

PROCEEDINGS OF THE

2ND AICCON

ASPIKOM International Communications Conference 2020

ADVANCEMENT OF APPLIED SCIENCES AND INTERDISCIPLINARY RESEARCH FOR SUSTAINABLE COMMUNICATION DEVELOPMENT

Sub Themes:

1. Advancement of Humanity in Multicultural Context;
2. Public Engagement from Social Sciences Perspective;
3. Applied Sciences within Advance Technology;
4. Virtual Education and Modern English Literacy;
5. Sustainable Communication Development.

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PREFACE

Dr. Dra. Ulani Yunus, MM.

General Chair of 2nd AICCON 2021

Ladies and Gentlemen,

As a General Chair, it gives me immense warmth and great pleasure to welcome you to the 2nd AspiKom Internasional Communication Conference (AICCON). This conference is hosted by the Association of Indonesian Communication Science Higher Education (ASPIKOM) for the second time with the theme "Advancement of Applied Sciences and Interdisciplinary Research for Sustainable Communication Development". Today, it is handled by ASPIKOM Regional Coordination of Jabodetabek.

On this occasion, I would like to express my heartfelt gratitude to our sponsors: ATMA JAYA Catholic University, Pancasila University, LSPR Communication and Business Institute, and TESA Campus.

Please allow me to introduce Dr. Agus Tjandra as the CEO & Founder of TESA Group. He is an expert specialist in Digital & E-commerce & Fintech Ecosystem who is a founder of Instalment Online and was a pioneer and market leader of End to End enabler solution services for E-commerce industry. He has been known for his accomplishments, such as Top 10 Asia's Award 2014 ~ Asia's Most Admired Technopreneur Award 2014 and Global Branding Award ~ Innovation & Founder of Instalment Online Indonesia 2016. He is also Advisor to Doctorate Candidates University of Bina Nusantara.



My gratitude also goes to our keynote speakers: Prof. Dr. Andi M. Faisal Bakti, M.A. (State Islamic University of Syarif Hidayatullah Jakarta), Dr. Merlyna Lim (Carleton University and an ALIGN Media Lab Founder/Director, Prof Oumar Kane (Université du Québec à Montréal) Will speech in the morning of Jakarta Time. And Prof. Anne Gregory, Ph.D. (University of Huddersfield), Prof. Svetlana S. Bodrunova, Ph.D. (Saint Petersburg State University), and Sarafa Dauda, Ph.D. (University of Maiduguri). Last but not least, to the Chairman of ASPIKOM and Chairman of ASPIKOM Regional Coordination of Jabodetabek, the whole Committee those spent time to make this conference held well, all the moderators, master of ceremony, the authors, and all participants. This conference would have been impossible without the support of each and everyone present here.

The 2nd AICCON has been prepared since May 2020. This conference will be held 8th to 9th February 2021 through a webinar by inviting five keynote speakers from five countries, namely United Kingdom, Russia, Nigeria, Indonesia, and Canada. There are 60 accepted articles written by authors from 11 countries, i.e. United States of Amerika, People Republic of China, Nigeria, Netherland, Korea, Taiwan, India, Phillipine, Thailand, Malaysia and Indonesia. These articles are about communication and technology, specifically related to: (1) Advancement of Humanity in Multicultural Context, (2) Public Engagement from Social Science Perspective, (3) Applied Science Within Advance Technology, (4) Virtual Education and Modern English Literacy and (5) Sustainable Communication Development. From many articles received, only qualified articles that carry existing and sustainable communication are accepted and will be presented.

In addition to presenting scientific articles in English, The 2nd AICCON also invited participants from 93 study program from 55 campuses in Jabodetabek where there are around 16.740 students of communication science with around 465 lecturers in the program.

Research can be a solution for countless human problems. Many issues were revealed and resolved through research as seen in the received articles at The 2nd AICCON. This is clear evidence that people who work in the field of communication are not only good in oral communication but also able to work to inspire many parties and give solutions in several problems. Through this conference, we can continue to be productive, despite this pandemic situation.

Sincerely,

Dr. Ulani Yunus
General Chair

FOREWORD

Deddy Irwandi S.Sos., M.Si,

Regional Coordinator of ASPIKOM - Jabodetabek Area



I would like to express how grateful I am and appreciate Central ASPIKOM Management for choosing the Jabodetabek Regional of ASPIKOM as the organiser of the 2nd AICCON (ASPIKOM International Communication Conference) activity in 2021. I am very proud of the 2nd AICCON (ASPIKOM International Communication Conference) in 2021 is very special because it's conducted during the Covid-19 pandemic situation. This activity is carried out online which should be welcomed with enthusiasm, not only by the managers of higher education in communication science, lecturers, students, but also the community towards a "sustainable mediated communication and social network society".

During the era of technological development that has changed people's activities, productivity and creative ideas are also enabled to be more lively. People are required to quickly adapt to change, be ready to accept new things and ultimately have a significant role in changing communication activities. This is the proof that there is almost no field of knowledge that is not touched by communication aspects. The consequence of high adoption of information technology has finally created a new area called the digital space. This area provides an opportunity for anyone - individuals, policy makers, business people, educators - to interact without boundaries of time and space.

However, there are still many information dissemination that are far from good values, such as trustworthiness and intellectual ethics. There are still many people who spend time and energy consuming invalid information back and forth on social media. So a reliable communication system is needed in order to increase the consumption of information that is healthy and beneficial to society.

The Association of Higher Education in Communication Studies (ASPIKOM) is the only association that brings together the managers of higher education in communication science both at the departmental level and study programs or faculties throughout Indonesia. ASPIKOM was established on 23 March 2007 in Salatiga, Central Java.

The valuable contribution of the communication society will be a shame if only displayed in the conference room. Therefore, the thoughts conveyed in the ASPIKOM International Communication Conference (2nd AICCON) have an active and significant role in guarding and playing in dealing with and taking lessons from the Covid-19 pandemic.

On this occasion, I extend my deep gratitude to the entire organising committee and student volunteers as well as the tremendous support from the Central ASPIKOM board and ASPIKOM Jabodetabek Region. Last but not least, I would like to express my gratefulness to the main speakers, professors, doctors, lecturers, students and all the ladies and gentlemen who have participated and supported the 2nd AICCON (ASPIKOM International Communication Conference) series in 2021.

FROM THE CHAIRMAN

Dr. Muhamad Sulhan, S.IP, M.Si.

Chairman of ASPIKOM

Assalamualaikum Wr Wb, Shalom, Om Swastiastu, Nama Buddhaya, Salam Kebajikan..

As the chair of ASPIKOM, I am pleased to welcome you to the 2nd ASPIKOM International Communication Conference (AICCON) 2021, this is also the first virtual conference held by ASPIKOM during this pandemic. This international Conference held by ASPIKOM and hosted by ASPIKOM region Jabodetabek Under the theme "Advancement of Applied Sciences and Interdisciplinary Research for Sustainable Communication Development". This is one of our contribution in communication studies and to start a new collaboration among university members.

The process of communication has evolved since the inception of information and technology era that has accounted for ease in message transfer and communicate each other. Besides IT, communication values also enhanced by collaboration among countries. The 2nd AICCON 2021 is believed to serve as the platform for knowledge transferring in relevance to the future of communication. This Conference support by participation of the Academicians, Universities, Professionals and Industry Experts gathering on a single platform to discuss the future values of communication world. The 2nd AICCON 2021 will provide a global communication perspective and latest trends and issues & innovations in communication.



From more than 100 abstract submitted, we reviewed and selected 60 papers. The abstract submission started on August 2020 and finished on October 2020. For this hard work of preparation, I would like to give a best applause to Mr Dedy Irwandy as the chair of ASPIKOM Jabodetabek and Dr. Ulani Yunus as the General Chair of 2nd AICCON and all the committee for a very good cooperation to make this conference successful especially during the pandemic.

