. One point that was especially interesting was the finding that women, more than men, have generally effective leadership styles, being somewhat more transformational than male leaders, especially concerning support-giving and motivating subordinates (Hasan & Othman, 2013).

The ability to communicate is very important for a leader. (S)he will be able to motivate, explain, and instruct the command to his subordinates well if (s)he has good communication skills. From the inherent characteristics of women, this study classifies the female leadership style into four, namely: democratic, supportive, transformational, and participative.

The organization should pay attention to its employee's communication satisfaction. An employee who is not satisfied with communication in the workplace, including communication with superiors and co-workers, will tend to complain, be out of work, and ultimately will reduce their performance. This study does not aim to find out which leadership style is better, nor does it aim to prove that women's leadership style is better than men.

LITERATURE REVIEW

A. Women and Leadership Styles

A number of studies show that there are inherent differences between men and women in terms of leadership style. Women tend to adopt more democratic leadership styles. They encourage participation, share power and information, and try to increase the 'benefit' for their followers. They tend to lead through engagement or empowerment and base on charisma, expertise, contact, and interpersonal skills in influencing others. While men, tend to use more styles based on controls and commands. They are more grounded in formal authority positions as a basis for their influence.

Effective leaders are certainly those who are willing to listen, motivate, and support their subordinates. Naisbitt and Aburdene (1986) describe the collapse of organizations with the hierarchical pyramid system and high

growth for organizations with people- centered systems. While it seems that many women do those things better than men (Robbins, 1998).

Tannen (1995) stated that leaders who emphasize the relationships and familiarity that women tend to have, allow a leader to be egalitarian, empower all her members, and emphasize the organic structure. While leaders who emphasize status and independence, which tend to be possessed by men allow leaders to adopt hierarchical structures, specialties, and orders. Whereas today's organizations are often required to provide quality services and high adaptability to environmental changes, are required to have an organic structure and empower all members of both superior and subordinate in real terms in order to create the quality of services.

Harvard scholar Rosabeth Moss Kanter said that in many ways "women get high ratings on exactly those skills required to succeed in the global information age, where teamwork and partnering are so important." The pattern of behaviours sometimes attributed to women is called interactive leadership. Leaders with this style are democratic, participative, and inclusive. They approach problems and decisions through teamwork, show respect for others, and share power and information. They use communication and involvement to build good interpersonal relations and seek consensus. They also tend to get things done more through personal power and good interpersonal relationships than through command-and-control use of position power   (Schermerhorn, 2013, pp. 368-369).

The same thing was stated by Eagly & Johnson (1990) who have found the strongest evidence for a gender difference in leadership style in the tendency for women to adopt a more participative style and for men to adopt a more directive style (Andersen & Hansson, 2011).

Studies report, for example, that female leaders are viewed as more participative than male leaders. They are also rated by peers, subordinates, and supervisors as strong on motivating others, emotional intelligence, persuading, fostering communication, listening to others, mentoring, and supporting high-quality work. In research using 360- degree assessments, women were rated more highly than men in all but one area of leadership – visioning. The possible explanation was that because women are less directive as leaders, they aren't perceived as visionaries (Schermerhorn, 2013, p. 368)

Rosener (1990) revealed that the women in her research are categorized as "transformational" leaders. They are trained to get their employees to change their personal interests into the interests of the larger group. According to Bass (1985), transformational leaders' practices focus on encouraging employees' creative thinking and engaging them in brain-storming activities (Shaya & Khait, 2017). Transformational leaders use their personalities to inspire followers. They get them so highly excited about their jobs and organizational goals that they strive for extraordinary performance accomplishments. Indeed, the easiest way to spot a truly transformational leader is through his or her followers. They are likely to be enthusiastic about the leader, loyal and devoted to his or her ideas, and willing to work exceptionally hard to achieve the leader's vision. Transformational leaders excel in part because of the strong sense of high aspiration, confidence, and contagious enthusiasm they bring to a situation. (Schermerhorn, 2013, p. 366).

In a study of gender differences in communication, Tannen (1990) provided a reason that might explain the reasons for the difference between men and women. Tannen stated that men and women have different experiences as they grow older, and as a result, they learn different things. Men are taught to attach importance to the status, independence, and strength of the individual, while women tend to value relationships, dependencies, and the power of togetherness. These differences of values lead men and women to act in different ways.

B. Communication Satisfaction

According to Putti, Aryee, & Phua (1990) in (Steele & Plenty, 2015), employee communication satisfaction is a measure of how well "the information available meets individual requests for information relating to task-roles or about organizational activities." Or in other words indicates the fulfilment of needs in communicating in accordance with employee expectations. Satisfaction depicts a person's affective reaction or desired good outcome that results from communication that occurs in communication.

Satisfaction is a concept that is usually related with convenience, so satisfaction in communicating means employees feel comfortable with messages, media, and relationships within the organization. Therefore, according to Madlock (2008) employee communication satisfaction is a major consideration for employees to determine the effectiveness of their organization (Steele & Plenty, 2015).

The most comprehensive analysis of organizational communication satisfaction was conducted by Downs & Hazen (1977); Clampitt & Downs (1993); and Mueller & Lee (2002) as part of their efforts to develop an instrument for measuring communication satisfaction. They developed the eight dimensions of communication satisfaction as follows: (1) *Communication Climate*; (2) *Supervisory Satisfaction;* (3) *Organizational Integrations*; (4) *Media Quality*; (5) *Co-worker Communication/ Horizontal Informal Communication*; (6) *Corporate Information*; (7) *Personal Feedback*; (8) *Subordinate Communication* (Tsai & Chuang, 2009).

C. Employee Performance

Performance can be interpreted as a description of the level of achievement of the implementation of an activity or program or policy in achieving the goals, objectives, mission and vision of the organization contained in the strategic plan of an organization. According Mangkunegara (2001) performance is the result of work in quality and quantity achieved by an employee in performing their duties in accordance with the responsibilities given (Nurcahyo, 2011).

Hasibuan (2001) explained that performance is a work achieved by a person in performing the tasks assigned to him based on his skills, experience and seriousness and time (Zurleli, Hadi, & Praningrum, 2013).

Regarding employee performance measures, Ranupandojo and Husnan (2000) explain in detail some aspects that include: (1) Quality of work; (2) Quantity of work; (3) Reliability; (4) Attitudes towards work (Zurleli, Hadi, & Praningrum, 2013).

RESEARCH METHOD

A. Research Approach and Design

This research used a quantitative approach with positivist paradigm. In a quantitative study, we rely more on positivist principles and use a language of variables and hypotheses. Our emphasis is on precisely measuring variables and test hypotheses (Newman, 2014, p. 167). Positivism seek rigorous, exact measures and "objective" research. They test causal hypotheses by carefully analyzing numbers from the measures (Newman, 2014, p. 97). The research design used in this research is explanatory or confirmation research, where the researcher was trying to assess the influence of women leadership styles (democratic, supportive, transformational, and participative) and

the level of communication satisfaction towards the level of employee performance. This type of research seeks to test the hypothesis of a causal relationship between two or more variables. In this study, causal relationships must be apparent (Sukandarrmuidi, 2004).

