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(0274) 586168 psw.1247, (0274) 548202



(0274) 548201



fis@uny.ac.id



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Theme:

“Digital Social Sciences, Humanities, and Education”

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OPENING SPEECHES

Nowadays, digital media is the significant part of our social and cultural daily lives. The digital world is grabbing society attention vastly as many social, cultural and education activities duplicate even change our tasks in real world. It is urgent for academics to understand digital society as well as real society. However, our understanding about digital socio-cultural and education are still limited. Considering the importance of digital issues, we initiate to bring multi-stakeholders as international academics, researchers, and practitioners to contribute to the knowledge building. Our goals are to understand how digital social, humanities and education practices have been contributing and reshaping our lives.

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PRACTICALITY IN INTERACTIVE CD MEDIA ON COURSE OF *PERKEMBANGAN PESERTA DIDIK*

Fifi Yasmi

STKIP PGRI Sumatera Barat
fifiyasmi@stkip-pgri-sumbar.ac.id

Elbert Hutabri

STKIP PGRI Sumatera Barat

Aril

STKIP PGRI Sumatera Barat

ABSTRACT

Media is a tool needed in learning activities that aim to help learners more easily understand the subject matter. The aim of this study was to find out the practicality in developing interactive media CD with Character-based on course of *Perkembangan Peserta Didik*. This was kind of research that uses developmental research. In this research, the model used is 4-D model (four-D models). The development of four-D models consists of 4 main stages: define, design, develop and disseminate. The result of development stage is practicality. After getting the data from the students, this research found that interactive media CD with character-based on course of *Perkembangan Peserta Didik* is generally in the practical category. So, from that results it can be conclude that the media that researchers develop is practically used in the learning process.

Keywords: *Practicality, Interactive CD Media, Characters*

Theme : Digital Media for Social Sciences Education

A. INTRODUCTION

Lecture activities or student learning is often inadequate both in the context of attitudes and behavior mastery to become an educator and achievement of academic success on course *Perkembangan Peserta Didik*. This course is as one of the educational subjects that must be followed by a prospective educator in *LPTK* especially in *STKIP* that has the learning achievement to develop and foster the knowledge, skill and attitude especially related to the growth and *Perkembangan Peserta Didik*. The course should be well understood by an educator in order to understand and give a good example to the learners.

Based on the observations that researchers did on the course of *Perkembangan Peserta Didik*, it showed that the ability of students in understanding the subject matter is still low. Understanding the students about the material will have an impact on the ability of students in conducting analysis. Researchers also conducted interviews with students *STKIP PGRI Sumatera Barat* who followed the course of the *Perkembangan Peserta Didik* found that the material on the course are abstract. So, it is rather difficult to understand. In addition, the low understanding of students is also due to the science associated with the development of these students are still new to the students because at the level of previous education they never learn about this material. In this situation, lecturers must be able to decide the

appropriate media in teaching and learning process. It causes one of the factors that may affect the success of learning process is the use of learning media.

Nowadays, teacher tends to create media in learning process using power point. It is not too interesting for students. Whereas the use of learning media aims to present fun, interesting, easy to understand and clear information. In relation to the problem, the researcher keens on to study and develop learning media with Interactive tutorial for students. That learning media is created that relates to teaching materials and arranged systematically using interesting animations. It is made with macromedia flash software and packaged in the form of interactive media that can be used in colleges, especially college teacher. Then, with reference to the importance of the interactive media CD, the lecturer is expected to implement the multimedia materials for the improvement of learning. It has become the urgent needs for the improvement of capabilities by the doers of education, especially for the lecturers to have capabilities and interest in designing the multimedia learning materials for the subject matter. On the other hand, the interactive media may expect students can easily understand and self study at home.

This research is supported by numbers of studies. Arsyad (2005:15) stated that the use of learning media can improve learning outcomes where the use of this medium greatly helps the effectiveness of the learning process, deliver the messages and generate interest and motivation of students. Then, Febriyanti and Yasmi (2014:197) in their research entitle Development of character Based Interactive Media on Material Circulatory System of Human for Senior High School obtained the result that the use of media is very practical and effective in teaching and learning process.

B. METHOD

In this research, researcher chose development research. Media development uses the steps of the 4D development model namely; Define, Design, Develop, and Disseminate (Trianto, 2010: 93). Data were collected by questionnaire given to 23 respondents. Data were analyzed descriptively in describing the practicality of interactive CD media. The steps of the analysis are to provide an answer score, determine the average score and the value of practicality.

C. RESULTS AND DISCUSSION

The results of interactive CD media practice test can be seen in Table 1.

Table 1. Practicality Test Results

No	Practicality Variabel	Parcticality Value (%)	Criteria
1	Ease of use	82,6	Practical
2	Time required in the implementation	84,4	Practical
3	Device appeal to student interest	83,15	Practical
4	Ease in interpreting material	88,04	Very Practical
5	Has the same equivalent as the Practical	81,52	Practical
	Average	83,94	Practical

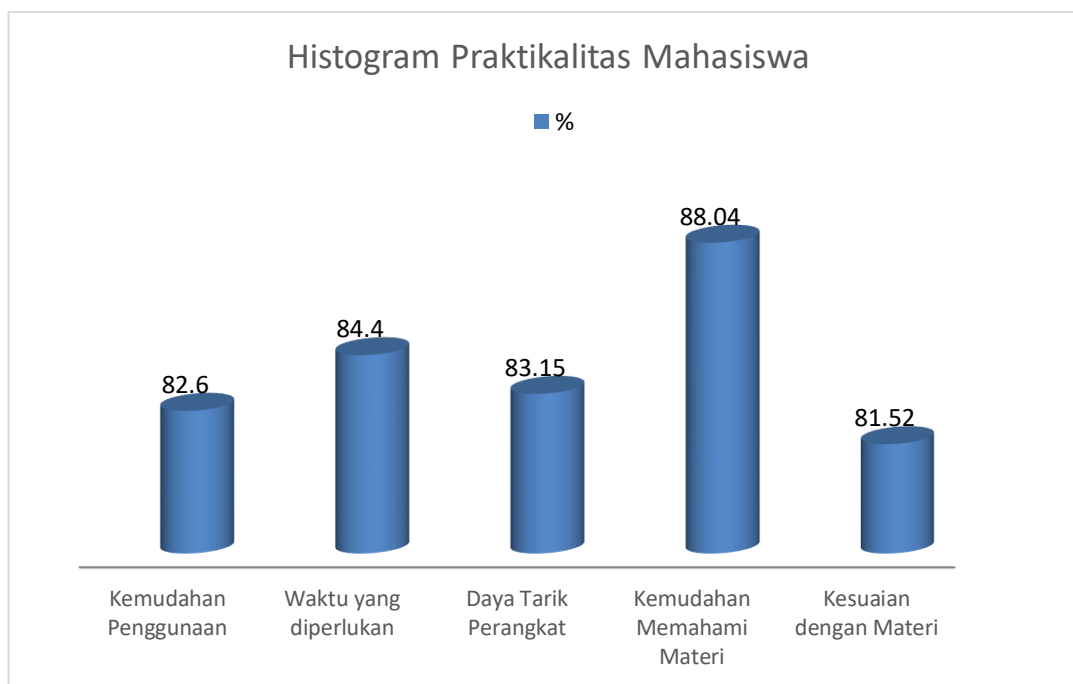


Figure 15. Student's histogram of student's practice of Interactive CD media

The results of practicality test in Table 1 present the average of data gotten from the questionnaire. It indicates that there are five aspects that are seen is ease of use is in the practical category with the percentage 82.6%, the time aspect is also in the practical category with the percentage of 84.4%, the aspect of media attractiveness is a practical category with the percentage 83,15%, the easiness aspect of understanding material is in very practical category with 88.04% percentage and material conformity aspect is in the practical category with percentage of 81,52%. So it can be concluded that CD media interkatif practical for use with an average of 83.94%.

Practicality test that has been done indicate that in terms of practicality of the use of interactive CDs are in the practical category. This indicates that the intensive media CD developed in this course can be used in the lecture development activities of students because it meets the criteria of a good media, as revealed by Arsyad (2013) that a good media must proposes the following criteria: 1) in accordance with the learning objectives, 2) practical, flexible and enduring, 3) capable and skilled in using them (easy to use), 4) can be used by heterogeneous learning groups and 5) technical quality. Based on these criteria, the results of this Interactive CD media already fulfil the criteria as a good medium.

D. CONCLUSION

The result of interactive CD media development is 'practical' to be used in order to support the learning process in the lecture either from the ease of use, the time aspect required, the aspect of media attractiveness, the easiness aspects of the material and the material conformity aspects. So it can be concluded that Interactive CD media is practical to be used with an average of 83.94%.

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DIGITAL MEDIA AND TECHNOLOGY IN EDUCATION : IMPROVING THE LEARNING INTEREST TO THE YOUNG LEARNERS BASED ON *SPARKOL VIDEOSCRIBE*

Hermia Anata Rahman

Sebelas Maret University, Surakarta, Indonesia
miaanata131@gmail.com

Asrowi

Sebelas Maret University, Surakarta, Indonesia
asrowi@yahoo.com

Muhammad Akhyar

Sebelas Maret University, Surakarta, Indonesia
muhammadakhyar@yahoo.com

Haidar Fikri

Sebelas Maret University, Surakarta, Indonesia
haidarfikri@student.uns.ac.id

ABSTRACT

Nowadays, education in Indonesia has changed from a conventional approach into a modern one. This advance is supported by technology which is collaborated with education in developing the learning media. Education is a right for every citizen. The existence of technology as the learning media will make the learners to understand the learning material easily. This research is aimed to develop the learning media of *sparkol videoscribe* to improve students' interest in early childhood program on the material of ablution. Technique of collecting data was conducted through observation, interview, and documentation. Sources of data in this research were students of early childhood education in Sukoharjo, teachers, researcher, colleagues and document. The research method used *Research and Development of ADDIE (Analysis-Design-Develop-Implement-. Evaluate)*. Media was used to analyze KD 3.1. The students learn to recognize daily prayer that will focus on learning ablution by using media of *sparkol videoscribe*. The next step was making media of *sparkol videoscribe*. Then, it was validated by material and media experts. After that, media was tested to the students of early childhood education in Sukoharjo. Before being tested, observation and interview were conducted to know students' interest before getting treatment. Furthermore, observation and interview were conducted after the material of ablution was given by using media of *sparkol videoscribe*. The treatment was used to know the students' interest after getting treatment. Based on the result of observation and interview, it shows how the students' learning interest is. The result of the research concludes that learning media of *sparkol videoscribe* on the material of ablution belongs to be "very proper" from its material and media display format. In conclusion, the research shows that there is improvement of learning interest on the material of ablution by using media of *sparkol videoscribe*.

Key words: learning media, *sparkol videoscribe*, *learning interest*
Theme : Education

A. INTRODUCTION

Nowadays, technology has developed fast from time to time. It also demands the change in all aspects of life. One of the most expected changes of technology is in education. The change in education is needed to increase the quality of the education itself. Education as a developer of human resources must be able to change into better one. The development of science and technology has changed all aspects of life. One of the changes is in education. The development of science and technology mostly influences the learning media. *Computer-based media* is now being developed in education. Computer is an attractive, interesting and interactive media. Learning through computer gives a provision to the students. It presents various characters that become strength and weakness of a media. Indonesian education need to increase its quality in teachers' work and learning model and media. It is expected to create human resource that has good knowledge, acquiring skill, attitude, and proper skill. They are also expected to choose and manage information. It is prepared to face situation that is always changed and competitive. Learning process must run well and effectively. It is aimed to create high interest in learning. One of the attractive ways to create good atmosphere in learning is through proper learning media. The material must be given with attractive media. This case can be implemented in the material of ablution in PAUD Al Hasanah Sukoharjo. This material needs creative design and animation. It is used to attract the students to participate in learning process.

Based on the observation conducted by the researcher, learning process in PAUD Al Hasanah Sukoharjo is still conventional. Teacher explains the material through text book and the students only listen. Teacher rarely uses multimedia because of the limited skill. Besides, PAUD Al Hasanah Sukoharjo has adequate facility to help students in mastering science and technology. However, the facility has not been optimal because it is not used properly. Basically, all subjects can use media of technology, for example, the material of ablution. In learning material, students are not demanded to observe the teachers' explanation in front of the class. Students are asked to practice the steps of doing ablution properly. By using learning media of *sparkol videoscribe*, students are directly presented the steps of doing ablution through video animation. The video is integrated in a presentation media to make students understand about the material.

Based on the finding above, the researcher makes a material of ablution through learning media of *sparkol videoscribe*. The researcher wants to know the success of the media if it is implemented to the students in PAUD Al Hasanah Sukoharjo.

A. LITERATURE REVIEW

Learning media

Ibrahim and Syaodih (2003: 112) defines the learning media as a thing that can be used to deliver the messages and contents of lesson, stimulate the idea, feeling, attention and skill of students to encourage the learning process. From the definition above, learning media is a thing that can deliver the message and contents of lesson to stimulate the students to learn. The use of learning media can help increasing the students' understanding towards the material given. Learning media is a thing that can be used as a media to deliver the messages (learning material) from the communicator to the students in order to stimulate the attention, interest, idea, and feeling of the students in learning activity to achieve the learning purpose.

Media has the role to help the communication between teachers and students because there is an obstacle of communication in learning process.

Sparkol Videoscribe

Sparkolvideoscribe is one of the applications that can be used to present the material in learning process. This application is a software to create an animation video or attractive presentation. The application can present the learning content by combining the picture, voice, and attractive design to make the students enjoy the learning process. The features of the software are various so that the learning media can be adjusted with the material. Besides using the available design in the software, the users can also make the design of animation, graphic and picture which can be adjusted to the needs. Furthermore, it is imported into the software. Besides that, the users can also do dubbing and add the voice as it needs. The making of video scribe can be conducted offline so it does not depend on the internet network. It will help the students and teachers in designing or making the presentation media using sparkol video scribe.

B. RESEARCH METHOD

This research used *Research and Development R&D* method. It is used to result a certain product and test the effectiveness of the product (Sugiyono, 2012). Method of this research referred to model of ADDIE. This model consists of 5 main steps, (1) analysis, (2) design, (3) development, (4) implementation, (5) evaluation (Priadi, 2009). This research used qualitative approach. According to Mulyadi (2011), qualitative approach represents naturalistic understanding and phenomenon. Sugiyono (2012) adds that qualitative approach emphasizes on a problem. This research focuses on the development of *video-subscribe* media and students' interest using *sparkol video-subscribe* in the material of ablution.

1. Technique of Collecting Data

Technique of collecting data was conducted by giving questionnaire of media to two validators. Data of interest toward the media of subscribe and audiovisual was obtained through interviewing the students.

2. Technique of Analyzing Data

Data was converted using qualitative analysis. It was conducted by viewing several aspects of media planning. Then, it was reviewed from material presentation, media illustration and media advantage. This research was analyzed descriptively and statistically to get the result of research and development. Category of feasibility of learning media used measure scale of likert. Variable was elaborated into variable indicator. Furthermore, it was used as a point to arrange instrument items such as statements or inquiries. The answer of each item using likert scale has gradation from positive to negative (Sugiyono, 2013). The table mentioned can be explained in table 1 and 2 as follows:

Table 1. Criteria of feasibility assessment

Assessment Category	Score
very feasible	5
feasible	4
feasible enough	3
unfeasible	2
very unfeasible	1

Table 2. Criteria interpretation of research result

Assessment Category	Interpretation
very feasible	material experts, media experts, and learning experts suggest that video-based learning media is a very feasible to use as a medium of learning
feasible	material experts, media experts, and learning experts suggest that video-based learning media is feasible to use as a medium of learning
feasible enough	material experts, media experts, and learning experts suggest that video-based learning media is feasible enough to use as a medium of learning
unfeasible	material experts, media experts, and learning experts suggest that video-based learning media is unfeasible to use as a medium of learning
very unfeasible	material experts, media experts, and learning experts suggest that video-based learning media is a very unfeasible to use as a medium of learning

Process of percentage calculation was conducted by comparing the frequency obtained and the frequency expected. Percentage was calculated using the formula below;

$$\text{Percentage} = \frac{\text{Prese frequency obtained}}{\text{expected frequency}} \times 100\%$$

C. FINDINGS AND DISCUSSION

Developing animation video of *videoscribe*

1. Analysis

First, step of analyzing was formerly conducted by analyzing the needs through field observation. It collected data to be used as a reference and consideration in developing product. The selection of students of early childhood education was because of the basic competition of 3.1. It was about the daily prayer activity. In this competence, the students were taught to know the steps of ablution properly as a part of moslems' daily prayer. Analyzing needs was conducted to the students using observation technique. Based on the result of observation, it obtained several data as follows (1) Students of early childhood education still found difficulty in learning the steps of ablution properly. It was because they had less interest to the material conveyed by teacher. Learning process was only conducted by implementing the examples in books. (2) Students have never learned using media of animation video during their learning process. (3) The facilities at school have supported the learning process. However, it was not utilized by the teachers because of the limited person in creating learning media of multimedia. Based on the observation above, it needed a more creative material to attract the students in learning process through animation video. Furthermore, the video was developed using a software named *sparkol video-subscribe*.

2. Design

Second, step of design in making media of *sparkol videoscribe* was based on several aspects such as formulating the structural learning purpose, formulating the material items which were appropriate with the media in order to be more systematical and determining media design which was appropriate with the analysis of students' needs.

a. Formulating material items

Material items were arranged based on the basic competence of curriculum 2013 in early childhood education. Basic competence of 3.1 was recognizing daily prayer. The prayer activity was focused on the activity of ablution. After arranging the material, the learning indicators were made. Furthermore, the arrangement of material details was presented in *sparkol videoscribe*. In this step, book studying was conducted to collect information such as figures, steps, prayers and others which related to the material of ablution. Then, the result of collecting materials was designed using *sparkol videoscribe*.

b. Determining media design

Media design was made by arranging learning materials from books. It was then arranged creatively to attract students in learning the steps of ablution. In creating learning media, it needed thorough preparation and planning (Sadiman, 2006). In developing media program, it needed several steps such as (1) analyzing students' needs (2) formulating aims (3) formulating material items (4) developing a tool for measuring success (5) writing media script (6) doing revision.



Figure 1.1 Sketch Of Sparkol Videoscribe Making

3. Developing

Process of developing media was based on the result of the former design. Before conducting developing process, software of *sparkol videoscribe* must be installed in PC or laptop. *Sparkol videoscribe* had special characteristic of text or figures. It was presented using an effect of human hand which was conducting the activity of writing or erasing. The advantage of this software compared with other media was on its components. The components were simple and did not have many choices.

In making the learning media using *sparkol videoscribe*, there were many things to be recognized, such as material must be appropriate with the things that will be conveyed, the selection of figures and animation must be appropriate with the topic, the selection of background color, animation effect must be matched with the presentation, the selection of letters and its color in animation video, and the duration of video must also be appropriate with the material.

After developing process, video was tested by expert validators to conduct media validation. Several aspects needed to be observed such as aspect of material presentation, media illustration, and benefits. It was conducted to produce a very good quality. The former result was validated by expert validators to obtain good result in the last.

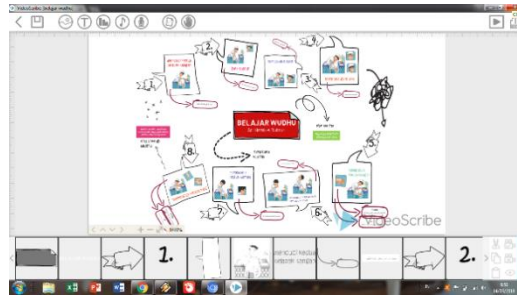


Figure 1.2 Last Product of Sparkol Videoscribe

Based on the result of media validation, the feasibility of media can be concluded that total average percentage is 97,5 %. Average percentage of material presentation is 93,75 %. Media illustration is 96,6 % and aspect of benefits is 100 %. Totally, media is categorized into “very good”. According to Prasetyo (2015), score criteria of media feasibility is as follows; very good (85-100), good (69-84), good enough (53-68), less than good (37-52), not good (20-36).

4. Implementation

Implementation was conducted in PAUD Al Hasanah Sukoharjo in March 1st 2018 in 2 classes. Implementation was conducted after validation process to the learning media of *sparkol videoscribe*. Class of experiment 1 was given the material of ablution using animation media of videoscribe that has been developed. Class of experiment 2 as a comparator class was given the material of ablution that has been developed by another person. From collecting the data above, it can be concluded that both media have different interests to the students.

5. Evaluation

In the model of developing design of ADDIE, evaluation is the last step. In this step, the assessment was conducted to know the success of developing media of *sparkol videoscribe*. Based on the result of validation conducted by expert validators towards the feasibility of *sparkol*, it obtained the category of “very proper” with 97,5 %.

In assessment step, the material of ablution using *sparkol videoscribe* was presented in the class. The researcher observed the students’ interest during learning activity. When students focused and felt relaxed, the learning activity could run well. When teacher started to get the students to practice the steps of ablution through the video, the researcher observed their responses. If the students could imitate the teachers’ command, it meant that the media had positive influences to the students.

Djaali (2008) states that interest can be expressed through statement “students prefer a thing than another thing, it can also be shown through a participation in an activity”. The implication of this finding shows that students have high interest to the material of ablution using media of *sparkol videoscribe*. Each student has interest to the material presented with creative design. It creates students’ interest to join learning activity till the class ends. Students of early childhood education must be provided with creative skill and they must involve in learning process. The students’ involvement proves that students have high interest towards the material of ablution using media of *sparkol videoscribe*.

D. CONCLUSION

After conducting research, processing data was conducted. It can be summarized that the use of media of *sparkol videoscribe* in PAUD Al Hasanah Sukoharjo can give influence

to the students' interest in basic competence of 3.1 (recognizing daily prayer and focusing on material of ablution). Media presented in the class can make students participate in practicing ablution properly.

Through this research, teacher is expected to use *sparkol videosubscribe* in making learning media. The software proves that it can encourage the students to participate in learning process in the class.

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CRAFTING AUGMENTED REALITY IN LEARNING: A CO-CREATION PERSPECTIVE

Chen, Abbott Po Shun

Assistant Professor, Department of Marketing and Logistics Management,
Chaoyang University of Technology
E-mail: chprosen@gm.cyut.edu.tw

Liu, Jui Tu

Ph. D. Candidate, Department of Business Administration,
National Yunlin University of Science and Technology

Lin, Yu Tsu

Associate Professor, Department of Marketing and Logistics Management,
Chaoyang University of Technology

Chiang, Hua Chang

Director of the Center for Nature Education, Sun-Link-Sea Vacation Resorts Co. Led.

ABSTRACT

In the service process of education, value creation is one of the best learning benefits between the learner and the learner. When the education market accepts commercial virtual reality and augmented reality (AR) products, this study believes that the interactive marketing utility through augmented reality will affect the repurchase intentions for learners. On the other hand, this result explores the interactive marketing utility of AR for the variables of repurchase intent. The research method mainly describes the architecture, the choice of objects, the rationality and the analysis and application of the tools. The application of augmented reality is very extensive. In the field of environmental education, it is found that the new state of teaching of AR can solve many problems. The interactive marketing will positively mediate the impact of the real world on the repurchase intent.

Keywords: Augmented reality, marketing innovation, co-creation.

Theme: Digital Media and Technology in education

A. INTRODUCTION

The core element of value is time, because value is created over time and through the use of customers (Helkkula and Kelleher, 2010; Strandvik et al., 2012; Tuli et al., 2007). But value can create more value through the accumulation of customer experience, and of course there will be a reduction in value, Mele (2011), when the conflict occurs, the value created may be reduced. When the message conveyed by the company is inconsistent with the customer's perception or the company fails to realize its value proposition, and the two sides

have cognitive differences, it takes a lot of time and effort to resolve the differences. Zajac and Olsen (1993) propose to create value while Conflict is an obstacle to maximizing value. With the continuous evolution of technology, learners' access to information is no longer limited to newspapers, magazines, television or computers, so marketing practices will change with the environment. In today's society, it is more and more difficult to successfully impress learners. Marketing techniques can no longer be limited to one-way communication. How to "interact" with learners becomes the biggest issue of marketing products. Traditional marketing methods such as billboards, brochures, televisions, etc., are just wishful instilling messages into unknown objects. Even if people accept the message, they cannot respond to the message in a timely manner, nor can they immediately obtain relevant information. Information. With the changes of the times, the marketing techniques have gradually turned to interactive marketing that emphasizes interaction with learners.

Many industries are gradually combining AR technology, which is a brand-new visual emotional experience for learners. For example, the IKEA product catalog app allows users to try everywhere before buying furniture. Place and replace different furniture, and actually feel the appearance of furniture in the home, so that the original home-made layout inspiration for paper printing is embodied. The application of AR is very extensive. For example, the application in the environment is a direction. Environmental education has always been a topic of concern, because environmental problems are caused by human unclear understanding of the environment, especially excessive economic development. The environment. If we want to solve environmental problems, we can only use the imperceptibility and teaching functions of education to promote the public's awareness of the environment, and then create love and protect environmental beliefs and behaviors. Environmental education is on the rise. It emphasizes education in a real environment, educates about the environment's knowledge, attitudes, skills, and environmental education for sustainable development.

The purpose of this study is to increase the willingness of learners to participate in environmental education through AR combined with environmental education. The interactive marketing utility of AR will affect repurchase intentions one after another, so first consider this as a variable for repurchase intentions, and explore the interactive marketing utility of AR.

B. LITERATUREREVIEW

Service in interactive marketing

The service-oriented logic (SDL) proposed by Vargo and Lusch (2004, 2008) changed the marketing approach with a new perspective, highlighting the value of "service". Although traditionally commodity-oriented, the concept holds that value is created by producers and then delivered to customers, but service-led logic believes that value is created through interaction between producers and customers (Storbacka et al, 2016; Vargo and Lusch, 2016a, 2016b). Therefore, this study uses interactive marketing as the implementation of value co-creation. Grönroos (1984) The focus of interactive marketing is the management of the interaction between the company's employee representatives and learners, in order to achieve the relationship marketing goal of retaining customers, repurchasing and recommending others. Wagner (1997) argues that teaching interaction refers to a situation that occurs in the learner and the learning environment, with the aim of changing the learner's behavior and directing the learner to the state of action to achieve the goal. Allen (2001) Interactive marketing is defined as the use of interactive media to create marketing that directly engages learners. Grönroos (1995) customer service is mostly transmitted through the

service personnel and service system. At the time of interaction with the customer, the service is produced and consumed at the same time. Each contact, the interaction of the customer service occurs once, and the customer relationship is enhanced or weakened. Therefore, interactive marketing dominates the establishment of customer relationships. Therefore, the interactive marketing definition of this study is an interactive relationship management based on direct interaction with existing customers or potential customers. Its competitive advantage is to link the relationship between satisfaction and repurchase intention, attracting the attention and satisfaction. The relationship between word-of-mouth communication shows its importance to the service industry and the consumer market. Furthermore, there are many models for promoting interactive marketing services. This mode uses advertising, electronic billboards, vending machines, electronic catalogues, online shopping, etc. to complete the interaction between service agents and learners.

Kiosk (2012), using interactive electronic billboards. The access of the library to use relevant guidelines or advertising messages, the state-owned map is equipped with 28 touch-sensitive convenience information stations (Kiosk) on all floors of the whole building, and automatic switching machines are set through computer scheduling. It provides three functions of collection inquiry, space navigation, equipment usage instructions and reserved seats that people often use. The interactive marketing model of this study has been organized and found that interactive marketing has multiple presentation modes in life. Therefore, in view of the research field of environmental education, this study may have the above models, which will be further understood and verified. Furthermore, in the theoretical verification of interactive marketing, there are common consumption interactions such as interactive advertising, interactive electronic billboards, and new-style interactive shopping, which can serve as the theoretical basis for the interaction between the research service and learners. For example, providing learners with a variety of affordable, easy-to-use technology and entertainment products, Best Buy creates focused messages and interacts with customers across multiple channels. The time to plan and build an event has been reduced from weeks to hours. A fixed click through rate is reached each week. The customer's interest rate and loyalty increased significantly. In the fiscal year of 2004, the overall revenue of the business department was increased by 12% (Best Buy, 2004). It can be seen that in the field of environmental education in this research, further understanding and verification will be carried out.

AR in service

AR is a digital technique that combines virtual and real objects in the same interface space. It visually feels that virtual objects exist in real objects. Virtual objects change size and light according to angle, and are closely combined with physical objects visually. Therefore, in the system, the user is perceived as a real and virtual environment, that is, AR. That is, the image it produces, the combination of the physical object and the virtual object added to the system. The main technique is to increase the user's perception based on the objects of the extended entity. It is also called "augmented reality", but all refer to the combination. Virtual and physical AR concepts. AR has been listed by the Horizon Report as an emerging educational technology. It will become a gamer who changes the rules of the market. AR is quite a gimmick, and its application needs imagination. It uses digital technology to add additional information, such as instant data, photos or sounds, to real-world direct or indirect visual images. Smart phones connected to the Internet and camera-equipped mobile devices have greatly stimulated the growth of AR. Through the AR, the original flat print catalogue can be displayed in 3D on the computer screen. The user can also replace the elements on the catalogue and import the catalogue of the AR, which will provide far more

traditional planes. The catalogue is richer in information. There are many researches on the application of AR in teaching abroad. We can learn that the benefits of AR for education will be: increase interactivity, enhance freshness and learning motivation through visual and auditory stimuli. For example, Azuma (1997) argues that AR has three essential attributes: identity: combining virtual and real objects in the same interface space. Immediate: Instantly display virtual objects in a real-world environment. Spatiality: Virtual objects are logged in real 3D space and interact with the user. Therefore, the AR of this study is defined as the combination of the real environment and the virtual environment. Through the output of electronic products, this technology can make users have more real feelings and contacts, and can be used as a new aid in education. tool. Furthermore, there are many models for promoting AR services. This mode promotes the interaction between AR and learners by using virtual reality presentations such as mobile phones, computers, and video cameras. Therefore, in view of the research field of AR, this study may have the above modes, which will be further understood and verified. AR is an extension of virtual reality technology. Looking back at the related researches of domestic and foreign scholars using AR, their research interests can be roughly divided into five types, such as medical training, education and learning, design and development, service design and environmental applications. Environmental education creates a common interest by environmentalists and learners' specific attitudes towards the environment. Nature is preserved by the integration of strategies, nature and tourism are relative, and the natural ecosystem is maintained through sightseeing (Farrell and Runyan, 1991). From the empirical case of the study, it can be found that the use of AR in environmental education can indeed lead to higher learning willingness, learning motivation and improvement of learning effects. It can be seen that the industry will have a certain impact on the subsequent performance after using the AR. When the action worker is at work, he or she does not need to take other devices by hand, and can directly see the prompt or warning message, and the typing input and control, so that the workflow is not interrupted. Whether it is equipment maintenance, inventory management, or mobile field personnel, you can increase your productivity.

Dünser; Hornecker (2007) designed "Big Feet and Little Feet" for children. This game is based on fairy tales and is played by operating removable markers. It can be seen that when the interaction of services can enhance the concentration of learners and develop the ability to think independently, it will be possible to enhance repurchase intentions. Therefore, this study believes that interactive marketing can directly affect the repurchase intention.

H1: Interactive marketing directly affects repurchase intention.

Kiosk (2012) The library uses relevant guidelines or advertising messages to configure a touch-sensitive convenience information station, so that the public can enter the personal data on the machine, check the certificate at the counter, help the witnesses and the librarians work time, and effectively save the report. Manpower and time. Therefore, this study suggests that the effect of repurchase intent can be changed by the intermediary effect of interactive marketing.

H2: Service innovation through the intermediary effect of interactive marketing, and directly affects the repurchase intention.

IKEA (2013) electronic catalogue APP, research pointed out that the use of AR technology will help the establishment of IKEA brand image, and believe that IKEA launches AR services and has a positive and innovative leadership for its brand. Impression; and AR

can also enhance learners' purchasing intentions and become a trigger for their consumption to the store. This study considers that interactive marketing involves an AR and repurchase intent.

H3: Interactive marketing will positively mediate the impact of repurchase intention.

C. METHOD

The survey procedure is based on Dillman (2000). The questionnaire includes explanatory letters and questionnaire items, and is sampled according to purpose. Therefore, there is no non-response questionnaire and further testing of non-response biases is needed (Sabherwal, 1999; Teo and King, 1997). Moreover, the recycling questionnaire is directly filled into the research subjects by the postal investigator, and the effective questionnaire is 100%.