I would like to give my best appreciation to all rector, dean, committee, to all sponsor for a very good collaboration. All reviewers, media, government, students, and all sectors who already gave the best support for this event. I really hope that this conference can provide a valuable opportunity for research scientists, academicians, and industry specialists makers to share experiences. I am grateful to the many experts who have come to share their knowledge.

On this last note, let me conclude by wishing all of us an insightful and exciting conference, we are already do our best for this conference, I apologize if in preparation and implementation of this conference there are some things that are not pleasing to all participant. I am sure you will have fruitful discussion in this two day conference.

Thank you.

Wabillahi taufik wal hidayah, wassalamualaikum wr wb, shalom, om swastiastu, namo buddhaya, salam kebajikan.



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ORIGINAL RESEARCH

The Objectification and Silencing of Women in the Facebook Group “Parung Panjang Society”

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Abstract

Abstract—This research looks on the objectification on women which drives to women’s silencing on the Facebook group named Parung Panjang Society. Facebook is a huge social media platform used by societies to interact with each other, one of which is through the Facebook group feature. However, Facebook groups could also be the place where the objectification of women happen. In the Facebook group Parung Panjang Society, the objectification of women was shown through the posts uploaded especially by its male members. The objectification could ultimately lead to the silencing of women, where women were somehow not considered in the group, seen just as spectators of the objectification done by men, and even participating in objectifying other women by communicating or uploading similar things. By using the netnography method and interviewing one of the female participants of the Parung Panjang Society Facebook group, this research, which was done in December 2019, tried to dig in the information on the objectification of women happening in the group and explored how the informant viewed the objectification as well as the silencing of women. The research found out that the informant was fearful on countering the posts as the group is dominated by men and posts that objectify women are uploaded on a regular basis.

Key words: facebook group, content, parung panjang society, women objectification, muted-group theory

ORIGINAL RESEARCH

360-degree Marketing Communication Omni-Channel Strategy for Small and Medium Enterprises

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Abstract

Small and medium enterprises are one of the economic support in Indonesia so that whether central government and local government take their full attention toward most of small and medium entrepreneur in Indonesia. They had limited access in marketing, especially about promoting tactics to sell their products. The purpose of this study is to develop 360-degree marketing communication model through an omni-channel strategy to create consumer experience. This is a qualitative paper in which informant are determined purposively, they are SME's business owner in Kampung Sanan, Malang, and Section head of Cooperatives and Small Medium Enterprises Office in Malang. Research finding explained that a 360-degree marketing communication's model for product differentiation is integrate offline promotional activities through local events. Omni-channel strategy to strengthen 360-degree in marketing communication also considered customer's touchpoint in each promotional tools. To create a 360-degree model of marketing communication with omnichannel, we have to focus on three stages, namely Pre-Purchase, Purchase, and Post-Purchase implemented in SME business activities.

Key words: *marketing communication, omni-channel strategy, small and medium enterprises*

ORIGINAL RESEARCH

Technology Innovation for People Who Suffer from Terminal Kidney Failure: A Dramaturgy Theory

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Abstract

Based on Erving Goffman's dramaturgy theory, symbolic interactions, self-presentation, and personal branding, the constructivism of this study analyze a worker who suffers terminal kidney failure to obtain a career in a company in Jakarta. The purpose of this study is to determine the reality of the other side, behavior, and impression management of people who suffers from terminal kidney failure in maintaining a career. This qualitative dramaturgy analysis collects data through in-depth interviews, observations, and literature studies. The informant selection technique uses purposive sampling based on the criteria for determining the population. The results show that the technology innovation for people who suffer from terminal kidney failure that can be abbreviated PSTKF is seen from the reality of the other side of activities around the house or backstage as preparation for itself by showing the reality of the current reality. Compared to the reality of the PSTKF's behavior and work activities in the work environment or the first stage which shows a more formal role as a committed worker. In addition, to cover weaknesses by highlighting the strengths of skills through the management of PSTKF impressions when working in the workplace with two forms of impression management, namely verbal communication management and non-verbal communication management. The binding communication category is the "intimacy" impression. The use of non-verbal communication consists of three categories of informative impression management, namely exclusive impression, the impression of authority, and the impression of hard workers.

Key words: *technology innovation; dramaturgy; terminal kidney failure*

ORIGINAL RESEARCH

The Effect of e-WoM on Behavioral Intention Mediated by Destination Image and Destination Trust: The Survey of Borobudurpark Instagram Account

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Abstract

The aim of this research is to explain causal relations between four variables, namely e-WoM, destination image, destination trust, and behavioral intention, by observing Borobudur Temple as a tourism object located in Central Java province. Samples are taken from 260 local tourists in Borobudurpark Instagram (IG) account followed by 18.000 users as the population sample. Sampling technique is using non probability purposive sampling. From 260 samples taken, 253 samples are considered valid and valued as sufficient to analyze. Data analysis follows the Structural Equation Model (SEM) using AMOS 19 software in order to determine relations between variables. Finding shows that the effect of e-WoM on destination image is highly significant. The impact of e-WoM on destination trust is considerably perceived. It is also the case of the impact of destination image on destination trust. Nevertheless, destination image does not impact behavioral intention and destination trust is not perceived as impactful on behavioral intention. e-WoM directly has effect on behavioral intention but this is not achieved through destination image and destination trust as intervening variables.

Key words: *e-WoM, destination image, destination trust, behavioral intention*

ORIGINAL RESEARCH

Virtualization during COVID-19: The Culture Shock in Multiculturalism

Bhernadetta Pravita Wahyuningtyas^{1,2*}, Ulani Yunus^{1,2†}, Mario Nugroho Willyarto^{3,2‡}, Tri Adi Sumbogo^{1,2§}, Fransisca Hanita Rusgowanto^{4,2¶} and Ignatius P. Cahyanto^{5,**}

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Abstract

The study is describing the cultural shock that has been experienced by international students both in Indonesia and in USA during COVID-19, since the virtualization culture becomes a new habit. Living in multiculturalism world – like we all basically do, enforce us to have a flexible behaviour for adjust and adapt to a new culture in our daily life. The primary data were collected by virtual participant observation and interviews, with Zoom. The methods that used in this study is qualitative, and the paradigm is constructivism. This study shows that communication through virtualization becomes a new culture during COVID-19 all over the world, and the virtualization are slowly trusted to be a new safer way to meet and discuss, for it is not require physical contact, whether is not as comfortable as meeting face to face with personal touch, that makes us all feels more like human being.

Key words: *multiculturalism, virtualization, culture shock, international students, COVID-19*

ORIGINAL RESEARCH

Capitalizing the Social Media: Journalistic Branding Practice of Indonesian News Presenter on Instagram

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Abstract

The increasing use of social media is reshaping journalistic practices. As part of the journalist corps, news presenters are now using social media as an alternative channel to convey messages. This study explores the Indonesian news presenter's journalistic branding on social media and how they capitalized it. This study follows the capital concept of Pierre Bourdieu and the journalistic branding of Molyneux et al.. The parallel convergent mixed-method research is utilized by taking quantitative data through content analysis of 1.927 Instagram posts and qualitative data of semi-structured interviews with ten Indonesian national television news presenters. This research suggests that Indonesian news presenters are actively branding themselves as professionals by showing their activities with selfies, piece to camera (PTC), a depiction of slice-of-life, and content re-share. News presenters are capitalizing their Instagram posts in the form of economic, political, and cultural capital.