Data collection methods used in this study is a survey which is one of the research methods commonly used for the collection of quantitative data. According Priyono (2008), survey research is a study that uses questionnaires as a research instrument. The questionnaire is a sheet containing some questions with a standard structure. In conducting the survey, the research conditions were not manipulated by the researcher.

B. Population and Sample

Population is the abstract idea of a large group of many cases from which a researcher draws a sample and to which results from a sample are generalized (Newman, 2014, p. 247). The population of this study is the employee of Faculty of Nursing Universitas Indonesia. Sample is a small set of cases a researcher selects from a large pool and generalizes to the population (Newman, 2014, p. 246). In this study, researcher used probability sampling technique – total sampling. This refers to the opinion of Surakhmad (1989) that sometimes the sampling problem is eliminated altogether by including the entire population as a sample, when all the population is known to be limited, and means that all members of the population have equal opportunity to become sample.

C. Data Analysis Techniques

The analysis technique used in this research are:

a. Descriptive Analysis (Univariate)

Analysis of univariate data is presented in the form of frequency distribution tables for employee age, gender, education level, and employment period. The analysis used is descriptive analysis which will give demographic description of respondent and description of research variable that are democratic, supportive, transformational and participative leadership style, communication satisfaction level, and employee performance level.

b. Path Analysis (Multivariate)

Path analysis is the development of the regression model. This analysis tests the compatibility of the correlation matrix to two or more causal models which is compared by researchers. Path Analysis

is a causal model for understanding the relationship between variables (Babbie, 1973, p.324). Path analysis aims to examine a theoretical framework of the relationship pattern of a set of variables that affect a particular variable (dependent variable).

Path model is an image diagram about the relationship between independent, intermediary, and dependent variables. A single arrow indicates a causal relationship between an exogenous or intermediary variable with a dependent variable. The exogenous variable in a path model is a variable that has no explicit causal relationship (no arrows lead to that variable). While endogenous variables are variables that have arrows that are testing in the direction of these variables. These variables include intervening causal variables and dependent variables.

Table 3.1. Correlation Coefficient

Standardized Coefficients/ Beta (β)	Power of Correlation
0,0	Very Weak
0,10 – 0,29	Weak
0,30 – 0,49	Medium
0,50 – 0,69	Strong
≥ 0,70	Very Strong

D. Analysis Model
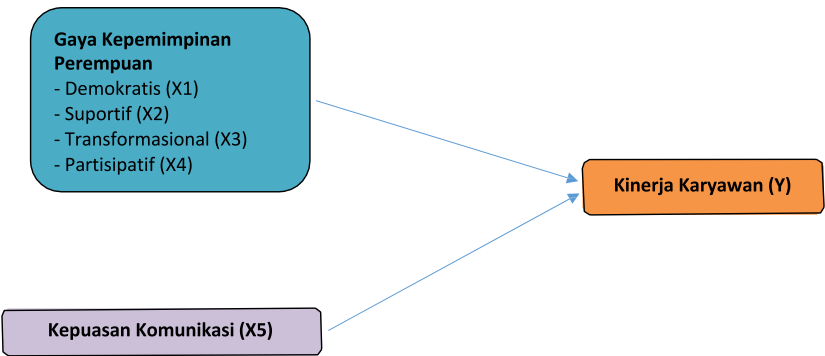
Picture 3.1. Analysis Model

RESULT AND DISCUSSION

A. Reliability and Validity Analysis

Reliability means that the numerical results an indicator produces do not vary because of characteristics of the measurement process or measurement instrument itself (Newman, 2014, p. 212). The reliability coefficient is the index that states the relative effect of the error score and the actual score on the respondents' answers obtained. This coefficient describes the actual variance ratio of the score on the answers obtained. This is denoted by the reliability coefficient α. In a reliable study α is > 0.50 (Guildford, 1978 in Suciati, 2017).

Validity test aims to determine whether the instrument (questionnaire) can measure the variables studied appropriately. Measurement of the validity of each variable is done by KMO Measure of Sampling Adequacy Bartlett's Test. Variables that have a value of KMO > 0.5 are considered valid.

Reliability test was conducted on the variables of Democratic, Supportive, Transformational, and Participatory Leadership Style, Employee Performance Level, and Communication Satisfaction Level.

Table 4.1. Reliability of the Variables

No	Variable	Alpha Cronbach
1.	Democratic Leadership Style (X1)	0,734
2.	Supportive Leadership Style (X2)	0,851
3.	Transformational Leadership Style (X3)	0,956
4.	Participatory Leadership Style (X4)	0,776
5.	Employee Performance Level (X5)	0,940
6.	Communication Satisfaction Level (Y)	0,964

All the variables in this study are reliable because the alpha cronbach numbers are > 0.5. While from the test results of KMO Bartlett's Test, there are one sub-dimension and some indicators are invalid so they must be eliminated.

B. Univariate Analysis

After doing the descriptive frequencies test to all variables, the results are:

Table 4.2. Univariate Descriptive Frequency of the Variables

Variable	Highest Indicator	Mean	Mode	Lowest Indicator	Mean	Mode
Democratic Leadership Style (X1)	Leaders are concerned with cooperation	4,12	5	Leaders allowing mistakes	1,54	1
Supportive Leadership Style (X2)	Leaders are friendly	4,23	4	Leaders listening to opinions	3,14	4
Transformational Leadership Style (X3)	Leaders are competent	4,14	4	Impressed of the leaders	3,32	4
Participatory Leadership Style (X4)	Strong relationship with leaders	3,91	4	Leaders ask for advise	3,49	3
Employee Performance Level (X5)	Feeling responsible to start communicating with leaders	3,98	4	Getting information on the financial condition of the organization	2,96	3
Communication Satisfaction Level (Y)	High responsibility	4,14	4	The extra work is done quickly	3,33	3

The greatest good judgment of all variables in this study is variable Supportive Leadership Style with Leaders are friendly indicator. While the lowest judgment is Democratic Leadership Style with Leaders allowing mistakes indicator.