Furthermore, the subjects were studied by the learners who used the study site, and the subjects were investigated immediately after use, indicating that the subjects were sufficient to represent the purpose of the study and conform to the sample representativeness. A common approach bias is another potential problem (Flynn et al., 1990). Harmon's single factor test was used to test common method biases (Podsakoff and Organ, 1986; McFarlin and Sweeney, 1992). The basic principle is that if the common method variables constitute a problem in the data, a single factor will account for all or most of all variables. The first factor in this study accounted for 25.6% of the explanatory power, but did not account for all or most of the overall explanatory power of 72.4%. It can be seen that a single factor does not appear to occupy most of the explanations, which indicates that the common method bias did not occur. In the measurement procedure, this study used Churchill (1979) and DeVellis (1991).

The measure reliability is the percentage of the observed variable from the true score of the underlying factor or infrastructure (DeVellis, 1991). The alpha coefficient of reliability is measured by statistics to determine internal consistency. Below 0.7 is unacceptable (DeVellis, 1991). The alpha values for each factor coefficient in this study ranged from .77 to .86, both in an acceptable range (DeVellis, 1991). In terms of convergence validity, convergence validity is the degree to which individual questionnaire items measure the same infrastructure. This test method is to evaluate whether the normalization coefficient of individual items from the measurement model is significant, ie twice the standard error (Anderson and Gerbing, 1988). The coefficient of all items is well over twice the standard deviation. It can be seen that, considering all the large coefficient of variation, it is significant evidence of the test project's convergence validity. This study investigated the learners of the Taiwan Forest Eco Resort and received 120 copies. The research process may result in the omission or abnormality of the data. This study can check the accuracy of the collected data through the analysis of missing values and the test of outliers. Reduce the type I or type II error caused by data errors.

D. RESULTS

The results of this study were verified by Baron & Kenny (1986), see Table 1. Step one is that the independent variable has a significant correlation with the strain number. Therefore, the AR has a positive and significant correlation with the repurchase intention, and the assumption is established. Step two is that the mediation variable has a significant

correlation with the strain number. Therefore, interactive marketing has a positive and significant correlation with repurchase intentions, and hypothesis 2 is established. Step 3 is that the independent variable has a significant correlation with the corresponding variable of the mediation variable. Therefore, the interactive marketing will be positively related to the relationship between the AR and the repurchase intention, and the hypothesis is established.

Table 1: Study mode verification results

		Repurchase Intention	
Service innovation (AR, KIOSK)	5.54***		1.41
Interactive marketing		10.3***	8.06***
D-W	1.93	2.14	2.13
R ²	16.5%	41.2%	41.6%
F	30.66***	106.05***	54.38***

This study is divided into three phases to implement the actual expansion of marketing innovation. Before the service, Google Analytics analyzes the learner's needs and prepares them to provide accurate marketing information. Furthermore, the establishment of insect teaching plans is used as a learning effect for the course. Further, the Taiwan Insect Knowledge Base was established as a textbook information, source of teacher data, student enquiries and discussion materials. In the service process, this study first sets the game characters and knowledge levels, and implements real-world obstacles, such as night insect observation. In addition, through the implementation of environmental education through bamboo and wood DIY, the green consumption of Taiwan's environmental education services will be enhanced, and the natural resources of Taiwan's forest amusement park area will be enriched through in-depth teaching explanations. Such activities can not only stimulate the interest of learners, it will make the learners more impressed. In the combination of diet and local specialties, the extended service scope to local enterprises, the Nantou County Tourism Office and the Zhushan Town Office jointly assist in the consolidation of local specialty industries and enhance the regional industrial economy. By changing the different flavors of the meal and combining local food, the learners are impressed by Taiwan. Although the Taiwan Forest Recreation Area is a tourist attraction suitable for all ages, the proportion of learners under the age of 70 and over 70 is very small. Through the graffiti execution activities, it can attract the interest of friends of different sizes and let the learners focus on the graffiti. The beauty of creation forgets the stress and troubles of the weekdays, and thus increases the number of visitors to the Taiwan Forest Recreation Area. Origami is the representative of many people when they were young, but with the progress of the times, the children are no longer holding the small sailboats that were folded into papers in the past. Instead, they are cold and intelligent products. Through this activity, Taiwan can not only evoke The learner's memories can give the learners a sense of belonging, just like a partner who plays together in the courtyard. After the customer returns, the study regularly sends important information on environmental education through the customer relationship system, and regularly organizes the continuation of the training or advanced courses for the battalion, as well as the online learning list, which can establish the number and spread of customers. Increase the number of visitors.

How does this study produce AR? Photograph the real thing and write an interactive script to develop the AR of the study through the 3D AR system and model building (Figure 1). This study links the learning review mechanism of the RFID system in the museum.

Complete AR applications and incorporate ecological sketches (Figure 2). Make ecological education work in life, deepen the understanding of ecology, and maximize learning outcomes. According to the difficulty of drawing content, we will introduce picture books of different themes, strengthen the complete knowledge base, and learn more new ideas and new knowledge.



Figure 1: Beetle 3D model making



Figure 2: The picture book in the village

E. CONCLUSION

In the education, entertainment and medical industries, AR is indeed positive for interactive marketing. In terms of education, this study finds that the combination of teaching and AR can improve the concentration of learners and cultivate the ability to think independently. In terms of entertainment, this study finds that in the combination of game industry and AR. To make the player immersive and make the game more realistic. In the field of environmental education, it is found that the use of AR in environmental education business can indeed enhance the willingness to learn. In the browsing process, the interactive learning adds fun to the learning, and enhances the opportunity for observation and deepens the impression of learning. Enable users to learn actively, effectively enhance the absorption of user knowledge, and gain more ecological information through interactive fun.

The contribution of this research to management practice has the AR online shopping page, which can reduce the phenomenon that users can quickly browse the webpage or browse the same information in a short time, and improve the inconvenience caused by quick browsing. In warehouse management, it does not need to be used at work. By taking other devices, you can directly see the prompt or warning message, and do typing and control, so that the workflow is not interrupted, which can increase work efficiency. The focus of this study is to amplify the impact of the real environment on environmental education business. After empirical research, it is found that the AR has positive effects in various fields, and it can show its effects in environmental education and increase the learner's environment. The intention of educating business.

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THE POLITICAL COMMUNICATION STRATEGY OF PRESIDENT LÚ OLO FROM FRETILIN PARTY AT THE PRESIDENTIAL GENERAL ELECTION IN 2017

Arlindo da Costa

Master of Science Communication Program, Faculty of Social and Political Sciences,
Diponegoro University

Arlindo3002dacosta@gmail.com

ABSTRACT

This research aims to find out the campaign strategy and political communication of presidential candidate Francisco Guterres Lú Olo from the Fretilin Party during a political campaign in the 2017 Timor-Leste presidential election. Candidates along with the Fretilin Party and the successful team in consolidating and campaigning to get support during the presidential election. The consolidation of the Fretilin Party to the voting community was by external consolidation with vertical consolidation and horizontal consolidation. The communication or consolidation carried out by the Fretilin Party with the aim of providing positive political messages about the process of political parties and giving messages about the candidates to be carried out, so that Fretilin Party sympathizers and militants continue to believe and be loyal to the Fretilin Party and the candidates this consolidation is carried out throughout the territory of Timor Leste.

Information dissemination was carried out by candidates and success teams by making all the Fretilin Party structures effective from the national level to the villages. The Fretilin party sent 5-15 successful teams and volunteers. They conducted door-to-door and open campaigns in the sub-district. Presidential candidates conduct an open campaign in 12 districts and 1 Oecusse Ambeno Special Administrative Region (RAEOA). Presidential candidates have the support of Xanana and the CNRT Party, CASDT and veterans. Researchers used qualitative methods with the Phenomenology approach. Data was collected through in-depth interviews with presidential candidates, successful teams and informants from the CNRT party. Therefore, research on political communication campaign strategies carried out by presidential candidates from other political parties so that the political communication strategy will be easier to examine, so that it can determine the factors that cause so that candidates from other political parties experience defeat in the presidential election in Democratic Republic of East Timor (RDTL). The results of the study show that the political communication campaign strategy carried out by candidates, Xanana's success and support teams succeeded. Lú Olo won the presidential election with a vote of 57.1%. He became President of the Democratic Republic of East Timor 2017-2022.

Keywords: campaign strategy, political communication, Fretilin party

Theme: E-Government

A. INTRODUCTION

The State of the Democratic Republic of Timor-Leste (RDTL) officially became an independent and sovereign state on May 20, 2002. East Timor has a semi-presidential system of government. The President is the Head of State, while the Government is led by the Prime Minister. The RDTL President is a ceremonial position, while greater authority is held by the Prime Minister and his cabinet. But the president (serving five years) served as the military commander. He was able to veto the draft law, dissolve the parliament and call for the election. Therefore the communication approach taken by the president is not directly to the community. If there is a problem the president has the authority to approach the communication with all the winning parties in the National Parliament, religious leaders, and academics. They were invited by the president with a persuasive communication approach to find solutions to a problem that occurred.

In 2017 Lú Olo was nominated by the Fretilin Party to compete for the presidency. He competed with eight political adversaries from other parties. The results of the 2017 general election Lú Olo won with a vote of 57.1%. The vote was the result of the victory of the East Timorese people and the support of Xanana Gusmão. He supported Lú Olo become the president of RDTL in the five-year period from 2017-2022.

Support from Xanana gave great hope to the Fretilin Party and candidates. Lú Olo also received support from the CASDT party and veterans. They declare that in the 2017 presidential election they provide voting support to Lú Olo. Xanana declared that candidate Lú Olo would win a one-round presidential election. Xanana's statement was true because Lú Olo only won in the first round. Although the adversary nominated from the Democratic Party, Antonio da conceição (Kaloan) received support from several parties but lost far from Lú Olo. This defeat was seen in the total number of votes obtained only 32.5%.

Based on the background of the above problems, two research objectives can be formulated:

1) To find out the political communication campaign strategy for presidential candidate Lú Olo from the Fretilin Party in winning the 2017 general election.

2) To find out the implementation of the political communication campaign strategy for presidential candidate Lú Olo from the Fretilin Party in winning the 2017 general election.

B. LITERATURE REVIEW

Communication strategy

Communication strategy is the whole of a conditional decision about the action that will be carried out at this time, to achieve political goals in the future by strengthening the institution of politics, creating togetherness and building consensus with the right strategy for political actors (Arifin, 2011). The implementation of the communication strategies to get a lot of support. Candidates carry out effective persuasive communication to the public or voters so that they get maximum support in achieving political targets. Achievement of political goals desirable by candidates promoted by political parties.

Political Communication

Political communication is a political activity to convey messages about its contents. The message was conveyed by important actors in political parties to other parties. The essence of political communication is the delivery of messages directed to the general public,

in order to choose certain candidates. So that candidates gain power within a certain period (Heryanto, 2013).

Campaign strategy

Campaigns are one of the political battle processes. Political actors are looking for voter segments to get support. Every political campaign idea is packaged by political professionals with the aim of reaching a broad and fast political audience. The campaign in principle is one of the processes of communication activities carried out institutionally. The campaign aims to create a certain impact or transformation process of political communication activities in certain ways to get support from the community (Mukarom, 2016).

C. METHODOLOGY

The research method used is qualitative research methods. This method requires the researcher to analyze the topic of his salary through understanding tools such as mythical stories and themes. These tools help researchers to understand how people interpret their experience (Creswel, 2003) Qualitative methods do not depend on statistical analysis to support an interpretation, but rather direct the researcher to make a rhetorical statement or reasonable argument about his findings (according to whom).

Researchers used qualitative methods with Phenomenology research methods and sampling snowball techniques. Data collection techniques through in-depth interviews with presidential candidates, successful teams and informants from CNRT party supporters. The CNRT party led by Xanana.

The location of the research is the place where researchers do the actual research of the object to be studied. Objects needed in proposal writing are aimed at obtaining data or information. Therefore, this research was conducted at the Fretilin Party office in Dili, East Timor. The Fretilin Party Office was the place where Lú Olo worked before becoming president of RDTL and was the place where Lú Olo was involved in politics.

Data is an essential ingredient used by researchers to answer or test hypotheses in achieving research objectives. Researchers use different data collection techniques to obtain data from the same source or to obtain data from different sources with the same technique (Sugiyono.2015). Data collection techniques used to obtain primary data (data obtained directly from the source) and secondary data (data obtained not directly from the source) are the following:

This technique is a way of collecting primary data from the parties who made the research informants. The interview technique is done by preparing in advance the Interview Guidelines. The interview guide contains the points of an open question to be submitted to research informants and to produce situational understanding (Denzin and Lincoln, 2009). Interviewed can be done in depth to obtain information through question and answer between interviewers and informants with interview guidelines. The interviewers and informants were involved in a relatively long social life. The interview was conducted with the RDLT presidential candidate from the Fretilin party who has now served as president and success teams from the Fretilin party. Research data on the political communication strategy of presidential candidate Lú Olo from the Fretilin Party in the 2017 presidential election were collected from several different informants. Researchers used the same technique, namely direct interviews to obtain data validity.

In accordance with the snowball theory that data is collected from one respondent to another through the interview process (Creswel, 2003). This data collection is through in-

depth interviews with informants. Researchers meet directly with the presidential candidate, the successful team and respondents from the supporting party.

Documentation is a written record obtained through facts stored in the form of letters about past events. Data in the form of documents that can be used to multiply information that has occurred in the past. In this study, documentation data about activities carried out by researchers in the form of photographs with all informants during the interview process.

The data analysis process uses triangulation techniques as a way to check the validity of the data. Triangulation is used as a data analysis technique that combines data from various data collection techniques and existing data sources. Data analysis techniques are presented in the following section.

Validation techniques are carried out on data obtained by researchers from interviews and documentation. Validation of data on research objects with data found by researchers. Therefore in qualitative research, the data is declared valid if there is no difference between the data reported by the researcher and empirical data on the object under study. That means research on the political communication campaign strategy of presidential candidate Lú Olo from the Fretilin Party in the 2017 presidential election is an object under study and from the collected data is the validity of empirical data.

D. RESULT AND DISCUSSION

The political communication campaign strategy is one of the political instruments used by every political party. Political communication is packaged in various ways to get support from the community (voters). In this case the political communication campaign strategy used by the Fretilin Party in nominating LÚ OLO. LÚ OLO was appointed as the presidential candidate for RDTL in 2017.

In 2017 the Fretilin Central Committee "Central and Fretilin Committees" (CCF) held a conference and chose me "Lú Olo" to run for the presidential candidate in 2017 ". I was told that "Lu Olo" could be supported by the CNRT party with the figure of Xanana Gusmão, CASDT party, Veterans and small parties who voluntarily came to register to provide support to the presidential candidate Lú Olo to compete in the presidential chair

In 2017 the Fretilin Central Committee held a conference and elected Lú Olo as a presidential candidate in 2017. Lú Olo was supported by Fretilin, CNRT, CASDT, Veterans and small parties. All supporting parties support Lú Olo. The 2017 presidential election is followed by eight candidates but the nominated candidates are Lú Olo and Antonio da Conceição from PD. The strategy used during the campaign was to move all successful teams, volunteers, OPMT and NAF organizations down into the community. Successful campaigning teams in sub-districts, villages, and villages even conducted door-to-door campaigns. Presidential candidates campaigned in 12 districts including the Oecusse Ambeno Special Autonomous Region for 1 month.

Based on the results of the presidential election on March 20, 2017, candidate Lú Olo from the Fretilin Party won a vote of 57.1%. While Antonio candidate from PD received 32.5% of votes. That means Lú Olo was elected President of RDTL in the 2017-2022 period.

The general election in 2017 was attended by eight candidates but the nominated candidates were "Lú Olo" and Antonio da Conceição from the Democratic Party (PD). In the table below there are eight RDTL presidential candidates in 2017, but only two candidates are nominated who are candidates from the PD party and from the Fretilin Party. in the table below the candidates from the fretilin party, Lu Olo, were the candidates for the 2017 presidential election with a total of 57.1 percent of the vote support

The victory of the Fretilin Party Candidates was supported by the availability of means of communication including social media. The Fretilin party itself had media, namely "Radio e television de Maubere" Maubere Radio and Television (RTM), but almost all media in Timor Leste was used. The media used by the Fretilin Party in conducting the campaign for presidential elections are: "Rádio Televizaun de Timor Leste, Impreza Pública" Timor Leste Television Radio (RTTL, EP), Timor Post newspaper and Suara Timor Lorosa'e newspaper (STL), Diario and other media, while social media used in conducting political communication are Facebook, What Sapp, Instagram, and so on. In addition to the effective use of communication media, consolidation efforts are an important factor supporting the independence of the presidential election.

The consolidation of the Fretilin Party to voters is an external effort vertically and horizontally. The communication and consolidation carried out by the Fretilin Party were aimed at providing positive political messages about the process of running the political parties and giving messages about the candidates to be promoted. Building on this consolidation effort Fretilin Party sympathizers and militants continued to believe and be loyal to the Fretilin Party and the candidates. Consolidation efforts were carried out throughout the territory of East Timor.

Table. 1 Presidential Election 2017

No	Name of Candidates	Party	Percentage of voter
			1,8 %
2	Amorin Viera	Independent	0,8 %
3	José Luis Guterres	Independent	2,6 %
4	Luis Alves Tilman	Independent	2,2 %
5	Francisco Guterres "LÚ OLO"	Fretilin	57,1 %
6	José Antonio de Jesus das Neves	Independent	2,3 %
7	Maria Angela Freitas da Silva	Trabalista	0,8 %
8	Antonio da Conceição "Kalohan"	PD	32,5 %

E. CONCLUSION

Based on theoretical studies, the findings and discussion can be summarized as follows:

1. The presidential election in 2017 and there were eight candidates competing for the presidency and the results of the presidential election. LÚ OLO candidates from the Fretilin Party came out as the total winners of 57.1%.
2. The victory of LÚ OLO presidential candidates "was supported by the CNRT Party, CASDT and veterans including Xanana.
3. The strategy of the political communication campaign used during the campaign was to mobilize all the successful teams and the volunteer team, the OPMT organization, the NAF organization down to the field to campaign in the sub-district, village, and village. The volunteers conducted door to door campaigns and presidential candidates conducted campaigns in 12 districts including the Special Administrative Region of Oecusse Ambeno.
4. Enabling all party structures from the national level to the village level and delegating 5-15 successful and volunteer teams in each victory post.
5. The Fretilin party itself has media, namely Maubere Radio and Television (RTM), but almost all media in East Timor is used. The media used by the Fretilin Party in conducting the campaign for presidential elections are: Timor Leste Television Radio (RTTL,

EP), Timor Post newspaper and Suara Timor Lorosa'e newspaper (STL), Diario and other media, while social media used in conducting political communication are Facebook, WhatssAp, Instagram, etc.

Suggestion

These research results are recommended to future researchers, especially academics and politicians. Academics are advised to multiply more complete and accurate information and data on political communication campaign strategies in Timor Leste. These findings can be disseminated by using other methods to explore more deeply about the strategies of political communication campaigns in the Democratic Republic of Timor-Leste.

It is recommended that all political parties in Timor Leste use all party structures and communication media available for effective and efficient political communication campaign strategies. Because the results of this approach bring victory to candidates without demeaning the dignity of other candidates who lost the election.

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DIFFUSION OF INNOVATION ANDROID APPLICATION IN POLICE (SPREAD CASE STUDY AND ACCEPTANCE OF KARANGANYAR DISTRICT POLICE ANDROID APPLICATION MESSAGES)

Ibnu Wihansyah

A Student Master of Communication Faculty of Social and Political Sciences

Sebelas Maret University

msibnu2002@gmail.com

Sri Hastjarjo, S.Sos., Ph.D

sri.hastjarjo@staf.uns.ac.id

masterkomunikasi.uns@gmail.com

ABSTRACT

The development of information & communication technology (ICT) has now touched all levels of society. Information needs and fast communication through internet & smartphones encourage the development of increasingly small communication tools that can be used anytime and anywhere. Police chief of police program Drs. Tito Karnavian, M.A., Ph.D. : **“PROMOTER”** (*profesional, modern dan terpercaya*) with one of its elaborations to modernize public services supported by technology so that it is more easily and quickly accessed by the public. The low accessibility of police services because of the uneven quality of services received by the Karanganyar district community.

The general problem formulation is how the role of each individual in the process of disseminating and receiving messages from the Karanganyar District Police Android Application Launcher. In particular, how is the role of the communicator, communicant in the process of spreading the message. The purpose of this study was to determine and analyze the role of communicator, early adopter, early majority, late majority and laggards in the process of dissemination and acceptance of innovative ideas for Android Application Launcher in Karanganyar District Police Station.

This research method is a single case study by looking at the case of the dissemination and acceptance of android application innovation ideas. Data collection techniques are in deep interview. Purposive sampling technique and data validity by triangulating data sources. The cornerstone of the theory refers to Everett M. Rogers' Diffusion of Innovation theory. Spreading and receiving messages using the Design Logic Theory message by Barbara O'Keffe. Message reception refers to Stuart Hall's decoding and encoding message theory.

The results of the research on the dissemination and acceptance of the idea of the Karanganyar police android application innovation shows that it is not always the category of getting an innovation message on the Android application of Karanganyar Police from the adopter category one level above, and even can receive messages from the category two levels above it even have three levels on it.

Keywords: Android, Diffusion of innovation, Polres Karanganyar

A. INTRODUCTION

The development of information and communication technology (ICT) in Indonesia today has touched all circles, including the general public, government and business. The growing development of human life is because there are also many technologies that appear to help humans in their daily lives. Individual life in the current global era demands to be able to continue to connect with the world around. Information, news, chat and various other community phenomena that are both directly and indirectly related to daily life. This high need for communication and information is what drives the development of communication tools that can fulfill the immediacy. (Lundquist, Lefebvre, & Gramone, 2014).

At present the communications industry has presented a variety of truly small communication devices. This means that the tool can be used anywhere and anytime. These various portable technology products are called gadgets. The gadget is a small electronic device with a variety of specific functions and is often regarded as something new (Merriam Webster, 2016). The gadget itself has various forms that have reached the public market, one of which is the most popular in Indonesian society today is a smartphone. From 2000 to 2014, the use of communication technology was increasingly prevalent in Indonesia, especially in the form of smartphones. Smartphones (smart phones) themselves are gadgets that have an operating system where users can freely add applications, or change the appearance of the device according to the user's wishes. In other words, a smart phone is a mini computer that has the capability of a telephone (Shiraishi, 2009). Smartphone work is not limited to communication but there are various other activities, such as reading documents, making daily schedules, reading electronic books (e-books), playing videos, playing music, and most importantly mobile internet, making it difficult to leave. (Sarwar, 2013).

According to the survey of we are social, of the total world population of 7395 billion there are 3419 billion active internet users, using mobile devices as much as 3790 billion. It is a phenomenon where half the world's population needs internet access using mobile devices or smartphones.



fig 1. We are social surveys about the global digital snapshot of the world

The acceptance of internet and smartphone technology in our country of the Republic of Indonesia is truly extraordinary, according to us are social, a total population of 259.1 million people there are 88.10 million people as active internet users which increased 15% from 2015. There are users of mobile technology in Indonesia there are 326.3 million people, which means that one person in Indonesia has more than one smartphone technology device. (<http://wearesocial.com/special-reports/digital-in-2016>)



fig 2. We are social surveys about global digital snapshots in Indonesia

Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII), in 2016 Indonesian internet users were 132,711,511 people. Of the total population of Indonesia 256.2 million there are 65% of the largest internet users in Java, which is 86.3 million. The majority of devices used for internet access use mobile / smartphone as many as 63.1 million users (47.6%).

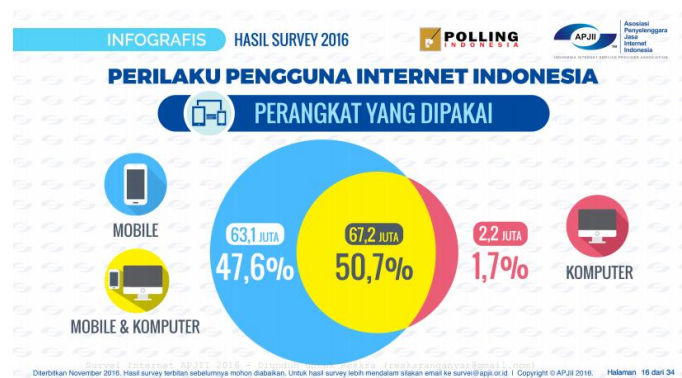


fig 3. Devices used to access the Internet in Indonesia

According to M. Rogers, technology seemed to bring great progress and profit, but the conditions in the Karangnyar District Police were different from the acceptance of different technologies which was a separate obstacle. Most members of the Karanganyar District Police feel they have benefited from the development of technology because they can help with police duties. But on the other hand there are some members who feel troubled both because they do not understand technology and do not have technological devices such as smartphones.

Many technologists think that advantageous innovations will sell them selves, that the obvious benefits of a new idea will be widely realized by potential adopters, and that the innovation will therefore diffuse rapidly. Unfortunately, this is very seldom the case. Most innovations, infact, diffuse at a surprisingly slow rate (Roger,1983)

Diffusion is defined as a process by which an innovation is communicated through a particular channel for a certain period of time against a member of a social system. Diffusion can also be said as a special type of communication where the message is a new idea. In addition, diffusion can also be considered as a type of social change, namely a process of change that occurs in the structure and function of the social system. It is clear here that the

term diffusion cannot be separated from the word innovation. Because the main purpose of the diffusion process is the adoption of an innovation by members of a particular social system. Members of the social system can be individuals, informal groups, organizations and or sub-systems (Soekartawi, 1988). Diffusion can also be interpreted as a process in which a new idea or usually called innovation is spread to individuals or groups in a particular social system. Thus, before people adopt an adoption, the socialization process goes ahead. Fast or not the adoption of innovation is much influenced by the speed of the process that occurs in the socialization of the innovation. The essence of the socialization process is human interaction where someone communicates innovation to someone or just a few people (Soekartawi, 1988).

Characteristics of Innovation according to M. Rogers (1983), namely having the properties of the level of relative profitability, level of suitability, level of complexity, level of easy to demonstrate, level of ease.

In general, innovation is defined as an idea, practice or object that is considered as something new by an individual. According to Rogers, innovation is the same as technology, namely a design used for instrumental actions in order to reduce the irregularity of a causal relationship in achieving a particular goal. So, innovation can be seen as an effort to achieve certain goals. Innovation is ideas, goods or actions that are considered new by someone or an adoption unit. Karanganyar District Police Android application displays an interface that consists of some information both about Police Services, Procedures for Getting Police Services, Types of Media used through the internet and Karanganyar Police Contacts, namely telephone numbers that can be contacted by anyone. The Karanganyar Regional Police Service is: SIM (Surat Ijin Mengemudi), STNK (Surat Tanda Nomor Kendaraan), BPKB (Bukti Pemilik Kendaraan Bermotor), TILANG (Bukti Pelanggaran), SKCK (Surat Keterangan Catatan Kepolisian), Ijin Keramaian, Ijin Pesta Kembang Api dan Ijin Demo serta Laporan Polisi. Karanganyar Social Media Police are used through the internet on smartphones, namely: Twitter, Facebook, Instagram, Website and Email. Contact Karanganyar Police Station which contains the address: Jl. Lawu No. 3 Karanganyar Jawa Tengah 57715 dengan nomor telepon (0271) 495110.



fig 4. Display the main menu interface and contact the Karanganyar District Police Android application

Researchers want to describe and analyze how each category of adopter plays a role in the process of disseminating messages (message dissemination) and the process of receiving messages (message reception). Each category has different roles and channels in order to carry out the process of diffusion (transmission) of messages through the process of communication (communication exchange).

1. Innovator

In this study, innovators are people who are able to create new products / ideas. The role of innovators as gatekeeping requires that they must be able to choose which ideas can be transmitted and adopted by the categories below them on target. For this reason, an innovator must transmit their product / innovation by selecting messages through the right communication media. Choosing the right communication channel will determine the success of their product adoption process. In this study innovators were the Karanganyar Police Chief (Kapolres). Aiming at the police's excellent service to the public in order to respond to the development of existing technology, the Chief of Police of the Karanganyar Resort sparked the idea of making an android application that could be received easily by both Polres members and the community in general. The police chief as an innovator played a role for: message dissemination, media choice, and the determination of innovation targets.

As an innovator in the Karanganyar police android application in making material or contents of the Android application, the role of the police chief is influenced by the individual characters he owns. The first individual character of the police chief is self-confidence in conveying innovations or new ideas to all members of the Karanganyar District Police. The new idea will be difficult to accept by Karanganyar District Police members because they are not familiar or do not know the purpose of the idea. But with the confidence of the Karanganyar police chief in conveying new ideas and giving new hope that can be used as a solution so that it can convince Karanganyar police officials, so the idea of making applications can be accepted and implemented. The second character is open to both members and the community. According to the Chief of Police, the Indonesian National Police is not like the National Police in the past, and it is difficult to accept updates. As a member of the National Police in the present, the Chief of Police is very open to both members of the police and the community in general. Especially regarding the new idea, the police chief is very open and accepts input for the development of the police institution, especially the Karanganyar Regional Police.

The communication strategy of the Chief of Police, namely the construction of the Karanganyar Regional Police command center space aims to monitor activities in each application in the Karanganyar Police Electronic Service Information Management System, including supervision of the police application of the Karanganyar police.



fig 5 : Command Center room SMILE Police Karanganyar Police Station

2. Early Adopter

Early adopter is an adopter category that is directly under the innovator. An early adopter is a person who is considered to have influence in a social system order. The role of an early adopter as an opinion leader who has the power to influence other individuals, is

capable of being used by innovators as a means of accelerating the diffusion process. An early adopter has a role to be the recipient of messages from innovators and change agents appointed by innovators. This message reception process will be continued by early adopters through interpersonal communication channels to the categories below. In terms of acceptance of the idea of making Android application Karanganyar Police Chief ordered directly to the Deputy Chief of Police (Wakapolres) to follow up on the idea. The Karanganyar Deputy Chief of Police is responsible for distributing messages in the early majority category. Systematically an early adopter plays a role for: message reception, media choice, and message dissemination.

The character of the Deputy Chief of Police is ramaha and is open. Acceptance of police officers against innovation can be influenced by many factors including economic, social, environmental and cultural factors. Friendly and open attitude was shown by the Deputy Police Chief when delivering information about this innovation to members of the police station, and willing to receive input and suggestions from others. The second character is assertive and able to lead because according to the Vice Chief of Police the firm attitude is needed in checking all data that will become messages in the Android application. Whether information about the requirements and procedures for obtaining police services is summarized in full and can be easily understood.

The communication strategy was carried out by conducting socialization to members of the Karanganyar District Police. In addition to using the socialization strategy, the Deputy Chief of Police as a communicator also uses the "pick up the ball" strategy, which directly goes to parties / agencies that have the potential to use this android application innovation. The Deputy Police Chief directly visited the institutions in the Karanganyar district. The agencies visited include banks, government agencies, BUMN maupun BUMD.

3. Early Majority

The third category in the process of diffusion of innovation is the early majority, the role of an early majority is a liaison for the early adopter category and the final category of adopter. The nature of early majority as an adopter provides a network in the social system of adopter. Early majority will process message reception from an early adopter to be transmitted through interpersonal communication channels to the categories below. Structurally, the position at the Karanganyar Police Station which was under the command line of the Deputy Police Chief was the Head of Operations. Head of Ops carry out the Wakapolres command to collect all data and information that will be realized into the android application. The Head of Ops in a systematic manner gives this category the role of: message reception, media choice, and message dissemination.

4. Late Majority

In a social system, individuals who fall into this category are those who adopt after the majority of individuals have adopted the new idea. This category tends to be slow to accept innovation, social norms, economic factors, and the need to increase networks that can be a driver for them to adopt. In the category of adopters, late majority acts passively to receive messages from the above categories (message reception), at this stage the adoption category tends to slow down after reaching its peak. An interpersonal approach is the most appropriate way to approach individuals at this stage. In this study, the late majority is the Head of Karanganyar Police Station.