Key words: *journalist personal brand, journalistic field, capital, Bourdieu, social media, Instagram, Indonesian journalist, news presenter*

ORIGINAL RESEARCH

Memos in Netizen Digital Communication Culture in Indonesia

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Abstract

The meme is a means to convey messages in today's digital media. One of the digital communication messages through memes that have gone viral is a meme about "Wawancara Kursi Kosong (Empty Chair Interview)" for an event hosted by Najwa Shihab in the Mata Najwa program broadcast by Trans 7 television station on September 28, 2020. In this event, Najwa Shihab presented 'chairs empty' as a form of protest to the Minister of Health of the Republic of Indonesia Terawan Agus Putranto who was repeatedly invited to provide clarification on the development of COVID-19 in Indonesia to the public but was never willing to attend because he was busy or didn't even give a satisfactory answer. The responses (pros and cons) regarding the event were truly extraordinary and had become a trending topic in online media, with the emergence of various memes with 'tanda pagar' (hashtags) #kursikosong and #matanajwamenantiterawan. This study aims to examine the function and purpose of the "Wawancara Kursi Kosong (Empty Chair Interview)" meme in the Mata Najwa event for the context of the digital communication culture of netizens in Indonesia, using the netnographic research method. The results show that netizens in Indonesia can use memes not only as a means of self-expression, or as entertainment for criticism, but can also use them as a means of promotion (both products and services) by utilizing memes and the momentum of certain cases to attract the attention of potential consumers.

Key words: memes, digital culture, empty chair interview, mata najwa, minister of health of the republic of indonesia

ORIGINAL RESEARCH

Technology, Gender and Gojek Female Riders: A Case Study for The Practice of Social Communication

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Abstract

This research aims to know how technology, gender and the Gojek female riders are connected from the social communication perspective. A qualitative approach and case study method were used to analyze this research. As the result, Gojek female riders have given their best effort to have a better life with their families though they have to adjust them selves with the technolog which really try to be set up as fair as possible. However, gender factor is still the main obstacle done by the human. Immprove their communication social skill becomes the weapon to survive.

Key words: *technology, gender, social communication, Gojek*

ORIGINAL RESEARCH

Communicating Importance and Interactions in E-Learning Studies

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Abstract

Hundreds of new research articles are being published every month and readership has been a real and challenging issue for authors. In order to gain readers' attention writers of their research papers use metadiscourse to reach out to their prospective readers. This study investigated how metadiscourse was used by researchers, in arranging their ideas and in interacting with their readers. Data for this study was 54 research articles in the genre of e-learning published in reputable journals between the years of 2017–2020. A specific topic of e-learning was selected as a sub-corpus. Using AntConc 3.5.8 corpus-based analysis was conducted. Results of this study showed distinctive interactive and interactional metadiscourse in e-learning studies as compared to other topics in Computer Science. It was noted that certain metadiscourse markers were used to increase attractive points of the studies. It was concluded that being an academic genre, research articles apply metadiscourse markers to increase readership. Implications included applying the metadiscourse markers to increase readability and to attract more readers.

Key words: *metadiscourse, readability, e-learning, communication, interactive, interaction, corpus*

ORIGINAL RESEARCH

Monitoring Public Opinion for Brand Reputation in Social Media

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Abstract

Public opinion is an important matter that a company needs to know, monitor and evaluate. Why is that? At the present and in the following years, it is predicted that internet users will continue to increase and it is possible that the audience/public will be more critical and it will be easier to convey public opinion through a company's digital/social media channels. Public opinion that can be conveyed comes in the form of positive, negative or neutral opinions where on the other hand, a company needs to maintain its reputation, build its corporate image and also balance product sales. With the rise of public opinion generated through aforementioned channels, brand reputation some companies, image, and level of products sales can be greatly influenced according to the positive, negative, or neutral clusters of opinions. This research, which uses literature reviews and observations, is very interesting to study further, because public opinion will never end as long as the public can continue to freely express themselves according to their thoughts and how they feel towards a company. From the results of this study, it can be seen that monitoring and evaluation of public opinion is needed in addition to maintaining brand reputation, image and level of product sales, and also being able to see public opinion both from the point of view of corporate communication, marketing communication and customer care, so that in the process of evaluating a company's strategy, it can be done appropriately according to the point of view of each unit within the company.

Key words: *public opinion monitoring, brand reputation, corporate communication, marketing communication, customer care*

ORIGINAL RESEARCH

Marketplace Marketing Communication Strategy for Creative Talents Service Providers

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Abstract

The development of the marketplace business is not only limited to product sales, but has also begun to expand into the service sector. The marketplace is also open to creative industries to get customers or markets. This study aims to analyze the marketing communication strategy of the creative talents service provider marketplace. The theory used in this research is theory of communication strategy. The research method used is a case study by conducting structured interviews with Strategic Planner, Campaign and Marketing Executive of a Creator and Talent Marketplace Indonesia. The results showed, Sociabuzz had a goal of 10,000 Jobs Done. Where there are 10,000 creative talents who have completed a campaign, where one creative talent is counted as one job done. In carrying out the marketing communication strategy, the company Sociabuzz offers packages in each category of creative services available and marketing communications that are carried out, namely offline and online. Sociabuzz continues to use offline, due to differences in personal touch in carrying out its marketing communications. Sociabuzz conducted an effectiveness evaluation using Google Analytics for their online campaign.

Key words: *strategy, marketing communication, marketplace indonesia, influencer*

ORIGINAL RESEARCH

The Drinking Tea Habit in Digital Commercial Ads between Indonesia and China

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Abstract

The habit of drinking tea is inseparable in Indonesian and Chinese culture, and even this has been done from generation to generation by all ages. The customs in various regions have their uniqueness, such as strengthening communication between family members in Indonesia through drinking tea together. SariWangi, as a legendary tea bag product in Indonesia, takes advantage of this culture through its digital commercial ads via Youtube Indonesia, as well as a similar product called Lipton's Xianyang Tea on Weibo China. The researcher's interest lies in disclosing the generated meaning as an implication of the marketing strategy carried out by the two brands. This is accomplished through Oswald's semiotic marketing method aimed at getting the consumer brand-scape triangle. The research results show that although the two brands originate from Unilever's global business, the cultural approach is carried out differently for the typical consumer features in each country. With the same brand legacy in the form of "relaxation". The difference lies in how SariWangi brings its products closer to the family segment in Indonesia, while the way Lipton's Xianyang Tea takes is targeting the market share of young people in China with a logical approach to the need for global tea drinking.

Key words: *consumer brandscape, digital commercial ads, drinking tea habit, the generated meaning*

ORIGINAL RESEARCH

"Bangga Surabaya" as the Surabaya's Government Strategy to Overcome Performance's Communication Gap with the Public

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Abstract

It is important for Indonesians to know about the government performance. The bureaucrats who fill the government seats are chosen by the public. The work programs that are carried out are also funded by public taxes apart from other funding sources. However, certain amount of information usually does not reach the public due to various obstacles, which causes communication gap between the government and the public. Surabaya City Government Public Relations has been trying to bridge this communication gap through the very well-branded "Bangga Surabaya" media, which can be found on various digital platforms, such as Website, Facebook, Twitter, Instagram, and YouTube. This research aims to analyze the communication gap about the performance of the Surabaya City Government to the public, along with the government's strategy to overcome these problems through the "Bangga Surabaya" media. The method used in this study is a qualitative method with data collection techniques through interviews with selected informants from the Surabaya City Government Public Relations unit, as well as online and field observation in Surabaya. The analysis of this research emphasizes the importance of the roles of various parties for the success of socializing government performance to the public through the concept of branding.

Key words: *communication gap, government policy, political branding, digital branding*

ORIGINAL RESEARCH

Intercultural Perspectives in Computational Communication for E-Learning

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Abstract

Computational communication has adopted cultural and social backgrounds into the algorithm. Communication becomes more culturally and socially rich and embedded to communicators' needs. This study investigated the multidimensional aspects of cultures in the communication of e-learning. The aim was to show correlation between cultural backgrounds and rhetorical features used by authors. Data for this study was taken from 970 journal articles in Computer Science. Results showed that intercultural perspectives occurred in the communication of e-learning studies, which include the native and non-native styles of writings.