C. Multivariate Analysis

After performing multiple regression analysis of path analysis based on the analysis model, Beta (ß) is obtained for each correlation in the model and its significance number.
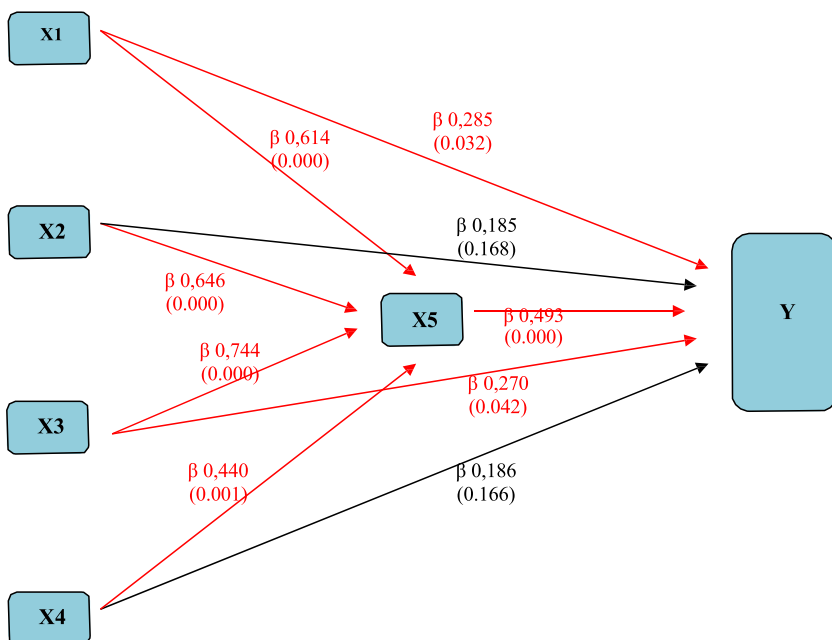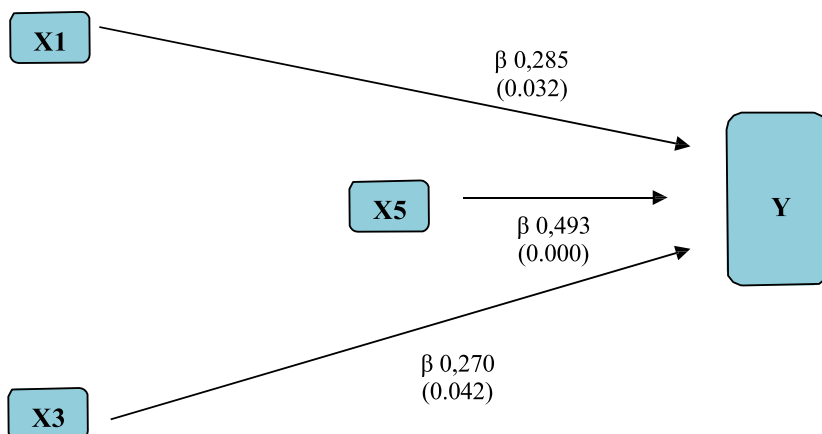
Picture 4.1. Analysis Model with Beta and Significance Number

Of all the variables (endogenous and exogenous), it appears that the relation has significance are the correlation between:

1. X1 → X5
2. X1 → Y
3. X2 → X5
4. X3 → X5
5. X3 → Y
6. X4 → X5
7. X5 → Y

From the above correlation, it can be concluded that there are some independent variables that have no effect toward the dependent variable (Employee Performance Level), which are Supportive Leadership Style (X2) and Participative Leadership Style (X4). The independent variable that has strongest influence to Employee Performance Level (Y) is Communication Satisfaction Level (X5), but the regression tested separately (two variables/ bivariate only).

Picture 4.2. Final Analysis Model with Beta and Significance Number

The Theorem Model resulted from this research stated that, employee performance level in Faculty of Nursing UI is directly influenced by Democratic Leadership Style, Transformational Leadership Style, and Communication Satisfaction Level.

CONCLUSION

Democratic, supportive, transformational, and participative leadership styles directly influence communication satisfaction level. However, only each of democratic and transformational leadership styles has a direct effect towards employee performance levels. In addition, communication satisfaction level directly affects the level of employee performance satisfaction.

In this study, it turns out that female leadership style variables cannot be combined with the variable communication satisfaction level to assess employee performance level. Each of these variables must be used individually. From the final model of the theorem resulted the conclusion that there is only a direct effect of the democratic leadership style, the transformational leadership style, and communication satisfaction level toward employee performance level. And with the greatest influence from communication satisfaction level.

For further research, it is advisable to take a larger sample. Because this research uses total sampling technique, it means that for subsequent research the population should also be bigger so that the data is more varies. In addition, it should be considered to comparing

respondents who are administrative staff and lecturer staff, as well as comparing female and male leadership styles. The goal is to find out which leadership style is more appropriately used in an organization.

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Dilan and The 90's Masculinity
(The Reception of Dilan 1990 Movie by The Millenial Girls)

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ABSTRACT

Dilan 1990 is a teenage romantic movie that became hits in the year of 2018. The movie based on the novel of Pidi Baiq entitled Dilanku 1990. This movie achieved great success with the number of spectators reached more than 6 million. Behind all the success of this movie, the researcher interested to see the masculinity of the main character, Dilan, played by Iqbaal Ramadan. Dilan tries to represent the masculinity of male teenagers in the era of 1990 to the audiences from the millennial era. One side of Dilan described as a harsh man figure by being the motorcycle gang leader. On the other hand, Dilan also described as gentle and romantic man figure when approaching Milea played by Vanesha Priscilla. To that end, the researcher is interested to see the reception of the millennial girls to the Dilan masculinity. This research used a qualitative approach with a basic descriptive study of reception stated by Stuart Hall. According to Hall, the audience is not passive, but active in the meaning of the text media, where it divides into the meaning of the three reading codes, which are dominant, negotiation and opposition codes. The researcher conducted in-depth interviews with informants using the purposeful-sampling method as the primary data, then analyzed with coding techniques. While secondary data obtained by study of documents and literature. The research finding shows that the 'new man' character of Dilan more accepted by millennial girls. They consider the value of gender equality and their social capital are more appropriate for a masculine man.

Keywords: Cultural Studies, Reception Studies, Masculinity, Movie, Dilan 1990

INTRODUCTION

Dilan 1990 is a romantic movie that became hits in the year of 2018. This movie takes the story of a novel by Pidi Baiq entitled

'Dilanku 1990' published in 2015. Then, this movie achieved success because it reached an audience of more than 6 million (liputan6.com, 2018). The theme of the Dilan 1990 story was simple, showing a love story of a couple of high school students named Dilan, played by Iqbaal Ramadhan, and Milea, played by Vanesha Prescilla, in Bandung in the year of 1990. However, the simplicity of this love story made the audience feel connected. The audience would have experienced a sweet romance when they were in high school. Interestingly, this movie not only attracted audiences in their 40s, or who experienced a period of high school stories in the same era, but also teenagers who lived in the millennial era.

Figure 1. The Movie Poster of Dilan 1990
(Source: imdb.com)

In this study, the researcher is interested in seeing Dilan as the main character that represents the masculinity of male teenagers in the 1990s. On the one hand, Dilan portrayed as a fierce man figure because of being a motorcycle gang leader in the city of Bandung. In the story section, Dilan described as someone who challenges other motorcycle gangs, easily ignites emotions, even hits his teacher. On the other hand, Dilan also portrayed as a romantic man figure, giving poetry when interested in Milea, humorous, as well as being responsible and respectful towards his mother.

RESEARCH QUESTION

To that end, the research question is:

How is the reading of the millennial girls to the Dilan masculinity in the 'Dilan 1990' movie?

LITERATURE REVIEW

Cultural and Reception Studies

The basis of this research is cultural studies. Cultural studies are closely related to attitudes, approaches, and criticisms about a culture influenced by a strong and dominant culture (West & Turner, 2007, p.393). The research approach used is a reception study where the audience is an active audience. They read the message that the media wants to convey based on their experience, education and community values.

Stuart Hall (1981), the main character in the reception study, stated that audiences could have the same reading or cultural codes that were the same or different from what the media wanted as an encoder. Therefore, Hall classifies audience reading into three codes, namely (1) Dominant-hegemonic reading, namely accepting more desirable meanings, (2) Negotiated reading, which recognize the legitimacy of the hegemonic in the abstract but create rules and adaptation itself under certain situations, and (3) Oppositional reading, in which the person knows the reading intended by the encoder but rejects it and decodes it opposite (Barker, 2005, p.357).