5. Laggards

Is the last category to adopt. The nature of this category is very traditional. It is very difficult to penetrate new ideas on this category, because it is marginalized and has no leader opinion. Adoption at this stage can take place between generations until new ideas emerge that replace the ideas they have just adopted. At this stage new ideas (innovations)

tend to stop and no longer work. This category only acts as a recipient of message reception and tends to take a very long time in the adoption of this new idea. Members of the Police who are approaching retirement fall into the Laggards category, for technological reasons that they do not understand and tasks that require the use of smartphones while not having or their phones that are not Android-based.

Spread of Android based instant messengers also affected by many factor in Karanganyar Police Station, such as:

1. Members of the police station because both officers and non-commissioned officers are generally open and accept innovation from the police chief, although on the other hand they still carry out orders but because of the perceived benefits, many members support the innovation.
2. The competence and character possessed by the Police Chief as an innovator in the dissemination and acceptance of the Karanganyar Regional Police Android application innovation is high. The ability to convey innovation messages in socialization is very influential as a driver of the success of this innovation.
3. Waka Polres and Kabag Ops are very active in spreading the idea of innovating the Android police application in Karanganyar. The socialization of the idea of innovation was carried out in the Karanganyar police station and came directly to the banking office, various regional companies and factories in the police district of Karanganyar.
4. Creative breakthroughs with the innovation of the Android police application in Karanganyar is able to deliver the Republic of Indonesia (Polri) state police to the success of the Indonesian National Police service to the public.

There is still a lack of socialization to the public so that they do not know the innovation of the Android application of the Karanganyar police station is one of the inhibiting factors. Lack of publications through outside media through mass media, print and electronic media and social media. The age factor of Karanganyar police members who feel troubled by the existence of this application and are reluctant to buy a mobile phone device because it will enter retirement.

B. CONCLUSION

Diffusion of innovation is one theory that can explain in detail how a new idea can be accepted and adopted by a number of individuals in the adopter category. Diffusion of innovation is a form of special communication where individual members in the innovation category (innovators, early adopters, early majority and late majority) carry out functions as communicators and also act as communicants. Communication patterns that occur in each category are almost the same as each other except in the laggard category. The results of the research on the dissemination and acceptance of the idea of the Karanganyar police android application innovation shows that it is not always the category of getting an innovation message on the Android application of Karanganyar Police from the adopter category one level above, and even can receive messages from the category two levels above it even have three levels on it.

This research is a qualitative research using a case study method. In this study, researchers found the limitations of research in the context of data collection. The limitation of this research is the difficulty of researchers in digging up data in the laggard categories which, although their existence is difficult to find and interview. The researcher is only able to get a single source so that the information conveyed by the resource person cannot be consulted with other sources. The difficulty in getting the source person in this category is a

psychological bias which means that the score does not want to be and is not comfortable, his identity or the existence of him is exposed to the public so that it is difficult to be interviewed.

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INDONESIA DEMOCRACY IN E-GOVERNMENT APPLICATION SYSTEM

Ade Putranto Prasetyo Wijiharto Tunggal

'Aisiyah University of Yogyakarta

ade.putra.tunggali@unisayogya.ac.id

ABSTRACT

Indonesia is a country with a government system that "takes care" of the livelihood of its people, including the rights of its people as the manifestation of a presidential system that enables the formation of cooperatives which are wrapped up in a democratic system. These ideals are the hope of *the founding fathers of the Neg fig Unitary Republic of Indonesia*, in the fight for independence from a system that is enslaving people arbitrarily without regard to the rights of human beings in Indonesia. The government system adopted by a country is identical with government, from, by and for the people, the name of the system is democracy. The integration referred to and carried out is not limited to the opening of digital communication channels between the government and these institutions, but at a more advanced level, it is expected that integration will occur at the level of processes, data and technology. At this level the process of transformation is the most difficult, because in the process there are paradigm changes and mindset in all levels of bureaucrats in a country.

Keywords: E-Government System, Integrated Communication Technology, Transformation

Theme: E-Government

A. INTRODUCTION

The adaptation of this system is to guarantee the freedom of the people to participate in government activities. Participation in this case is to at least be a watchman for all policies imposed by regulators at their level (Executive, Judiciary, Legislature). This form of government is called democracy. Democracy is a government by the people or representatives elected in general elections. In this context democracy means that the highest power is in the hands of the people and is carried out directly by the representatives they choose through general elections (Hardani, 2012). However, as an additional understanding of democracy, in lectures, the author gets an understanding of democracy, which is how the state through its government can fulfill all forms of rights intended for the needs of many people, not only limited to the form of community participation in the political sphere. The state must provide infrastructure and provide facilities for the people of Indonesia to live and get a better standard of living. This is in accordance with the mandate of the 1945 Constitution which guarantee the implementation of government in favor of the people and guarantee the rights of the people (in this case as a citizen of Indonesia), by the main of form this system, the Republic Indonesia lead to this system, of course, with the aim of realizing better governance in relation to service to the community.

The democratic system is indeed intended to be applied in many sectors, not least in public services which continue to develop from the times of the future, after the understanding of service, the ease and convoluted aspects are two things that the Indonesian people always crave, especially if at the time the presidential administration of Joko Widodo was currently offering a program based on marriage between the legality of the management of letters 9 important documents of citizenship with technology aspects, to be more specific it was said to be technology that was based on communication and information.

Along with the development of the world of *Information and Communication Technology (ICT)*, political spaces move from traditional media to Internet media are believed to have the power range and wider influence. Paivirantan and Saebo (2006), mention the phenomenon of the presence of ICT as a media for political debate and decision-making which is then referred to as *e-democracy*. This designation was created to complement or reverse the conventional democracy carried out through face-to-face meetings and other conventional forms. When linked to the political arena in Indonesia, it can be seen clearly that, the development of political activities in the internet world is very diverse, ranging from campaigns, imaging politicians to forums where supporters of each candidate can express their opinions, and the formation of institutions that are volunteering in accommodating candidates and their parties to become winners in the political arena, this is certainly inseparable from the number of people in Indonesia who act through the internet world which makes it possible to participate in interpreting political developments in Indonesia, so that the term politically literate citizenship is formed, understand the 1945 constitution, which allows people in Indonesia not to forget their ideology, namely Pancasila.

The development of this rapidly growing internet makes community groups or an actors interact without having to consider the time, space and anyone who is in it. Interactions that occur cover each other's opinions, discuss and know each other, not infrequently collaboration that will lead to decision making. This virtual public space (*virtual public sphere*) gives birth to *electronic democracy* with the user as the culprit. *E-Democracy* is a term taken from the name of one of the systems applied to a country in facilitating its citizens to act in the government system by considering guaranteeing the rights of citizens and obligations that are owned by citizens in national life.

B. LITERATURE REVIEW

This concept sounds familiar ears of the general public, to make it clear Anis (2010) explained that *e-democracy* is a concept that arose several years and become a form of exercise of democracy the most important in the future, with promising use of information technology be a tool effective in the implementation of a full democracy in society. Indonesia as one of the adherents of the democratic system will certainly be very interested in this concept, especially after its elected president achieves services that break the chain of engagement to revolutionize the government system in this republic. This is intended so that every citizen has the same rights in the eyes of the state, government and guaranteed, the democratic system is very relevant to make it happen.

E-democracy (a combination of the words electronic and democracy) refers to the use of information and communication technologies and strategies in politics and government. Actors and sectors in this context include government, elected officials, media, political organizations, and citizens/voters. The aim of *e-democracy* (Yurindra, 2012) is so that the community more have a more active role in participating in the political world. Technology in new media that has been overshadowed facilitates us to be able to carry out diverse activities at the same time, in this context, the *e-democracy* system does not only expect

feedback, but the obligatory *share* function must exist. This is related to the policy socialization process launched by the government without having to cost relatively cheap.

E-democracy concept also classified as relatively contemporary in the realm of the form of the form of telematics system, this concept emerged and out of the popularity of surfing on the internet and the need to revive interest in the democratic process. People are more willing to use websites to provide support to the aspirants of the people they desire. This participatory attitude is a new domain in a democratic system, specifically involving the community on a relatively large scale. This participation activity can be said to be a political activity of the community. People get prerogative rights from someone, for example using the right to vote, getting legal guarantees, maintaining human rights, etc.

Besides *e-democracy*, has been mentioned about the *e-government* which was presented with the intention of electronic government administration. In Indonesia, there is already an agency that deals with telematics, the Indonesian Telematics Coordination Team (TKTI). TKTI has the task of coordinating planning and pioneering action programs and initiatives to improve the development and utilization of ICT technology in Indonesia, as well as facilitating and monitoring its implementation. This has a number of tricks. One target is the implementation of online government or *e-government* in the form of websites/web internet. With *e-government*, the government can perform its functions through internet facilities whose purpose is to provide services to the public in a transparent manner at once more easily, and can be accessed (read) by computer from anywhere.

E-government is also intended to increase the interaction, not only between the government and society, but also between the members of the elements of government on a national, even international. The provincial government up to the city district, has an online site. Examples are DPR, DKI Jakarta, and South Jakarta. Fill in the information in *e-government*, including the profile of regions or agencies, statistical data, decrees, and other interactive forms. The essence of this being the main reason for the government of Indonesia for the implementation of *e-government* on society, the contours of the island nation which has an area stretching across the equator, causing the factor of difficulty in socialization of policies and programs of the central government, then through the world internet it is very deified to be done and a solution to topography in Indonesia.

On the other side *e-democracy* closely with *e-politics*. *E-politics* is a political activity that was built to take advantage of the information technology system for the achievement of certain political both individuals, groups and the government in the context of for better service aimed at all levels of society in a country (Yurindra, 2012). This activity is generally realized through a *website*, *blog*, *facebook*, *twitter*, etc. (some other social media).

It should be noted that how portals/channels (*websites*) can be used to carry out political campaigns, this phenomenon occurred during Barack Obama's candidacy on the social networking site Facebook to make it easier for Americans to choose him to become president. This activity, commonly referred to as *E-campaign*, or more clearly, is a broader political campaign tool, not only dealing with one or two channels, but covering almost the types of advertising *space* that usually complement a site. on the internet.

Unlike previous activities which were tasked with offering a variety of politics, this activity was a breakthrough in the political world supported by information and communication technology as mentioned in the previous paragraph, this activity was called *electronic voting* (commonly known as *e-voting*) is a term of one type of voting that is supported or facilitated as an electronic means of voting as a manifestation of one's political rights and electronic means of vote counting (Paivarinta, 2006). The intended electronics are integrated and digitized, so as to minimize errors in humans and facilitate time, space and costs as a manifestation of new media excellence.

These activities are closely voting in the democratic system in the republic of Indonesia r focuses on the direct, public, free, secret facilitate it. In line with Van, which is stated in Paivarinta's *e-democracy* Model in 2013, explained that there is an identification of the five models of use of ICT in a democratic system, including the function of delivering mandate (information in one direction), information sharing, registration (information collection center and voting), conversation (two-way or more), and consultative that emphasizes autonomous political action by the community by using horizontal communication with internet media.

C. MATERIAL AND METHODOLOGY

Based on situation, it is interesting to observe the existence of society in the era of *e-democracy* the ultimate connection with the Participation and political rights are held by every strata of society. In this domain the concept of *e-democracy* will also be more efficient if it defines as two parts (Nooris, in Pascarani, 2014) which includes three important components in one section, namely:

1. Accessing information and using public services electronically,
2. The ability to be able to communicate with government officials electronically,
3. Transact electronically with government.

Nooris (in Pascarani, 2014) also added, three other components, namely:

1. Facilitating the community to participate in routine and sustainable government programs.
2. Participation yarakat mas electronically in the policy process (for example in *online forums, electronic town hall meetings, etc.*).
3. Growing interest in participating electronically in government-held elections (*e-voting*).

So, in this paper, the authors wanted to see how the existence of technology information and communication applied in the activities of governments (*e-government*) implemented by the government of Indonesia led by the president of the 7th, which in relation to the declaration of the technology get a bigger portion to serve the community. This is important, because technological involvement with a developing nature will add strength in the context of the country with a democratic system adopted by the Republic of Indonesia by not forgetting to see the political conditions that occur in this country. In the author's argument, would see the relevance of the concept of *e-government* with factual case study in applying the concept.

D. RESULT AND DISCUSSION

1. Concept of Electronic Government Transformation

The above explanation regarding the application of information and communication technology in the realm of public services and public administration has been and will be applied in Indonesia making it an item that is not new and will continue to grow, we need to know that since the New Order era, technology has accompanied the government in relation with citizens' rights.

The function of technology in the framework of this concept is not only as a support for existing government management, but instead is a driver to change or as something that actually offers fundamental changes to the modern governance process. At least in evolution

there are four stages in the transformation process with respect to the types of *e-Government* applications used (Indrajit, 2010), namely:

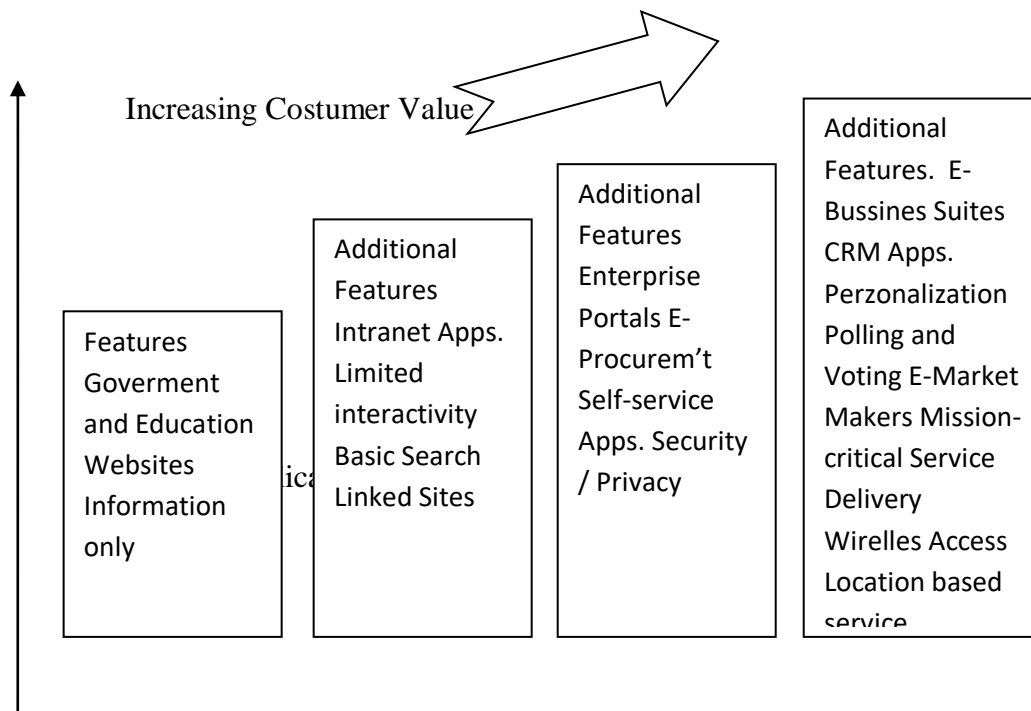


Figure 1. types of E-Government. Source: United Kingdom Cabinet Office (Indrajit, 2010)

It can be seen in the chart that illustrates the four stages of evolution in the transformation process with respect to the type of e-government application (four stages are read from left to right). On stage *Features Government and Education Websites Information only* happened in 1996-1999 in the UK commonly called "*Presence*" as the first stage occurs only on a one-way communication (passive). This direction of communication occurs between the government and the community and those with an interest in using technology, for example, websites. People who want to get information about the government can access it themselves by accessing it to related sites by focusing on the information presented by the related page.

The next *step* is *Additional Features Intranet Apps and Limited interactivity of Basic Search Linked Sites* or commonly known as "*Interaction*", at this stage it becomes two-way direct communication between the government and those concerned with using technologies such as intranets and multimedia facilities (for example, via e-mail, tele-conference, chatting, etc.). At this stage, creating an environment that allows each individual can connect with anyone in the government representatives are in *one on one*, but still rests on the at which promote efficient and effective in the process of accessing it.

In the next stage "*Additional Features of Enterprise Portals E-Procurement Self-service Apps. This Security / Privacy*" or "*Transaction*", happens a transaction which is a process of exchanging goods or services through cyberspace, which will involve financial resources (money), people, information spreads and so on. At this stage the security issue will be most seen and will be a benchmark for agencies that carry out this transaction process. The last stage which is the evolutionary form of information and communication technology is the stage called "*Integration*" (on the far right table) where the government acts as the entity that has provided him to be associated and entities be integrated with other such entities compant

(business) universities, non-governmental organizations, political, governments of other countries, international institutions, and so forth. These four stages become a benchmark in the order of changes in information and communication transformation which are the main aspects of seeing changes based on technology.

However, the *e-government* are the essence of which should be required to be changed in the function of serving the public, there are four principles, presented Oracle Service Industries (Indrajit, 2010):

Table 1. The E-Government Essence

TRANSFORMATION POINTS	
FROM	TO
Service to citizens	Service by citizens
Citizens in line	Citizens on line
Digital Divide	Digital democracy
Paper - Based	Government on line
Physical edge	Digital knowledge

Source: Oracle Service Industries

On the first point is how *e-government* principal can change something, the *service to citizens* into *service by citizens*, if at the beginning of the evolution of *e-government*, government use information technology to improve the performance and quality of service to the community, then at the end of the expected transformation of society through the system *existing government* can serve itself or commonly called “*madani*”, in this conceptual framework the function of government changes from regulator to facilitator, this is possible because there are several applications that can replace human functions or matters that require physical resources to become digital functions.

On the second point is to try to change a phenomenon *citizens in line* became *citizens online*, in the sense of how if the first people have to queue up and wait for long to get the service, the implementation of *e-government*, it will not experience the same thing, because in implementing government services to the public through cyberspace or the internet *on line*.

The next point is to try to overcome the *digital divide problem* and guarantee the creation of *digital democracy*. These ideals are reflected in the real world where social and economic distress with different income levels are very obvious, so in information technology is also not much different, commonly known as digital misery, where there is a large gap between those who really understand and fluent in information technology (accompanied by having easy access to these activities) with those who are totally able and unable to use related information technology. This situation will not only affect the use of information technology to improve government performance and the quality of life of the community, but furthermore it can lead to obstruction and abandonment of the country concerned from the progress of other countries that do not have digital woes.

The fourth point is in order to improve government efficiency and effectiveness by replacing manual, document-based processes/paper (*paper-based*) through the fully implement the concept of *government online*. Keep in mind that what is meant by the manual process here is not only limited to all activities that still use paper documents only, but all conventional processes that still use physical resources to solve them, while other countries have used information technology to replace it. The essence of this transformation is not merely to increase efficiency and effectiveness of government, but furthermore it also aims to improve the quality of state life. A promised 24-hour online relationship will be implemented

and 7 days a week will be implemented, so the government has opened itself as a working partner of anyone who needs it, from various walks of life without exception.

The last point is to try to use *digital knowledge* as a substitute for *physical knowledge* that has been used as a resource to create improved quality of life in the state and society. Digital knowledge is the result of data processing and information flow within the infrastructure of *e-government* can be harnessed and used as a valuable source of knowledge for anyone in need.

Digital knowledge is said to be better than *physical knowledge* because the process of creating and disseminating digital knowledge is easier and cheaper when compared to conventional knowledge dissemination processes that require a lot of facilities and physical assets. With applications such as *mailing lists*, *homepages*, *new groups*, etc., allowing the distribution of valuable information and knowledge from someone or institution to be instant and inexpensive can be disseminated and enjoyed by anyone who needs it in cyberspace, the hope is that the quality of public knowledge will develop rapidly and significantly through the use of existing information systems and technology.

The fifth point of this concept which indicates that the application of *e-government* very necessary to change the paradigm of someone going to a public service that is related government's relationship with the community. This concept should be the basis for a discussion of the conditions in Indonesia at this time where the concept and program the same will be done by the government at the time.

2. Case Study: Indonesia “Now” in E-Government

According to Darrell M. West, an *E-government* expert from Brown University in the United States, "*e-government refers to information and services online through the Internet or other digital means*". Based on the above understanding, the concept of *e-government* combined with the concept of *e-democracy* and so that the information will be given to the public by the government through the digital aspect it is not as easy as turning the palm of the hand, this is a long process that supports the implementation of this system and how the system is well established and can be enjoyed by many people in a country. Take for example the website of the State Secretariat office, namely www.ri.go.id. On this website people can *download* the president's speech that was just read in the morning and various laws, government regulations, and presidential decrees can be immediately owned by electronic files. Likewise, the Bappenas website, www.bappenas.go.id. On this website people can *download* PROPENAS manuscript complete with both Indonesian and English versions. Even various documents that have been kept tight like this *Blue Book*, *Billing Rate*, etc. can be easily accessed by the public.

The question is whether this system has been implemented by the government of Republic Indonesia in order to socialize the program and or provide information about the local governments implement policies that can be accessed by society wide. Indications of the distress of the question are strongly felt, where the implementation and implementation of this system is not as smooth and as expected by the government. As a developing country, *e-government* in Indonesia was not included encouraging even though the government has tried to formulate a lot of legislation related to information technology. In comparison with the neighbouring countries, such as Singapore and Malaysia, for example, it appears that the application of *e-government and mentoring in* Indonesia is still lagging behind. There are many factors that significantly affect this delay, and of course the most decisive is the lack of commitment to reduce our digital divide with developed countries in addition to infrastructure and geographical conditions that are difficult. Currently the device is actually

legislation regarding *e-government* in Indonesia it is quite complete although compared to developed countries relatively late.

Government support for the importance of e-government only began to appear in the early 1990s even though in the private sector there were many big business people who used technology with the concept of *e-commerce*, *e-banking* or *tele-marketing*. Recognizing the importance of the application of the concept of *e-government*, the government issued by the Presidential Strategy Development *E-Government*. The main strategies taken by the government are as follows:

1. Development of a reliable and reliable service system that is affordable by the wider community.
2. Arranging the management system and work processes of the central government and regional governments holistically.
3. Optimal utilization of information technology.
4. Increasing the role of the business world and the development of the telecommunications and information technology industries.
5. Development of human resources in government and increasing *e-literacy of the community*.
6. The implementation of systematic development through realistic and measurable stages.

It appears that the guidelines made in the “President Instructions” this is actually still very common and can be interpreted in a variety of ways by government agencies, both at the center and in the regions. But this lack of clarity is understandable because of the vast need for the development of electronic information systems in government institutions. As an institution that has the key portfolios for the development of *e-government*, in 2004 the Ministry of Communications and Information Technology (DEPKOMINFO) disseminate strategic plan *e-government* which further outlines general guidelines for departments, Officials and local government. The six guidelines cover the following:

1. Quality standards and range of services and application development (*e-services*).
2. Institutional policy, authorization, information and private participation in the implementation of *e-government*.
3. The development policies of good governance (*good governance*) and change management (*change management*)
4. Implementation of the project and *e-government* budgeting.
5. Standart competence manager *e-government*.
6. Blueprint for *e-government* applications central government and regional government.

The guidelines made by the Ministry of Communication and Informatics are relatively more concrete and have led to the main objectives of *e-government* development to create good governance, necessary institutional changes, budget allocation for *e-government* and the need for standardization of competencies for *e-government managers*. However, for a sectoral institution that carries out very special tasks, many things must be translated from this general guideline to technical actions in accordance with their needs. Because of varying needs in respective government agencies, development of *e-government* strategy should be applied also vary.

System declaration *e-government* is not new for the people of Indonesia, but what about the people who access and pick you information about public services, there are various problems, the first is a constraint in terms of language, the language here is more emphasis on how to access and the level of difficulty found in the pages accessed, these two

things are certainly related to language, if the level of education is considered as the main factor, then the problem is that mastering the language owned by the community varies between individuals. This problem causes sociocultural distress experienced by society. In this case the community becomes a passive object in this system, why is it passive, the author assumes that the system applied in the cabinet is formed based on the views of the community it is still passive, because only certain people can access, if through *Facebook* as one of the social networking sites as the media. Passive here means that the community only chooses through the names listed and is an option provided by the *on-line* page, so that it is no more in the interests of the people who are members of the success team who have their own interests, which is the same as the presidential nomination. Of course, other interests are to enter the names of the success teams into the cabinet. Communities that are considered to become passive with the segmentation of society which does not necessarily reflect public opinion.

Of course this system also does not merely involve new media, but as a form of telematics that has been announced by the draft law. The most important factor and the absence of significant developments or claims that lead to improvements in good infrastructure. In addition to the media as massive in this case the television which is still very relevant for the communities across Indonesia, *the e-government* in Indonesia is having problems on infrastructure owned by the public is not fully accommodated to the corners or on regionalism. The role of local government is very important in displaying the infrastructure contained within their respective regions, this factor is the point of weakness that is most highlighted by the community, not to mention the complicated problem of the content presented.

The information displayed on *the government website* shows diversity, even though it is under the same province. From a survey *on-line* are conducted on 30 counties and six cities in Central Java (Rokhman, 2008), for example, there are some interesting conclusions. First, the district and municipal government websites are indeed accessible, but most of them are still in the first stage, which is simply publishing information about the profile of the region in question. The main menu (home) on the website content mostly: regional profiles, public service procedures, and regional news. For regional news, it turns out that most of them come from secondary sources, namely the news in the newspaper about the area concerned. *Webmasters* in most regions are still passive publishers, not acting as primary sources in regional reporting. Secondly, all city government websites have entered the interactive stage, but for the district government is still less than half (40%) that reaches this stage.

Once again, this shows the existence of a *digital divide* phenomenon even at the same regional level, that information technology is indeed more urban biased because of the inequality of infrastructure that supports the use of digital technology. Interaction applications used include: 1) guest book, 2) forum, 3) *chat*, 4) contact *links (links)*, and 5) polls (*polling*). But most of the interaction applications have not been used optimally. Guest books simply display public complaints and do not display responses from competent webmasters, officials or bureaucrat staff. The discussion forum is mostly still empty and there is no activity. Some websites even just add r this money but there is absolutely no activity in it. Amenities *chatting* more often only used between the user (*user*), not as a means of dialogue between citizens and government officials about important things like public service. *Polling* facilities are actually very strategic to capture citizens' aspirations regarding certain policies that have been or will be taken by the local government. But most of these facilities have not been used properly. Third, of all counties and cities in Central Java who have been awarded *e-government* (Economic News, 2007), it turns out there is no one even those who have reached the transactive stage in supporting public services. Some of *the*

websites that display public service menus are limited to providing information in the form of service requirements and procedures. This again proves that transactive stage is still very far from achieving its objective the development of *e-government* in Indonesia.

E. CONCLUSION

E-government is believed to support transparency and accountability in managing public power, improve efficiency, productivity and effectiveness system as well as improve service mas yarakat by applying *online government* and *cyber democracy* (in the *USA Services Intergovernmental Newsletter*). However, according to the author, *e-government* and *e-democracy* that its application is still under development, including in the country's most maj u though. So in looking at the arguments presented at the beginning, Indonesia will depend heavily on political activities and on the hands of who Indonesia is in power, whether it will lead to development or just stay silent, this will be seen through the survey mentioned above that, indeed in the present Indonesia still far and in the developing world towards a better direction in accordance with the five points mentioned earlier.

If in the past the concept of *e-government* more refers to computerization and development of a computer-based Management Information System, the concept of *e-government* that is developing now in Indonesia leads to the integration of data and information between government institutions through Internet technology with *http* -based software (*hypertext protocol transfer*) and with languages that support *html* (*hypertext medium language*). Thus it is almost certain that references to *e-government* always lead to efforts to create websites by government agencies. Regarding *website* development by government agencies, ASPA (*The American Society for Public Administration*) mentions the following five stages (Aziz, 2008):

1. *Emerging*: the stage where the government only displays the website as an alternative source of information.
2. *Enhanced*: there has been an increase in the information displayed so that the website becomes more dynamic.
3. *Interactive*: there are facilities to download (*download*) forms, interact via *e-mail* (e-mail, e-mail), and features for users (*users*) to interact.
4. *Transactional*: users can interact *on-line* through the *on-line payment facility*.
5. *Seamless*: the most advanced level in the form of full integration of public services on-line.

Besides the differences in infrastructure and human resources in all regions of the country, this difference also occurs due to the geographical conditions and economic development of each region which is very diverse. Therefore, there are regions that do not even have *a website* or are still lagging behind in the use of information technology. But on the other hand there are those who have advanced enough so that *the website* developed can support *e-procurement*, or carry out public transactions as contained in *e-commerce* or *e-banking* models that have long been held by the private sector.

Reasons other than physical problems, limited reach and internet network by *hardware* limitations, also because IT culture has not been widespread, especially among the government itself, and also politicians, especially the wider community that is now using it is the business world, those in the world academic and research, as well as professional groups. For the development of *e-government* in the future, human resource capabilities in ICT and particularly Internet technology is an absolute prerequisite. As have been proposed, *e-literacy*

(or electronic technology literacy, particularly Internet technology) is very strategic for the development of *e-government* at the central level and the level of regionals.

Yustianto's presentation in a 2006 paper, as well as technology in other fields, policy makers and organizational leaders must also be able to anticipate the possible adverse effects of the use of less productive Internet technology. As mentioned earlier, the use of very fast internet access with *broadband* technology indeed gives extraordinary flexibility for employees to obtain information from within and from abroad. But if not controlled properly, activities with the Internet can also reduce productivity of the employees themselves. Unwittingly, activities with the Internet will spend time employees without benefits for the employee as well as the performance of the organization's Retained Earnings. For in Indonesia, this problem may not be widely recognized and has not become a major issue because *broadband* internet *connections* in public organizations are still very rare.

However, we must be able to anticipate this so that the design of *e-government applications* does not only result in activities in public organizations that are less productive, through stages that refer to the concept of *e-government*. Of course for Indonesia should realize that *e-government* can be implemented well, then there are several steps of preparation that needs to be taken, among others (Rokhman 2008):

1. Improve *information technology awareness*

Until now, the use of information technology (IT) at the government level is still considered inadequate to support the creation of *e-government for good governance*.

2. Improve IT HR

The existing HR standards for government and training need to be reviewed if it is still in line with needs. Existing government IT human resource training infrastructure must be optimized for use with programs suitable for *e-government* needs.

3. Shared information

Information sources in the government still hold a lot of duplication and are not integrated. Each agency maintains its own information without clear rules in access rights for other agencies and the public. Therefore, it is necessary to use shared information to reduce duplication.

4. Transparency in the delivery of information

There is information that must be conveyed to the general public, to certain government agencies, and there is also information that must remain confidential in the hands of the government. Therefore, there is a need for a policy on transparency of information held by the government.

5. Security and Information that are confidential

Information, transactions and intra- and inter-governmental communication between government agencies, and between communities and government agencies must be safe, following certain regulations. Information released by the government must also be of good quality and trustworthy.

6. A good governance among government agencies

Until now, there are still many IT institutions in each government agency that are separate and not integrated with each other. Integration is needed for information sharing together to improve efficiency and productivity, so that public services can improved. For this reason, it is necessary to have an inter-operability standard between government agencies so that communication, shared use and information exchange can be carried out.

7. Computerize community services

To improve the transparency, efficiency and productivity of the government in community service, starting with the creation of a national identity that can be used for various general administrative purposes such as ID cards, driving licenses, vehicle

registration, taxes, passports and so on. The community service will be available secara *on-line*, also called the *government on-line*.

8. Development of various Management Information Systems in government institutions

Increased efficiency and productivity of the government also need to be supported by various institutions and integrated institutions with all types of *government services on-line*.

9. Increasing the role of the local IT industry in *e-government*

Recognizing that the government is also a part of IT for local industry, the government must facilitate and prioritize access to local industrial products to the government, to encourage the growth of the local IT industry

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POLITICAL COMMUNICATION STRATEGY OF FRETILIN PARTY FOR COALITION IN FORMING THE TIMOR LESTE GOVERNMENT 2017-2022

Advento Jeronimo

Magister of Communication, Diponegoro University

Email: adyjeronimo@yahoo.com

Ahsani Taqwim

Magister of Communication, Diponegoro University

Email: Ahsanitaqwem@gmail.com

ABSTRACT

This study focuses on how to comprehensively understand the message strategy used by Fretilin Party for the coalition in form of Timor Leste government for the period 2017-22 and to apprehend the effects of the Fretilin Party's political message on the parties of CNRT, PLP, DP, and KHUNTO. As the winning party in the election of national parliament held on 22 July 2017, with getting a vote 23 of 65 seats, Fretilin Party had gained the certain chance to shape the government, according to the constitution. In constitution of the Republic Democratic of Timor Leste (RDLT), if the representatives have no reached more than a half of votes (50+1) in national parliament, the winning party must make effort of establishing the coalition – “two or more parties combined” –, in order to achieve the standard of constitution. Thus, the form of Timor Leste government during the period 2017-22 was the result of the coalition between Fretilin Party (23 votes) and Democratic Party (7 votes), resulted 30 seats for the two parties.