Key words: *e-learning, language learning, Computer Science, human factors, technology*

ORIGINAL RESEARCH

E-learning Classroom at A Private University in West Jakarta: Students' Challenges and Opportunities

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Abstract

E-learning classroom is getting more scope since the technological environment faced by universities nowadays. It provides flexible and convenient time and place to study for the students. However, compared to other teaching approaches, the students' readiness plays an important role in achieving an effective e-learning process. Apart from that factor, students' motivation and self-learning abilities are also the main factor for the successful implementation of e-learning classroom. This paper aims to present an in-depth investigation about students' challenges and opportunities regarding the implementation of e-learning classroom. This study involved a private university in Indonesia which offers all courses implementing e-learning. During the courses, the students were required to participate actively in e-learning classroom. The activities included online discussion forum, watch video, and join the video conference session. The data were collected by using questionnaire and were analyzed quantitatively. The result of the data analysis revealed some issues related to students' point of view about e-learning classroom and also the drawbacks that e-learning made.

Key words: *challenges, e-learning, opportunities*

ORIGINAL RESEARCH

Media Agenda Building of Forest Fire in Indonesia And Malaysia

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Abstract

Forest fire news has become a crucial discourse in Indonesia and Malaysia after massive catastrophe following forest fire events in both countries for so many years. This research explores the comparative study of media agenda building to contribute to forest fires' handling and prevention. An Outside Initiative Model of Cobb and the development of social media Pfetsch et al. is adopted to understand the phenomenon. Research data is collected using two Focus Group Discussions (FGDs) on forest fire news stakeholders in Indonesia and Malaysia. The research results showed that forest fire had become a public discourse in Indonesia and was widely reported when the forest fires occurred. However, the forest fire issues did not make public issues in Malaysia; therefore, there is no political demand regarding forest fire. The media in both countries did not have a political agenda regarding the forest fire issue because of economic and political limitations. Both media in Indonesia and Malaysia is more focused on reporting the event of forest fires to attract readers.

Key words: *media agenda building, forest fire, media reporting, indonesia, malaysia*

ORIGINAL RESEARCH

A Government Public Relations Strategy in Environmentally Friendly Practice Socialization. Case Study: Hotels in Bali

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Abstract

The development of environmental awareness in the field of tourism has indeed increased in the last two decades. This research aims to know the public relations strategy of Bali government in socialize the environmentally firendly practice in hotels. A qualitative approach and case study method were used to analyze this research. As the result, using the role of associations become the best strategy considering the Bali culture that impact to the whole aspects of life. With the spirit of a solid voice and the trend of technology, the strengthened of association's role by the government, make the strategy very effective.

Key words: *public relations, socialization, associations*

ORIGINAL RESEARCH

Visual Dramatization Through Digital Technology in Documentary Program

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Abstract

The development of digital technology today provides an opportunity to enhance creativity through audio-visual media to display representations of the facts based on reality. Nowadays, these developments have formed visualization trends, where visuals can present an event to be impressive and become an attraction for the audience. We see that this visual dramatization has also been implemented in the documentary program 'Indonesia Bagus' episode Blitar, a Small City with Various Beauty 'broadcasted on NET (one of the commercial TV stations in Indonesia), where this program has received the highest points in the program quality index survey conducted by Komite Penyiaran Indonesia (Indonesian Broadcasting Commission - an independent broadcasting regulatory in Indonesia) in 2017. We are interested in analyzing the modes presented in this program to see how the capacity and potential of each mode in constructing a meaning (affordance), thus displaying a memorable event. This analysis will look at communication practices that involve interaction and representation through the multimodal discourse approach of Gunther Kress and Van Leeuwen. To analyze how to build unity in the documentary program Indonesia Bagus, the authors use rhythm, composition, information linking, and dialogue. To analyze how to build unity in the documentary program Indonesia Bagus, the author will use rhythm, composition, information linking, and dialogue. The analysis results explain the capacity and potential of visual dramatization in 'Indonesia Bagus episode Blitar - a Small City with Various Beauty' can see the interaction process according to the current context, besides being able to display resources and expressions that are easily understood and attract the audience, this is because of ability to represent reality into a visualization.

Key words: *multimodal discourse, visual dramatization, documentary program*

ORIGINAL RESEARCH

The Choice and Intensity of Using Social Media by Politicians as An Interpersonal Communication Channel with Constituents

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Abstract

Information technology and media digitization open up space for the delivery of regulations through online mass media and social media. The choice of social media and the intensity of its use by politicians as an interpersonal communication channel with the community or constituents, of course, is a symptom that needs to be studied for its benefits and effectiveness for users (users). . This research is intended to answer questions about the choices and arguments of politicians using social media as an interpersonal communication channel with constituents. Methodology: Positivistic paradigm, a type of quantitative research, in the form of survey analysis. Respondents were members of the DPD, DPR and DPRD who were active social media users during 2019 - 2020 Results: 95.5 percent of the social media application WhatsApp was the choice of the majority of politicians. Meanwhile, almost half of the members are active in social media every chance they get, namely 45.5 percent. The content of interaction in an effort to establish interpersonal communication with constituents is at most 77.3 percent regarding social and social issues

Key words: *social media, choice and intensity, politicians*

ORIGINAL RESEARCH

Digital Propaganda: Political Bots on Twitter in the 2019 Indonesian Presidential Election

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Abstract

This Digital propaganda has highlighted political campaigns in the 2019 Indonesian presidential election. Political bots used in cyber warfare on social media Twitter are intended to disseminate political messages massively and quickly to manipulate public opinion. This study aimed to find out how political bots were used in political communication on social media. This research used the method of communication network analysis on Twitter. Data were collected during the period of 6 November–6 December 2018 with a focus on conversation with the hashtag #01IndonesiaMaju and #2019GantiPresiden. The results of this analysis indicated that political bot's activity on Twitter was carried out by both the pro-Joko Widodo–Ma'ruf Amin party and the pro-Prabowo Subianto–Sandiagó Uno party in their political communication on social media. Hashtag #01IndonesiaMaju is mostly driven by robotic accounts, only a few real accounts in small groups. Meanwhile, the hashtag #2019GantiPresiden was mostly voiced by real accounts and only a few robot accounts. The use of automatic accounts or political bots in political propaganda is a cyberwar strategy widely used by Jokowi's party rather than Prabowo's.

Key words: *digital propaganda, political bots, media social, politic communication*

ORIGINAL RESEARCH

The Comparison between Cyber Extension and Traditional communication for Farmers in Bangil, Indonesia

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Abstract

Data from the Indonesian Seed and Farmers Technology Association data shows that 22 percent of Indonesian farmers have used smartphones to obtain agricultural information. But many farmers still struggle to get information especially in the pandemic era. This research is to find out how the comparison of information delivery patterns between traditional media and cyber media on farmers in Bangil, Indonesia. This research theory uses the theory of cyber extensions. This research method by, observe online media, interviewing a number of farmers in Bangil and supported by survey data to 85 farmers in Bangil. The results showed that although cyber media began to enter as one of the sources of information for farmers, only a few were dependent on online, while the rest still relied on information from extension methods. Counselling still needed as a connection between farmers and Internet.