Masculinity And Its Development

This study of masculinity stated by Sills and Merton as a study that belongs to social science disciplines which generally relate to social construction expectations of behavior, beliefs, expressions, and lifestyles for men to interact. The concept of masculinity related to gender construction. Unlike biological sex, gender has a wide variation in culture, namely social construction that distinguishes men and women by regulating their roles and responsibilities. Gender called social construction because the responsibility of men and women could exchange. For example, men could take care of the children, and women could play roles as family income seekers. Based on the construction, masculinity defined as a set of expectations, idealization of how men

should think, act and appear in a culture (Hanmusicwatkoon, 2007, p.12).

Initially, the concept of masculinity always associated with virility. This is reasonable because masculinity is one of the derivatives of patriarchal culture. Masculinity regulates how the man constructs the culture. Deborah S. David and Robert Brannon (1976) states four elements that show masculinity, namely.

1. No sissy stuff, where men are highly recommended not to take care of matters related to femininity.

2. Be a Big Wheel, masculinity measured by the level of power, success, welfare, and status owned.

3. Sturdy oak, this is relate to a view of men who must look calm in dealing with a problem.

4. Give 'em Hell, referring to the attitude of men who are brave, aggressive, and risk-taking (S.Khan, 2009, p. 56-57).

The concept of masculinity then developed with the term of the 'new man' in the year of eighties. This term is no longer adheres to the traditional masculinity, but has begun to embrace the values of 'new man as nurturer' and 'new man as narcissist'. The concept of 'New man as nurturer' is the concept of men who also have a sense of attention, such as women, tenderness as a father when taking care of children, and involvement in domestic affairs. This concept of man usually from the middle class, well educated, and intellect. While the concept of 'new man as narcissist' relates to commercialism towards masculinity and consumerism. Men like to pamper their self with commercial products that make them looks successful. Property, cars, clothing or personal artifacts are the dominant forms in this man concept (Demartoto, 2010, p. 5-6).

In the era of the 1990s, there was also a new masculine concept that led to more macho, violence and hooliganism. They label themselves in a more macho form, like building their lives around football, drinking, sex, and relationships with women. In the eras of 2000s, the concept of masculinity developed in the concept of metrosexual men. These men come from the upper middle class, well educated, tend to be perfectionists, diligently dress up and follow the latest fashion trends, and members of respected communities (Demartoto, 2010, p. 6-7).

RESEARCH METHODS

The type of research is the qualitative method using reception theory. Stuart Hall, one of the pioneers of the reception study, stated that audience reading of media messages can be classified into three codes, namely the dominant code, the negotiation code, and the opposition code. In this case, the researcher wants to see the female teenagers readings on the character of Dilan's masculinity in the movie 'Dilan 1990'.

The researcher uses in-depth interview techniques. To select the informants, the researcher uses purposeful sampling techniques to obtain complete data. The criteria of the informants were teenagers of millennial age between 18-21 years, and had read 'Dilanku 1990' novel and at least twice watched the 'Dilan 1990' movie. This interview conducted during May 2018. During the data analysis, the researcher confirmed the data as one of the validity tests.

RESULTS AND DISCUSSION

Informants Profile

The first informant is 19 years old, single, and the second of three siblings. The informant is a student of the communication science diploma program at Universitas Indonesia. The ideal man according to her is a man who is pious, smart, established, patient, timely, and responsible. Whereas for the ideal physical criteria according to her is a tall man.

The second informant is 20 years old, has a relationship, and the second child of three siblings. The informant is a student of advertising study program at Politeknik Negeri Media Kreatif. The ideal man according to her is a man who is patient, established, and smart. While the ideal physical criteria are high, handsome, strong, and macho.

The third informant is 23 years old, single, and the second child of two siblings. The informant is a student of communication science at Universitas Al-Azhar Indonesia. According to her, the ideal man is a man who is smart, kind, pious, paying attention to appearance and caring for himself. As for physical criteria, ideal men are tall.

The Reception Of Millenial Masculines Men

The first informant mentioned those masculine men were born and will be seen from their aura. This makes them look charming and charismatic. In addition, masculine men have a strong physical strength, and loyal to their partners. Masculine millennial man figure according to her is an actor named Rio Dewanto.

The second informant argues that masculine men have a courageous, responsible, and caring nature with their families. As for physical characteristics, masculine men have a proportional body, not too white, but still, care about their body. The millennial masculine man figure, according to her, is an actor named Chicco Jericcho.

The third informant stated that masculine men pay attention to their appearance. They also smart and gentle. Masculine men look at the way he speaks. In addition, they care for their self so their looks neat in appearance. According to her, the representation of the millennial masculine man is an actor named Reza Rahardian.

The explanation above shows that the meaning of the informants towards the millennial masculine men is men who not only have the ideal physique but also pay attention to their appearance. In addition, they also have gentleman personalities, who respect their families and partners.

The Readings of Dilan Masculinity In 'Dilan 1990' Movie

A. Traditional Masculinity

The first informant stated that from a physical perspective, Dilan had traditional masculine characters. The indicators seen from the way he walks speaks and looks. In addition, Dilan's brave and rude personality, when leading a motorcycle gang and fighting with other motorcycle gangs, is another masculine indicator. The informant felt that the Dilan's 'bad boy' style showed his ability to protect. As a woman, she feels safer with a man who has these abilities.

The second informant stated otherwise, Dilan does not have traditional masculinity characteristics. According to him, his brutality, ranging from attacking other motorcycle gangs, his schoolmates, even his teacher, showed that he was a temperamental figure. The informant argues there are times when the emotional side and physical ability to fight occur for certain reasons such as self-defense.

The third informant stated that the traditional masculine man character in Dilan was in his strength and ability to fight when defending his girlfriend Milea. This characteristic makes the impression of Dilan as a protector. However, the informant stated that Dilan was not masculine when he was fighting with another motorcycle gang.

The informants responded to Dilan's traditional masculinity differently. The first informant agreed with the rude attitude of Dilan to show the ability to be a protector so that he categorized as a dominant code. The second informant showed the opposition code because Dilan showed a temperamental attitude. While the third informant tends to the negotiation code because she agrees to the use of men's physical strength but with certain considerations.

B. 'New Men' Masculinity

The first informant stated that Dilan also had a new man masculinity character. He pointed it out by treating women with respect, from his mother and sister to Milea. Dilan is also able to communicate warmly and happily so that his mother is sure that Dilan is a devoted child. In addition, Dilan also cares about his sister and Milea, which showed by various actions.

The second informant argues that Dilan displays the character of new man masculinity. This character seen from his style by using a jeans jacket, which is different from other high school students. Dilan shows his concern for appearance. In addition, he also has a motorbike that often used to go to school. It also shows a different social status than most of his friends.

The third informant stated that Dilan had a new masculine man figure by showing a sense of responsibility to the family. She saw that Dilan speaks politely to his mother and sister. In addition, Dilan is also shown his masculinity when he wears a jeans jacket and drives a motorcycle. These indicators showed Dilan's style and status, which is different from other high school students.

Based on the explanation above, the reading of all informants is in the dominant code. They have the same opinion that Dilan is a new masculine man figure by showing respect and responsibility to his family and Milea. In addition, the figure of Dilan shows a man who cares about his appearance.