The theory, which is employed in this study, is the Fulfillment Acquisition initiated by Gerald Marwell and David Schmitt. Then, the suitable paradigm's highlight is the interpretive paradigm by approaching a descriptive qualitative method. The results of this research reveal the strategy of political communication run by Fretilin Party for the coalition for forming the government is a forced government consisting of the Fretilin Party and the Democratic Party. It occurred, because KHUNTO Party involved, in the last day, had chosen to separate from the coalition and joint the opposition, namely AMP Block comprising of the parties of CNRT, PLP, and KHUNTO which were assumed stronger in national parliament.

Keywords: Message Strategy, Coalition and Government

A. INTRODUCTION

In the general election of national parliament for the period 2017-2022, there was no one political party that was having majority's votes, in order that the party which obtained the seat in national parliament faced a big obstacle to establish the government as those did not fulfill the standard of the Timor Leste constitution.

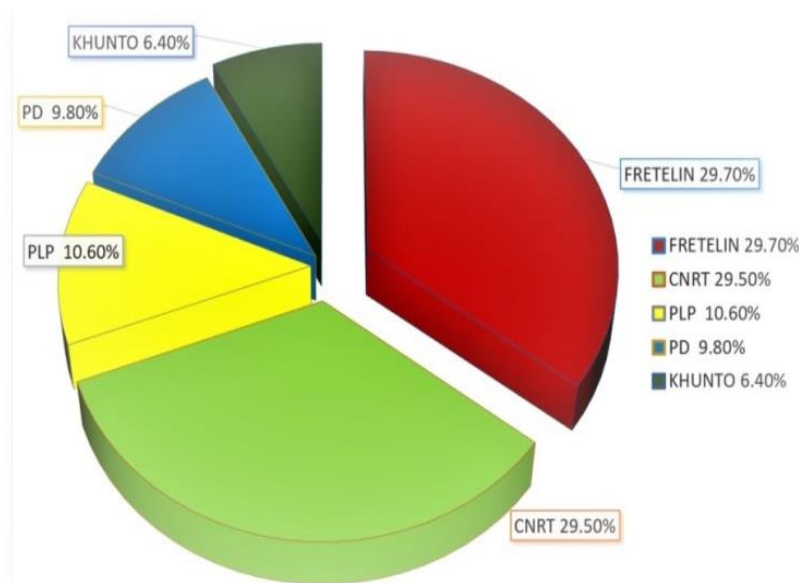


Figure 1: The Result at the General Election

As described above, the result indicates there was no one political party that got the majority in the national parliament at the general election. The impact was that political parties could form the Timor Leste government from 2017 to 2022. As an exact consequence, the formation of the government for Timor Leste at the time must be through the only way which it was engaged to the coalition.

The constitution of the Republic Democratic of Timor-Leste (RDTL), article 106 about *appointment* in point one, says that the prime minister will be appointed by a political party or by a coalition of political parties which must have a majority of representatives in the national parliament, and will be appointed by the President of the Republic, after consultation with political parties holding seats in the national parliament. Moreover, the formation of the national parliament is then determined by the Head of Government which is usually strongly influenced by the composition of the votes obtained from the political parties, participating in the general election. For political parties that hold dominant seats in the national parliament given the opportunity to determine the composition of the state government (*prime minister and ministers*), whereas if there is no one in the general election occupying the majority seats, the determination of the government's composition of country is encouraged out by means of a coalition, combining two or more political parties to strengthen the vote in the national parliament.

Accordingly, the President of the Republic provided the opportunity for political parties to get the most votes in the election in which the Fretilin Party must form the government of Timor Leste during the 2017s-2022s. The problem was the coalition that will be carried out by the Fretilin Party in the formation of the Timor Leste government. The Fretilin Party, which won 29.7 percent or 23 seats in the national parliament, after meeting with the President of the Republican, said at a press conference that the Fretilin Party was willing to build an inclusive government of Timor Leste if the President of the Republic invited to establish the government of Timor Leste.

The formation of the government for Timor Leste for the period 2017-22, was built on a coalition in a number of political parties. This was because the voting support given by citizens in the general election was fragmented through many parties, making it very difficult to achieve the majority vote. However, coalition is inevitably a very common practice in the politics of a democratic country. Because it is not strange when two or three political parties declare coalition to govern, or as opposition.

The term of the coalition is a group or association – “a combination or alliance of several elements” – in which each of them has their own interests. Such alliances may be temporary or beneficial. In a parliamentary system of government, the coalition of government is a government composed of coalitions from several parties, while the coalition’s opposition is an opposition compiled in several party coalitions.

Therefore, to build a coalition of the Fretilin Party, carrying out political communication with several political parties, which formed coalitions in the period 2017-22, was indispensable factor. According to Rauf (Pureklolon, 2016: 89), political communication is the object of political science studies, because the messages expressed in the communication process could be characterized as politics, connected to the political power of the state, government, and also communicator’s activities in the position of political actors. The political communication is commonly viewed from two dimensions, namely political communication as a political activity on the one side and a scientific activity on the other. Communication as a political activity is a presentation of messages characterized as politics by political actors to other parties. These activities are empirical, due to they are manifested in social life. Meanwhile, political communication as a scientific activity sees political communication as one of the political activities in the political system. In running the political communication, the Fretilin Party conveyed the political messages that was determined by political parties in the form of solicitation and requested support for coalition in the formation of the government, 2017-2022.

Further and even more importantly, the strategy of communication walked by the Fretilin Party was a message strategy in political communication to get a compliance in the coalition to form a government. Derived from Marwell and Schmitt (Morissan, 2013: 161), the compliance is an exchange with something else provided by seeking the compliance. This model is power oriented. In other word, fulfillment from others could be reached from others if they have enough power in the context of the source and can give or hold something what they want. Roelors, and Hall (Arifin, 2011: 1) said that “politics did a lot through talks”. Even political conflicts are always resolved through talks in the form of consensus.

The strategy of the political communication that was brought out by the Fretilin Party to shape a government coalition was through a political message conveyed to influence other political parties. It is in order to discuss the power for getting consensus, included the power and the power sharing. The government that was formed by the Fretilin Party remains widely stable, so the Fretilin Party communicated with political parties and prominent figures for shaping the Timor Leste government for the period 2017-2022.

In this study, researcher would concern on the research which is the Fretilin Party as the winning party, with a vote of 23 seats out of 65 seats, given the opportunity to form a constitutional government. However, the representatives of the Fretilin Party, in the national parliament, was not the majority (50 + 1), according to the constitution, and this party, therefore, combined two or more political parties to build the government. The Fretilin Party did political communication with several political parties for the coalitions in the formation of the Timor Leste government. Based on the background mentioned above, the formulation that will be examined more deeply is as follows:

How is the political message of the Fretilin Party for the coalition to form the Timor Leste government for the period 2017-22?

In accordance with the problem above, the objectives in this study are to pursue the overwhelming influence of the Fretilin Party's political message, on the parties of CNRT, PLP, DP, and KHUNTO for the coalition formed a government for the period 2017-22.

1. State of The Art

Research conducted by Dani Fadillah, M.A. and M. Najih Farihanto, M.A. the research on the coalition in the house of representatives uses the concept of Baines et.al (2002) and Nursal (2004) that says, “there are three approaches can be taken to seek and obtain political support, namely *Push Marketing*, *Marketing Pass* and *Pull*. In the study there was a finding which the political communication of the Jokowi-Jusuf Kalla (**Joko Widodo as the president and Jusuf Kalla as the vice president of Indonesia**), in which bearer party was running effectively, so that the merger of several parties supporting the bearer party incorporated in KIH (**Coalition for Great Indonesia**). The formation of KIH was the result of political communication planned, with a system for sharing seats engaged by government-supporting parties. The political communication of the Jokowi-Jusuf Kalla as bearer party went effectively, in order for the merging of several parties supported the bearer party.

The strategy of political communication for forming the coalition of Timor Leste government for the period 2017-22. This research uses the strategy’s theory of *Fulfillment Acquisition* with the analysis model of Harold Lasswell. Novelty in this research is that the researcher holds a message strategy in political communication to give the effects in the coalition to form the government using the theory of *fulfillment acquisition*’s strategy.

2. Theoretical Thought’s Framework

Political communication in the communication studies is understood as a message, characterized as politics to influence others in reaching the listed goals. Thus, the first is focus on political activity, whilst the second concern on messages is characterized as politics, (Heriyanto, 2013: 3).

In Rauf view (Ediraras et al. 2013: 81, 58-58), he explained that “communication as a political activity is the delivery of messages, classified by political actors to other parties. Meanwhile, in Mondry perspective (2006: 7), communication is said to be effective if all the related elements, in the process, which are going well too. It aims the communication activities that are for the message to be understood by the party being invited to communicate, so that ideas can be accepted, in order to gain the comprehensive understanding of others in achieving a goal.

The cornerstone of the discussion in this study is the strategy theory of Fulfillment Acquisition. This theory explains the effort for the second party to fulfill what the first party wants. The aim of communication is for people who fulfill what is desired by the opponent of communication. According to Marwell and Scrmitt, obedience is an exchange with another thing given by a compliance seeker. Model of fulfillment acquisition strategy from Marwell and Schmitt is power oriented. To get and maintain the power, in the political process, the formation of government is done by forming a party coalition. For earning the party coalition, it needs a process of political communication by the Fretilin Party and other parties, in order to require the intention of the Fretilin party that was the coalition.

B. METHOD OF RESEARCH

The method of research in this writing is qualitative. According to Bogdan and Taylor (Sujarweni, 1992: 19), the use of qualitative methods in research on political communication strategies concerning political messages, speech, writing, and behavior is related to the coalition cabinet of Timor Leste government for the period 2017-2022 as it was observed from the political campaign for the election of the national parliament to the formation of a government coalition.

1. Types and Sources of Data

The collection of primary data, in the research, utilizes an interviews' approach. The way in general is the process of the obtained information for research purposes by running a way of question and answer, whilst face-to-face between the interviewer and the informant or narasumber, with interview guidelines. Secondary data benefits the documentation and library studies.

2. Research Subject

With getting the primary data collection, in this study, conducting interviews to those who have a strategic position in the process of political communication deal with an agreement for the coalition of Timor Leste's government in the period 2017-2022. The subjects of this study determined a number of informants as observation units. Determination of this informant is employed using purposive sampling which is a sampling determination technique with certain considerations or criteria, (Sujarweni, 2014: 72).

C. DISCUSSION

1. Message Strategy

The messages that were delivered by the political party of Fretilin Party oriented to the inclusive government in the national parliament. The chairman of the Fretilin Party was Mari Alkateri who wanted to invite all people and all parties having the potential/ ability to take a part in the government of the period 2017-22. It is known as government preferring Grande Inclusive. The program offered to political parties included all existing party programs.

The foundation of the Fretilin Party, that conducted political communication in the coalition for forming the government, was the result of elections issued by the High Court on 1 August 2017. It was announced in the State Gazette I, N. ° 28 B. Based on the constitution of the RDTL, article 106 about appointment, point one. The communication process took a place in the Fretilin Party was that the Fretilin Party conveyed political messages to political parties to accept the offers from the Fretilin Party. In this case the communication process that occurred was political communication in one-way and/or divergence. The same thing was experienced by the Fretilin Party in conveying the political message with driving a one-way political message (divergence).

The political communication desired by the Fretilin Party was that Xanana could be willing to accept an offer from the Fretilin Party to receive one of the positions in the government cabinet. However, after the results of the general election for the national parliament (2017-2022), as announced by High Court, Xanana was not visible in the public's eyes and was set apart at the residence in Balibar village, 14 kilometres from the capital city of Timor Leste as well as no one was allowed to meet. The second target was to invite the CNRT Party engaging to the coalition with the Fretilin Party in the formation of the government during the periode 2017-22.

One of the reasons for coalition with CNRT was the acquisition of seats in the national parliament where CNRT had gained 22 seats so that if CNRT joint the government coalition, Fretilin Party will be stronger because the total seats are 45 out of 65 seats in the national parliament.

In the first meeting, the president of the PLP will consider the offer from the Fretilin Party to coalition. While the Fretiln Party wanted to invite the PLP to coalition the president of the national parliament to be given to President of PLP, Taur Matan Ruak. But in the second meeting, Taur Matan Ruak was not present and decided the vice president of PLP,

Fidelis Magalahaes, for being a president of the national parliament. There was in the cabinet an equal distribution according to the votes in the national parliament. The propose was rejected by the general chairman of the Fretilin Party, Mari Alkateri, and it was strengthened by the deputy chairman of Fretilin Party in an interview with the media, Tafara Jose Reis said that “the President of the National Parliament was the President of the PLP then the Fretilin Party would accept the offer, but the PLP President had decided Vice President of PLP, Fidelis Magalahaes, so the Fretilin Party refused and replaced one of the central committee members of the Fretilin party in active for the national parliament, namely Aniceto Longhuinos as President of the National parliament. On the other hand, the Fretilin Party had also been inviting CNRT and DP to take a part in the government. This was according to the PLP it was unclear which coalition will be formed by the Fretilin Party in order that the PLP did not play a part of the coalition.

The DP has a motto for Timor Leste: “*Democratic Party are ready to serve*”. Thus, if DP was invited, then it was ready to contribute to the nation and the state as well as derived from the principle of the DP for Timor Leste’s people - (DP is ready to serve, coming from the Fretilin Party, and the father of DP as his son DP is the next generation of the Fretilin Party).

KHUNTO, initially, was willing to form a coalition with the Fretilin Party in the formation of government, in which this party wanted to contribute to the community through giving support and joining the Fretilin Party in forming a coalition when invited. To establish the government, KHUNTO had decided to resign from coalition with the reason that, “the Fretilin Party as the Party which won the majority in elections did not respect and did not accept the proposal as voiced by KHUNTO.” In the coalition in the national parliament, KHUNTO involved in the coalition on the one side and in the government, KHUNTO had resigned on the other hand. In a coalition for establishing a government, there was discrimination by the Fretilin party against KHUNTO where there was no political consensus in the formation of a government. Between the Fretilin Party and the KHUNTO there were two-political consensus namely: consensus in the national parliament and consensus in government which will be led by Prime Minister, Mari Alkateri from the Fretilin Party.

As above references, the constitution is a foundation or instrument in the government to govern. This is a reference in government. The constitution is therefore the beginning of the form of a country's regulation. In the constitution of RDTL, it is explained that the prime minister is exactly elected by a political party that gets a majority or coalition party in the national parliament, appointed by the President of the Republic after sharing to representatives in the national parliament. The explanation, that the establishment of the cabinet is in an article 106 with point 1, is constitutionally very clear that, “the Prime Minister has the strict authority in determining the cabinet. With this consideration as it is contained in the constitution used as the main reference, Fretilin Party establishing a cabinet should consist of Democratic Party and Fretilin party, professionals and intellectuals.

2. Coalition in the formation of Government 2017-22

The coalition in forming the government was the coalition formed by Fretilin Party and DP. In Article 106 of the constitution (*Appointment*) in point 1: “the Prime Minister will be appointed by a political party or by a coalition of political parties that have a majority of representatives in the national parliament and will be appointed by the President of the Republic, after consultation with political parties holding seats in the national parliament. From the explanation of articles in the constitution of the Democratic Republic of Timor Leste, the formation of government comes from the majority in the national parliament. The

coalition in the national parliament includes the following: Fretilin 23 seats, DP 7 seats and it is with a total of 30 seats and the opposition parties consisting of CNRT, PLP, and KHUNTO are with seats 35.

3. The form of Government

a) Government

The form of the government for the period 2017-22 consisting of Fretilin Party and DP is a legitimate government in accordance with the constitution of the Republic Democratic of Timor Leste, article 106 (*Appointment*) 1, article 103 (*Definition*), and Article 104: 1 (*Structure*).

b) Opposition

The opposition parties comprise of CNRT, PLP and KHUNTO intended the President of Republic to dissolve the government and to give the opposition for forming and holding the new government. Based on the constitution of the Republic Democratic of Timor Leste in article 100, point G: “dissolving the government and dismissing the Prime Minister if the program is rejected twice in a row by the national parliament. But, unfortunately, before the program had not been delivered, AMP Block openly said “we will reject the program”. As said by fraction chairman of KHUNTO in an interview with GMNTV, “the government program has not been delivered in the national parliament, and AMP faction was striking the government program that we will refuse.” The opposition’s coalition which was supposed to go through the party congress decided, but the coalition took a place in the office of national parliament. The opposition had expected the president of republic to dissolve the national parliament and hold re-election.

The description above is a map of parliamentary politics which is like two wind-eyes as follows: *firstly*, the parties that support the government consist of Fretilin Party and DP which are as members of the government’s form, and *secondly*, opposition parties that are members of the AMP coalition. Therefore, the existence of a coalition division like this shows that the representatives of the people cannot be compact and run the good communication amongst members of representatives one another. Differences in colour and ideology of party can be said to ban communication between political actors who want a particular position or situation.

To obtain the effect of political communication, it requires by using the theory of fulfillment acquisition initiated by Gerald Marwell and David Schmitt. In gaining the further explanation (Littlejohn, 2008: 177-179), achieving fulfillment from others is the goal of communication in which the efforts to try let others do what they must conduct. There are thirteen strategies commonly used for obtaining fulfillment for others in the Table 1.

As mentioned by the table above, it highlights that the strategy of message delivered from the Fretilin Party was fulfilling message for the coalition in the campaign for the national parliament. That means if the Fretilin Party gained the majority in election it will be able to form an inclusive government. This is the main message in political communication for the coalition. The inclusive government is a clean and comes from all people, inclusively. Subsequently, the community will be peaceful and prosperous when inclusive governance is implemented. The Fretilin Party invited and offered an important position to Xanana in the government to receive the offer. This is affected because the Fretilin Party had helped the government led by Xanana when Xanana was as leader, by giving the prime minister to an active member of the Fretilin party. For this, Rui Maria De Araujo from Fretilin had

succeeded Xanana to become prime minister in the other side, and several ministerial positions were also offered to active members of the Fretilin Party.

Table 1. The strategy of fulfillment by Marwell and Schmitt

The strategy of fulfillment by Marwell and Schmitt			
1.	<i>Promising</i>	Promising a gift for fulfillment	By using the power of the Fretilin Party in a TVTL broadcast, the leader said that Fretilin wanted to form an inclusive government
2.	<i>Threatening</i>	The indication is that the punishment will be applied to non-compliance	Threats come from PLP and Xanana
3.	<i>Showing expertise about positive outcomes</i>	Shows how good something will happen to all who obey	The clean government derives from everyone (inclusive)
4.	<i>Liking</i>	Show a great friendship	Inviting everyone, both political parties, party professionals and intellectuals
5.	<i>Pregiving: applying aversive stimulation</i>	Give a gift before questioning fulfillment Apply penalties until fulfillment is accepted	Offer the important positions to Xanana in government
6.	<i>Calling Ina Debt</i>	Saying to all the people the help had received in the past	The Fretilin party had helped the government led when Xanana took the lead, with giving the post of prime minister to one of the active members of the Fretilin party and several ministerial positions to active members of the Fretilin Party.
7.	<i>Making the moral obligations</i>	Describing a fulfillment as good moral that must be done	Promises that during a political campaign "if Fretilin wins a majority in elections the Fretilin Party continues to form an inclusive government
8.	<i>Attributing positive feelings</i>	Tell others how nice it is if there is compliance	The community will be peaceful and prosperous if an inclusive governance is implemented.
9.	<i>Attributing negative feelings</i>	Tell others how unhappy there is no compliance.	Not getting a support from other political parties, the government program was not implemented
10.	<i>Positive Alter casting</i>	Connecting a fulfillment with someone with good quality	If the support could be achieved, guaranteed an inclusive government is a clean government
11.	<i>Negative</i>	Connecting a	Refusing several ministry positions offered

	<i>alter casting</i>	disobedience to fulfillment with someone with poor quality	by KHUNTO and rejecting the PLP's proposal that the position in the President of the National parliament if the vice president of PLP, fidelis Magalahaes.
12.	<i>Seeking altruistic compliance</i>	Looking for the obedience of others simply as a form of help from others.	Offering the leading positions in the government of Timor Leste
13.	<i>Showing positive esteem</i>	The person will be liked by others, especially if he obeys	Xanana

Therefore, the message of fulfillment was a list of compliance with the Fretilin Party to coalition in the government and among those that were a threat to the Fretilin Party to fulfill the message was not achieved, because threat came from Xanana, PLP, and KHUNTO. Because the Fretilin Party rejected several ministerial positions offered by KHUNTO and rejected the PLP's proposal, the position of President of the National Parliament had been given on the vice president of PLP, Fidelis Magalhães. The refusal resulted in not getting the support from political parties in ratifying the government and budget programs, so that the government program was not implemented and the President of the Republic dissolved the national parliament. The logical consequence of this circumstance was held a re-election for the national parliament held on 21 July 2018.

The model is oriented to power. From the table, the fulfillment of dealing with power was not fulfilled in the political message strategy delivered in order that the Fretilin Party and the Democratic Party formed coalitions with implementing the inclusive government, and CNRT Party, PLP, and KHUNTO decided as the opposition in the government, well known as AMP Block.

4. Result of the Fretilin Party's political communication strategy

The impact of the Fretilin party's political communication strategy was inappropriate in line with what was wanted by the Fretilin Party in political communication for the coalition for the period 2017-22. The coalition consists of the Fretilin Party and the DP. The formation of coalition between the Fretilin Party and the DP was the result of political communication carried out by dialogue team of the Fretilin Party, with using a system of sharing seats with government support parties, party professionals and intellectuals.

The controversy arose when the second meeting between Fretilin Party and PLP (the President of PLP was absent and was represented by the Vice President of PLP, Fidelis). At that time PLP said that in the government the distribution in a uniform cabinet was in proportion. PLP also said that "if in the prime minister's government came from the Fretilin Party, the president of the national parliament comes from the PLP." The proposal was that the Fretilin Party as the winning party of the general election accepting it, but if the president of the parliament was PLP president, Taur Matan Ruak, the Fretilin Party accepted but the PLP decided on Vice President of Party, Fidelis Magalhães, to become president of the national parliament. Thus, Fretilin Party had refused with a PLP proposal, and eventually PLP resigned from the coalition. Followed by KHUNTO resigned from the formation of the government. With a considerable reason, in the coalition to form a government there was discrimination by the Fretilin Party against KHUNTO. It meant there was no political consensus in the formation of government. Between Fretilin and KHUNTO was because there had been in existence for two political consensuses, namely the consensus in the

national parliament and the consensus in the government which will be led by Prime Minister, Mari Alkateri from the Fretilin Party.

5. The Political Maneuvers of CNRT, PLP, and KHUNTO

After the agreement that was released by the high court, CNRT held a conference to determine the direction of the political parties, the president of CNRT, at the conference, declared his resignation as the President of the CNRT political party. But the conference had decided to keep the CNRT president, Xanana, until holding a party congress and also CNRT said that “the CNRT political party would be an educative and constructive opposition and not invited any political parties to the coalition for the new government. This position was reinstated by the meeting between Xanana and the Fretilin Party confirmed in front of the media, at the New Turismo Hotel. CNRT said that “national interest was prioritized as said by Xanana as the CNRT’s President. But, on the other hand, CNRT conducted the political communication with PLP and KHUNTO to build the opposition block in the national parliament, known as AMP Block consists of CNRT, PLP and KHUNTO, with a total of 35 seats out of 65 seats in the national parliament. When looking carefully at what was decided at the conference and talking about the media on both newspapers and television, it was very contradictory to what CNRT did both in the national parliament and outside which often criticized the government.

In the beginning, actually, PLP said “it would become an opposition in the national parliament”. But in a meeting in Novo, where the Fretilin Party led by Mari Alkateri and PLP led by Taur Matan Ruak (the third president of the Republic of Timor Leste), Taur Matan Ruak said that “he would study and possibly take a part in the government”. However, PLP, its political campaign attacked and condemned the CNRT Party, instead of joining CNRT and KHUNTO that would be able to form the opposition block in the national parliament. The PLP wanted the position as the President of the National Parliamentary from PLP, Fidelis Magalahães, and the division of office in the government in proportion with the seats in the national parliament.

Turning to the KHUNTO Party, initially, this party said KHUNTO was willing if invited in the coalition to form a government, but for the consequence KHUNTO would take a part in either the government with the party or to form the government. Therefore, KHUNTO had a coalition in the national parliament with the following composition: The Fretilin Party occupies the president of the national parliament, DP takes Deputy I for president of the national parliament, and the KHUNTO is Deputy II for president of the national parliament. But, in the final, KHUNTO resigned from the coalition, in which resigned from the coalition and joint CNRT, PLP, and then involved in AMP Block. However, carefully looking at KHUNTO joint the coalition in the formation of a national parliament, whose composition consisted of the Fretilin Party with 23 seats, the DP with 7 seats and KHUNTO with 5 seats – with a total of 35 seats out of the 65 seats. The proportion of the president of the national parliament was from the Fretilin Party, deputy I for president from DP and deputy II for president from KHUNTO.

6. Pursuing the Power

Power is the substance pursued by the political elites if we pay a close attention to the power, intended by all political parties. The political parties incorporated in the AMP Block wanted the power and position in the government, so the government could be transferred to the AMP Block. If this was not done, AMP Block requested to dissolve the government and the national parliament, and hold re-elections. But when seeing from the article above, the

government program had not been rejected for the second time in a row, while the government was led by Marii Alkateri as Prime Minister in delivering the government program in the national parliament. Mari Alkateri said “the government program was likened to a pair of young people who were dating and pregnant. Before the child was born, woman asked her husband that “I was pregnant”, but the answer from her husband said that “you must be abortion whether the child is a boy or a girl”. This reveals that the program submitted by the government had not read its contents and did not know it, and then the program had been rejected. Whether the program touched the community and for the public interest, or not, it was however a political maneuver carried out by an opposition coalition in the national parliament because the opposition coalition wanted power to lead the government.

D. CONCLUSION

Based on the results of the research analysis, the stages of the political communication strategy of the Fretilin Party for the coalition was to form the government for the period 2017-2022 as it can be drawn below:

1. The political message conveyed by the Fretilin party was to invite all communities, both political parties, professionals and intellectuals, to participate in the government.

2. The lobbying, that was run up by the Fretilin Party with the political parties obtaining seats in the national parliament, is to get the support on both in the national parliament and in the government. According to the target or purpose, the Fretilin Party wanted was Xanana. In the lobbying, the Fretilin Party announced political messages contained an inclusive government (*Governu Inkusive ho insidenti Parleментu*), and president of the national parliament and prime minister came from the Fretilin Party.

3. The coalition in the national parliament was a coalition consisting of the Fretilin Party, DP and KHONTO with the number of 35 seats in the national parliament and the opposition coalition in the government is 30 seats of the total seats in the national parliament.

4. Eventually, the form of the government consists of the Fretilin Party and the Democratic Party and this is the formation of a government imposed. However, eventually, because of the last day to form government the KHUNTO resigned from the coalition and joint the AMP Block as opposition in the national parliament consisting of CNRT, PLP, and KHUNTO was assumed for being a stronger opposition.

5. The government, that is chaired by a Prime Minister from the Fretilin Party and Ministers, Deputy Ministers and State Secretaries come from the Fretilin Party, the DP, the intellectuals and the party professionals.

6. The parties which are CNRT, PLP, and KHUNTO had formed the opposition. Its aim is to affect the government of the Fretilin Party and DP. But the movement had failed as well as the President of Republic dissolved the national parliament and held a re-election of the national parliament.

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THE REPRESENTATION OF BENTENG CHINESE CULTURE IN *COKEK SIPATMO* DANCE THROUGH NEW MEDIA

Rahmat Saehu

Masters Program in Sociology, Faculty of Social and Political Sciences
Universitas Sebelas Maret
rahmatsaeu@student.uns.ac.id

R.B. Soemanto

Department of Sociology, Faculty of Social and Political Sciences
Universitas Sebelas Maret
rbs@staff.uns.ac.id

Drajat Tri Kartono

Department of Sociology, Faculty of Social and Political Sciences
Universitas Sebelas Maret
drajattri@staff.uns.ac.id

ABSTRACT

Sipatmo dance formerly used for religious activity changes into *Cokek* Dance constituting a community entertainment changing more regressively. This research aimed to describe the representation of Benteng Chinese culture in *Cokek Sipatmo* Dance resulting from the revitalization of *Cokek* Dance using new media. The method employed in this study was qualitative one with ethnographic approach. Informant of research consisted of eight persons: Benteng Chinese community members, members of *Lentera Benteng Jaya* Resource Development Female Cooperatives, members of *Cokek Sipatmo* Dance group, and those related. Techniques of collecting data used were interview and observation. Data validation employed source and method validities with Spradley's Developmental Research Sequence model analysis technique. The result of research showed that Benteng Chinese culture was represented in *Cokek Sipatmo* Dancer's gentle step movement. This culture was also represented in the costume worn by the dancer replete with philosophical meaning. The process of disseminating the representation was conducted using new media including social media, online news portal, official website and You Tube Channel.

Keywords: Cultural Representation, New Media, *Cokek Sipatmo*, Benteng Chinese

Theme: Digital Sociology

A. INTRODUCTION

Contact between Indonesian and Chinese communities has begun since Han Dynasty period (206 BC-221 AD). In this early century, ships coming from the dynasty sailed the sea and stopped by at main islands in Archipelago. They traded and established peaceful relation with the local ruler (Greif, 1997; Hamdani, 2012). In its development, Chinese community

lives adjacent to Indonesian community and become a part of Indonesia. Chinese culture has long been a part of Indonesian culture. The presence of Chinese community amid Indonesian community is common, particularly in urban area. Chinese community generally lives in an area called *pecinan* (china town) (Sulistyo et al, 2012). One of the areas occupied by Chinese descent community is Tangerang City which is generally called the Benteng Chinese. This term derived from the development of Chinese community settlement during Dutch colonial period living around Makassar Fort (Benteng) built by Dutch colonial government to expel Kesultanan Banten's invasion. In addition, Benteng Chinese is the result of cultural acculturation between Chinese, Batavian, and Sundanese communities living in Tangerang area.

Just like other communities, Benteng Chinese also has culture manifested into culinary, custom, and art. One of Benteng Chinese art still developing continuously is *Cokek Dance*. *Cokek* Dance is the one resulting from cultural acculturation with Batavian community. Both Batavian and Chinese communities, particularly Benteng Chinese, admit the result of cultural acculturation thereby becoming a part of the two communities. When two cultures meet in migration process, immigrant culture is acculturated with local culture as the process of adapting to new place (Sulaiman, 2014). In multiethnic community, the effect of dominant cultural values and identity on minority group is inevitable. Because of interaction with social, economic, and political factors of dominant culture, the characteristics of minority culture likely changes as the time progresses (Muthusamy et al, 2014).

J. Kunst (Wijaya, 2000) suggests that *cokek* dance is a dance performed while singing and considered as a cultural art of Chinese descents. Nearly all aspects of *Cokek* Dance are inseparable from Chinese culture's effect, including its movement, accompanying music, and costume. *Cokek* Dance is the one used to entertain the people frequently held in wedding party. The urban condition of settlement also affects the people's mindset, so that *Cokek* Dance changes regressively. Accessibility to information coming from outside the community increases as well. On the other hand, it impacts on the development of local culture. Noble values contained in local culture are often replaced with the new ones.

In its development, *Cokek Dance* is often identical with a slightly intimate dance, because this dance is performed by a couple of man and woman not knowing each other but in a very close position. *Cokek* Dance is identical with *tayub* that manifestation of couple dance between female and male dancers by expressing romantic relation (Soedarsono, 1985). It makes *Cokek* more marginalized and abandoned as the representation of Benteng Chinese culture because its noble values have been replaced. Cultural representation is one of important practices producing culture. It is a meaning produced and exchange between the members of community (Hall, 1997).