Key words: *cyber extension, farmer consultant, social media, youtube, Bangil*

ORIGINAL RESEARCH

Optimization of Social Media for Education by the National Disaster Management Agency (BNPB) for Disaster Risk Reduction in Indonesia

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Abstract

Covid-19 has hit Indonesia since March 2020. Many parties are involved in efforts to handle the Covid-19 pandemic, one of which is the National Disaster Management Agency (BNPB). BNPB as part of the Task Force for the Acceleration of Handling Covid-19 is at the forefront of efforts to handle and prevent disease transmission caused by the SARS-CoV-19 virus. Since the Covid-19 outbreak in Indonesia, there has been an increase in the number of BNPB Instagram followers. This shows that the BNPB Instagram account is also the community's choice to find information about Covid-19. This research uses constructivist paradigm with qualitative method. The researchers collect data using structured interviews with the BNPB. The results of this study indicate that BNPB has taken steps to utilize social media in providing education about Covid-19 in a timely and accurate manner. BNPB has contributed during a pandemic that creates uncertainty, people need timely and accurate information. BNPB is ready to play a role in disseminating information as education related to Covid-19.

Key words: *social media, education, COVID-19, BNPB*

ORIGINAL RESEARCH

Online Travel Agent (OTA) for hotel business: Indonesian market challenges during the COVID-19 pandemic Crisis

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Abstract

COVID-19 outbreak has changed Indonesia's hotel business industry. The highly contagious novel COVID-19 has raised serious questions about the current and future viability of the sector. The research address important concerns challenges and opportunity for Online travel agent (OTA). Expedia Group operates in Indonesia faced major challenges due to Government policies adopted need to restructure. Responses to the interview were Expedia business partner analyzed, included need forecasting after the COVID-19. The aim of this study critically examines how, considering the current arguments from the literature, the Expedia Group should stand in the Indonesian market and reflects on the consequences for decision-makers in the Expedia Group. This research adopted a qualitative approach utilizing a case study method. Techniques for data collection included semi-structured interviews of 15 respondents as well as document analysis. This study critically discussed the implications and managerial recommendations to Expedia Group from current circumstances in the Indonesian market.

Key words: COVID-19, OTA, challenges, opportunity

ORIGINAL RESEARCH

The Impact of Brand Awareness and Product Quality on Consumer Purchase Decision of Paletas Wey Mexican Popsicle

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Abstract

Food and beverages business has grown significantly in the past few years especially for ice cream because of trends and healthy lifestyle. Thus PT Medina Debeuz Indah uses this opportunity to produce ice cream identical to that of Mexican ice cream and it is healthy, they called it Paletas Wey Mexican Popsicle. In the month of June, July, and August there's a significant drop of omzet which leads to the objective of this research, to identify the Impact of Brand Awareness and Product Quality on the consumers Purchase Decision of Paletas Wey Mexican Popsicle Consumer. Descriptive method is used with 159 samples to find out the results. Purposive sampling is used for the as the method for sample gathering. A questionnaire of 17 items is used to collect the quantitative data. The data was analyzed by using Krejcie Morgan and regression technique. The SPSS-20 version is used for this analysis. The result shows that both brand awareness and product quality have a partial effect to purchase decision. Brand awareness and product quality have a simultaneous effect to purchase decision.

Key words: brand awareness, product quality, purchase decision

ORIGINAL RESEARCH

Social media analysis of the West Java Governor's Twitter account in the early COVID-19 pandemic

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Abstract

This study investigates the Twitter communication network related to the Corona Virus Disease 2019 (Covid-19) pandemic in West Java. On the basis of the Social Network Analysis (SNA) method, it was found that Governor Ridwan Kamil's Twitter account had become a central account of Covid-19-related virtual traffic information at the earliest stages of the pandemic. Based on the topic of the classification of Ridwan Kamil's Twitter posts, it was found that the topics of information disseminated were quite varied and transparent. These posts were found to be capable of inviting massive community engagement, even making Ridwan Kamil's posts as source of information to be re-disseminated. All post topics have a different frequency of publication. The most frequent were those related to policy promotion, and the least were posts related to the campaign combating against negative stigma of infected people.

Key words: *social media analysis, COVID-19, Twitter*

ORIGINAL RESEARCH

Digital-Based Volunteer Recruitment (Case study: Indorelawan.org Social Marketplace)

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Abstract

The role of volunteers in NGO activities very important. Volunteers contribute their time, energy, and thoughts to activities led by NGOs. NGOs need media that can act as a link between the institute and volunteers. Digital media which functions as a marketplace is very helpful for NGOs in disseminating their programs and facilitating the recruitment of volunteers. Indorelawan is one of the social marketplaces in Indonesia that brings together institutions and potential volunteers. The purpose of this study was to determine the role of digital media in recruiting volunteers for social activities. This research uses the communication science theories that are including marketing communication theory and new media. The paradigm used in this research is the constructivist paradigm with a qualitative approach and a dialectical method based on a case study on the Indorelawan website. The data collection was conducting In-depth interviews with Marsya Nurmaranti as Director of Indorelawan. Conclusion: the use of a website that functions as a social marketplace is useful in the dissemination of NGO programs include volunteer recruitment. The utilization of the website can also support as a form of educating volunteers in carrying out social activities.

Key words: *digital, marketplace, recruitment, volunteer*

ORIGINAL RESEARCH

Identity Accommodation by Capturing Indonesian E-Sport Organization on Online Media Content

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Abstract

The media is one of the platforms for channeling information and one of the best means of showing a particular organization's identity to the public. Esport is one of the issues closest to society in the current digital era. At present, many organizations that oversee esports have emerged and are competing to attract media attention. This study aims to see how the organization's identity that houses esports can represent a new type of sport based on the nation's technology and become the pride of the country. This study uses content analysis by Phillip Mayring with qualitative research methods. This research's object is the news about the formation of Indonesian esports organizations in three online media: indosport.com, esports.id, and hybrid.co.id, which are analyzed using Communication Accommodation Theory by Howard Giles. The results of this study illustrate that the two online sports media of esports.id and hybrid.co.id show a positive tone through the terms of "esports stakeholders" and "our home," which describes the development of an esports organization identity using a strong foundation to show a strong image and good hope for the esports industry in Indonesia. On the other hand, indosport.com shows its neutral position, emphasizing policy adjustment regarding the Law on the National Sports System (SKN) on the emergence of Indonesia's new esports industry.

Key words: *identity, e-sport organization, CAT, mayring*

ORIGINAL RESEARCH

Brand and Advertising Messages in the Use of Digital Wallet Applications

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Abstract

Cashless Payment does not use physical money but uses software for the purpose of user convenience. XYZ is one of the e-money platforms in Indonesia that offers systems in the field of financial technology with advertising campaigns. This study aims to describe XYZ's advertising message regarding the use of digital wallet applications by teenagers. Respondents The selection of teenagers as informants in this study, because the target of the XYZ digital wallet is the millennial community. The results of the analysis, which is complemented by triangulation of sources, showed that the brand and advertising messages received by the informants are persuasive and are considered as financial technology education for teenagers.

Key words: *brand, advertising message, teenager*

ORIGINAL RESEARCH

The Trend of Instagram Adoption by Indonesian Niqabis

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Abstract

This study aims to investigate how Indonesian face-veiled women (niqabis) adopt visual affordances of Instagram in their everyday lives which is under-researched. Using digital ethnography, this study explored hashtags related to niqab and cadar, niqabis' Instagram accounts, and niqabis online community's account. Additionally, five young niqabis who are actively using Instagram also participated in the interview session. Findings show Instagram's affordances has altered the visibility of Indonesian niqabis as fashionable and affectionate women. These findings also challenge niqab-wearing women's stereotype as dangerous, fundamentalist, extremist that faced by niqab-wearing women in Western countries and Muslim countries like Indonesia.