Masculinity As A Form Of Patriarchy Ideology In Media

The presence of men in the society related to the division of their roles based on rooted patriarchal ideology. For generations, men constructed socially different from women, in terms of ability and personality. Therefore, men are identical with masculinity, while women are identical with femininity. If there is a reverse phenomenon, then it considered taboo in the society.

Despite experiencing some adjustments in keeping with the times, masculine men remain the embodiment of patriarchal ideological hegemony. Masculine men still have physical and emotional advantages over women, but this is not a major factor anymore. This phenomenon can refer to the thoughts expressed by Foucault and Butler regarding the hegemony of masculinity being improved, re-empowered, negotiated, and reconstructed. Patriarchy underwent reform by bringing together masculinity in the next historical era to reaffirm the existing norms by adjusting to the new era (Kurnia, 2004).

If in the past, masculine men did not care about self-care and appearance, then in the millennial era he would negotiated to a metrosexual style. The traditional masculinity does not also recognize the concept of division of work in household affairs, now manifested in the concept of gentrosexual men (Kertanegara & Wulantari, 2015). This depiction of masculine men continues to perpetuate by the pop culture, including in the movies.

The Reception Of Two Masculinity Types In The "Dilan 1990" Movie

In general, there are two constructs of masculinity in the Dilan character. First, masculine men in the 90s closely related to strength and violence in groups, which illustrated by the Dilan character as a combat commander, the term motorbike gang leader in the film story. In relation to women, the figure of Dilan also portrayed as a man who is straightforward, without ado, and firm. These characteristics are traditional masculine types, which describe men as protectors.

Second, Dilan also displays a narcissist and nurturer man who is a modern masculine character. This character began to develop in the 80s where men displayed their loving side and economic status. In the story, Dilan is not ashamed to do some domestic work, such as shopping, and having family responsibilities. In addition, Dilan also

showed a stylish man by using a motorcycle and jacket.

Based on the explanation of all the informants, the construction of traditional masculinity is no longer the main role model. Currently, informants consider the gender equality to be more acceptable in the millennial era. They also argue that modern masculine men must have a lifestyle and show their social status. However, this acceptance does not change the construction of masculine men as protectors. They are the head of the household, the main decision maker. These values continue to embed even though there is a shift about masculinity concepts in the society.

CONCLUSION

The 1990 Dilan was a movie that constructed traditional and modern masculinity. Based on the results of the study, the reading of the informants on traditional masculinity varied, ranging from dominant, negotiation, and opposition codes. However, all the informants have the same reading on 'new man' construction, namely the dominant code. This finding shows that the 'new man' character of Dilan more accepted by millennial girls. They consider the value of gender equality and their social capital are more appropriate for a masculine man.

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Republika Online (ROL)'s Position in Reporting Conflicts between Ahok and FPI

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ABSTRACTS

Conflict events frequently became a mass media target, as interesting to be reported. Current interesting conflict news was a religious blasphemy conflict caused by Basuki Cahaya Purnama or Ahok. However, long before the conflict, Ahok had also caused conflicts related to his promotion as the Governor of Jakarta, substituting Joko Widodo (Jokowi). Ahok was rejected by *Front Pembela Islam* (FPI, Islamic Defender Front), because he was not a Muslim. As one of the media reporting the news, *Republika Online* (ROL) had their on column to make a title and the content. Therefore, the researchers were interested to analyze how ROL reported conflicts between Ahok and FPI.

Method used in this research was the descriptive method with literary reviews and a simple analysis by using news published by ROL. The findings propose that ROL functioned as a public opinion maker by highlighting Ahok's negative sides. Here, media internal factors as institutional ideology emphasized ROL's position. Moreover, media external factors as 'market' also affected, where ROL also made attempts to maintain their reader market.

INTRODUCTION

Conflicts become one of the media mass targets to report. Reporting conflicts is media's obligation to meet the public demand of information. Conflict news also has a high news value and is interesting for public. However, a conflict's worth can be differently viewed by public, depending on how media report it. Although media should neutrally report, they are actually potential to be a mediator or even

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a party that deteriorates any existing conflict, in accordance with how they report the conflict to public.

Conflict occurs in any level in the society, either in the government, organization, or civil community level. Also in Indonesia, conflicts also dominate news reporting in either conventional or online-based mass media. One of the conflicts having appeared before a religious blasphemy done by Ahok was conflicts between Ahok and *Front Pembela Islam* (FPI, Islamic Defender Front). The last issue that became a conflict between them was Ahok's promotion as the Governor of Jakarta, substituting Jokowi that was rejected by FPI. FPI's rejection was based on religious factors: Ahok was not a Muslim; while referring to Islamic teachings, he was not supposed as a leader.

FPI performed several actions as a rejection form for Ahok's promotion as the Governor of Jakarta as to conduct demonstrations and mediations to some parties. However, the demonstrations often triggered riots, leading to massive disputes. Such rejection forms made Ahok give feedbacks in forms of actions and legal actions. This situation was eventually reported by mass media to public.

Each mass media have diverse positions while reporting news to public. The diversity can be influenced by either external or internal factors, either from media institutions or journalists writing the news. Referring to this issue, we are interested in how an online-based mass media, *Republika Online* (ROL) reports conflicts between Ahok and FPI. We discussed the conflicts to investigate ROL's position as an Islam-based media in reporting conflicts that tend to offend Islam. We observed how *Republika Online* reports conflicts between Ahok and FPI and its position while reporting the conflict.

RESEARCH METHOD

This research used the descriptive method with literary reviews and a simple analysis using news published by *Republika Online* (ROL). The intended news was conflicts between Ahok and FPI for four days on November 10-13th, 2014. Therefore, sixteen news related to conflicts between Ahok and FPI was analyzed to figure out ROL's position in reporting the conflicts.

DISCUSSION

Before discussing issues about conflicts between Ahok and FPI,

we should understand what a conflict is. According to Robert M. Z. Lawang (1986:311), conflict is a dispute between two or more parties due to different perspectives. Conflicts also occur when there is one party fighting for its intention by defeating its opponents.

Lawang (1986:311) categorizes conflicts into *vertical conflicts*: conflicts between community hierarchies i.e. conflicts between the state and its citizens and employees and employers and horizontal conflicts: conflicts occurring between balanced social communities, i.e. conflicts between tribes, religions, and communities. Lawang's categorization is different from Hae's (2000, in Khusnia, 2009:55-56) categorizing types of conflict that may be reported by media as follows:

1. Structural Conflict

   Structural conflicts occur due to imbalanced access on control on resources. For example, in stipulating general policies, formally authorized parties will tend to use the opportunity to dominate access. This opportunity is also taken to control other parties unilaterally. In this conflict, historical and geographical factors frequently become reasons to center power in a certain party. Then, it is made as the principle to take decisions only beneficial for the party.

2. Interest Conflict

   This conflict occurs due to different interests, a condition when one or more than one parties believe that to satisfy their needs, other parties has to sacrifice. Generally, factors causing different interests are basic needs as money, physical resources, and time.

3. Interpersonal Relationship Conflict

   Interpersonal relationship conflict is a conflict appearing triggered by human's basic matters. The conflict is caused by the existence of negative emotions, misperceptions, stereotypes, prejudices, and repetitive negative behaviors.