Today, an attempt has been taken to reintroduce *Cokek Sipatmo* Dance constituting the origin and the transformation of *Cokek* formerly well-known for its negative element. This attempt is initiated by *Pusat Pengembangan Sumberdaya Wanita Jakarta* NGO along with the women affiliated with *Lentera Benteng Jaya* Resource Development Women Cooperatives. This *Cokek Sipatmo* dance represents the culture of Benteng Chinese community. The attempt taken to introduce the dance is through internet or thereafter called new media. Flew (2005) states that the Internet represents the newest, most widely discussed, and perhaps most significant manifestation of new media. Riaz (2010) states that we are living in digital world where new media technology has changed the world. We all have been heavily influenced by new media technology. We all use internet for information and connection purpose. The advent of internet has drastically changed our life styles. New Media has six characteristics: digital, interactive, hypertextual, virtual, network, and simulated (Lister, 2009). Considering this fact, this article will discuss *Cokek Sipatmo* Dance

as the representation of Benteng Chinese Culture community in Tangerang through new media.

B. RESEARCH METHODOLOGY

This research was conducted in 2018 in Mekarsari, Neglasari Sub District, Tangerang City, Banten Province. The method employed was qualitative one with ethnographic approach. Ethno means people and graphein refers to writing – and ethnography is a systematic description of habits, customs and norms of people who are the designated research subjects in a nuanced and detailed manner. It is about a culture studying a culture (Spradley, 1979; Creswell, 2007). Data collection was carried out by interviewing in-depth some citizens corresponding to the characteristics of informant and observing social condition around the location. Data validity used source and method validities with Spradley's Developmental Research Sequence model analysis technique (Spradley, 1979).

C. RESULT AND DISCUSSION

Cokek was named after Tan Sio Kek, constituting the landlord in *Teluk Naga* (Dragon Bay), Tangerang. In 19th century, Tan Sio Kek as the landlord often held entertaining events for the people presenting *gambang kromong* (small popular Chinese-Indonesian orchestra) music and dance performed by female dancers. These dancers were called *Cokek*, meaning the subordinates of Tan Sio Kek. Another opinion about the origin of *Cokek* name is that it derived from Hokkian word *chniou-khek* meaning singing a song (Wibisono, 2012). In its development, *gambang* music was acceptable to the people and often called to perform. So were the *cokek* dancing accompanied with *gambang kromong*.

Cokek dance begins with *wewayangan*, in which the dancers stand facing each other while stepping forward and backward and stretching their hand forward following the rhythm of *gambang kromong*. Then, *cokek* dancers drape the guest's neck with the shawl they bring to invite the guest to dance with them. The guest invited first is usually the most distinguished one and so on. If the guest welcomes the invitation, they will start to dance (*ngibing*) together. The movement performed by facing each other in very close distance but not adhering. Sometimes they stand back to back.

In its development, the movement of *cokek* and the guest becomes so close that they adhere to each other. Even some couples embrace each other during dancing shamelessly. The movement of *cokeks* consists of stand uprightly, bowing, and shaking their hip so that it seems to be erotic. Accompanying music used has also shifted from *gambang kromong* to *dangdut* music. It is because the number of *gambang kromong* lovers begins to decrease and the number of *dangdut* lovers increases. The symbol of invitation to dance together through draping shawl is something that cannot be rejected. Tangerang people consider that the rejection will embarrass themselves. There is an opinion that *ngibing* activity can be followed with prostitution activity behind the scene when the couple loves each other.

Costume and makeup used are usually *encim* (Chinese woman)'s dress with bright colors such as yellow, green, red, and etc. *Cokek* dancers' hair is styled in such a way that creates a bun (*sanggul*) tied with tape. *Cokek* dancers wear jewelries, bib and slipper as well. Recently, *cokek* dancers wear simple makeup only. They also wear casual fashion and even tight t-shirt and jeans trousers.

The increasingly degenerative image of *cokek*, of course, generates denial among Benteng Chinese community. Such *cokek* does not represent their culture. Thus, many Benteng Chinese people admit *Cokek* as their cultural product shyly. On the other hand, the existence of *Cokek* remains to be desirable to enliven wedding parties, particularly those held

in *Rumah Kawin* – an address for typical Benteng Chinese wedding hall. It encourages some people to return *Cokek* Dance into the one with noble values.

Before *Cokek* dance developed and became well-known among Tangerang people, *Sipatmo* dance had emerged first as the origin of *Cokek* Dance. *Sipatmo* Dance is usually performed in customary rite held in the China temple or Vihara. *Sipatmo* derived from words *Sip Pat Mo* meaning eighteen sounds or eighteen caresses. *Sip Pat Mo* is the title of a classical *gambang kromong* song, the original song of which uses Khek (Hakka) dialect of Chinese language. *Sip Pat Mo* not only became *gambang kromong* song but also developed into dance accompanied with *Sip Pat Mo* song and other *gambang kromong* songs.

The costume worn by *Cokek Sipatmo* dancers consists of enclosed dress (*baju kurung*) and silk-based trousers with bright colors such as yellow, red, green, and purple. These colors have special meaning among Chinese people. Red symbolizes happiness, life, power, and spirit. Red is also believed as capable of abstaining from devil's interference. Yellow represents power and prosperity. Green is believed as the symbol of purity and holiness. Purple in Chinese culture symbolizes heaven. *Cokek Sipatmo* dancer group in Kelurahan Mekarsari chooses yellow as their costume during performance.

The difference of *Cokek* Dance from *Cokek Sipatmo* Dance lies on its tempo, in which *Cokek Sipatmo* is slower and is not as dynamic as *Cokek* dance. In *Cokek Sipatmo* dance there is no longer *ngibing* with guests. There are four main primary movements in *Cokek Sipatmo*: *soja di dada* (*soja* on breast), *soja berhadapan* (*soja* facing each other), *mendayung perahu* (rowing the boat), and *menunjuk sembilan lawang* (pointing to nine doors). The movement of *soja di dada* presupposes the always-clean heart. *Soja berhadapan* symbolizes respect and love to each other. The movement of *mendayung perahu* (rowing the boat) means sailing the life ocean bravely. The movement of *menunjuk Sembilan lawang* (pointing to nine doors) means that when the entrance of disgrace is not safeguarded well, it can foul the heart.

In addition, there is a movement of putting the index finger onto body segments such as breast, mouth, forehead, ear, shoulder, and womb, each of which has different meaning. Breast means that everyone should use and develop feeling in order to appreciate and respect others. Mouth shows that human being should speak carefully because mouth can safe and endanger human beings all at once. Forehead reminds us that all action the human beings take should be based on mature thinking. Ear presupposes that human ear can acquire beneficial information. Shoulder presupposes that heavy work should be assumed collectively. Womb reminds us that the filled-in and well-maintained womb will be the capital or asset to fight.

After having been lost for many years, in 2015-2016 *Sipatmo* Dance started to be reintroduced particularly by Benteng Chinese people in Kelurahan Mekarsari, Neglasari Sub District, Tangerang City. The program of revitalizing *Sipatmo* Dance started to be implemented with support from *Pusat Pengembangan Sumberdaya Wanita Jakarta* NGO and other stakeholders. Not abandoning *Cokek* name, this dance is named *Cokek Sipatmo* Dance expectedly to change the image of *Cokek Dance* developing so far within community. It is also intended to make *Sipatmo* not only limited to religious culture of Temple but can also be enjoyed by general society.

There is a studio of *Cokek Sipatmo* Dance today in Kelurahan Mekarsari built by *Lentera Benteng Jaya* Resource Development Female Cooperatives (thereafter called *WPS Lentera Benteng Jaya*). The primary member of this dance group consists of eight ladies. The reformation of *Cokek* Dance makes *Cokek Sipatmo* dance more acceptable to the general community. Although the existence of *Cokek* dance replete with negative content still survives, the presence of *Cokek Sipatmo* gives another option to fulfill the community's need for entertainment. Benteng Chinese youths begin to learn *Cokek Sipatmo* Dance through

training held in their school. This training is provided routinely and for free by *Cokek Sipatmo* dance studio of WPS Lentera Benteng Jaya.

The process of introducing *Cokek Sipatmo* dance to the public through training held in schools has such weakness as taking much time and effort. Therefore, the attempt of introducing *Cokek Sipatmo* is also conducted through new media referring to internet. Somehow, in digital era the use of media, particularly social media, highly supports the dissemination of information. The members of studio always post their activities routinely while they perform and practice in schools on their own account so that many people are curious with and ask for further information about *Cokek Sipatmo* Dance. The introduction of *Cokek Sipatmo* dance is also conducted through online news, website and You Tube Channel of *Pusat Pengembangan Sumberdaya Wanita Jakarta* NGO (PPSW Jakarta). The news about the return of *Cokek Sipatmo* is written widely in online news portals. It is because PPSW Jakarta held workshop on it and invited some journalists. PPSW also released the result of workshop in its official website so that the information can be accessed widely. In addition, the appearance of *Cokek Sipatmo* dance during performing in some events is also posted on You Tube. Internet impacts considerably on the representation of *Cokek Sipatmo* dance to the public because of its characteristics different from previous media's. It is in line with Riaz (2010) stating that we are living in digital world where new media technology has changed the world. We all have been heavily influenced by new media technology. We all use internet for information and connection purpose. The advent of internet has drastically changed our life styles.

The revitalization of *Cokek* dance into *Cokek Sipatmo* dance is an attempt of representing Benteng Chinese community's culture to the public. Representation connects meaning and language to culture. Representation is an important part of process by which the meaning is produced and exchanged between the members of culture (Hall, 1997). In this case, colorful costume and movement of *Cokek Sipatmo* dancers' body represent a meaningful Benteng Chinese culture. It is exchanged through their performance in such activities as party or welcoming important guests.

Hall (Hall, 1997; Hudoyo, 2011) provides three approach models: reflective, intentional, and constructional. Firstly, reflective approach puts representation to be the reflection of social and cultural perspectives in the actual reality of community. In the past, the public knew *Cokek Dance* as Benteng Chinese culture but because it was replete with negative element due to the time change, many Benteng Chinese people admit it reluctantly. Currently, in the presence of *Cokek Sipatmo* dance, Benteng Chinese people can be proud of their cultural product. Secondly, intentional approach puts the creator to be the representation maker. In this case, *Cokek Sipatmo* Dance Studio of KPWS Lentera Benteng Jaya as the one reintroducing the dance attempts to build the representation of more noble Benteng Chinese culture. Thirdly, constructional approach puts media to be an agent contributing to and constructing reality. New media, in this case internet, also serves as an agent constructing reality through news contained about *Cokek Sipatmo* dance and the attempt of reintroducing this dance through social media account of its members.

D. CONCLUSION

The development of Benteng Chinese community is affected by their residence located in urban areas in which information exchange occurs very rapidly. *Sipatmo* dance that had been present as ritual dance performed in Chinese temple or Vihara since a long time ago changes into *Cokek* Dance that can be enjoyed in certain events. In its development, *Cokek* Dance is getting more famous as the public entertainment and changes gradually. Then, *Cokek* Dance contains negative element in the presence of *ngibing* in which the distance

between guest and dance is too close and even adhere to each other. Its accompanying music formerly was *Gambang Kromong* and it changes into dangdut one to fulfill the market's taste. The formerly decorous costume changes into the one featuring body shape. Such *Cokek Dance* does not represent the culture of Benteng Chinese community because its values have changed.

This phenomenon encourages many parties along with the community to reintroduce *Cokek Sipatmo* Dance. Meaningful costume and movement are expected to replace the popularity of *Cokek Dance* or at least to change the negative practice existing in *Cokek Dance* thereby no longer performing erotic movements and returning to noble values living originally along with this dance. In this stage, the presence of many types of new media is really helpful in the process of disseminating information. Somehow, this research focuses only on specific location, Kelurahan Mekarsari. Thus, further research should be conducted in other areas constituting the basis of Benteng Chinese people. Finally, this study and other studies can disseminate information about *Cokek Sipatmo*, the Benteng Chinese's typical culture in Tangerang.

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SOCIAL MOVEMENTS OF DISABILITY PERSON IN GETTING THE EQUIVALENCE RIGHTS THROUGH SOCIAL MEDIA

Rahman Malik

Sociology Master Study Program Social and Political Sciences Faculty
Sebelas Maret University

rahmanmalik@student.uns.ac.id

R.B. Soemanto

Sociology Master Study Program Social and Political Sciences Faculty
Sebelas Maret University

rbs@staff.uns.ac.id

Drajat Tri Kartono

Sociology Master Study Program Social and Political Sciences Faculty
Sebelas Maret University

drajattri@staff.uns.ac.id

ABSTRACT

The problem of disability in Indonesia has become a complex problem. that's why many people with disabilities become marginalized and exploited by the government and local communities. One of them who felt this problem is disabled people in the Social Linkar community (LINKSOS) in Malang City. According to this conditions, people with disabilities in the LINKSOS are conducting the social movements based on social media as a form of their resistance to the form of exploitation and marginalization carried out by the Malang City government on disabled people in Malang City. The purpose of this study is to describe a social media-based social movement on the form of exploitation and marginalization carried out by the Malang City government on people with disabilities. This research method is qualitative with a case study approach. The informants in this study amounted to eight people consisting of people with disabilities in the LINKSOS. The data collection techniques in this study are interviews and observations. The data analysis technique used in this study uses K.Yin pattern matching. The validity technique of the respondent are used in this study. The results of this study indicate that the emergence of social movements that occur in persons with disabilities in Malang City is inseparable from the problems of exploitation, discrimination, and negative stigma experienced by people with disabilities in the LINKSOS. The social movement carried out by LINKSOS through the Malang Inclusion Forum (FOMI) invites people with disabilities to submit their complaints by using social media applications such as whatsapp and sending an email to FOMI which then their complaints will be published on the Linkar community official website page Social (LINKSOS) as a form of people with disabilities criticism to theMalang government.

Keywords: Social Movement, Disability, Social Media, LINKSOS, FOMI

Theme: Digital Sociology

A. INTRODUCTION

Disability problems in Indonesia are very complex, it's covering all aspects of life, from education, health, economic, social, cultural, political issues and so on. Disabled people also experience social retardation, because since bearing a disability predicate or even from birth have been faced with barriers to accessibility, stigma and discrimination. Now a days it was happened in Indonesia Malang City.

The accessibility issues, stigma and discrimination faced by people with disabilities in Malang City currently involve two main issues, namely economic and legal issues. Most of these people with disabilities live in prisons that are tilted about their society and various accessibility barriers. Data from the LINKSOS (Linkar Sosial) community said that 95% of disabled people were alumni of vocational training centers, graduates of social service training and graduated from rehabilitation centers, but due to poor networks and many negative stigma from the community regarding disability, made them become unemployed and marginalized in society.

Based on the sadness of Disability life in Malang city caused by the lack of employment opportunities for people with disabilities and the existence of negative views from the community itself about disability, that is why the emergence of Diffable communities who care for people with disabilities who aim to achieve equality of rights that should also owned by disabled people in the city of Malang. So that in the effort to achieve equality of Diffable rights emerged Diffable social movements in Malang (Malang City, Malang Regency and Batu City).

One of the media used to mobilize the social community of the Social Linkar (LINKSOS) Diffable community in Malang City is to use social media, such as Instagram,Whatsapp, and the creation of the social Linkar Community Official Website (LINKSOS). Through social media, all the containers of aspirations and criticisms of persons with Social Linkar (LINKSOS) are accommodated which they then use as a basis for the social movement of the Social Linkar (LINKSOS) Diffable community. This social movement needs to be done as a form of disability response to all forms of discrimination, negative stigma and accessibility barriers made by the Malang City government and the people of Malang City.

Social movements are the result of collective behavior essentially, namely behavior carried out jointly by a number of people who are not routine and their behavior is the result of responses or responses to certain stimuli (Sunarto, 2004). The Social Movement is more organized and has more goals in achieving common interests. Sidney Tarrow and a number of social movement academics modified the concept of class exploitation into a complaint theory and then used it as an analysis knife. This complaint theory is used to bridge the debate of social movement experts in the framework of various forms of exploitation, injustice and inequality, namely complaints (Situmorang, 2013).

Based on Alberto Melucci's, a new social movement emerged from a form of reaction to carry out a resistance to state and market intervention that was too strong in individual spaces. Then it triggered the birth of a collective social movement of exploited individuals to reclaim their autonomy which had been destroyed by a manipulative system that had been created by the government.

What has been explained by the complaint theory in the frame of this social movement is very clear, it happened to disabilities person in the Social Linkar community (LINKSOS) in Malang City. They are very marginalized and exploited by the policies of the Malang city government which are very unfavorable to them. This has led to the emergence

of various complaints of persons with disabilities for their rights that have been exploited by the Malang City government. So this encourages them to conduct a collective social movement on the basis of being a form of criticism to get equal rights of persons with disabilities in the Social Linkar community (LINKSOS). These people with disabilities carry out social movements in criticizing and demanding their rights to the government of Malang City, of course using social media as a powerful medium to criticize the government in achieving the equal rights they want.

B. RESEARCH METHODS

This research was conducted in 2018 at the Social Linkar Community (LINKSOS) in Malang City, East Java. The method used in this study is qualitative with a case study approach. This research model is limited by time, activity and gathering detailed information using various data collection procedures during that time (Cresswel, 1994). Therefore, case studies have the advantage of depth of analysis, because of their specific nature. The purpose of the case study is to provide a detailed description of the background, traits, and characteristics typical of the case (Hidir, 2002). Data collection techniques were carried out by in-depth interviews with several informants in accordance with the informant's characteristics and observations carried out around the research location. The data analysis technique used is pattern matching (Yin, 2009). As well as data validity techniques using respondents' validation techniques with cross check method.

C. RESULTS AND DISCUSSION

Disability problems in Indonesia are so complex. This problem certainly encompasses all aspects of the lives of the disability themselves, for example from education, health, economic, social, cultural, political issues and so on. People with disabilities also often experience social retardation due to their birth since they already have a disability predicate which of course with this predicate they also face various barriers to accessibility, stigma and discrimination.

Protection of disability rights is the responsibility of the state, but to unravel the problem, the state cannot run alone, it is needed by every citizen and national element to help solve disability problems in Indonesia. The implementation cannot be imposed on one party, such as social services for example. Rather, this problem involves all parties and relevant stakeholders in it. Because disability as legal and social subjects also have the same rights and are equal to other citizens.

These efforts to achieve equality of rights are what Social Linkar (LINKSOS) is trying to do. Among them are doing disability social movements in Malang, including Malang City, Malang Regency, and Batu City. This social movement departs from the problems experienced by people with disabilities in Malang City in general, including in the community of the Social Linkar community (LINKSOS). Various kinds of complaints obtained by persons with disabilities then encourage the emergence of a new breakthrough as a form of resistance of persons with disabilities to acts of exploitation and discrimination committed by the local government. Of course this is in accordance with what Sidney Tarrow explained in the complaint theory which he sparked as the first step in the emergence of a collective social movement. Tarrow explained that "social movements modify the concept of class exploitation into a theory of complaints and are then used as an analysis knife. This complaint theory is used to bridge the debate of social movement experts in the framework of various forms of exploitation, injustice and inequality, namely complaints".

In this case, the emergence of social movements that occur in persons with disabilities in Malang City is inseparable from the problems of exploitation, discrimination, and negative

stigma experienced by people with disabilities in the Social Linkar Community (LINKSOS). From these problems, various kinds of complaints emerged, which of course were very burdensome for people with disabilities in their efforts to get equal rights in the community.

The social movement carried out by persons with social linkar disabilities (LINKSOS) in their efforts to get their rights equality in the community is marked by the formation of a joint forum namely FOMI (Forum Malang Inclusion). This forum conducts social movements based on social media such as *whatsapp*. This social movement carried out by FOMI invites people with disabilities to submit their complaints by using the *whatsapp* application and sending an email to FOMI, which then their complaints will be published on the official website of the Social Linkar community (LINKSOS) as part of criticism of persons with disabilities to the City government Poor. Here, FOMI provides as much space as possible for people with disabilities at LinkarSosial to share the complaints experienced by disability by using internet media and cell phones such as *whatsapp* applications on cell phones.

This is certainly not aimless. The aim of FOMI to use social media such as *whatsapp* is to educate people with disabilities so that they actively use technology and can easily use and access internet media and digital media. Coupled with the location of the geographical conditions of Social Linkar people with disabilities living far apart, social media and the internet are one of the effective communication tools for them to be able to communicate their complaints and strategize their social movements in the future as an effort to get equal rights in the community.

In addition, the social movement carried out by FOMI is by holding android mobile training for people with disabilities. This android mobile training aims to make people with disabilities more active using internet media and social media as a means of communication between them. The Social Linkar Community (LINKSOS) through the Malang Inclusion Forum (FOMI) wants to make the world of people with disabilities more widespread with the education of this android mobile training. The aim of FOMI is that people with disabilities can carry out telephone activities, text messages, read news online, read printed books, find out the value of currencies, detect street names, use google maps, conduct online transactions and equally important as a means of accommodating complaints and aspirations of people Disabled in carrying out their social movement efforts to get equal rights in Malang City.

D. CONCLUSION

Disability problems are quite complex. To overcome it is not like turning your palm. It takes a long time and process so that these problems can be resolved properly. The role of the government must not only half overcome this problem. Serious handling is needed in solving this problem. There are still many cases that find the existence of exploitation, discrimination, and this negative stigma shows that the efforts of the government and related stakeholders have not been able to solve this problem to the root. But, in addition, there is also the need for the efforts of the diffable themselves to be able to develop independently without the need to wait for assistance from the government or relevant stakeholders who handle their problems.

The action that was done by the people of the Social Linkar community (LINKSOS), for example. Their efforts to criticize the Malang City government should be appreciated. Their efforts are not only limited to criticizing the government with internet media-based social movements and social media that do but they also educate their own communities about the importance of technology now in their lives. So from this case it can be concluded that the social movements carried out by people with disabilities in the Social Linkar (LINKSOS) community based on internet media and social media are as their tools to accommodate their aspirations that have been exploited and marginalized by the government

and then they can use their's social media to formulate joint social movements to criticize the government as part of their efforts to get equal rights as the general public gets its rights. In addition, they also use the internet and social media as a means of education for people with disabilities in the Social Linkar community (LINKSOS) to be active and smart in using current technology.

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DIGITAL ETNOGRAPHY IN RURAL MANAGEMENT COMMUNICATION

Dhanurseto Hadiprashada

University of Bengkulu
hadiprashada@unib.ac.id

ABSTRACT

The development of information and communication technology in Indonesia in particular has provided creative space for the community. This creative space is then continued to be developed in various forms. This can be seen from the managerial patterns that exist in the development of the government at the village level. Utilizing existing natural resource potential is an option in this framework. Development that leads to the potential of tourism, customs and culture of the community is the basis of this research. The purpose of this study is to see the development concept of communication management carried out by rural communities in a digital ethnographic framework. The method used in this study uses an phenomenological approach. The results of the research conducted in the Babakan Baru village, Rejang Lebong Regency, Bengkulu Province showed that there was a development of managerial patterns in managing the existing natural resource potential. Development that occurs theoretically with the reappearance of the concept of Kutei (village) which is a management system of indigenous customs of the Rejang tribal people. This system then starts to be packaged in various forms. The form of the impact in this study, is development of digital ethnography concepts in communication management in this village.

Keywords: communication, ethnography, management, village, system.

Theme: Media Studies

A. INTRODUCTION

The communication process that occurs creates a pattern of cultural development in society. This phenomenon of development slowly enters the dimension of digitalization in various forms. The concept of information society is also an option in giving shape to this media. The information society is specifically interpreted as a society that can maximize information and new communication technologies in various aspects of life such as economics, politics, social and culture (Respati, 2014). This space is what then creates the creative side in building various communities in Indonesia.

The community appointed in this study is the Rejang indigenous community, which is in Rejang Lebong District, Bengkulu Province. This Rejang indigenous community specifically has various cultural value systems that are inherent in their daily lives. The value

system that exists in the community and develops based on short messages through social media *Whats App* is what then attracts the central government through the Ministry of Education and Sports and the Australian Ministry of Foreign Affairs as the location of the Indonesia-Australia youth exchange 2017/2018. An exchange program that starts on December 20, 2017 - January 10, 2018, in Babakan Baru Village, Bermani Ulu Raya District, Rejang Lebong Regency, Bengkulu Province. this program certainly provides creative space for villagers in introducing various regional potentials. This then became the entrance and background of this research. The formulation in this research is how the communication management of indigenous communities in introducing and developing the potential of tourism, customs and culture of the community.

B. METHODOLOGY

The method in this study was conducted using qualitative research with descriptive writing techniques. While the approach used is a phenomenological approach. Phenomenology research according to Iskandar, (2008: 204) in Moleong (2007: 17) is oriented to understanding, exploring, and interpreting the meanings and events, and relationships with ordinary people in certain situations. This research is commonly referred to as qualitative research using observations of phenomena or natural social phenomena based on the field (empirical). The technique used by researchers in determining informants is Snowball techniques. Researchers began to get information by meeting the resource persons who were perceived by researchers to know about the form of communication management, and concepts developed by the villagers in community.

C. RESULTS AND DISCUSSION

Community Cultural Value System

The concept of community cultural value system was developed based on the results of previous studies. Hadiprashada, (2016) saw that the concept of cultural value system formed by the verbal messages. This message then leads to documentation of ancestral messages that manifest together with their daily activities. This activity is contained in how to speak, farm, get married. While the behavior is based on respect for parents, treatment of the natural resources of the forest, and ritual procession. Whereas the customs and customs are the rules that they have agreed with regarding restrictions and prohibitions, gifts and penalties for the agreed terms.

Based on the results of observations and observations that have been made, the people in Rejang Lebong Regency consist of 2 indigenous ethnic groups, the Rejang community and the Lembak community. The Rejang community is specifically spread across several districts in the Rejang Lebong Regency area, including Sindang Beliti Ulu, Sindang Kelingi, Sindang Dataran, Curup, Curup Utara, Curup Selatan, Curup Timur, Curup Tengah, Bermani Ulu, Bermani Ulu Raya and Selupu Rejang . Lembak Community is in the area of Kota Padang, Binduriang, Sindang Beliti ilir, Padang Ulak Tanding. Whereas the migrants (Javanese, Sundanese and Banten) spread in every sub-district in Rejang Lebong Regency.

The social and cultural value system activities in particular have been regulated by the District Government through several schemes including, Keputusan Bupati Rejang Lebong No 58 tahun 2005 tentang Pelaksanaan Hukum Adat Rejang, Keputusan Bupati No 93 tahun 2005 tentang Kumpulan Adat bagi Masyarakat Adat di wilayah Kabupaten Rejang Lebong, Keputusan Bupati No 338 tahun 2005 tentang Pengangkatan Jenang Kutai, Peraturan Bupati No 231 tahun 2007 tentang Tugas Jenang Kutai (Hakim Desa), Pedoman susunan Acara dan Atribut atau Pelengkapan pada Pelaksanaan Kegiatan Adat di Desa dan Kelurahan dalam

Kabupaten Rejang Lebong dan Peraturan Daerah No 2 tahun 2007 tentang Pemberlakuan Hukum Adat Istiadat Rejang dalam wilayah Kabupaten Rejang Lebong.

The community cultural value system is based on the concept that is currently used, namely Kutei or can mean village. The concept of a cultural value system using this Kutei approach has been specifically set in the Surat Keputusan Bupati No. 58. Tahun 2005 tentang pelaksanaan hukum adat rejang. This cultural value system specifically includes the language system, writing, traditional houses, and cultural value systems in Kutei. The language system owned by the Rejang Lebong customary law community is specifically the rejang language and rejang language. While the writing used by the community is the Rikung script or Kaganga script. The traditional house used by the Rejang Lebong customary law community is the Rejang Lebong Traditional House.

The cultural value system in Kutei is based on society. The community in a Kutei is a genealogical entity (direct descent or marriage), so that the principle used is togetherness (Direktorat jenderal Nilai Budaya, Seni, dan Film. 2007). Kutei was established based on rules agreed with the Kutei people which included relations with the Kutei people, with the surrounding environment, even with the supernatural (Direktorat jenderal Nilai Budaya, Seni, dan Film. 2007). In carrying out its duties, the Kutei device must pay attention to the surrounding area such as the hamlet around (Sadei) which includes springs (ulue tulong), taneak tanei (land), and imbo bano (forest / nature). The harmony in maintaining the cultural value system in this society is specifically contained in the Rejang proverb (serambeak padeak Jang) which is to mbeak melangea patang la ang cao adat ako coa keno stako (do not violate the restrictions of the traditional way of agat not perish).

Rural Communication Management

The results of the research conducted in the new Babakan village, Rejang Lebong Regency, Bengkulu Province showed that there was a development of managerial patterns in managing the existing natural resource potential. Development that occurs theoretically with the reappearance of the concept of Kutei (village) which is a management system of indigenous customs of the Rejang tribal people. This system then starts to be packaged in various forms. The form that is the impact of the findings of this study, namely the development of digital ethnographic concepts in communication management in this village.

The ability to manage anxiety in communication appears as an accumulation of the culture they have. This development appears in the explanation related to the concept of kutei (village) owned by the rejang community. In the study of indigenous communities in the Rejang Lebong district, researchers describe how Kutei as social institutions, groups and organizations can be produced, reproduced, and transformed into society. At this stage, villagers are able to focus their attention on group culture with foreigners. This process according to Gudykunst (1997) is applied in various situations where differences between humans cause doubt and fear. He assumes that there is at least someone in an intercultural encounter who is a stranger. That is, when there is a series of feelings he experiences, namely anxiety and uncertainty, feeling insecure and not knowing how to behave.

This process is built when the Indonesia-Australia youth exchange in 2017/2018. The concept of independent community-based community development, in the fields of economics, environment and health makes the communication process effective. The management of the emerging process is based on the interest of young Australians in the tourism potential of the betiang rock waterfall in the region. In this process, the chairman of Kutei (village head) simultaneously recommended that members of the collectivistic culture (rejang community) use interdependent self-image to guide their behavior. This message specifically arises when there is a direct conversation with program participants. The message

pattern raised was related to recommendations in maintaining the surrounding area such as the hamlet around (Sadei) which includes springs (ulue tulung), taneak tanei (land), and imbo bano (forest / nature). The harmony in maintaining the cultural value system in this society is specifically stated in the Rejang Proverb (Serambeak Padeak Jang) which is to break the street of Ang Cao custom Ako Coa Keno Stako (do not violate the restrictions of the traditional way of Agat not perish).

The contents of the message conveyed in guarding the surrounding area then became a social study for program participants. According to Lindlof in Littlejohn (2011) media content is interpreted in communities according to socially developed meanings in the group and individuals are more influenced by their peers than by the media. Gerard Schoening and James Anderson in Littlejohn (2011) call the community-based approach to social action media research based on, first, the meaning is not in the message itself, but is produced by an interpretive process within the audience. Different audiences in interpreting or understanding what they read or see in different ways. The second thought is that the meaning of media messages and programs is not passively determined, but is actively generated by audiences.

D. CONCLUSION

Based on the results of the discussion, the communication management of the indigenous community introducing and developing tourism potential, customs and community culture is specifically formed through effective communication processes. The process can be transform to management of anxiety and social actions management to interpreting cultural value systems in the rejang community. The series in this communication process without consciously forming a picture of the culture of society that is digitized in various forms of media. Especially this a new concept about digital ethnography.

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CULTURAL IDENTITY AND POPULAR CULTURE OF BENGKULU

Dwi Aji Budiman

University of Bengkulu

dabudiman@unib.ac.id

ABSTRACT

Pop culture is a place where hegemony arises, and the area where hegemony takes place. The problem arises when the existence of a popular culture that is not realized by teenagers will bring about a change in the teenager himself. This study aims to find out how the youngsters in the Bengkulu city understand about cultural identity and how they know about interaction popular culture. The research method used is descriptive qualitative. This research describe information to find out the phenomom. The results showed, in maintaining cultural identity among teenagers not an easy job, even though cultural identity today is no longer the main measure in today's teenage system. Based on observations in the field, cultural identity among teenagers in the city of Bengkulu is not directly implied. In other words, some cultural identities have faded away and not even become part of the teenagers themselves. Second, that the cultural identity inherent in themselves can be identified through activities that are directly related to art activities such as dancing and playing dol music or participating in joining studios. Third, popular culture in the interaction of teenagers in the city of Bengkulu has a negative tendency. This is inseparable from the entry of external cultural influences that are easily accessible to teenagers through the media.