Key words: *adoption, Instagram, Indonesia, niqabis, trend*

ORIGINAL RESEARCH

Online Conselor's Self-Meaning as Reflection of Communication with The Narcotic Addicts

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Abstract

Narcotic and its further effects of addiction has become a social problem in a community, which requires special attention. This study aimed to understand online counselor's and the reflection of their self-meaning concept based on how they carry out the communication during online the counseling session to narcotics addicts. The research adopted a qualitative approach with a constructivist paradigm, while the type of research chosen is phenomenology. Subjects were six narcotics addiction online counselors. One of them is the National Narcotics Agency counselor as a key informant, while the other five are online counselors from Rihand Creative Online Consulting. Some counseling sessions are conducted by online counselors from five different cities in Indonesia. Data were collected through in-depth interviews, participant observation, and literature study. The results showed that giving counseling service to clients with narcotic addiction was not an easy matter. Especially, the process is more challenging when counseling relies on online application. It is important for the counselor to communicate and build self-confidence, in order to closely accompany narcotics addicts. And to help those who are being rehabilitated so that the returning into their family and environment will be openly welcomed.

Key words: *communication, counseling sessions, online counselor, narcotic addiction, self-meaning*

ORIGINAL RESEARCH

Dissemination of Information in Using Internet of Things for Indonesian Farmers

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Abstract

The purpose of this study is to provide an overview of the information media of Internet of Things (IoT) technology in Indonesian agriculture. The data will compare with the use of existing information technology in Indonesian farmers. IoT is expressed as a concept that connects humans with the equipment that they need by using the internet. This research method uses a survey method with data collection techniques to 243 farmers in Bangil, Lembang and Manado, through virtual survey and observations. The results showed that farmers consider themselves to have knowledge of agricultural production, but they are unfamiliar with information technology such as IoT. The most farmers carry out farming activities manually. This also makes it difficult for them to become IT entrepreneurship in agriculture. In Bangil area, many farmers are elderly and unfamiliar in technology. In Lembang and Manado, most of them are technology literate, but only limited to the manual agricultural information. No one has yet realized the need to use IoT to make their agriculture progressive and predictable. There is no plan of dissemination effort from stakeholders to farmers, to make farmers have knowledge in utilizing IoT to support farmers as IT entrepreneurship.

Key words: dissemination, information, IoT, Farmer, IT entrepreneurship

ORIGINAL RESEARCH

Digital Technology through Website Content as Marketing Communication Strategy of Halal Fashion

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Abstract

Indonesia, as a biggest population country in the world should notice the halal product consumed in daily life. Halal term refers to some indicator, raw material, supply chain management until marketing process. The implementation of digital technology in marketing process is expected to increase brand awareness and profit the fashion halal. The research subject is the first world halal socks company website as media promotion and information to accelerate the brand awareness as halal socks. The approach used in this research is qualitative method. It is in-depth interview and observation through the website. The process of data collection is conducted through interviews, observations of website design. The result of the study is increasing the brand awareness by using website technology consists of two pages including admin page content and main page content which can provide the information and friendly user system of halal fashion product to provide up to date online information the brand awareness of consumer. The use of website as a marketing and promotion medium is to provide up to date online information to become an alternative promotional of brand as part of marketing communication activity, which has a wider reach and it is expected to expand market share and brand awareness.

Key words: *brand awareness, halal fashion, information technology, website*

ORIGINAL RESEARCH

Elaboration Likelihood of Quick Response Code Indonesian Standard Digital Payment Brand Awareness

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Abstract

Through marketing communication tools, the company wants consumers to have brand awareness of the product due to the brand will be the most valuable asset for the company. Brand awareness of QRIS is inseparable from the role of marketing communication by using advertising, internet marketing, and sales promotion to inform, persuade and remind consumers about QRIS brand as digital payment. The aim of this study was to determine the effectiveness of advertising, internet marketing and sales promotion towards brand awareness of QRIS in Wirausaha UMKM Indonesia's Community. The theory used is Elaboration Likelihood Model. This study uses a quantitative method with an explanatory approach which explains the correlation between the independent variable and the dependent variable. This study is conducted by using quantitative method with survey through the distribution of closed questionnaire by providing a set of written questions to respondents who have been determined to be answered. Respondents in the study were 100 members of the Wirausaha UMKM Indonesia's Community who were considered to represent the population.

Key words: *advertising, sales promotion, elaboration likelihood, quick response code indonesian standard, brand awareness*

ORIGINAL RESEARCH

Social Media and e-WOM Use in Movies Promotion

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Abstract

The Observation results show that horror films are among the top 10 most watched movies. Depiction of women in Indonesian horror films are interesting to study. There is gender inequality, these horror films occupied the highest position as a bestseller film. This study aims to determine a horror film in Indonesia. The methodology used the qualitative methods with interviews and virtual observation. The results showed that the marketing of women's horror films in Indonesia combines between social media and electronic word of mouth those succeeded in becoming a promotional medium.

Key words: *horror movies, technology, social media, E-WoM*

ORIGINAL RESEARCH

Physical Work Environment's Effects on Performance in PT Telekomunikasi Indonesia

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Abstract

This study was conducted to determine the effect of the physical work environment on employee performance in the PT Telekomunikasi Indonesia, Ltd Area. The purpose of this study was to determine and measure how the influence the work environment has on employee performance in the PT Telekomunikasi Indonesia, Ltd in Bandung area. This research used quantitative method with descriptive-causal type of research. Sampling was done using simple random sampling method, with the number of employees of PT Telekomunikasi Indonesia as many as 100 people. Questionnaires were distributed using Google Forms and processed with Software (SPSS) ver. 24. The data analysis technique used is descriptive analysis and regression analysis. The results of this study indicate that the physical work environment variable has a significant effect on employee performance. The conclusion of this study is that there is a significant influence between the physical work environment on employee performance at PT Telekomunikasi Indonesia, Ltd. It can be interpreted that the more comfortable the physical work environment, the higher the employee's performance.

Key words: *work environment; business administration; work performance*

ORIGINAL RESEARCH

An Interactive Customer Engagement through Website

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Abstract

Industry Meetings, incentives, conferencing, exhibitions (MICE) are predicted to lose up to 7 trillion IDR due to the impact of the COVID-19 pandemic. As a good Marketeers, they required to create the marketing communication program that have biggest impact. It happened while the marketeers create the customer experience. Through customer experience, the engagement between the brand and the customer created. Customer experience is meaningful exposure, through taste, touch, smell, hearing, and sight. The 7th Indonesia Sharia Economic Festival (ISEF) interactive website, by Central Bank of Indonesia, has the most completed virtual features that engage the visitors to explore with more than 29898 website visitors. This 7th ISEF develop several feature of Meetings, incentives, conferencing, exhibitions (MICE) by interactive website feature such as lobby, exhibition, international showcase, conference forum, international and domestic webinar, talkshow, workshop business coaching, business matching, cultural program, lounge, and fashion show. This research focuses on how multisensory effect felt by customer by accessing the website. The research method used includes a literature study. The data used within the results of this study, comes in the form of data collection obtained from the website features and several literatures such as journals and books. Results that are obtained from this research, although implemented online but this website can present all multisensory effects. The conclusion is that interactive website has engagement capabilities as good as offline event activities by displaying virtual tour features that create the real exhibition ambient.

Key words: *customer experience, engagement, website interaction*

ORIGINAL RESEARCH

Digitalizing Moments and Experience of Literary Festivals in Instagram

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Abstract

Festival, which used to mean 'a religious holiday', now refers to any themed event that involves public celebration. There are many kinds of festivals with various themes and programs, including literary festivals, whose aim is to gather writers, readers, and literature enthusiasts in one space. This research would discuss the rise of literary festivals, particularly in Indonesia. It limits its topic only to the use of Instagram by literary festivals in Indonesia to see in what way these literary festivals use Instagram and how the use of it affects the essence of literary festival itself. The data of this research will be taken from Instagram posts by Ubud Writers and Readers Festival and Makassar International Writers Festival. The Instagram posts will be further analysed by using representation theory proposed by Stuart Hall. The analysis shows how both UWRF and MIWF use Instagram not only as a promotional tool but also a platform to archive the moments and to maximize the experience of literary festivals. It is expected that the result of this study will contribute to the discussion about literary festivals in Indonesia and can offer a new perspective about the use of social media which can benefit both the organizers and the audience of literary festivals.