4. Value Conflicts

   This conflict occurs due to different belief (value systems). Value is a belief used by people to give live meanings and explain something in good-bad and correct-incorrect dichotomies. Value conflict will appear when an individual imposes a certain value system to another. In this condition, s/he claims the value exclusively.

5. Data Conflict

   This conflict was due to insufficient information experienced by someone. It also occurs when there is a different information interpretation or both parties use different interpretation methods.

Media's Position in Conflict Reporting

Media's position in reporting news can be observed based on its functions that are:

1. Media as a Social Institution

   Rachmadi (1990:12) in his book titled "*Perbandingan Sistem Pers: Analisis Deskriptif Sistem Pers di Berbagai Negara*" explains that the press (media) and society are two institutions that cannot be separated from each other. In a social system, the press constitutes a sub-system that always depends and is closely related to the society where it is located. It means that the press exists, it needs society as the information or news distribution target. The press is a social institution, since it is present to fulfill the continuous social demand on information. As a social institution, the press is affected by other social institutions as well. Through this perspective, society is the principle referred by the press to run their function as one of the crucial, social institutions in a society.

2. Media as an Economic Institution

   Media as an economic institution actually causes debates, as several people have an insight that the press should not aim to earn profits and any economic consideration must not be the press variable (Yakob, 1987:29). Then, to emphasize the non-commercial press characters, recommendation suggesting that the press should take a stitching form, foundation is proposed. However, Yakob (1987:29) argues that this idealistic idea is not accordance with the reality. It contradicts the fact conveying that if the press cannot fund itself from the income from subscribers, advertisements, or its own business, it needs a subsidy from other parties as the government, political organization, or any other interesting parties. So that, in such condition, the press professionalism and freedom will be restricted due to other parties' interferences.

3. Media as a Communication Medium

   Wilbur (1977) in Rachmadi (1990:19) confirms media's function

as a communication medium covering: 1) giving objective information to readers on current phenomena occurring in their surroundings, state, and the world; 2) reviewing news in editorials and highlighting any developments taking place; and 3) providing access to those intending to sell goods and services through advertisements.

Media's position in reporting conflicts is reflected by their angle determination and news construction (Syahputra, 2006:53). Pamela J. Shoemaker and Stephen Reese define factors hierarchically affecting news content as follows:

1. **Individual Factor**

   This factor is a leading factor determinung news content, because as the individual, journalists are those directly related to the reality they are going to report. In this stage, factors of education, experience, ethnicity, religion, gender, and individuals' attitude towards an event going to be reported influence how a journalist reports news.

2. **Media Routine Factor**

   Media routine factor is a news determination mechanism and process commonly conducted by media. Every media usually has their own standards on news, characters of good news, or feasibility criteria of news. These standards become a standard procedure routinely done by media managers.

3. **Media Organization Factor**

   Pace and Faules (1994) in Sudibyo (2010:9) describe organization as a system customizing and sustaining its self by eliminating uncertainty faced. In general, an organization has goals that often affect the news content. Sudibyo (2010:9) proposes that each component in a media organization may have their own interests.

4. **ExtraMedia Factor**

   Sudibyo (2001:10-11) argues that extra media factor includes external factors of media that affect news production processes. The factors are: 1) State, policies by the state can intervene systems from any media industry. For example, during post New Order era, media democratization and liberalization encouraged the press freedom, from either content production or marketing; 2)

Market, market mechanism referring to market offering demand and production-consumption maximization; and 3) Public, public here is not the common people, but the news sources. As the news sources, public has also interests to influence media by various reasons as to win public opinions, create a certain image to people, and so on. Unconsciously, in this condition, media have been a mediator of news sources/public to to express their arguments.

5. Ideology Factor

    Ideology is a logical framework or certain reference framework used by individuals to observe reality and how they face it (Syahputra, 2006:60). It is an individual's conception or position in interpreting reality. In terms of ideology level, the analysis more focuses on who rules society and how media determines it (Sudibyo, 2010:12).

    After understanding media's position in reporting news and factors specifically influencing content of the news broadcasted by media, Setiani (2005:68) conveys that in reporting conflicts, media has some functions i.e. 1) Issue intensifier, media are potential to turn issues or conflicts up and intensify them. As their position as an intensifier, media can blow up reality to be an issue, making the issue dimension transparent; 2) Conflict diminisher, media can make an issue or conflict disappear. Deliberately, media can also diminish an issue if it jeopardizes their ideological interests or any others; 3) Conflict resolution, media can be a mediator to show issues from any perspectives and lead conflicting parties to solution; and 4) Mass media function as a public opinion maker. Based on media's position in broadcasting news, factors affecting news content and mass media's function in broadcasting conflict news, we studied ROL's position in reporting conflicts between Ahok and FPI further.

Report of Conflict between Ahok and FPI by Republika Online

Conflicts between Ahok and FPI contained political interests. Unfinished investigation on who had triggered the chaos caused by FPI's demonstration made any existing political motives obscure. Therefore, in this study, we referred to religious motives echoed by FPI as a rejection base causing the endless conflict. We narrowed our analysis zone and focused only on how *Republika Online* (ROL) reported conflicts between Ahok and FPI on November 10-13th, 2014 related to religious issues continuously echoed by FPI.

The news time span was chosen based on our observation confirming that the climax of conflict narrations between Ahok and FPI occurred in the time span, started from the demonstration on November 10th, 2014 encouraging Ahok to give a direct response in the form of proposal to disband FPI. The time span was also very close to the special plenary meeting at Gedung DPRD DKI discussing Ahok's promotion as the Governor of Jakarta. To simplify the research, we summarized news reported by ROL in this following table:

Date	Title of the News
November 10th, 2014	*Habib Rizieq: Kebijakan Ahok Tak Berpihak Pada Umat Islam* (Habib Rizieq: Ahok's Policy Is Not Fair for Muslims) Summary: The news was about an oration delivered by several leaders of Islamic social organizations addressing Ahok as an opponent of Islam.
November 10th, 2014	*FPI Demo, Ahok: Kalau Mereka Benci, Saya Juga Benci Mereka* (FPI's Demonstration, Ahok: If They Hate Me, I Also Hate Them) Summary: Ahok's dislike indicated by his statement "*Kalau soal mereka benci, sama saya juga benci sama FPI. Pokoknya kalau mereka macam-mcam, saya akan keluarin rekomendasi biar Kemenkumham bisa bubarkan* (They hate me, I also hate them. If they do anything disrespectful, I will issue a recommendation, so that the Ministry of Law and Human Rights can disband them)."
November 10th, 2014	*Ahok: FPI Melawan Konstitusi, Tidak Layak Ada di Indonesia* (Ahok: FPI Is Against the Constitution, They Must Not Live in Indonesia) Summary: Ahok addressed FPI's actions rejecting his proposal as the Governor of Jakarta as an act against constitution. Additionally, Ahok also prepared a recommendation letter to disband FPI.
November 10th, 2014	*Ahok: FPI Justru Mempermalukan Islam* (Ahok: FPI Has Embarrassed Islam) Summary: Ahok believed that FPI's demonstration against him troubled the society and spread hate speech. He argued that FPI's actions had violated the constitution and public order, and their demonstrations had spread, hence embarrassing Islam.