Keywords: Identity, culture, popular, teenagers, city

Theme: Digital Social Sciences, Humanities, and Education

A. INTRODUCTION

The popular cultural phenomenon among teenagers not only became an icon in big cities in Indonesia but has become part of teenagers in the city of Bengkulu. Whether we realize it or not, mass production has produced a mass culture which in turn creates a popular culture among teenagers. In general, popular culture or often abbreviated as pop culture is a culture that comes from the community, is widespread, commercially successful and quickly changes (Fiske, 1995; 196). Popular culture is often based on interaction between adolescents themselves, the process can take the form of fashion, lifestyle, hobbies and even become a way of looking at teenagers in seeing and addressing the life process in their environment.

Popular culture also creates characters in adolescents, for example, when impressions of Korean imports dominate entertainment shows in Indonesia. Even in Bengkulu, there was no escape from the entry of Korean shows that were easily accessed by teenagers through the mass media. It was from these shows that the K-POP community emerged that the community always followed the development of Korean culture which included music, film, fashion and Korean knick knacks. The phenomenon of popular culture among teenagers of

Bengkulu City can also be seen with the emergence of youth groups along the main road of the City of Bengkulu. The cultural existence of teenagers is displayed through the same vehicle or fashion attributes.

Popular culture cannot be avoided. The development and advancement of technology that is packaged through mass media today has brought enormous changes to society, including among teenagers themselves. Meanwhile, adolescents often become the main target by the mass media industry in creating popular culture. The power of the mass media cannot be underestimated, the phenomenon of popular culture that is disseminated through the role of mass media is able to give birth to a new culture, one of which can take the form of a lifestyle. Stuart Hall (in John Storey 2007: 3) describes pop culture as an arena of consensus and resistance. Pop culture is a place where hegemony arises, and the area where hegemony takes place. The problem that then arises is that the existence of a popular culture that is not realized by teenagers will bring about a change in the teenager himself. Adolescent activity is now more likely to follow the flow of change as the magnitude of the wave of modernization has resulted in the shifting of the teenager's lifestyle towards consumerism.

The aforementioned facts can be seen from the behavior of teenagers in Bengkulu City who spend a lot of time at the mall, entertainment centers and dining at fast food restaurants. While to meet the style of dress, adolescents often refer to the distributions that are scattered in several locations in the city of Bengkulu. In fact, the growth of distribution centers that present teenage fashion has increased, until now there are 42 distribution stores located in the city of Bengkulu where the distribution is one of the factors driving the development of popular culture among teenagers in Bengkulu City. Based on the above background, the formulation of the problem in this study is the Youth Culture and Popular Culture Identity of Bengkulu City

B. METHODOLOGY

This study uses a qualitative descriptive research method in which the method of this research is interpreted in a series of words, resulting from observations of the behavior of people as well as from written or oral words. Descriptive research aims to describe the state or status of events. In this case, researchers only want to explain the situation or event, not looking for relationships, not testing hypotheses. Based on Arikunto, (1999: 243-244) the required data has been collected, then classified in qualitative data, which is described by words or sentences separated by categories to obtain conclusions.

C. RESULTS AND DISCUSSION

Teenager and Cultural Identity

As mentioned by Borring E.g (in Hurlock, 1990) that adolescence is a period or period of growth of a person in the transition from children to adulthood, which includes all developments experienced in preparation for adulthood. While Monks (in Hurlock, 1990) states that adolescence at a time when individuals develop from the first time showing sexual signs, experiencing psychological development and patterns of identification of children into adulthood, as well as a transition from full socio-economic dependence to an independent state . Understanding the above, that adolescents in the area of the City of Bengkulu are also not separated in undergoing a period or growing period from the world of children to adolescents. The growth of adolescence is also influenced by environmental factors, in the period of technology today, it contributes to creating a strong influence for them. One that can be seen is the cultivation of cultural values, the cultural values inherent in the adolescent's self will become his cultural identity.

Cultural identity is the result of internalization that grows according to the environment in which the teenager is located. Furthermore, cultural identity is a characteristic shown by a person because the person is a member of a particular ethnic group. It includes cultural structures, patterns of perception, thinking, feelings, social structures, patterns of social behavior, as well as learning about and accepting traditions, innate traits, language, religion, descent from a culture (Liliweri, 2004: 87). From this opinion we can know that identity is a complex thing which includes various things. However, it can be identified that cultural identity cannot be separated from a particular ethnic group where it is inherent and shows identity.

Ethnicity as mentioned above has the same reference if placed with culture or locality, this is also stated in the Customary City of Bengkulu which was issued by the legal section of the Bengkulu City Secretariat in 2005. Implementation of maintaining cultural identity is contained in customary law. He explained that customary law is a custom and custom that lives, grows and develops and is adhered to by indigenous people, which creates sanctions (customary fines) for those who violate it (dapek wrong). Customary law also serves to prevent the negative influence of globalization, forming the identity of the people of Bengkulu who uphold the values of family, mutual cooperation, propriety, wisdom and wisdom in every problem that arises in indigenous peoples. The importance of maintaining cultural identity, especially for the people of Bengkulu and generally teenagers in the City of Bengkulu, is reflected through local regulations through the rules in the Customary City of Bengkulu. Therefore, if we look at Book I in the introduction of Bengkulu city customs above, it is clearly illustrated how cultural identity is manifested in the daily lives of Bengkulu people through ethical values, norms that apply in the community, and able to reflect the values of indigenous wisdom into reference in life.

In this study, among others is answering how the cultural identity of adolescents in the city of Bengkulu. When referring to the customs of the city of Bengkulu, in customary habits in the life cycle in the community of Bengkulu City part IX. Youthful Relationships mentioned;

Every man especially for a girl is not allowed by customs to associate freely. For a girl is an act that is not good and despicable, if she is hanging around freely, especially with men. Every act of acting on a girl's daily life is always spied on by her family. His association is very limited in the sense that association can be done at certain opportunities, for example in the marriage wavering, at the time of the disposal of the Ark, in the market and in the family's house or school. At that time they were acquainted, communicated, boating and joking. while even then they judge each other about the nature and character of each. If there is a match or choice in the meeting between them, the association meeting will continue. Of course morality, education and religion are key determinants.

The explanation above shows how customary regulations become guidelines for adolescents in the city of Bengkulu in carrying out interacting activities. Adolescents and cultural identity in Bengkulu city customary rules are seen as important in order to maintain the integrity of the Bengkulu city's culture. From the results of research conducted shows that Bengkulu city adolescents know and understand their culture. Ayudya Husnil Chotimah, a 15-year-old teenage girl in the interview explained that she understands cultural identity, according to her, cultural cultural identity is something that is inherent in humans, including customs.

“In my opinion, cultural identity is the culture in which the person originated, therefore culture must be maintained and preserved so that we can avoid deviant behaviors. Culture becomes a stronghold in our association

between adolescents. Especially now there are many cultures from outside that affect the lives of teenagers”.

Observing the above explanation through the results of the interview, it was revealed that Ayudha Husnil Chotimah realized the importance of cultural identity in adolescents. Understanding of cultural identity is one of the efforts for the teenagers themselves in filtering out cultures that emerge from the outside which if not addressed wisely can have an impact on adolescents themselves. In the context of Bengkulu's own customs, cultural identity is placed on the Characteristics and Customary Identities in CHAPTER I, II, III, IV, V, VI, VII, VIII and IX. In Chapter I concerning Falasah Life and Traditional Houses are written;

- (1) Rukun which means to live in an atmosphere of peace or harmony with others, know themselves and obey obligations
- (2) To maintain a harmonious atmosphere with effort
 - a. Know how to maintain his tongue
 - b. Know, hold your heart so you don't get angry
 - c. Know thanking for teaching parents and the goodness of others
 - d. Must participate in socializing
- (3) Mutual respect, in all work and deeds, always be friendly
- (4) With mutual respect there will be a sense of shame, so that if someone is related to work if it cannot be resolved, they will feel embarrassed
- (5) The need to fight increases the level of life
- (6) The necessity of life with a social spirit, please help without strings attached and try to play

The results also show how adolescents are expected to be able to implement cultural identities in daily life as contained in the customary rules above. Fatiah Ferninda Ainara was 16 years old, the informant we interviewed also said that in everyday life cultural identity becomes something that needs to be implemented especially the customs must be upheld.

“I come from a native Bengkulu family, and I was born in Bengkulu.

Therefore, I always adhere to cultural values in my homeland. One of the ways to hold the customs of the land of Bengkulu is to”.

Maintaining a cultural identity among adolescents is not an easy job, even though cultural identity today is no longer the main measure in today's teenage relationship system. based on field observations, cultural identity among teenagers in Bengkulu city is not directly implied. In other words, some cultural identities have faded away and not even become part of the teenagers themselves. Admitted by one of the informants that the identity of the youth culture of Bengkulu city has been eroded through a civilization called modernization. Although the arrival of modernization cannot be denied, however, the cultural identity that is still attached is the use of language as conveyed by Muhammad Dwi Putra 18 years.

“In my family I still use the Bengkulu language, for us the cultural identity that is still often done is to speak using the Bengkulu dialect, because it is indeed easy and can be done, besides that I often attend art activities such as playing dol”.

While Widiya Nopriyanti Putri 17 years revealed that understanding Bengkulu cultural identity is by joining the studios that offer a lot of arts in Bengkulu City so that the art can be lifted into an identity and more easily understood by teenagers in the city of Bengkulu.

“I understand that cultural identities, especially Bengkulu culture, are all arts in the city of Bengkulu, for example through dances, regional music or we can also watch the ark performances, the implementation of which is a dance creation,

because in my opinion it is a culture that must preserved, so that for all adolescents aware that cultural identity is Bengkulu indigenous culture”.



Figure 1. (Bengkulu City Studio Art Dance). Young women understand that cultural identity is a culture that exists in the city of Bengkulu and must be preserved through the participation of teenagers themselves.

From the results of interview research, the cultural identity inherent in adolescents themselves can be identified through activities that are directly related to art activities such as dancing and playing dol music by joining studio



Figure.2 Young men play traditional tools in the form of dol

From the information above, it can be concluded that the informant knows that cultural identity is an entity that cannot be separated from daily life. Cultural identity is part of customs that need to be maintained so as to stem the influx of globalization from the outside. But in other contexts, these cultural identities for teenagers are able to be understood and realized in daily life through the application of the art world.

The teenagers understand that learning cultural arts, especially in the city of Bengkulu is one of the important tasks in order to preserve the culture of Bengkulu itself. Therefore, adolescents should be willing and willing to actualize themselves in learning Bengkulu art through studios or other things that are considered positive for the advancement of the city and culture in Bengkulu.

Teenagers and Popular Culture

The development of globalization cannot be stopped. Today's popular culture has influenced many people from all sub-cultures that exist without differences in ethnic backgrounds. The influence of popular culture also influences life in society, the presence of popular culture penetrates diversity in terms of religion, social status, education and age. However, especially young adolescents are part of a society that is vulnerable to exposure to popular culture.

In the research conducted it was found that, adolescents are a group of young people who are very easily affected by popular culture. Popular culture is a culture that offers temporary values, is unstable and continues to change according to market tastes. According to 17-year-old informant M. Gufron Effendi

“Popular culture is a culture that grows in the modern era as it is today. In my opinion, popular culture is a culture that appears and is favored by teenagers in the city of Bengkulu, where teenagers often gather in places that provide fast food. Besides that, there are teenagers who make groups among them”.

As stated above that popular culture for adolescents in the city of Bengkulu is part of the interaction they do, such things are considered something natural as the times that arise among adolescents. The findings in the field revealed that the development of popular culture and the interaction of teenagers in the city of Bengkulu was influenced by the media, the informants admitted that the media provided a lot of information on the development of popular culture. One of the media that is considered as a means of information for teenagers is smart phones, with this information tool, teenagers are able to access everything related to developments regarding lifestyle, fashion, even the idols they admire. This was stated by Muhammad Dwi Putro 18 years

“The trend of having a smartphone is not unusual anymore for teenagers in the city of Bengkulu, the lives of teenagers today are following the times. One of them is through social media, in our opinion it's a cool thing, even though I actually know that modern popular culture comes from the west. If I also keep abreast of the times, so as not to be too left behind”.

Popular culture is also generated by the interactions carried out by the teenagers themselves. Interaction occurs when an individual takes action, giving rise to reactions from other individuals, therefore interaction occurs in a social life. According to idianto (2004: 60), interaction is a dynamic relationship and involves relationships between individuals, individuals with groups and between groups with other groups.

Interaction among adolescents in the city of Bengkulu in terms of this popular cultural phenomenon, among others, is having similarities between them to imitate or follow the changes that occur through the information tools they have. Usually, teenagers in the city of Bengkulu, interact by way of gathering together, or identifying themselves through fashion, lifestyle or communicating in places that provide fast food. As stated by an informant named Mastina Nopela 18 years

“Many fashion or hairstyles followed by teenagers in the city of Bengkulu. For example awkarin, where their teen hair is painted. The lives of teenagers in the city of Bengkulu through their interactions have begun to lead to adulthood, as if they already understood everything. From the results of interviews with the informants above it can be seen that the teenagers' trend in Bengkulu is related to the popular cultural phenomenon known to have a negative tendency”.

A popular cultural context for Bengkulu city adolescents who can be known include having similarities in interactions that are manifested in forms of liking or hobbies. For example watching a film show where teenagers choose to gather together and share information about shows, idols and developments that refer to current trends.

D. CONCLUSION

Maintaining a cultural identity among adolescents is not an easy job, although cultural identity today is no longer the main measure in today's teenage social system. based on field observations, cultural identity among teenagers in Bengkulu city is not directly implied. In

other words, some cultural identities have faded away and not even become part of the teenagers themselves. That the cultural identity inherent in adolescents themselves can be identified through activities that are directly related to artistic activities such as dancing and playing dol music by joining the studios. Popular culture in the interaction of teenagers in the city of Bengkulu has a negative tendency. This is inseparable from the entry of external cultural influences that are easily accessible to teenagers through the media.

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REPRESENTATION OF EDUCATION IN PAPUA IN DENIAS “SENANDUNG DIATAS AWAN” FILM

Mj Rizqon Hasani

Master of Communication Science, FISIP, Universitas Diponegoro
Jl. Erlangga Barat VII No. 33, Semarang 50241, Indonesia
rizqonhasani@gmail.com

Urip Mulyadi

Study Program of Communication Science, Universitas Islam Sultan Agung Semarang
Jl. Kaligawe Raya Km. 4, Terboyo Kulon, Genuk, Semarang 50112, Indonesia
uripmulyadi@gmail.com

ABSTRACT

Denias Senandung di Atas Awan is a film that lifts an educational theme namely the struggle of a child to get decent education through efforts he exerted which result in an admission as a scholarship student. The aim of this research is to find out how the representation of education in Papua in Denias “Senandung di Atas Awan” film is. This research was based on the theory of Semiotics developed by Roland Barthes who analyzed it using two graded meanings namely denotation and connotation meanings. Based on denotation meaning, this film told a story about a struggle of a child from the interior of Papua named Denias to gain proper education. While, according to connotative meaning, it showed a social gap and the inequality of development in Indonesia. Also, in this film, it is obviously seen that there was a social gap between education in interior area and in the city. This can be caused by the culture of Papuans itself who consider education is not an important thing. Therefore, the tendency of the way of thinking, behaving, and moving in social environment including posture, demeanour (behavior and attitude), outlook (view), expectation (hope), and taste like this can give its own meaning concerning on the habitus for Papuan people.

Keywords : Film, Education, Semiotics, Representation

Theme : Media Study

A. INTRODUCTION

This writing tries to see how the depiction of education that occurs in Papua Province is through Denias “Senandung Atas Awan” Film which was produced by Nia Zulkarnaen and Ari Sihasale. The film tries to articulate messages regarding how uneven the development of education in Indonesia is and that the land of Papua is an important asset for this country with all its natural wealth. However, this extraordinary natural wealth has not been able to overcome the educational problems which exist there. The film tells a story of the struggle of a Papuan boy named Denias to obtain a decent education. All location settings are carried out on this Cendrawasih Island. The story in this film is an adaptation of the true story of a Papuan child named Janias.

Amid a number of love and horror themed films, Denias "Senandung Di Atas Awan" film lifts the theme of education, namely the struggle of a child to get a decent education with the efforts he exerted which result in an admission as a scholarship student. The mandate contained in this film are to give an example to us about great enthusiasm of a child in the interior of Papua to go to school and to encourage us to fight for what we want.

Most Papuan students are not able to read even after they finished elementary school. The majority of indigenous Papuans do not get proper education or their education level is still low. The illiteracy rate of Papuan women is 44% compared to 78% across Indonesia, and for Papuan men it is 58% compared to 90% across the country. And there is only 10% of Papuans who reached high school education and only 1% has graduated from college. (Neles Tebay, 2009: 23).

The indicators of education show a considerable gap between the average indicators in national level and in the province of Papua. The latest data (2009) stated that the literacy rate in this Province was 90 percent, or three percent lower than the percentage of national literacy rate in the same year (92.9 percent). In Papua Province, literacy rates in each regency varied, from 97.48 percent in Biak regency, to 30.52 percent in Nduga Regency. The percentage of dropouts at the junior high school level for the 2008/2009 academic year was 4.2 percent. In some villages, parents stated that "in our neighborhood, almost all children have dropped out from school" (ILO, 2011).

Researchers identify parts of the scene which are considered relevant to answer research problems using the semiotic method which refers to Roland Barthes's semiotic model. Therefore, the research question is "How is the representation of education in Papua in the Denias "Senandung Atas Awan" film?"

B. FILM AND REPRESENTATION OF REALITY

Graeme Turner in *Film as social practice* stated that films are no longer interpreted as works of art (*film as art*) but rather interpreted as social practices. Film is a cultural product and a form of social practice, the value contained in a film can tell us about the system and process of a culture. Furthermore, Graeme Turner saw the meaning of film as a representation of the reality of society, for Turner, unlike the film which is merely a reflection of reality (Turner, 1999: 41).

According to Turner, the meaning of film as a representation of the reality of society is different from film just as a reflection of reality. As a representation of reality, film forms and brings back the reality based on codes, conventions, and ideologies of its culture (Sobur, 2006: 127-128). Film always influences and shapes society based on the message behind it. In other words, film cannot be separated from the context of the society that produces and consumes it. In addition to as a representation of the reality, film also contains the ideological content of its maker so that it is often used as a propaganda tool. Representation is an act of presenting or representing something either people, events, or objects through something other than itself, usually in the form of signs or symbols. This representation is not necessarily real but it can also show the world of imagination, fantasy, and abstract ideas (Hall, 1997: 28).

Representation is a social process and a product of *representing*. Representation refers to both the process and the product of the meaning of a sign, representation also means the process of concept change in concrete form. Representation also means the concept used in the social process of meaning through the available marking system: dialogue, writing, video, film, photography, etc. In summary, representation is the production of meaning through language (Julia Stuti in the Key Newsletter, 2000).

According to Stuart Hall, representation is one of the important practices which produces culture. Culture is a very comprehensive concept, culture concerns on sharing experiences. Someone is said to come from the same culture if the people there share the same experience, share the same cultural codes, speak the same 'language' and share the same concepts (Hall in the Key Newsletter, 2000).

C. RESEARCH METHOD

This research is a descriptive qualitative research which used semiotic analysis techniques. Semiotics focused on how meaning was created and conveyed through text, especially through dialogue in a narrative, so that it focused on the signs found in the text. The objects of the research were the scenes in the Denias "Senandung Di Atas Awan" film which showed educational signs and/or messages during the film. The first was the concept of syntagmatic and paradigmatic relationships and the second was the concept of denotation and connotation (Hoed, 2011: 9-11). This second system by Barthes was called connotative, which in his Mythologies, he clearly distinguished it from denotative or the first level of meaning system. Barthes created a map of how the sign works (Cobley & Jansz in Sobur, 2006: 69).

1. Habitus Theory

Habitus refers to our overall orientation of way of life. Habitus also contains the tendency of way of thinking, behaving, and moving in a social environment that includes *posture*, *demeanour* (attitude and behavior), *outlook* (view), *expectation* (hope), and *taste*. Habitus also includes gestures in which contains habits in the body, such as how we walk, talk, sit, and other gestures (Sweetman 2009: 6).

"*Habit*" as human behavior gets the attention of sociologists. A French Sociologist, Pierre Bourdieu, was interested in the form of behavior derived from habits and finally gave birth to the concept of habitus. This concept of habitus becomes the main reference in the development of sociological literature related to the theory of human behavior as habit. The term *habitus* comes from Latin, namely *habere* which means "to have" or "to hold." Bourdieu tried to use the concept of habitus to question how human behavior is formed. In addition, habitus is also used to explain how human behavior follows habitual patterns without being a product of obedience to some external structures, such as income, cultural norms, and rational calculations. This habitus theory is included to the theory of behavior (Swartz 2002:61).

Bourdieu defines habitus as a long-term system, a changeable character, a tendency for structures which is formed to be the maker of structures as principles that build and regulate habits and representations. Habitus consists of internalized dispositions, schemes, and forms of skills and competencies, both mental and physical. This things can be started with individual life since childhood. Individuals who come from musicians' families, since they were child, they have begun to explore, appreciate, interpret, and criticize music that is known from their family environment. By internalizing the disposition of the family context, habitus consists of "*structured structures*" (Swartz 2002: 62S-63).

D. RESULT AND DISCUSSION

After analyzing the data in the form of scenes from Denias "Senandung Di Atas Awan" film by using semiotic data analysis techniques developed by Roland Barthes, in this case, the authors tried to find the meaning of denotation, connotation and the myth that can represent education in the Denias "Senandung Di Atas Awan" film.

1. Denotation

This film tells us a story about the struggle of a Papuan boy named Denias to obtain a decent education. All location settings carried out on Cendrawasih Island were an adaptation of a true story of a Papuan child named Janias. In this film, we can also see the beauty of Papua Province which was recorded so beautifully. The theme raised by this story was about educational film, namely the struggle of a child to get a decent education with the efforts he exerted which finally resulted in an admission as scholarship student. With enthusiasm and high desire to study, Denias tried to obtain education in Timika region which had more adequate facilities and infrastructure. After arriving there, it was found that the school only accepted the children of chieftains and the children from the tribes around the school area.

2. Connotation

The connotation meaning in this film is how the depiction of education in eastern Indonesia, especially Papua is. The film tried to articulate messages about how uneven the development of education in Indonesia is and that the land of Papua is an important asset for this country with all its natural wealth. However, this extraordinary natural wealth has not been able to overcome the educational problems that exist there. The school building consisted of only one classroom, made of wood, the roof was made of dry straw. This school building was supported by wooden poles on each side. At the school, there were tables, benches, blackboards, pictures of the president and vice president on the left and right sides. On the left side of the building, there was a red and white flag, the flag of the Indonesian. There was no single building around this school building. From those illustrations, it can be concluded that Denias's school was located in a remote area. This film wanted to show that that was the real condition of schools in Papua, the schools did not meet the standards of education in Indonesia. The supporting facilities also cannot support teaching and learning activities. On the other hand, there was a contradiction, namely in urban areas, there was a school with great facilities. The building was quite large and it can accommodate dozens of students. In addition, that school also had a variety of supporting facilities and infrastructure, for examples a quite large class, a soccer field, and it was equipped with dormitories. This showed that education in Papua is not like what people thought in general.

In addition, this film wanted to show that Papua is an area that is vulnerable to fights, where even the simplest thing can cause hostility which results in a fight. Furthermore, there was no permanent teaching staff, in Denias's school which was located in the mountainous area of Wamena in Papua did not have permanent teaching staff because teachers in this remote school were only volunteering teachers who came from Java and they can return to their origins any time. This means that if the teachers went home to Java, the teaching and learning activities there will also be stopped. Although this film portrayed that there were still TNI (Indonesia National Army) who served in the border area who helped in teaching, but the children there thought that TNI could not replace the role of teachers.

The unavailability of supporting facilities, including school uniforms, was also a problem for children there. School as an organizational form was interpreted as a container or a place of a number of people who work together to achieve certain goals, namely educational goals. The success of educational program in the teaching and learning process was highly influenced by several factors such as students, curriculum, education staff, funds, infrastructure and facilities, and other environmental factors. In this film, Markus tried to compare the condition of the schools in his place and schools in Java or other more developed areas. The understanding about education between the government and the Papuan people is not yet the same. In this case, it also showed that the implementation of education in Papua was not easy, it was due to the uneven development allocation factors and also the level

of understanding of parents about the importance of education for their children. The chieftain became someone who is influential in the process of implementing education in Papua. In addition, the parents of Papuan students or children considered that education is not too important. In this film, Denias's father showed his influence towards the life of his son, which was not letting Denias to return to school. It is because in Papua, boys should help their fathers and do not need to go to school.

By looking at the various gaps mentioned above, Indonesia should see that Papua is also a part of the Republic of Indonesia. All forms of discrimination and even distribution of development must be the main problem to be resolved. Negative stigma about ethnic Papuans or races must be eliminated immediately.

3. Myth

In this Denias film, there are several myths about how the depiction of education in Papua was built through the views of orientalism and the habitus of education which can eventually lead to discrimination. In his book, Edward Said (2003: 5-6) assumed that the eastern region is not a region created naturally as a helpless, lazy and so on. Like the western countries (*Occident*) which are also not created naturally as countries that have power. Edward Said invited us to take Vico's great observation seriously that humans make their own history. The knowledge they got becomes provision for determining what they should be and no longer disputing about its geographical area, as well as historical entities such as locality whether they come from "*Orient*" or "*Occident*". Therefore, as "west" (*Occident*) who consider themselves the majority, must accept that "*Orient*" has created an idea that has a history and tradition of thought, image and vocabulary/language that gives reality and presence in and for the West.

From the negative stigma of white people towards black people like this which can cause discrimination. According to Theodorson and Theodorson, (1979: 115-116): Discrimination is an unequal treatment of individuals, or groups, based on something which is usually categorical, or typical attributes, such as race, ethnicity, religion, or social classes' membership. That term will usually be used to describe the actions of the dominant majority in relation to the weak minority, so that it can be said that their behavior is immoral and not democratic. In that meaning, discrimination is characterized as active or visible (overt) aspects of negative prejudice towards an individual or group. In the end, this stigma gives an impact to the world of education in Papua.

If we see, the Government has set the education budget for 2014 and Rp. 368.899 trillion or 20 percent of the state budget total was allocated. The total of state budget is Rp1,842.495 trillion. This determination was signed by President Susilo Bambang Yudhoyono (SBY) on November 14th, 2013 in the Legislation Number 23 of 2013 concerning on the State Budget (APBN) of 2014 Fiscal Year. However, the allocation of education funds which was amounted to 20% of the State Budget (APBN) did not necessarily make the citizens in the eastern region especially Papua enjoy this allocation of funds. The government cannot reach further to remote locations such as Denias's school in the mountainous area in Wamena, Papua. Thus, the development became uneven and there were discrimination and social inequality. School as an organizational form was defined as a container of a number of people who work together to achieve certain goals namely educational goals. The success of educational programs in the teaching and learning process was highly influenced by several factors, namely students, curriculum, education staff, funds, infrastructure and facilities, and other environmental factors. The implementation of equitable education is the implementation of education programs which can provide wide opportunities for all Indonesian citizens to be able to obtain education. Equitable distribution and expansion of education or commonly called expansion of learning opportunities was one

of the targets in the implementation of national development. This was intended so that everyone has the same opportunity to get education. However, this did not happen in Papua as it was depicted in this film.

Furthermore, there was also a lack of common understanding concerning on the importance of education for Papuan children. Apart from the series of processes in school, the most fundamental basis is the role of parents and the environment in shaping the character of the children. The parents should care about children's education and of course, not to force their aspirations and needs to the children, but to support children to study because studying is the only process of life that never finishes. It is necessary to equate the perception that the educational problems that occur actually demand the involvement of all parties, including parents, teachers and the government and the community (education observers) to join hands in managing educational issues in this area.

The next myth is to get involved in emotion easily. Fighting and how his father solved the problems experienced by Denias are pictures of the inability to absorb cultural norms. A person who is unable to absorb cultural norms into his personality, he cannot distinguish what is appropriate and inappropriate. This situation occurs as a result of an imperfect socialization process. The factors that cause it are the level of intelligence, education at school or association. Although it does not happen in all regions, most people in Papua still do not care about the education of their children. It is like as if there was a process of omission from parents and the environment in the process of children's education. Parents seem to be too apathetic in responding to a learning process in school. At the elementary school level, most parents in Papua only think that school is only a habitual process without looking at the purpose of the school process itself.

Things like this will be repeated over and over, because the views of the Papuan people are always the same as black people, uneducated, immoral and marginalized. Regarding to this, it can be explained in the theory of habitus, in the view of Habitus, it refers to the overall orientation of way of life. Habitus also contains the tendency of ways of thinking, behaving, and moving in a social environment that includes *posture*, *demeanour* (attitude and behavior), *outlook* (view), *expectation* (hope), and *taste*. Habitus also includes gestures in which contains habits in the body, such as how we walk, talk, sit, and other gestures (Sweetman 2009: 6).

Bourdieu stated that those things seem natural in everyone, but actually, habitus is a product of care or formation that comes from each person's original class. Habitus is a form of cultural-class embodiment and adaptation which aims to create '*virtue of necessity*' by strengthening our tastes, desires, and needs so that they can be adapted to what can be received (Sweetman 2009: 6-7).

Bourdieu defined habitus as a long-term system, a changeable character, a tendency for structures which is formed to be the maker of structures as principles that build and regulate habits and representations (Swartz 2002: 62)

Habitus consists of internalized dispositions, schemes, and forms of skills and competencies, both mental and physical. This things can be started with individual life since childhood. Individuals who come from musicians' families, since they were child, they have begun to explore, appreciate, interpret, and criticize music that is known from their family environment. By internalizing the disposition of the family context, habitus consists of "*structured structures*" (Swartz 2002: 62. 63).

Bourdieu comprehended internalization as a process where habitus is formed in terms which are similar to what George Herbert Mead (1934) used and symbolic interactionism to describe self-identity formation. Habitus disposition is obtained informally through the

experience of social interaction, imitation, repetition, *role-play*, and participation in games (Swartz 2002: 63)

E. CONCLUSION

In Denias "Senandung Di Atas Awan" film, the occurrence of social inequality and inequality of development in Indonesia were shown. In this film, it is clearly seen that there was also a social gap between schools in rural and urban areas. This can be caused by the culture of Papuans who still consider education as an unimportant thing. Therefore, the tendency of ways of thinking, behaving, and moving in a social environment that includes *posture*, *demeanour* (attitude and behavior), *outlook* (view), *expectation* (hope), and *taste* and things like these can give its own meaning regarding to habitus for Papuan people.

In addition, it is also strengthened through an *orientalism* view which considers that black people in the eastern part of Indonesia are those who are left behind from various aspects. Many common assumptions which thought that black people are a minority whose statuses are lower than the majority, namely white people. However, what should be done is that we must equate the perception that education is important to improve the welfare of society wherever they are and come from any tribe. Indonesia should see that Papua is also a part of the Republic of Indonesia. All forms of discrimination and even distribution of development must be the main problem to be resolved. Negative stigma about ethnic Papuans or races must be eliminated immediately.

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S-T-P STRATEGY OF TELEVISI KAMPUS UNIVERSTAS DIAN NUSWANTORO (UDINUS) TO FACE MEDIA COMPETITION

Eisha Ayu Pangestika

Master Program in Communication Science, Diponegoro University
boneishaa@gmail.com

Immanuel Dwi Asmoro

Master Program in Communication Science, Diponegoro University
Immanuel89baptista@gmail.com

ABSTRACT

Televisi Kampus Universitas Dian Nuswantoro (TVKU) is one of many TV channels in Central Java especially in Semarang. On the one hand, there are many local TV stations in Central Java which emerged and then they became bankrupt. On the other hand, TVKU has existed for more than 10 years. This existence of TVKU is unique and has its own strategy. This research focuses to discover and to evaluate the strategy of TVKU to maintain its existence. This study focuses to discover how strategy of TVKU to segmenting, targeting and positioning its company. This study uses descriptive qualitative method to describe the Segmenting – Targeting - Positioning strategy that Televisi Kampus Universitas Dian Nuswantoro has. In depth interview was used to collect the data for this study. The result of this study is that TVKU positions its brand as educational and family media.