Key words: *instagram, literary festivals, representation, social media*

ORIGINAL RESEARCH

Agenda Setting Comparison in Brand Journalism Government Websites between Beritajakarta.id and Wb.gov.in

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Abstract

This article focuses on the Beritajakarta.id and Mohfw.gov.in agendas. Beritajakarta.id is a government website managed by Jakarta Provincial Government public relations, while Wb.gov.in is managed by West Bengal State Government Public Relations. Even though it is a government public relations product, the content published by Beritajakarta.id and Wb.gov.in is in the form of news or journalistic packaging which indicates the existence of brand journalism practice. The concept of brand journalism was created by Larry Light which refers to branding activities conducted by the organization. The mission of the organization is promoted in a way of journalism disseminating information. In this case, the researchers uses Agenda Setting Theory to see the work of journalists and/or government public relations officer in creating brands as well as building relationships with the community. The results showed that the practice of brand journalism on government websites still prioritizes information that is considered important to society, such as public transportation and development services. But, the results also show there is still minimal news with DPRD as the news which indicates beritajakarta.id treating DPRD as 'the other party'. On the other hand Wb.gov.in actually presents positive inspiration on a number of media agendas through published press releases, in the form of information integration that presented the good image of the Central Government of India as well as the State Government of West Bengal.

Key words: *agenda setting, brand journalism, content analysis, government websites, media agendas*

ORIGINAL RESEARCH

Digital Payment as Urban Lifestyle of International Students During Pandemic Covid-19

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Abstract

The purpose of this study is to describe the behavior of International students in Indonesia and in United States during the COVID-19 pandemic particularly on the use digital payments. Data were primarily collected using virtual participant observation and interviews through Zooms. This method shows that communication through technology becomes more important during COVID-19. The results show that the digital payment application system are perceived to be safer from a public health perspective because do not require physical contact, and are used report being more comfortable using digital payments than cash but there is also the potential for fraud with digital payments.

Key words: *lifestyle, digital payments, international students*

ORIGINAL RESEARCH

Relations of Mental Health to Remote Working

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Abstract

The aim of this research is to understand the relations of mental health to remote working during the COVID-19 pandemic, and activities that help to bridge mental health issues. Concept of the research is based on social networks, social relations, lifestyle preference, social media hashtags. Research method uses social network analytics based on Netlytic.org and Gephi tools. The result states that mental health has relations to remote work, which has a centralized network of Covid19. The recommendation is that well being of individuals is related to the way people work, which hence alter the use of time to do other useful activities.

Key words: COVID-19, social networks, lifestyle, social relations, remote work

ORIGINAL RESEARCH

Measuring The Intention to Use Application-Based Transportation in Jakarta

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Abstract

The intention to use public transportation is theoretically formed from the tendency of individual factors, namely behavior, subjective norms, and controlling user behavior. This concept has developed its implementation in use when communication information technology in ordering various modes of transportation shifted to devices and applications as a form of technology adoption. This adoption has touched various aspects of human life, one of which is support for daily mobility using application-based transportation. However, the complexity of product and service aspects in this sector is a challenge for service providers and a choice for users, especially in big cities. This study aims to explain the effects of intention to use application-based transportation in Jakarta. This quantitative research uses specific user background characters such as area of use, user group (generation), and gender with a total sample of 300. By using Partial Least Square-Structural Equation Modeling (PLS-SEM), this study explains that the intention of using transportation is influenced by user satisfaction which was previously formed by the performance of the quality of services provided by service providers and drivers. However, this study also explains that the role of the government as a regulator in the transportation industry does not directly shape the satisfaction and intention of use for people in Jakarta as users. These results explain that the use of technology that is no longer new and has become a habit is causally related to the company. Pandemic conditions and other specific points such as offices, campuses, malls and so on can be interesting suggestions for the following studies.

Key words: *application-based, online, transportation, service, intention*

ORIGINAL RESEARCH

Understanding Personal-Relational Identity Of Digital Native in Teaching Communications

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Abstract

The first year for students is a transitional period between high school and their role as university students. The development of communication technology brings a new and distinctive identity that represents a generation. The distinctive of identity makes the gap between lecturer and students. It appeared in the process of teaching communications. This investigation examines identity as the product of communications in the context of teaching communications. This study will focus on generation of digital-native lecturers who were born before 1980s' identifications of personality on their First year of digital-native students who were born after 2000s and how they build relations with them. This study interviewed. Previous studies about digital-natives have been tracked, but there is unclear information about identity of communication that leads to student development is reviewed annually in academic term. The purpose of this study is to investigate the way of eight digital immigrants identify about their university student's personality while building relationship in teaching communication process for the first year study. The result shows that digital - immigrant lecturers are realize that there is a change in the behavior of their students who are entrance every year in university. The Informants are able to negotiate with themselves to deal with their students so that communication between them works well. The first year of university students should be accompanied when using the source for academic assignments because of having weaknesses in confirming the credibility of sources. Thus, understandings of personal identity determines the further enacted and establish interaction in teaching communication

Key words: *personal-relational identity, communication identity, teaching communication, digital - immigrant lecturers, digital native students*

ORIGINAL RESEARCH

Virtual Health Communications During COVID-19 Pandemic

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Abstract

Human interactions have changed since the outbreak of COVID-19. Transmission of the virus is very easy but cannot be seen with the naked eye and can cause death quickly, make people feel anxious to interact with each other. People who have problems with their health conditions do not dare to visit the Puskesmas (public health service) because they are worried that they will meet other people who have been exposed to Covid 19. Therefore, remote health consultations using applications related to health services are increasing. The purpose of this article is to determine the effectiveness of using health communication channels through applications. This research was conducted in the city of Bandung, with a qualitative method by capturing several informants who had used the facility through face-to-face interviews or through telecommunication media channels. The result stated that Information technology has provided support for the ongoing health communication process that is useful for improving health services.

Key words: *health communication, COVID-19, remote consultation*

ORIGINAL RESEARCH

A Comparative Study of Onsite Exams and Online Exams

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Abstract

This study explains the comparison of on-site exams and online exams. In the attendance table, students attended 93.14% online exams, and 88.71% onsite exams, overall attendance increased by 4.43%. students scored more on the online exam, from 52.91% to 66.76%. The graduation rate from 82.13% to 87.54%, an overall increase of 5.39%. There are more students graduating. Online exams replace offline exams with computer-based exams by paying attention to technical elements of attendance and getting grades to improve graduation.

Key words: *offline exam, online exam, higher education, graduation rate, COVID-19*

ORIGINAL RESEARCH

Communication Effectiveness of Tourism Actors in Desa Nyambu on Tourist Visits Satisfaction

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Abstract

Tourism is a fundamental strategic sector in developing assets owned by a region and communication is the most essential factor. This study aims to see that various aspects need to be well prepared through effective communication, so that tourists feel comfortable when visiting and get a deep impression. The research used a quantitative approach with a positivistic paradigm, so it involved one hundred respondents to fill out a questionnaire through the survey method. An explanatory study is used to measure the effectiveness of communication between the actors of Nyambu Village Tourism in Tabanan Bali on the satisfaction of tourists visiting the area. The results of the research show a positive and significant influence between the two variables, so that local tourism service providers need to pay attention to the effectiveness of the communication delivered in order to encourage the creation of visitor satisfaction, both local and foreign.