November 11th, 2014	*Banyak Kerjaan, Ahok Malas Tanggapi FPI* (Many Tasks to Do, Ahok Feels Reluctant to Respond FPI) Summary: Ahok was reluctant to discuss FPI's disbandment. "*Enggak usah bahas itu lagi deh, males banyak kerjaan. Pokoknya surat itu hari ini dikirim sama staf pribadi saya ke dua kementerian itu* (Don't talk about that anymore. I'm busy. The point is, my private staff has sent the letter to those two ministries)," said Ahok at Balai Kota, Tuesday (11/10).
November 11th, 2014	*Bubarkan FPI, Ahok Harus Introspeksi Diri* (Disbanding FPI, Ahok Had to Introspect Himself) Summary: This news reported the judgment of the spokesperson of *Hizbut Tahrir Indonesia* (HTI), Muhammad Ismal Yusanto. He argued that FPI's demonstration was caused by Ahok himself. For example, Ahok had issued policies against Islamic sharia.
November 11th, 2014	*MUI: Ahok Harus Hati-hati Berucap* (MUI: Ahok Has to be Careful in Talking) Summary: MUI (*Majelis Ulama Indonesia*, Indonesian Ulema Council) told Ahok to be careful in talking, either in his words, expressions, and gestures. Additionally, Ahok was also suggested to be wiser in responding FPI's actions.
November 11th, 2014	*Polisi: Ahok Belum Laporkan Keberatan Aksi Unjuk Rasa FPI* (Police: Ahok Has Not Reported His Objection against FPI's Demonstration) Summary: Division Head of the Local Police of Metro Jaya, Police Grand Commissioner Rikwanto conveyed that Ahok had not sent any report of FPI's demonstration. Rikwanto also suggested that the demonstration should have been orderly held and had not used any provocative language.
November 12th, 2014	*Ini Barang Bukti FPI Kala Laporkan Ahok* (This Is Evidence Submitted by KPI When Reporting Ahok) Summary: News about Ahok's statement considered as having offending *Front Pembela Islam* (FPI, Islamic Defender Front) on several media would be made as evidence by FPI in cases of alleged defamation, slander, and unpleasant acts to the Jakarta Police.
November 12th, 2014	*Dilaporkan ke Polisi, Ahok: FPI Kurang Kerjaan Aja* (Reported to the Police, Ahok: FPI Lacks Works) Summary: Ahok ignored FPI's actions that reported him to the police, and he preferred to keep working. This news also reported FPI's attorney's statement, Sugito Pawiro, stating that Ahok's request to disband FPI with the November 10th, 2014 demonstration as a stressing point was not in accordance with the event. The demonstration was done by *Gerakan Masyarakat Jakarta* (GMJ, Jakarta People's Movement) including FPI.

November 12th, 2014	*Ahok: FPI Adalah Front Perusak Islam* (Ahok: FPI Is Actually An Islamic Destroyer Front) Summary: Ahok expressed an opinion that FPI was an Islamic Destroyer Front, because they had embarrassedMuslims. Based on his knowledge about Islam that he had accepted during his elementary and junior high schools, Ahok believed that Islam did not differentiate or dislike those that had not received any Islamic guidance.
November 12th, 2014	*Ini Nasihat MUI untuk FPI* (MUI's Advice for FPI) Summary: MUI believed that all people had rights to express aspirations, and FPI should have expressed aspirations guaranteed by the constitution. An aspiration expression accompanied by anarchist actions did not reflect Islam.
November 12th, 2014	*Mendagri: Tidak Bisa Seseorang Tak Suka Ormas, Langsung Dibubarkan* (Ministry of State Affairs: When An Individual Dislikes An Organization, S/he Must Not Disband It) Summary: Minister of State Affairs, Tjahjo Kumolo stated that an individual's dislike against an organization should not have been realized by disbanding the organization.
November 13th, 2014	*KPI: Jangan Beritakan Konflik Ahok dan FPI Secara Berlebihan* (KPI: Don't Spread Overreacting News about Conflicts between Ahok and FPI) Summary: KPI (*Komisi Penyiaran Indonesia*, Indonesian Broadcasting Comission) suggested not to over-exploit conflicts between Ahok and FPI, since the conflicts might give negative impacts to democratic climates in Indonesia. Jakarta local issues became national issues and could cause hate speech.
November 13th, 2014	*MUI : FPI Bagusnya Dibina Bukan Dibubarkan* (MUI: FPI Should Be Fixed, Not Disbanded) Summary: MUI argued that FPI's disbandment was not a solution, and fixation should have been performed.
November 13th, 2014	*MUI : Pembubaran FPI Tidak Mendidik* (MUI: FPI's Disbandment Did Not Educate Anyone) Summary: the news reported MUI's opinion on FPI's disbandment that did not educate anyone, since it was ineffective and clarified that FPI's anarchist acts were not conducted by FPI board, but provocateurs.

Based on the above reporting, there was ROL's tendency while reporting Ahok: giving negative impressions; such as in the news titled "*Habib Rizieq: Kebijakan Ahok Tak Berpihak pada Umat Islam* (Habib Rizieq: Ahok's Policy Is Not Fair for Muslims). This news contained FPI's oration against Ahok, especially his policies considered as unfair for Muslims. Ahok was regarded opposing Islam. In addition to that, ROL also highlighted Ahok's arrogance as on the article "*FPI Demo, Ahok: Kalau Mereka Benci, Saya juga Benci Mereka* (FPI's Demonstration, Ahok: If They Hate Me, I Also Hate Them)". In the article, Ahok was arrogant by showing his authority off to disband FPI, as stated by his statements quoted by ROL, "*Kalau soal mereka benci, samasaya juga benci sama FPI. Pokoknya kalau mereka macam-mcam, saya akan keluarin rekomendasi biar Kemenkumham bisa bubarkan* (They hate me, I also hate them. If they do anything disrespectful, I will issue a recommendation, so that the Ministry of Law and Human Rights can disband them)."

The same impression was also in the news "*Banyak Kerjaan, Ahok Malas Tanggapi FPI*(Many Tasks to Do, Ahok Feels Reluctant to Respond FPI)". Ahok addressed FPI's disbandment was a trivial matter, thus unimportant to think. It was indicated by Ahok's statement, "*Enggak usah bahas itu lagi deh, males banyak kerjaan. Pokoknya surat itu hari ini dikirim sama staf pribadi saya ke dua kementerian itu* (Don't talk about that anymore. I'm busy. The point is, my private staff has sent the letter to those two ministries)." The reluctance created an insight that FPI's issues were less important than other Ahok's duties.

On the other side, ROL also reported Ahok's perspective towards FPI, especially about FPI's Islamic aspects, implied in the news titled "*Ahok: FPI Justru Mempermalukan Islam* (Ahok: FPI Has Embarrassed Islam)". The news narrated that FPI had embarrassed Islam, as having violated the constitution and public order and conducted demonstrations spreading hatred. Additionally, it also reported that FPI had annoyed public by blowing up hate speech potential for triggering endless conflicts among people.

FPI's disrespect was also reflected in the news "*Ahok: FPI Melawan Konstitusi, Tidak Layak Ada di Indonesia* (Ahok: FPI Is against the Constitution, They Must Not Live in Indonesia)" containing FPI's action against Ahok's promotion as the governor. By the existence of the news, it could be concluded that ROL also presented a perspective

with less bad judgments for Ahok by reporting bad news about FPI.