Keywords: Strategy, Segmenting, Targeting, Positioning, Media

A. INTRODUCTION

After Indonesian Reformation in 1998, there was a change of the press' law. The new law about the press in Law of the Republic of Indonesia No. 32 of 2002 about broadcasting made some people had a chance to found the media industry. Not only in national scale, but the growth of the media industry happened in local scale. They thought this industry has a good future.

The thing above was strengthened by the research which was done by Nielsen about Consumer Media View (CMV). This study explained that television penetration in Indonesia was 96%. This study also found that people spend their time for 4.5 to 5 hours to watching TV.

Unfortunately, in recent years there are many threats which threaten the existence of the TV itself. The threats made some of the TV stations had to think about a strategy so that they can still exist in this era. Some of them had good strategy so that they could still exist and overcame the threats well. But some of the TV stations could not fight against these threats and made their stations were acquired by other media. The threats actually happened because of the appearance of the new technology. On one hand, technology can help the media industry to develop their creative content. But on the other hand the appearance of technology itself become a threat if the people in the media cannot use it wisely.

If we look on the history of media development in Indonesia especially television, we know that the first private TV station in Indonesia was RCTI. After RCTI, then there were some new TV stations such as SCTV, ANTV, Indosiar, and TPI. These national private TV stations had aired in about 1990. After the reformation, exactly after 2000 there were also some stations which aired in local scale. Some of them are JTV, which air as a local TV in East Java which has Javanese language program. There were also Bali TV in Bali, Chakra TV in Semarang, TVKU also in Semarang, Banyumas TV in Banyumas, and CTV in Banten.

Unfortunately, a new study found that the appearance of TV stations both in national and local scale were not in the same direction with the growth of TV viewers. The number of TV viewers has declined from 2010 because of new technology such as smartphones. The appearance of smartphone has transformed the way of people to consume media. It means that there is a problem for TV stations to keep their existence.

Some of the TV stations has passed through this threats and still exist. But some of the TV stations had to been acquired by others TV stations because of their failure to face this threat. Some of these TV stations, which has been acquired by other media were Borobudur TV (TV B) in Semarang, which was acquired by Reuters TV. Pro TV which had been acquired by I-News which is a member of MNC Group.

When we look on the emergence and degradation of media, it means that there were medias which were loved by the community and made them survive and there were also some medias that the public does not like until they cannot survive. This is what the writer wants to say about one of the local media in Semarang, namely the Televisi Kampus Universitas Dian Nuswantoro which can survive in this challenging era.

Televisi Kampus Universitas Dian Nuswantoro or well known as TVKU, officially started airing on September 13, 2003. Originally TVKU was a media community which aired as television in Dian Nuswantoro campus. After some years, TVKU looked an opportunity at the time. TVKU then changed its mission from media community become local TV which can air in some regions in Central Java. This new mission of TVKU as local television in Central Java also need new strategy to maintain its existense.



Figure 1. Logo Televisi Kampus Universitas Dian Nuswantoro (TVKU)

PT. Televisi Kampus Universitas Dian Nuswantoro Semarang popular with TVKU abbreviation is an educational television station that has a strategic value in order to participate in educating the nation and provide alternative solutions to the many problems that arise in the community through programs broadcast-quality and well-targeted. TVKU as local television station airs in Semarang, Central Java. Supported by the Decree of Central Java Governor No. 483/116/2003 dated 13 September 2003, TVKU aired locally by occupying the initial frequency at positions 21 and 23 UHF. After looked that there is an opportunity because of the needs of community for local media, TVKU started to position itself as a local television. TVKU frequency channels are now in 49 UFH making it more stable and toil, in addition TVKU currently become the one and only local television station in Central Java, which has a digital channel.

Based on the data above, the authors limited the study only on the strategy STP (Segmenting-Targeting-Positioning) of TVKU Semarang. Here the authors want to discover how TVKU segment its market in Central Java. Then how TVKU chose from the many markets that have been mapped earlier. Also how TVKU positioned itself as a local TV in the minds of people of Central Java.

B. RESEARCH METHODS

This study used descriptive qualitative method. Descriptive research method is usually used to get a picture of the circumstances that occurred in the present or in progress. The method used in this research is descriptive analysis that focuses on the research of non-hypothesis that the research steps do not need to formulate hypotheses.

C. THEORETICAL REVIEW

Segmenting - Targeting - Positioning

Segmenting is an extensive process of dividing the market into smaller markets. Group of smaller markets or narrower is then tailored to the needs or desires of the same. In doing segmenting there are several factors have to been considered, these are (Kotler in Widjayas 2017):

a. Geographic

Dividing geographic market is grouping people / share heterogeneous market into groups of people who live in a common residence. The division is done as based on territory, states, and city.

b. Demographic

Segmenting based on demographic is an activity to divide a market into specific market based on ages, sex, life cycles, salary, education, religion, ethnic, and generation.

c. Psychographics

Psychographic segmentation divides the market into groups such as social class, lifestyle, or personal character.

d. Behavior

This segment divides its markets into some groups such as markets knowledge, attitude toward markets products or respond of markets towards products.

Targeting is the process of selecting the market that previously has been segmented. After the organization has done with segmentations, then it has to evaluate what segment and how many groups of markets would be served by the organizations. Farell and Hartline (Tania and Dharmayanti in 2014) said that there are 5 strategy to choose what is the best group to be served Single Segment Targeting; Targeting selective; Mass Market Targeting; product Specialization; Market Specialization.

Positioning is a way to establishing and communicating the key distinctive benefit (s) of the company's market offering to each targets. Berry (in Khan 2013) said that positioning is an art of creating "mental shelf space" through which the company and its products occupy in the minds of prospects and clients.

D. FINDING AND DISCUSSION

STP Strategy TVKU Segmenting

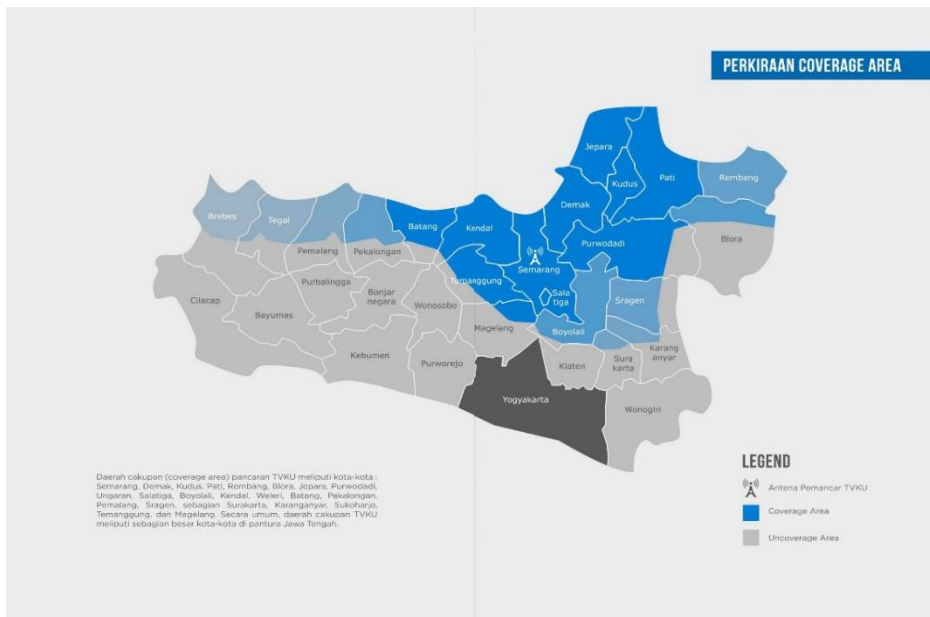


Figure 2. The Radiation Area TVKU (Convergence Area) (source: TVKU)

In the process of segmenting, TVKU consider four factors: geographic, demographic, psychographic and behavior. Geographically, Central Java, known as the "heart" of Javanese culture. Nonetheless Central Java also has laing ethnic groups who have a different culture with the Javanese. Administratively, Central Java province consists of 30 districts and 6 cities.

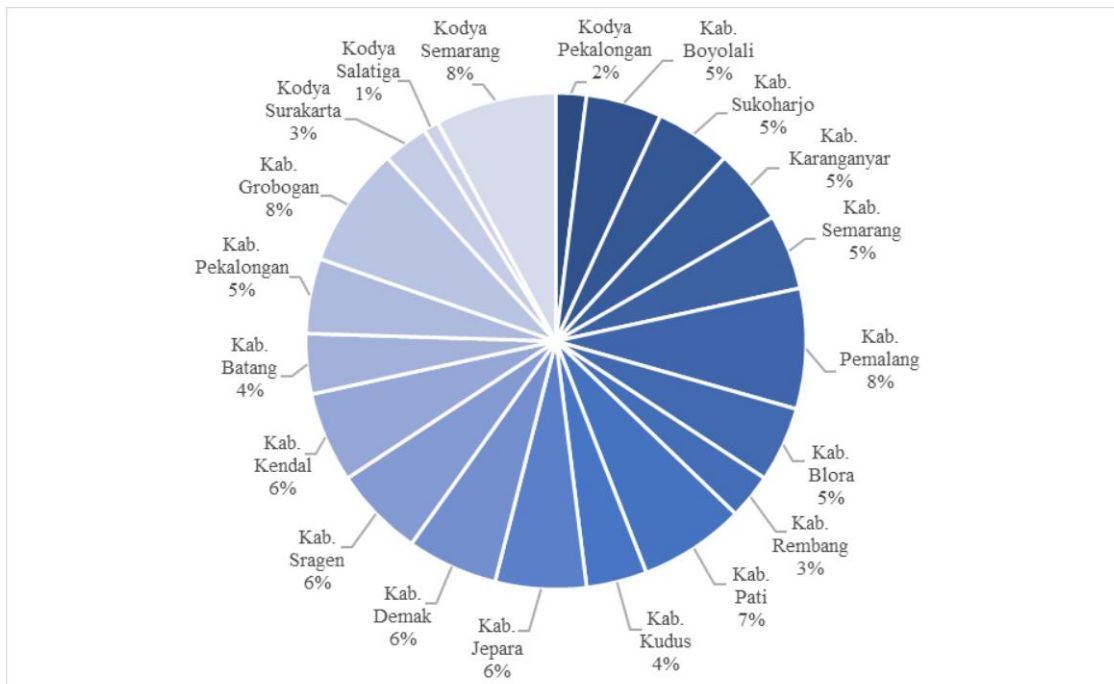


Figure 3. Audience Distribution TVKU in Semarang and surrounding (source: TVKU)

Demographically the population of Central Java province until 2017 reached 34,257,865 inhabitants consisting of 16,988,093 men and 17,269,772 women (Centra Java BPS, 2015). While in 2018 the population of Central Java have increased to 34.5 million (<https://databoks.katadata.co.id/datapublish/2018/04/06/2035-penduduk-jawa-bakal-mencapai-167-juta-jiwa>).

Meanwhile, psychographic Central Java, my TV segment is people who have a normal lifestyle. That is, people who have a positive outlook towards culture and education. Because the broadcast - broadcast TVKU itself more to the broadcast education and family. Inside are various cultural programs and sports shows on their own.

Based on TVKU's data, TVKU audience is viewers who still watch television broadcasts via television. They still have not switched to use other devices such as smartphones / internet. The evident of this can be known from the number of viewers in TVKU Youtube channel.

Targeting

By looking at the market is so diverse, TVKU then target audience from all walks of the social class of people who are in Central Java. However, geographically, TVKU select a target audience who reside in Semarang and surrounding area. This is because of the lack of a transmitter which is confined to the area of Semarang and surrounding areas. While based on age, TVKU choose viewers aged 13 to 50 years.

Positioning

Because TVKU is born in an educational institution, it is clear TVKU mendiferensikan himself as a television to cultivate science. That is, television is positioning itself as educational television. It is increasingly clear again in the last year to turn it into a television TVKU education and family.

E. CONCLUSION

Televisi Kampus Universitas Dian Nuswantoro is a television that was born from a university as a media campus community. Therefore, when the television is no longer the exclusive television on-campus television, TVKU always grounded in a vision of education. To develop its audience, then this television also viewed the family as part of which must be served. By segmenting, within this television broadcast reach the whole city of Semarang and most of the city - the city in the vicinity. Such as Demak, Kudus, Pati, and so forth.

Television University Dian Nuswantoro though as the local television still consider the strategy in maintaining its presence. TVKU strategy itself that is positioning itself as an educational television and family to Semarang and surrounding communities.

After analysis, the researchers would like to give advice to TVKU order to become television's growing again. Based on the analysis TVKU expected to see the behavior / pattern of behavior in consuming mass media audience deeper. TVKU also expected to make a number of programs related to indigenous areas become TVKU range. In addition TVKU should be expected to pay attention to the education program is packaged in a millennial.

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GENDER BIAS IN SEMIOTIC ANALYSIS ON “COOK” VERSION OF COUNTERPAIN PATCH S ON TELEVISION

Krisna Suryanita

Master of Communication Science, Diponegoro University

Jl. Erlangga Barat VII No. 33, Semarang 50241, Indonesia

krisurya01@gmail.com

ABSTRACT

The issue of gender in advertising in Indonesia has become an old topic. In the gender status, men are represented in a higher position and have greater access, participation, control and benefits than women. The form of gender inequality against women in advertisements is shown by the dominance of men who are more dominant than women, which is strengthened by paternalistic values. Women will always be portrayed in a detrimental position as will always be a housewife even though she has become a career woman. The aim is to find out gender equality bias and gender imbalance in "Cook" version of Counterpain Patch S ad on TV. This study uses the Roland Barthes semiotics method. The result shows that such ad raises social codes as fragmentation of social reality, where those social codes often adopt stereotyping, reflection of culture, ideology and gender patterns that exist in the community and there are gender equality and gender imbalances. Inner advertising power produce imaging products already contribute to enriching stereotypes all this time attached to women, women are able to do work other than the house chores that is usually done by men, yet they are still considered as housewives.

Keywords: Gender, Advertising, Feminis

Theme : Media Studies

A. INTRODUCTION

Many believe feminist theories concentrate on the problems of men and women. Gender is indeed a concern for feminists, but it is the gender issue that becomes the main concept of feminists. Gender is a value system related to identity, and various activities of men and women in society. When gender is related to biological and individual problems, gender will be socially constructed. Unlike gender which is relatively permanent (cannot change except by surgery), gender tends to be liquid, the variables can be different - depending on the culture, age, and subject which is constantly changing (Wood, 2003: 25).

Feminist theorist refers to the social relations and structure of male and female relationships. For example, people tend to expect men to be more independent and women to be relationship oriented. Men are physically strong, and women are attractive. Men are emotionally controlled and women tend to express their emotions. These expectations are examples of cultural gender characters.

Advertising always represents women as housewives who will always serve men. Men who are more independent than women as seen in *Counterpain Patch S* ads reflect the role of women as housewives who are responsible for the family. At first glance, the

representation looks normal; the visibility of this representation is conceptualized as a housewife. Such phenomena are common social phenomena for advertising designers and viewers. In fact, in this ad representation there is an understanding of ideology that has a gender perspective.

Counterpain Patch S is a patch that is used to help relieve muscle aches and joint pain in the shoulders, neck, waist, knees and elbows by attaching to a body that feels sore. In marketing its product, PT Taisho Pharmaceutical Indonesia Tbk uses advertising media, especially television. To advertise its product, PT Taisho Pharmaceutical Indonesia Tbk ad's has similarities with other patch products which include household life in it, giving a general description of a woman that is closely related to domestic life, such as dish washing. PT Taisho Pharmaceutical Indonesia Tbk released several versions of *Counterpain Patch S* ad on television, one of which was the "Cook" version which showed a mother working in her house.

Although feminist and masculine views exist in society, according to feminists, society values more on masculinity. Women's hard work is underappreciated in western culture. Taking care of the household while doing the work and taking care of the child is less appreciated than working in the public sector. In patriarchal discourse, women's concern for a relationship is seen as dependency, not as connectedness. Women's concern for others and taking care of children is nothing compared to high income. Women's cooperation and effort to get a balance is considered as a fear of success and a lack of instinct to compete. In many cases, the way women are perceived as opposed to masculinity standards.

Talking about gender, it still becomes an interesting discussion. As long as there are parties who are still questioning about gender injustice, there are always people who feel aggrieved, especially regarding their ideology. As an example in the advertising business world, women are on the parties related to various positions, both as users, subjects, and objects themselves, and even it can be said that women have become a commodity object that can be commercialized (Suasana, 2001: 1). In accordance with this matter, in order to make the public aware, various programs have been designed and carried out by the government as a form of socialization concerning the important meaning of Gender Mainstreaming (PUG) including through the mass media (Dewi, 2009).

B. LITERATURE REVIEW

According to the Mute Group Theory (West and Turner, 2008: 200), it regards the conversation between men and women as an unequal exchange between those who have power in the community and those who do not. Based on his analysis, women are less able to articulate themselves or fight for themselves than men in the public sector. This is because the words in the language and norms used are controlled by men. As long as women's talk is as informative and trivial, the dominant position of men is safe. Kramarae believes that women's silence tends to diminish, control in life will increase. CherisKramarae stated the basic assumptions of this theory as follows: (1) Women respond to the world differently from men because of their different experiences and activities rooted in the division of labor. (2) Based on its political dominance, the male perception system is overdependent, inhibiting free expression of alternative women's thinking. (3) In order to be able to participate in society, women must change their perspective into a system of expression that is acceptable to men.

Advertising communication is basically the same, namely the application of a form of communication/persuasion of commodities or products and services that are closely related to marketing problems. The basic goal is to include providing information about a product or service in a persuasive way and strategy, so that news or messages can be understood, accepted

and kept-remembered, as well as the existence of certain actions (buying) that are enhanced by attracting the attention of consumers and creating associations that can be tempting, to act according to the wishes of the communicator. Ad communication is designed as well as a form of offering as well as advertising by Judith Williamson said to be one of the most important cultural factors that shape and reflect human life that cannot be separated. Thus, of course in the representation of the ad itself is indirectly reflected in how the pattern of relationship icons (visual objects) topologies that work together, will reflect the social meanings that become part of people's lives. This is prepared to create certain tastes for commodities or products. With this tendency that appears is the message made not only to advertise a function or usefulness, but more on creativity to give a 'value' to the product. Stewart stated that advertising is not only promising a function, but emphasizing the promise of value rather than a function. He gave an example that the selling value of soap is not offering a function clean the cleanest, but how hygiene can activate associations with sex activities for example. The rest Anastasi (1989) confirms that to sell a product is not only enough to appeal to a need, but can be developed to get closer to other impulses, such as value prestige, masculinity, familiar situations, freshness associations and so on. Associations that can be said with this image mostly have functions referential which refers to sociogenic motives in humans, namely components affective and sociopsychological factors.

C. RESEARCH METHOD

Saussure's linguistic concept was developed by his successors, one of whom was Roland Barthes. Roland Barthes-style semiotics is the most popular semiotic analysis (Cobley&Jansz, 1997). Barthes was a Saussure follower who made a systematic model in analyzing sign meanings (Sobur, 2001). By referring to Saussurean linguistics (Kurniawan, 2001), Barthes developed the idea of the significance of two stages (two orders of signification) (Sobur, 2001). This two-stage signification from Barthes refers to denotation and connotation systems (Sobur, 2001). The denotation system is a first-level marking system, which consists of the relationship between markers and signs with external reality. This first stage signification is shown by the Saussure model. This denotation is the most obvious meaning of the sign. The connotation is used by Barthes to show the significance of the second stage, where the sign of denotation becomes a marker that is associated with cultural values and meets feelings and emotions. Thus denotation is what the sign represents to an object (explicitly), while the connotation is how to describe it (implicitly). This can be explained in the figure below (Cobley&Jansz, 1997: 51).

Marker	Sign
Denotative Sign	
Connotative Marker	Connotative Sign
Connotative Sign	

In this second stage of significance, the sign also works through myth (Sobur, 2001). Markers on the second level marking system can be referred to as connotators which are composed of first level signs. While the marker is called an ideological fragment. These markers establish communication with culture, knowledge, or history, because through them the surrounding world can enter the system. It is this myth that operates structures in culture and organizes the meaning that is in the sign. Myths are constructed by dominant and socially controlled people. This myth is an inverted reflection: myth reverses something cultural to be

naturally visible (Barthes in Sobur, 2001: 25). Thus dominant culture (value, attitude, and belief) becomes something that is supposed to be.

The data analysis in this study includes several steps, namely (1) Interpreting the advertisement by identifying the symbols contained in the advertisement, then elaborating on the structure, namely denotative meaning and connotative meaning (2) Researching associations or symbols, dissecting research objects (3) Interpreting the meaning of these signs from the writer's interpretation by combining supporting data obtained through library studies and interviews (4) Presentation of data, data are arranged so that it is possible to draw conclusions and take action. The writer composes and presents data obtained and researched by drawing conclusions based on semiotic analysis.

D. FINDINGS AND DISCUSSION

Advertising is an important part of a series of activities promoting products that emphasize the element of image. Thus the object of the advertisement does not only appear in a full face, but through the imaging process so that the product image dominates when compared to the product itself. In this process the product ideal is changed to product image. The journey to change the ideal into this image is a matter of symbolic interaction where the object of the ad is exhibited. The focus of attention lies in the symbolic meaning of advertising consumers displayed in the advertisement itself, in which cultural symbols and social classes become a dominant part of life (Bungin, 2001).

Stereotypes of women are more easily explained by starting with a discourse that puts women in a negative and helpless position. Any community, including Indonesia, still holds the stereotype that men are in the left region (active, civilized, rational, intelligent) while women in the right region (passive, close to nature, emotional, less intelligent). Ads that make the standards of an ideal female body prove how men (more in advertising production) create women to suit their fantasies about "sexy or beautiful women who are clever in kitchen affairs as well". Female models are objects that are created to achieve the fantasy, while men are the creators. Not only advertising, this stereotype places women in a disadvantaged position.

Through the images that it creates, advertising is expected to be able to change a person's behavior, create consumer demand and also be able to persuade people to participate in consumption activities, which in turn reproduces consumer society (RatnaNoviani, 2002: 14). While women are always likened to housewives who will always serve men, it means as high as women get knowledge, they will continue to serve men. This is the concept of women's image that appears in the Counterpain Patch S advertisement. The concept is: image frame, image of pillars, the image of the comb, the image of the dish, and the image of the association.

According to the Mute Group Theory (West and Turner, 2008: 200), it regards the conversation between men and women as an unequal exchange between those who have power in the community and those who do not. Based on his analysis, women are less able to articulate themselves or fight for themselves than men in the public sector. This is because the words in the language and norms used are controlled by men. As long as women's talk is as informative and trivial, the dominant position of men is safe. Kramarae believes that women's silence tends to diminish, control in life will increase. Cheris Kramarae stated the basic assumptions of this theory as follows: (1) Women respond to the world differently from men because of their different experiences and activities rooted in the division of labor. (2) Based on its political dominance, the male perception system is overdependent, inhibiting free expression of alternative women's thinking. (3) In order to be able to participate in

society, women must change their perspective into a system of expression that is acceptable to men.



Scene	Frame	Denotation	Conotation
1	1-6	In-laws wait for the results of food, Mother cooks in the kitchen alone Stereotypes that women are just weak, no matter how high their education is, they will end up in the kitchen and will always serve their husbands and parents-in-law	The stereotyped that women are just weak creatures, no matter how high their education is, will surely end up in the kitchen and will always serve their husbands and parents-in-law



Scene	Frame	Denotation	Conotation
2	7-10	Joint pain in the shoulders when preparing food alone	Forms of gender equality, women are able to do heavy work, as a form of responsibility at home



Scene	Frame	Denotation	Conotation
3	11-14	Cooking with a happy face	The stereotyped that women will always like work in the kitchen, no matter how heavy it is



cene	rame	Denotation	Conotation
	5-17	Mother opens a cafe	Form of gender equality, womevable to do heavy work in terms of work outside the house

Kramarae (in West and Turner, 2008: 200) proposed a number of hypotheses regarding women's communication based on several research findings. (1) Women have more difficulties in expressing themselves than men. (2) Women are easier to understand the meaning of men than men understand the meaning of women. (3) Women have created ways of expressing themselves outside the dominant male system. (4) Women tend to express more dissatisfaction about communication than men. (5) Women often try to change dominant communication rules in order to avoid or oppose conventional rules. (6) Traditionally women have not produced new words that are popular in the wider community, consequently they feel they are not considered to have contributed to the language. (7) Women have different humorous conceptions than men.

Counterpain Patch S is one of the patch products that has become a mainstay for people who have joint pain. the advertisement of "Cook" version is one the versions of *Counterpain Patch S* with the most complex problems in the household. The role of a mother in her house is shown by a variety of scenes, namely (1) Husband and parent-in-law are waiting for food with a fierce face, (2) Cooking with a face full of pressure, (3) Husband and parent-in-law pay attention with impatient gaze while cooking, (4) After using the patch, cooking with happy faces, and (5) Opening a cafe. All the work is done alone, shown by expression, behavior, movements, costumes and makeup. The mother is shown struggling in cooking for her parent-in-law and her husband. After doing all the activities alone, the mother felt a lot of pain on the shoulder. After *Counterpain Patch S* is given, it becomes easier to cook and no longer need to fear stiffness.

PT Taisho Pharmaceutical Indonesia Tbk has a motivation to display values that often arise in domestic life and show the existence of a social reality that occurs in the community, and it wants to give more value to women, that women will be able to do any work within the scope of the household.

Women now play a role as career women who can work outside the house that makes gender equality. But some advertisements still portray career women who still act as "housewives", so what emerges is the depiction of women with double burden whose solutions are not through the division of house chores with their husbands but by the use of advertised products.

In the advertisement, the family of the men gets special rights. It was shown how her husband and family waited for food prepared by the wife. Whereas a wife or woman is portrayed as taking part in doing homework namely cooking by herself.

From the various things shown in *Counterpain Patch S* ad, there are dominant symbols that appear very dense in this ad, regarding women and their lives in the household, namely: (a) The task of cooking becomes a responsibility for a housewife. In this advertisement, to be in the kitchen and dining room becomes a symbol that is closely related to mother or woman, (b) The work of preparing food is a kind of activity that is a symbol of

work for women. The work is still related to the scope of the house, namely the kitchen, (c) The symbol of career women is a symbol of gender equality towards men, (d) The symbol of women's beauty is a valuable thing that captivates men. This is a demand for women to still look beautiful. The promotion from the company of PT Taisho Pharmaceutical Indonesia Tbk would like to raise a theme that even though a mother is doing heavy work, namely cooking, joint pain will disappear using *Counterpain Patch S* and she will be able to look beautiful and have a career.

These symbols are the dominant things that appear in advertisements. Furthermore, it can be interpreted more in return that the meaning content in *Counterpain Patch S* of "Cook" version ad can be conveyed by the myth that is about subordination or subordinating women under men, stereotypes and double burdens that must be borne by a mother in the household to please male and his family. This happens when there is a male domination over women which leads to gender injustice, which is caused by the domination of the patriarchal system.

The content of meaning in *Counterpain Patch S* advertisements is: (a) Male domination of women in the household, men have the right to get privileges like a king, while women have the duty to serve them. The dominance of men over women in terms of division of work, namely the division of house work which is divided unequally, puts the husband above the wife. This is shown in cooking activities for male families. Husbands only sit with their families and observe cooking wives, (b) The domination of men over women, supported by patriarchal culture. Women must obey men. The woman as a wife has the task of taking care of kitchen affairs, preparing food, cooking and dressing for her husband. But the dominance of patriarchal values is also supported and carried out by women, which is carried out in a mild repressive manner. As a result, women have a large burden and responsibility in the household; (c) The dominance of values over women occurs in an unbalanced division of labor which gives rise to multiple roles. The wife has a heavier task than the husband. The wife has a series of tasks in the house that she must do. She has a big responsibility. These tasks do not see the weight or lightness, because all these things are done by women, (d) Women who have multiple jobs, namely households and careers, have hard work that can be done by men or shared. It is shown that career women also do household affairs. It wants to show the existence of a gender breakthrough, gender equality, that even women can do it, but in the end there will also be a double burden, because in this advertisement it is shown that men do not help in handling internal affairs.

E. CONCLUSION

This form of gender exploitation in *Counterpain Patch S* ads has had a negative impact on cognition, conation, and the affection of the community, especially women and children. The bad impact of television advertising is partly due to the various stereotypes created by the advertisement itself, which will give birth to a kind of affirmation. Advertising as a mass communication system becomes a parameter or implementation of gender discourse that challenges the biases of gender inequalities.

Advertising now tends to be a means of legalizing the ideological hegemony and preserving the dominance of patriarchal ideology. The tendency to use advertising as an example of women's subordination is easily raised. This is because advertising itself is indeed a form of communication that often raises social codes as fragmentation of social reality, where social codes often adopt stereotypes, reflections on culture, ideology and gender patterns that exist in society.

This advertising research can be seen as a text which has a sign that contains certain ideologies. Therefore advertisements will not be neutral. Through its symbolic nature,

Counterpain Patch S ads do not merely sell their merchandise, but also at the same time represent certain values and social codes implied in it.

In the concept of gender universally, there is indeed a role gap, where women are more confident in the management of the household, while men do not interfere too much in taking care of this domestic role. There is the cultivation of ideology that is intended to elevate the image of women as well as ideology or the view that noble and culturally virtuous women are those who function as wives and housewives. On the one hand it is intended to state that household management is a noble and ideal role if it is functioned by women, but on the other hand women can be said to experience exclusion from the public domain. While men, although not too concerned with domestic matters, are still referred to as heads of households. Even though career women are also represented in advertisements, they will always be in the kitchen.

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SEMIOTIC ANALYSIS OF COMMUNICATION MESSAGE STRATEGY IN MAINTAINING FRISIAN FLAG ADVERTISEMENT PRODUCTS ON TELEVISION

Alvernia Tiara Montana Rosa

Magister Of Communication Science, Diponegoro University, Semarang, Indonesia
alverniamr@yahoo.com

Lisa Fitriana

Magister Of Communication Science, Diponegoro University, Semarang, Indonesia
Lisafitriana.LF@gmail.com

ABSTRACT

Nowadays, television advertisement is a very effective promotional media in delivering messages and attracting interest of people who see it. It turns out that in television advertisement, it not only promotes a product of goods or service, but also contains certain ideological understandings in the advertisement. As it is seen in the Frisian Flag advertisement on television. The purpose of this research is to find out how communication message strategy in maintaining Frisian Flag products on television is. This research used qualitative approach with Roland Barthes's semiotic analytical method. For the meaning itself, researchers used two steps of Barthes marking which is seen from the appearing sign (manifest content) and hidden sign (latent content). Researchers also used advertising theory as a focus to represent Frisian Flag advertisement using A-T-R (Awareness, Trial, Reinforcement) theory. The results of this research obtained the data that PT.Frisian Flag Indonesia namely on the advertisement of "Susu Kental Manis Frisian Flag" (Frisian Flag Sweetened Condensed Milk) camping edition and on the advertisement of "Kental Manis Frisian Flag" (Frisian Flag Condensed Sweetener) the new flavor of cocopandan edition which are reviewed from denotation and connotation aspects which have a very different message namely the existence and absence of the use of the word "susu" (milk). The message that will be delivered is that both advertisements have significant differences The advertisement before and after this controversy has many symbols and appearing signs which have very different meaning on those advertisements.

Keywords: Strategic, Semiotic, Advertising

Theme : Media Studies

A. INTRODUCTION

Advertisement is a medium for delivering messages from producers to consumers with the intention that consumers will choose their products instead of other products. Advertisement is not a new item in the history of the economy in Indonesia. Historical evidence which shows that the National Library has stored advertisements had existed since newspapers firstly emerged in Indonesia more than 100 years ago (Renald Kasali in

Kusumawati, 2010: 26). Simply saying, according to Rachmadi (in Kusumawati 2010: 26) advertisement is a message or offer of a product or service that is addressed to the public through the media. Indeed, advertisement is a tool to attract the attention of consumers or public to use the advertised products. Thus, the way of delivery or style of the language in the advertisement should be made as attractive as possible, so that people can be influenced by advertisement in an attractive language style. The style of the language in the advertisement determines the image of the product advertised, do not let the advertisements aired are monotonous that the people are not interested.