Key words: *communication effectiveness; nyambu village; visitor satisfaction; tourism*

ORIGINAL RESEARCH

Indonesia–Malaysia Communication Accommodation on Kalimantan by Digital Platform

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Abstract

Indonesia's position with Malaysia as a neighboring country provides many conveniences in various sectors, also triggers various cross-border problems between countries. In order to establish good communication, communicants need a cross-cultural understanding that is qualified, in order to be able to bridge differences in perceptions in interacting. This research is aimed at finding out the communication accommodation process between Indonesian citizens across the Kalimantan Island Border, specifically the North and West Kalimantan Provinces of the Republic of Indonesia and the states of Sabah and Sarawak in Malaysia through digital platforms. Based on the positivist paradigm with a quantitative approach, it is designed in the form of a survey instrument which is distributed by quota random sampling to one hundred respondents. The results of the research show that there are various digital platforms that are used to facilitate the communication accommodation process between people with two different cultures. The digital platform is able to facilitate the cultivation of intercultural understanding at various levels of society simultaneously and holistically. Cultural differences between the two countries can be resolved with a variety of up-to-date information that can be used as a common reference.

Key words: *identity negotiation theory, ethnography, Indonesian diaspora, Malaysian culture*

ORIGINAL RESEARCH

Cultural Adaptation of International Class Online Learning Processes on Digital Platforms

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Abstract

Education at all levels in different parts of the world faces the same difficulty in adapting to distance learning patterns. This is no exception at the higher education level, which involves lecturers interacting with students from the face-to-face class system to being mediated by digital platforms. This study is aimed at looking at cultural adaptations between cross-border students in accelerating time differences between countries that are applied to online learning patterns. Qualitative approach with data collection method using online focus group interview. The subjects of this study were six pairs of lecturers and active students who took international class from six countries. The research findings show that adaptation efforts made by both lecturers and international students accommodate time differences with the perspective of the study participants' countries of origin. At the same time, optimizing the communication media platform on digital channels is also a major concern by giving time markers so as not to miss any learning opportunities.

Key words: *cultural adaptation, digital activity, international students, COVID-19*

ORIGINAL RESEARCH

The Pattern of Information Seeking Environmental Information In Social Media: Study Of Millennials In Jakarta

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Abstract

The digital era changes a person's ability to obtain the information they need. The need for information is very diverse, including information on the issue of environmental change. Millennials are now part of the environmental change that is incorporated in various organizations. This study aims to explain the pattern of searching for information about environmental issues in Jakarta by Millennials. The method used is qualitative through interviews and literature study. his study found that the pattern of searching for information on environmental issues on social media by Jakarta millennials started from attention to the existing environmental conditions, the type of information obtained through social media accounts, the most frequently used was Instagram. Information disbursement is intended to support participation in the creation of a quality environment.

Key words: *environmental message, social media, information seeking*

ORIGINAL RESEARCH

The Effectiveness Of Online Learning During The Pandemic Covid 19: Study On Students and Teachers In Indonesia

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Abstract

During the COVID-19 pandemic, the teaching and learning process is carried out online by teachers and students. This study aims to determine the effectiveness of online learning carried out by teachers and students. The method used is a quantitative approach with a survey method for teachers and students in the Jakarta area. The results of the study are classified based on the readiness of teachers and students in online learning, and fluency and obstacles in online learning. On average, teachers and students state that they are forced to do online learning due to the covid 19 pandemic. On average, online learning barriers are caused by networks and the ability to use technology.

Key words: *online learning, COVID-19, lecturers, teachers, students*

ORIGINAL RESEARCH

Foreign Language Learning Innovations through Online Games in Elementary Schools

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Abstract

Language can be learned from various sides, both in writing and in pronunciation. The habit of using a certain language in daily life will make a person fluent in learning a particular language. This research specifically focuses on learning foreign languages in elementary school. Difficulties in mastering language at an early age can be made easier through online game applications. Relying on the positive paradigm adopted through the experimental method, the researchers were able to find an easy way for elementary school students to learn foreign languages more quickly through the help of online games. The experimental results in two learning classes at bilingual elementary schools showed that the class that received the intervention in the form of online-based games was able to master conjunctions and language vocabulary twice as fast as the class without intervention. This shows that the urgency of procuring online games as a learning innovation.

Key words: *foreign language; innovation; language learning, online games, primary school*

ORIGINAL RESEARCH

Utilization Of Technology in Educational Communication: Study on English Students At Binus University

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Abstract

In addition to language skills, the ability to use technology in educational communication in English is required. This study aims to determine the use of technology by English students. This study uses a qualitative approach. Data was collected through interviews and observations of English language learners at Binus University. The results of this study indicate that the technology of students with specialization in English is used in the educational communication process. In addition to supporting communication, technology plays an important role in the literature search.

Key words: *educational communication, technology, English literature*

ORIGINAL RESEARCH

The Meaning of Diversity in Poetry : Study on Poetry by Soekarno and Chen Li

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Abstract

This study aims to find the meaning of diversity in various poems by Soekarno and Chen Li. Research with a qualitative approach and semiotic methods. The results of this study show that the meaning of diversity reflected in the poem is illustrated through the representation of empathy through the text of signifier and signified. Empathy as a form of diversity that reflects multiculturalism in a networked society.

Key words: *poetry, diversity, empathy*

ORIGINAL RESEARCH

The Role of Single Mothers in Family Communication Patterns Shapes the Self-Concept of an Only Child

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Abstract

The family is the smallest unit in the form of a group that brings together every individual human being. Unfortunately not all families have a complete number of members, consisting of a pair of father and mother, also with their children and/or children. Two vulnerable situations, namely mothers with only children because they have difficulty in self-disclosure of their respective psychological limitations. This study will specifically look at the role of family communication by a single mother on the formation of an only child's self-concept. This research is examined based on family communication patterns according to McLeod and Chaffee and Self Concept Theory according to Hurlock. Six pairs of single mothers with only children were included in this research as informants. Based on the interpretive paradigm, this research uses the phenomenological method. Then reinforced with in-depth interview instruments. The results showed that single mothers played a major role in shaping the self-concept of their only child, especially in shaping the thoughts and views of others.

Key words: *only child, phenomenology, family communication, self concept, single mother*

ORIGINAL RESEARCH

Stimulation of Employee Motivation as a Driver of Company Work Productivity

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Abstract

One of the motivations of employees in a company is triggered by the coordination function which is stimulated by communication and individual psychological characteristics. This research is focused on the situation that occurs in the employees of industrial workers providing tin products. Referring to the qualitative research approach by relying on the traditional perspective to the phenomenological method, ten informants from various levels of work positions were involved to share their experiences. The nature of exploratory research is to enable researchers to obtain a complete picture of each work actor in telling their respective motivations. Based on the results of the study, the findings indicate that the company always applies good organizational communication, in order to encourage the achievement of work productivity. Various stimulation to motivate each employee are prepared, including: employee training at certain levels, work facilities, and achievement allowances.

Key words: *motivation, organizational communication, work productivity, stimulation*

ORIGINAL RESEARCH

Accelerating the Quality of E-Learning Learning to Reduce Technostress Among Jakarta Students

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Abstract

The pandemic situation forces various parties to adapt quickly, in various sectors of human life, especially education. Both education providers and learners experience various obstacles in relying on e-learning technology as the only mainstay medium. Among the various levels of education, one of the most felt obstacles is at the tertiary level where educators have difficulty adapting to technology, while students as learners demand different situations. This study aims to identify the various efforts of learners in accelerating e-learning medium technology. Relying on the constructivist paradigm, data were obtained using a quantitative approach and Focus Group Discussion instruments. The participants involved in this research were eight people from four entities, first, second, third, and fourth year students in Jakarta. The results of the study found that the acceleration of e-learning technology is intended to reduce technostress. There needs to be expertise in managing various e-learning learning tasks with the various conveniences offered by technology.

Key words: *acceleration, techno stress, effectiveness, e-learning, college student*



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