However, in the news issued on November 11th, 2014, ROL still blamed on Ahok, indicated by the news "*Bubarkan FPI, Ahok Harus Introspeksi Diri* (Disbanding FPI, Ahok Had to Introspect Himself)" and *MUI: Ahok Harus Hati-hati Berucap* (MUI: Ahok Has to be Careful in Talking)". The second news suggested that Ahok's proposal to disband FPI was not wise, and Ahok should have reminded himself that FPI's rejection was caused by his own action. The news "*MUI: Ahok Harus Hati-hati Berucap* (MUI: Ahok has to be Careful in Talking)" teased Ahok's arrogance presented by 'wise advice' from MUI arguing that Ahok should have been careful both in talking and making moves.

Although the news on November 11th, 2014 tended to attack Ahok, ROL also gave a different point of view on the news "*Polisi: Ahok Belum Laporkan Keberatan Aksi Unjuk Rasa FPI* (Police: Ahok Has Not Reported His Objection against FPI's Demonstration)". The news contained explanation on Ahok's reports about FPI's demonstration, but it also presented disorderly and provocative demonstrations done by FPI.

Moreover, the news on November 12th, 2014 showed disrespect to Ahok. News published covered evidence blaming on Ahok for having done defamation, slander, and unpleasant acts. The news "*Mendagri: Tidak Bisa Seseorang Tak Suka Ormas, Langsung Dibubarkan* (Ministry of State Affairs: When an Individual Dislikes an Organization, S/he Must Not Disband It)" also contained opinions disagreeing with Ahok's preference that when he disliked a certain organization, then he would immediately disband it.

Besides, ROL also gave negative comments on FPI, as on the news that reported Ahok's statement conveying that FPI was actually an Islamic Destroyer Front, because having embarrassed Muslims. Ahok believed that Islam never differentiated or disliked those that had not been blessed. ROL also reported MUI's advice to FPI as the counterbalance of the report about MUI's advice to Ahok. It showed an argument that aspirations accompanied by anarchist actions did not reflect Islamic values. Here, ROL also inserted a clarification that a good Muslim should have not performed such act.

News on November 13th still had the same perspective as the previous news. For example, news reporting MUI's opinions suggesting

to perform fixation to FPI, since disbanding the organization did not educate anyone and was ineffective. This was an indirect critique to Ahok. On November 13th, 2014, ROL reported KPI's suggestion not to over-exploit conflicts between Ahok and FPI. The suggestion was conducted to prevent any bad incidents in Indonesian democratic climate, remembering the fact that the Jakarta local issue had become a national issue, hence triggering hate speech.

Republikan Online's Position in Reporting Conflicts between Ahok and FPI

Reports reporting conflicts between Ahok and FPI issued by ROL tended to one party only. Most reports showed bad impressions on Ahok and exposed his arrogance indicated by his dislike and arrogance against FPI. Evidence about the conflicts mostly exposed FPI's only; such as Ahok's statement to defame FPI. Arguments of several parties played as news sources tended to negatively judged Ahok in terms of his FPI's disbandment. Due to the fact that ROL was an Islamic media institution, then negative perceptions on non-Muslims, Ahok', was very potential for happening.

Islamic principle obliging that a leader had to a Muslim had be upheld by every Muslim, including ROL. Nevertheless, ROL also presented some news reporting critiques against FPI's anarchist acts. It indicated that although ROL only blamed on one party, they tried to 'play safely' by reporting news on both parties, constituting their attempt to balance their news in order to be acceptable by their readers.

In this case, if analyzed based on ROL's function in reporting one issue, ROL was an economic institution, because defending the organization assisting it, but trying to maintain a balance. Defending Islamic values here was also defending ROL's readers whose majority was Muslims and those that were educated, professional, tolerant, inclusive, loyal, and family-oriented. Therefore, in several certain areas, ROL's preference while reporting conflicts between Ahok and FPI was their accommodation attempt to satisfy ROL's readers.

Dictions used by *Republika* tended to be neutral, since always presenting two perspectives from either FPI or Ahok. If ROL did not report the conflict in a comprehensive and balanced way, people might have judged that ROL, with their Islamic affiliation, was covering conflict facts. This act also manifested ROL's vision as one of the

Islamic media to be competitive among other Islamic media. Therefore, although Islam became the reference, ROL made attempts to present friendly, acceptable news for non-Muslim readers.

Junaidi (2014), in his research titled *"Terorisme di Media Baru Indonesia (Analisis Framing Pemberitaan Terorisme di Portal Berita Republik.co.id dan Kompas.com tahun 2005-2013)"*, argued that *Republika Online* established its Islamic image by also including dynamic, sophisticated, modern, up to date, or in bried, cosmopolitan aspect. Although ROL was an Islam-based media, ROL eliminated a strict impression labelled on Islam by the means of neutral reporting. Based on media function in conflict reporting, ROL played a role as a public opinion maker. ROL formed negative impressions of Ahok, judged from most of its reporting news.

ROL's position in reporting conflicts between Ahok and FPI was imbalanced. Although there were reporting attempts covering both parties, news content created still implied ROL's tendency to one party. In these conflicts, ROL tended to form public opinions by highlighting Ahok's negative sides. Here, media internal factors i.e. constitution's ideology apparently confirmed ROL's position or stand point. Moreover, media external factors, i.e. 'market' was also influential, where ROL made attempts to maintain its reader market.

CONCLUSION

Conflict is one of the aspects closely related with social life, because commonly occurring due to basic urges of human. Conflict is categorized into vertical conflict, horizontal conflict, structural conflict, interest conflict, value conflict, interpersonal relationship conflict, and data conflict. These conflict may happen in various social contexts, including in Indonesia.

One of the hot conflicts in Indonesia was the conflict between Ahok and FPI. It occurred due to FPI's rejection against Ahok's promotion as the Governor of Jakarta. Although there was skepticism on political motives underlying FPI's rejection demonstration, the motives were still obscure. Till today, the motives were still religious issues. Therefore, conflicts between Ahok and FPI could still be categorized as hate speech conflicts among social members or more specifically, value conflicts, since FPI insisted to impose the value system of Islam on another party.

In reporting conflicts, media have roles i.e. to construct the conflicts and present them to public in accordance with their reporting style. There are three categories of media's position in reporting conflict: social institution, economic institution, and communication medium. In conflicts between Ahok and FPI, *Republika Online* (ROL)'s position was in the economic institution, indicated by ROL's reporting that tended to support FPI's religious principles by blaming on Ahok. Those principles constituted ROL's vision and mission as an Islam-based media institution.

In addition to organization and ideology factors upheld by media, media extra factor as market was also influential. In terms of ROL's reader psychography that most of them were Muslims, reporting with Islam as a stand point was ROL's attempt to maintain the readers. Meanwhile, neutral reporting was supposed to maintain general readers, since in this case, ROL also broadcasted unprovocative atmosphere, hence inserting critiques for both parties.

In this conflict, ROL functioned as a public opinion maker by highlighting Ahok's negative sides. Here, media internal factors as ideology of constitution confirmed ROL's stand point; whereas media external factor as 'market' was also influential, suggesting that ROL also maintained its reader market.

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