Frisian Flag is well-known for its milk content which is a source of calcium, especially for children. The advertisement highlighted by Frisian Flag is the use of children models for advertisement marketing on television. PT Frisian Flag Indonesia is an industrial company producing milk-based products in Indonesia that expects high loyalty from its customers. It is because by gaining trust and high loyalty, Frisian Flag can continue to carry out the production, processing and marketing of its dairy products, and then the marketed products can be sold, and other types of products produced by the Frisian Flag company can be sold, so that it gives revenue and profit to Frisian Flag company, and can increase sustainability and continuity of Frisian Flag.

However, in 2018, consumers and the government begin to ask about Frisian Flag's nutrition, PT Frisian Flag Indonesia, which always uses the Frisian Flag tagline "sweetened condensed milk" begins not to use the word "susu" (milk) anymore. Now, this beverage manufacturer has eliminated the word "susu" (milk) on its packaging. The sentence "Susu Kental Manis" (Sweetened Condensed Milk) is always displayed on the packaging and wherever the advertisement is displayed, but the sentence has been removed after a lot of controversy over this product. The Indonesian Ministry of Health also said that Frisian Flag is condensed sweetener and not nutritious milk. So far, sweetened condensed products have always been promoted in advertisements as milk as if they are healthy drinks for families.

BPOM prohibits sweetened condensed milk products from being compared to other dairy products and from displaying photos of children. There have been 4 bans from BPOM for sweetened condensed milk label. The label is prohibited to display children under 5 years old in any form and in using visualization that sweetened condensed milk products are equivalent to other dairy products. Producers, importers and distributors are also prohibited from using visualization of images of liquid milk or milk in a glass and what is served by brewing to be consumed as a drink on the label. Advertisements for sweetened condensed milk are also prohibited from airing at watching television hours for children.

The response of PT Frisian Flag Indonesia concerning on its product controversy was immediately replied properly by using the packaging tagline change strategy, the changing of the advertisement message on television and releasing the newest flavor of cocopandan with the tagline "Kental Manis Cocopandan Nikmat Senikmatnikmatnya" (Cocopandan Condensed Sweetener, Very Delicious) for this change based on BPOM regulations. This advertisement is different from the previous advertisement, namely "Susu Kental Manis Frisian Flag" (Frisian Flag Sweetened Condensed Milk) camping edition. Previously, it always shows a family consisting of father, mother and children who drink Frisian Flag milk together to start their morning by favoring the word "Susu" (milk).

According to Sumarwan (2003: 15), consumers have desires towards a product in accordance with their knowledge so that it is hoped that Frisian Flag products can provide benefits to consumers. If the product consumed is in accordance with what consumers wanted, the consumers will buy the product so that it can provide benefits to the producer. Product quality factor is one of the main assessments and an important indicator for a consumer in deciding whether he should continue to make purchases on the product or not.

Making a purchase or not can be a factor as there is no benefit from the purchase. Product quality, according to Kotler (2005: 24) is the overall characteristics of a product or service in the ability to satisfy the needs which have been stated. Quality has a direct impact on the performance of products or services, therefore quality has a close relationship with customer value and satisfaction. According to Kotler and Armstrong, the better the quality of the product, the higher the decision of the consumer to make a repeat purchase and it shows the satisfaction felt by consumers and it also increases the level of loyalty of the consumers.

B. RESEARCH METHOD

Data analysis technique used in this research was semiotic analysis developed by Roland Barthes. The study about genre on media which are viewed from semiotic perspective was started by Roland Barthes in 1950s. Barthes applied the theory without a basis in analysis in various type of media and genre spectacles and showed how this things could show pop culture as a factory of big attention distraction, it was aimed to dismantle the form of arts and the formation of traditional meaning (Danesi, 2010: 27-28). Semiotics is a discipline study which aims to study the behavior based on signs, not a tool to criticize political and social systems.

The main purpose of media semiotics is to study the mass media to create or recycle signs for their own purposes which are conducted by (1) asking what is meant or presented by something; (2) how the meaning is described and (3) why it has meaning as it appears. (Danesi, 2010: 40).

Roland Barthes distinguished two definitions, namely denotation and connotation. Denotation is best suited to be left alone and the level of descriptive and literal meaning agreed upon by all members of the culture do not need to be defined. The connotation is an operative mode in the formation and encoding of creative texts as well as all texts and genres of mass media. The meaning generated by connotation is broad relationship between signifiers and culture which includes beliefs, behavior, framework and ideology of a social formation. (Danesi, 2010: 48) The meaning becomes the problem of association of signs with other codes of cultural significance. Connotation carries expression values that arise from the power of the accumulative sequence (*syntagmatically*), or with comparison of alternative absence (*alternative paradigmatically*).

Code disclosure (*decoding*) in this research was performed by looking for certain codes implied in images and motions. Code is an organizational system or lattice of elements that always appears in things that are made by humans, including all kinds of signs, rituals, spectacles, behaviors, and representations. In this research, looking at the first level, identification of each marker in the image implied in the right concepts will be carried out. What are obtained at this first level (denotation level) will build a set of signs. At the second level (the level of connotation and myth), signs that designate a set of specific ideological fragments constructed in it will be revealed. The strategy commonly used by mass media in advertising is building the meaning of coding" into a representation. (Danesi, 2010: 50).

C. DISCUSSION

Advertisement plays an important role in the company because as it is quoted from Kapital magazine that advertisement will encourage the awareness of the brand so that it ends up being the top of mind of the consumers. The second is that advertisement will encourage the *reinforcement of perceptions* or strengthening perceptions that have been tried to be placed in the minds of consumers beforehand. The third, advertisement can change consumer perceptions. And the last one, advertisement can change consumer behavior. (Capital Magazine Vol III / June 14, 2002: 12). Based on this explanation, the advertisement which is

one of the promotional mix has an important role in marketing a product offered by the producer.

Frisian Flag products are well-known by people as product that contains "Milk" by presenting a variety of advertisements that increasingly make people believe that Frisian Flag is a healthy product and has high calcium to be consumed by children. After the controversy regarding Frisian Flag products which turned out that it does not contain milk but very high amount of sugar and if it is consumed excessively, it will cause excessive effects, especially in children. In connection with this, Frisian Flag has released its latest advertisement to maintain the quality image of the product by eliminating the word "Milk" in the advertisement and on the packaging. The comparison between Frisian Flag's product advertisements are also very visible before and after the controversy: (1) it does not show Frisian Flag products as dairy products, (2) the sentence was changed to "Kental Manis" (Condensed Sweetener), (3) Frisian Flag products are more presented as condensed (kentalmanis) sweetener for foods.

This research used A-T-R (Awareness, Trial, Reinforcement) theory. This theory taught that the audiences could be influenced by advertisement and from the results, a group of people who relatively kept using or buying the products due to the advertisement were found. To obtain a group of people who use products or services, a message delivery technique called ATR (Awareness, Trial, Reinforcement) must be carried out regularly (Liliweri, 1997: 62). The first attempt was improving public awareness that the required products are around them. The second attempt is that after improving awareness, every advertisements must be strong in influencing the audiences, especially the contingency aspect so that the audiences immediately try the process shown according to the advertisement. The third attempt is that the process of affirmation or strengthening advertisements that will be displayed must have a certain power to strengthen the attitudes.

Indeed, maintaining the product is not easy because people already knew that Frisian Flag is a dairy product which has good calcium for children. This thing made PT. Frisian Flag Indonesia planned a strategy by releasing the newest flavor of cocopandan with a different look. Using a model that only tasted every food with Frisian Flag condensed sweetener (Kental Manis) without the making of milk as in the previous advertisement namely the advertisement of "Susu Kental Manis Frisian Flag" (Frisian Flag Sweetened Condensed Milk) camping edition. By eliminating the word "susu" (milk) on all packagings in the product, it is confirmed that Frisian Flag has no milk content. This is what PT. Frisian Flag want to express, so that there will be no controversy towards its products.

Although Frisian Flag has eliminated the word "susu" (milk) in the packaging as well as in advertisements, the community, especially traders who are dependent on condensed sweetener such as ice cream, sweet martabak sellers and others, do not pay much attention to it because this results in positive attitude towards the purchase of Frisian Flag products. In the Frisian Flag advertisement, its message turned out to be an important thing to attract the public's interest, so it is not uncommon for a public figure to be wanted by advertising agencies to deliver commercial advertisements (Liliweri, 1997: 62). Therefore the creative role or attractiveness of the messenger is an element that plays an important role in changing individuals' attitudes. By displaying 4 public figures with faces that indicate the enjoyment in consuming Frisian Flag, the newest flavor is very interesting, especially the sentence given during the advertisement, "Kental Manis Frisian Flag Nikmat Senikmat-nikmatnya" (Frisian Flag Condensed Sweetener, Very Delicious) which increase the attractiveness of the advertisement.



Scene	Frame	Denotation	Connotation
2	1-8	<p>The newest advertisement issued by PT. Frisian Flag Indonesia eliminates the word "Susu" (milk) and only uses "Condensed Sweetener" (Kental Manis) After the controversy occurred. Frisian Flag responded immediately with the change in its packaging</p>	<p>This newest advertisement used models who are not drinking milk but using Frisian Flag products as sweetened food complementary. This advertisement wants to deliver a message to the people that Frisian Flag does not contain milk and vitamin. This advertisement is also about eliminating the stereotype of the people about Frisian Flag that is fresh milk that contains high calcium and vitamins for the children. Advertisement that previously misguided people, now has straightened the original use of Frisian Flag.</p>

Scene	Frame	Denotation	Connotation
1	1-4	This previous advertisement with a duration of 15 seconds shows that Frisian Flag products are milk and it is good to be consumed everyday for the children. This television advertisement also shows as if sweetened condensed milk is a beverage product for families.	In this previous advertisement, people are influenced to believe the advertisement that Frisian Flag is sweetened condensed fresh milk which is good for children. This thing was a public lie conducted by showing calcium and vitamins which are good to be consumed by the children. The stereotype in public itself has believed that "Frisian Flag Sweetened Condensed Milk" slogan that made people to always consume Frisian Flag as milk.

The video presented in the Frisian Flag advertisement of "Kental Manis Frisian Flag" (Frisian Flag Condensed Sweetener) the newest flavor of cocopandan edition is basically two children and two adults who enjoy Frisian Flag products by mixing it with food and use it as a complementary and it can be tasted without food. This advertisement implicitly sees the phenomenon in the community how they eat sweet foods and ice cream with Frisian Flag, start from scenes 2-7 which show that they are enjoying and mixing the condensed sweetener into their food with faces which are full of enjoyment. While, the previous advertisement, "Susu Kental Manis Frisian Flag" (Frisian Flag Sweetened Condensed Milk) camping edition showed the family who start the morning with a glass of Frisian Flag milk. Start the morning with enthusiasm with Frisian Flag milk, it can add energy, calcium and vitamins in their bodies.

Based on the scenes above, it is known that before and after the controversy, the strategy of PT. Frisian Flag Indonesia in responding to its questionable products that it will be healthy or not if consumed as "Milk" immediately makes the newest flavor products with different advertisement. By showing the newest advertisement that displays the phrase "Condensed Sweetener" (Kental Manis), it can be concluded that advertisement is a tool that supports the sale of goods or services and restore the product image by using marketing tools that help in providing services and ideas through advertisement channels (Wright in Liliweri, 1997: 20). If the previous advertisement emphasizes the word "Fresh Milk" which contains calcium and vitamins, which is played by a model of a family that starts their morning with a glass of milk becomes controversial this time because in fact Frisian Flag milk contains only

high amount of sugar. Therefore, this strategy conducted by Frisian Flag is quite interesting and attractive.

According to the A-T-R theory in Frisian Flag "Frisian Flag Condensed Sweetener" advertisement with new flavor of cocopandan edition and with the theme of very delicious, it expects that people to realize or understand the presence of a product. The Frisian Flag brand is well-known among the public, especially traders. The community will continue to consume Frisian Flag even though there is no "milk" label in the Frisian Flag product.

Advertising makes consumers aware of new brands, educates them about various brand features and benefits of the brands, and facilitates the positive brand creation. Because it is a form of effective communication, the ability to reach a wide audience with relatively low cost per contact, advertising facilitates the introduction of new brands, increases the number of requests for existing brands, and increase the peak of awareness in the minds of consumers for brands that already exist in the mature product category (Supriyanto, 2008: 19). Advertising displays the role of other valuable information for both the advertised brand and its consumers by teaching new benefits with existing brands.

The message displayed in the newest advertisement has different language style than the previous one. The message which is delivered informed about the procedure for consuming Frisian Flag as a food complementary. In the communication process, including the dimensions of message abstraction, the suitability of the listeners, the types of message strategy design to achieve a specific goal or to coordinate various kinds of goals, types of message content theme, selection of specific words, etc. (Wilson, 2013: 15). The aim which is wanted to be achieved is to deal with the existing controversy that Frisian Flag products are not dairy products but sweetener which is used as food complementary. If previously, Frisian Flag used messages about milk that is good for children, this has been changed thoroughly. This was conducted in order that people are not misguided with Frisian Flag products.

Indeed, milk is one of the nutrition sources. Many studies say that milk is one of the most complete sources of nutrition for child growth. Both mother's milk (ASI), cow's milk and pasteurized milk should be a nutrient intake for the children since they were born, infancy and till adolescence. If the toddler's intake of breast milk and milk goes well then Indonesian children will grow up healthy and will have a high level of intelligence. This of course will not happen if we choose to consume Frisian Flag condensed sweetener. For that reason, if previously Frisian Flag was still heavily promoted through various media using children models and advertised as milk for children, in contrast to its newest advertisement, Frisian Flag condensed sweetener should only be consumed by adults as a flavor enhancer for food and beverages. for example for fruit ice, sweet martabak and so on, not for consumption as a drink like milk for children and even babies.

D. CONCLUSION

The results of the discussion and the results obtained from the advertisement before the controversy in the "Susu Kental Manis Frisian Flag" (Frisian Flag Sweetened Condensed Milk) advertisement camping edition with the theme of a harmonious family which was aired in 2018 are in the denotation meanings found in the previous advertisement which is concluded that the director and scenario writer took 1 location, that is at home with a family atmosphere that has been doing activities all day makes them not excited. Children make sweetened condensed milk for both parents, the meaning of denotation gives us an idea of a family caring for each other by drinking thick sweet chocolate can restore their nutrition and enthusiasm. In this ad, there is also a scene where Frisian Flag is a food enhancer but more importantly is to drink as milk using ice or heat.

While, the results of the discussion and results obtained from the advertisement after the controversy in the "Kental Manis Frisian Flag" (Frisian Flag Condensed Sweetener) advertisement with new flavor of cocopandan edition with the theme of very delicious in 2018 after many communities questioned Frisian Flag's milk content in denotation meaning with pink and blue backgrounds give us an idea that people always mix condensed sweetener as food complementary to add sweetness. This is seen in the 2-7 scene model who showed an enjoyment looks in the face when mixing or tasting the condensed sweetener directly.

The connotation meaning found in the "Susu Kental Manis Frisian Flag" (Frisian Flag Sweetened Condensed Milk) advertisement camping edition is how can it be illustrated that by drinking flag sweetened condensed milk after an activity can provide enough nutrition to encourage the activity again. The last scene advertisement confirms that Frisian Flag is a dairy product with jingle "susu saya susu bendera". While the connotation meaning in the new "Frisian Flag Condensed Sweetener" advertisement new flavor of Cocopandan edition is illustrated by complement foods and food sweetener. No nutrition revealed in this advertisement, and there is only a scene which shows the enjoyment in consuming the sweet Frisian Flag.

The message contained in the "Susu Kental Manis Frisian Flag" (Frisian Flag Sweetened Condensed Milk) advertisement camping edition is start your morning with a glass of milk from Frisian Flag which is very nutritious for children with the illustration of one family drinking milk. They can start their morning passionately and vigorously due to a balanced nutritional intake contained in the Frisian Flag sweetened condensed milk that can fulfill their nutrition. While the message contained in the "Kental Manis Frisian Flag" (Frisian Flag Condensed Sweetener) advertisement new flavor of cocopandan edition is that Frisian Flag is not a drink but as a complementary for sweet foods. The message delivered eliminates the word "susu" (milk) which is in contrast to the previous advertisement.

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UTILIZING PRIVACY FOR MONEY: ANALYSIS OF INFOTAINMENT CASE ON INSTAGRAM ACCOUNT @LAMBE_TURAH

Angga Prastiyo

Master Program in Communication Science, Diponegoro University
up.power44@gmail.com

ABSTRACT

In 2016 Instagram was ranked as the top 2 as social media contents in Indonesia which was frequently visited after Facebook (APJII 2016 source; p. 25). With Instagram, people affected using Instagram make changes in human behavior to their awareness to display various things that are documented in the form of photos. @lambe_turah is an Infotainment Instagram account that now becoming popular on social media. Until now, the admin of the @Lambe_turah account has successfully maintained its anonymity, even though their work has reached the national level. The type of research used in this research is qualitative and using a critical paradigm. While the theory used is the commodification of audiences. This @lambe_turah account provides a space / space for the community in general to see the latest information about homeland celebrities. The exploitation in this case is to make someone or artist's privacy reach for advertisements by means of the viewer or follower. The more viewers and followers, the more endorsement / advertising from outside. Ethics in cyberspace itself can be understood if the community of technology users can understand and learn about what technology functions are made for, who and when

Keywords: Instagram, commodification, cyber ethics

Theme: Media Studies

A. INTRODUCTION

The end of the 20th century and entering the 21st century was marked by the rapid development of information and communication technology. The existence of mass media is a component that exists in society. The internet is one of the technological advances that makes it easy for users to exchange information without having to meet with others. Basically, every technology is created to meet a human need. In addition to being created, technology was developed to be more effective and efficient to meet the intended needs. However, after the technology was created and developed, the use of this technology can be in accordance with the purpose of its creation and development and beyond its original purpose, as is known as the double-edged sword. According to a survey conducted by APJII (Indonesian Internet Service Providers Association) in 2017 internet service users in Indonesia amounted to 143.26 million people, out of a total population of 262 million people or 54.68% of the Indonesian population. Based on the age of 19 - 34 years, it is the largest internet user in Indonesia. Technological developments that create the emergence of online media have influenced aspects of life. The aspect that is very affected by online media is the aspect of communication in the audience or society today. As with the development of technology, with the existence of online media, communication also develops.

In 2016 Instagram was ranked as the top 2 as social media contents in Indonesia which was frequently visited after Facebook (APJII 2016 source; p. 25). Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them to share social networking services. With Instagram, people affected using Instagram make changes in human behavior to their awareness to display various things that are documented in the form of photos. Who is not familiar with this @Lambe_turah Instagram account? This infotainment Instagram account is becoming popular on social media. Until July 2018 there were 5.2 million followers / followers on Instagram (and seems to continue to grow), @Lambe_turah further strengthened its position as the most influential account in the world of cyberspace in Indonesia. Until now, the admin of the @Lambe_turah account has successfully maintained its anonymity, even though their work has reached the national level. The ability to keep this secret is quite amazing, considering that @Lambe_turah also receives advertisements from other Instagram accounts or certain brands. It only took a short time after being born for the first time in December 2015, Lambe Turah de facto dismantled all the major gossip media networks in the country in terms of the ability to direct public opinion. The problem in this study is how is the form of abuse and the use of privacy in the @lambe_turah Instagram account?

B. RESEARCH METHOD

The type of research used in this research is qualitative and using a critical paradigm. This paradigm assumes that there is always an unfair social structure. Qualitative content analysis was used in this study to see and analyze how the @lambe_turah account presents, packaging privacy into an information content to influence audiences. According to Kriyantono (2006; 252) basically qualitative content analysis considers that all kinds of message production are texts, such as news, advertisements, films, songs, and other symbols that cannot be separated from the interests of the message maker.

C. THE COMMODIFICATION THEORY OF AUDIENCES

Commodification is the process of transforming use values into exchange rates (Mosco 2009; 133). Having exchange rates means exchanging in the market for money or other objects. Audience is an important commodity for the mass media in getting advertisements and income. According to Smythe (in Mosco 2009; 136) Audience is the main commodity in the media. The commodification of audiences is the result of a production in such a way as to attract a large number of viewers which are then calculated in the form of ratings, likes, and the number of views. Audiences who enter the calculation in rating, likes and numbers of views are then sold to advertisers.

On Instagram media, one of the strategies in getting profit or profit is by producing content that is in line with market tastes so that it can raise likes and subscribers. The use of likes is a benchmark in seeing the success of an Instagram account. Like being a tool to assess whether the content is worthy of sale. The follower data in an Instagram account is the basis for advertisers to offer their products in certain programs.

C. LITERATURE REVIEW

Cyber Ethics

The internet today is like a double-edged sword, can be a useful thing for its users, it can even attack itself. Cyber world ethics focuses on internet security such as hacking personal information and data theft, including in business. It may still be warm in the memory of several phenomena that have occurred in the past period, ranging from uploading personal photographs of artists who according to the owner's version of the photo are private

collections and not for general consumption but are already widely circulating in cyberspace. Maintaining privacy not only in life or personal interaction activities directly face to face or face to face, but it's good in any activity, especially with the rapid development of ICT (Information Communication Technology) with internet support, in the end everyone is required to change the pattern daily behavior in managing privacy. Protection of someone's data and information concerning human rights issues. The issue of protection of privacy or privacy rights arises because of concerns about privacy violations experienced by people and or legal entities. Protection of privacy is the right of every citizen, must be respected and given protection. Includes a Privacy Information (Security) conception where information must be safe, in the sense that it is only accessed by interested parties according to the nature and purpose of the information.

Privacy On Law (UU ITE / Undang Undang Informasi dan Transaksi Elektronik)

The development of cyberspace, which is increasingly increasing both in the field of technology and its use, has many impacts resulting from both positive and negative impacts. For those who have a positive impact, there are many benefits and conveniences obtained from this technology, for example we can transact information anytime without knowing the place and time. Looking for references or information about science is also not difficult anymore, with the existence of e-library and many other conveniences obtained with the development of the Internet as an example when making this task. Of course, it cannot be denied that Internet technology has a negative impact that is not inferior to the benefits.

Privacy issues have not been fully discussed in the ITE Law, but there is an article that mentions a little about violating privacy, namely article 26. Here is the sound of chapter 26:

1. The use of any information through electronic media concerning personal data of a person must be made with the approval of the person concerned
2. Everyone who is violated by his rights as referred to in paragraph (1) may file a claim for damages incurred under this Law.

The article statement above does not explicitly mention privacy in detail. But privacy is an important element in this problem. Privacy is a very sacred matter for both individuals and groups and agencies. However, if it relates to personal information that the public does not want to share and know about, but has already been spread and known by a wide audience, this event will be very crucial and may endanger the position and credibility concerned. Privacy or not is controversial to determine whether privacy needs to be applied on the internet or not. On the one hand privacy is a human right, on the other hand the facility for this is often misused with the purpose of fad or revenge such as anonymous posts with messages accompanied by a flame

D. FINDINGS AND DISCUSSION

This @lambe_turah account often reveals information and privacy activities of famous artists and people in Indonesia. This Lambe_turah account began to fame since reporting on the polemic of the famous motivator Mario Teguh by uploading evidence such as a photo of the deed born in Ario Kiswinar Teguh which further emphasized that Ario Kiswinar Teguh was the biological child of Mario Teguh from Mario Teguh's marriage to Aryani Soenarto. The polemic has drawn many comments from the public, especially Instagram account followers @Lambe Turah. Here are some examples of photo posts that Lambe_turah accounts do in terms of exposing someone's privacy;



Figure 1. screenshot of photos in lambe_turah

Seen from this photo, the artist is not aware of himself being photographed or taking pictures secretly. This can be said to be a violation of privacy because every post @Lambe_turah is not based on the artist's permission. This causes the dissemination of information that may not actually be desired by the artist, or can also invite slander and untrue news. Another violation is @lambe_turah posting information before the relevant artist wants the information to be distributed. Researchers conducted content analysis during July, the account uploaded 217 divided photos into 3 categories. The first category is advertisements totaling 74 posts. The second category is news repost from other accounts totaling 101 posts. Then the third category is spying on and stealing 42 photos secretly, while the most likes are Ejagionino's wedding news with 183,000 likes.

Table 1. number of photos in June

No	Photo Category	Amount of photos
1	Advertisements	74
2	News repost	101
3	Spy	42

E. CONCLUSION

The action taken by this account is to broadcast personal information with the aim of undermining the credibility, reputation and character of the subject. The more often he uploads or reveals the privacy of others the more the number of followers / followers. Many followers of this account feel curious about photos uploaded especially those who will post the admin. With the increasing number of likes and viewers from a post, this account uses it by inserting ads / endorsements in instances. That way this account utilizes the privacy of

others to make a profit. This privacy is included in ethical violations, especially violations in the cyber world (cyber ethics).

This @lambe_turah account provides a space / space for the community in general to see the latest information about homeland celebrities. The exploitation in this case is to make someone or artist's privacy reach for advertisements by means of the viewer or follower. The more viewers and followers, the more endorsement / advertising from outside. If this account uploads a photo of a celebrity who is having a case or is rising, the response of the audience will be high. Lots of @lambe_turah earnings from the ads he received. Personal privacy and disgrace at the end will become merchandise to increase industrial profits.

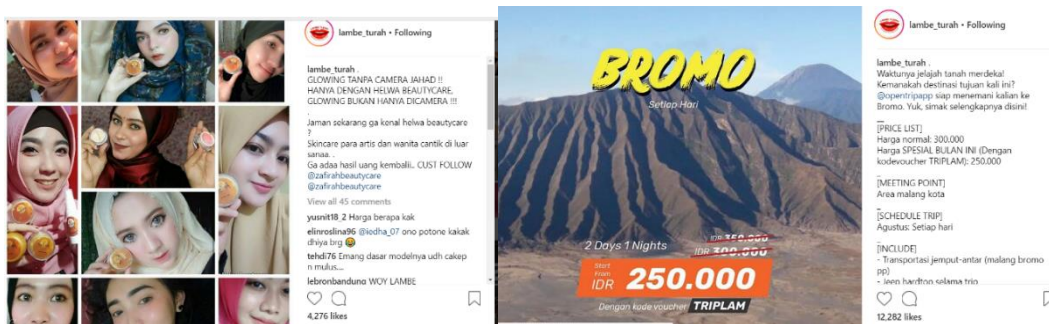


Figure 2. Examples of ads / endorsements on @lambe_turah accounts

Privacy is a matter that is very sacred both for individuals and for a group or agency and, privacy issues themselves have been listed in the ITE Law article 26. For now, it is difficult to control ethics in the cyber world. The community is still stuttering (stuttering here means a sign of not being prepared to accept) from very rapid technological developments, so it has not thought about the future effects that society will receive. Ethics in cyberspace itself can be understood if the community of technology users can understand and learn about what technology functions are made for, who and when. From the advancement of technology, the mindset of the community is formed that stalking is normal and natural. Stalking is not a problem, but if it goes too far it will trigger the behavior itself.

As citizens and media consumers / observers, we should be able to participate in fighting for public rights and criticizing the way the media works about its services to improve the quality of the content (being a critical / active mass). More specifically in this case of privacy the State should be a media supervisor and regulator so that all aspects of the function of the mass media can be carried out properly and have a positive effect and reduce or even eliminate the negative effects of one account / channel.

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DIFFUSION OF DIGITAL TELEVISION IN TVRI OF CENTRAL JAVA

Choirul Ulil Albab

University of Diponegoro

choirul.ulil@gmail.com

ABSTRACT

Digitalization of television is a necessity. In 2009 the government has made the discourse of migration from analog to digital broadcasting system. Digital broadcasting systems have many advantages such as frequency size, image sharpness, and voice quality. Today Indonesia still hasn't done the migration process. TVRI of Central Java as a public broadcasting institution is given the opportunity to conduct digital broadcast trials. But this can't work well because of there are many obstacles in the process of digitalization of television.

This study aims to see the readiness of TVRI of Central Java in adopting the digital system. This descriptive research uses diffusion of innovation theory proposed by Everett M. Rogers with cybernetic tradition which sees decision making process in a system. Researchers conducted direct interviews to the Head Station of TVRI of Central Java and observing the production process in TVRI of Central Java.

Adopting the digital television system in TVRI of Central Java is not entirely prepared. Concerning technology and technicians, TVRI of Central Java is good and ready to move to a digital system. While concerning content broadcast TVRI of Central Java is still not ready. This is caused by two main factors, human resources and financial problems. The management of human resources and financial management still needs to be improved.

Keywords: Digital Television, Diffusion of Innovation, Public Service Broadcasting.

Theme: Media Studies

A. INTRODUCTION

The migration of broadcasting systems from analogue to digital is a benchmark for the Indonesia broadcasting performance. Digital broadcasting systems become new technologies that are ready to improve the broadcasting system in Indonesia. The process of entering new technology in a broadcasting institution is relevant to be studied and seen further. This study aims to find out how the readiness of the TVRI of Central Java Public Service Broadcasting in dealing with digital broadcasting systems.

Panji Dwi Ashrianto in 2015 was made a research about the readiness of broadcasters towards the implementation of digital technology broadcasting systems in Indonesia. This research was conducted to determine the readiness of broadcasters in facing digital broadcasting systems, both in concerning infrastructure, human resources and management must be adapting to the digital broadcasting model. Diffusion Theory of Innovation is used in this study to analyse the extent of the diffusion process to new technologies.

The decision of applying digital television is not a government decision, this is an international policy. Since 2016 Televisi Republik Indonesia (TVRI) as a public service broadcasting has the opportunity for trying out broadcasting in digital format. However, it seems that this opportunity is not used correctly, because there are many playback shows presented on digital channels. Focusing on regional stations, TVRI of Central Java currently does not provide special programs for digital channels. They are still only focusing on the production of programs for analogue channels, and digital is only used for playback of programs that have been shown on analogue channels. In addition, there has been no effort from TVRI of Central Java to provide innovative content that is more interesting to watch.

Countries in Southeast Asia such as Singapore, Thailand and Malaysia have also carried out the process of migrating from analogue to digital. In the seminar Guarding Digital Television Management In the Broadcasting Bill on 15 November 2017 at Undip FISIP Auditorium, Deddy Risnanto from the Indonesian National Television Association (ATVNI) said that America had switched off for analogue television in 2009, Japan in 2011, Korea in 2012, China in 2012, and the United Kingdom in 2012. As for the Southeast Asian region starting from Brunei Darussalam which switched off in 2014, Thailand in 2015, the Philippines in 2015, and just recently Malaysia switched off in 2017.

The government plans in 2019 that all preparations for migration from analogue to digital are complete. So that in 2019 all television stations in Indonesia have broadcast on digital channels. This is a severe problem for TVRI. It can be said that TVRI is losing in the current competition in the television industry if the process is still the same as described above, is TVRI of Central Java ready to run a digital television broadcasting system?

B.LITERATURE REVIEW

According to Rogers and Kincaid (in Rogers, 1983: 2) diffusion is the process by which an innovation is communicated through specific channels from time to time among members of the social system. This is a particular type of communication because the message is to care about new ideas. Communication is the process by which participants create and share information with each other to achieve mutual understanding. This definition implies that communication is a process of convergence (or divergence) because two or more individuals exchange information to move with each other (or separate) in the sense that they consider a particular event. We consider communication to be a two-way process of convergence, and not as a unilateral linear action, where someone tries to transfer messages to another message.

Diffusion is a particular type of communication, where messages relate to new ideas. This is the novelty of ideas in the content of the communication message which gives the diffusion of its unique character. Novelty means that some degree of uncertainty is involved.

Research on the diffusion of innovations that are well-known and have a significant impact on the repertoire of this theory is research on hybrid corn. Bryce Ryan and Neal Gross in 1941 conducted a study of the diffusion of hybrid corn. The hybrid corn innovation was one of the most essential new agricultural technologies when it was launched to Iowa farmers in 1928, and it delivered a whole series of agricultural innovations from the 1930s to the 1950s which were an agricultural revolution (Rogers, 1983: 32). The bottom line in the process of adopting hybrid corn means that a farmer must make essential changes in his behaviour.

Bryce Ryan and Neal Gross (in Rogers, 1983: 33) state that all but 2 out of 259 farmers have adopted hybrid corn between 1928 and 1941, adoption rates are rather fast. When plotted each year cumulatively, the rate of adoption forms an S-shaped curve over time. Although hybrid corn is an innovation with relatively high-profit rates compared to the open pollination seeds it replaces, farmers generally move rather slowly from awareness of innovation to adoption.

Rogers (in Rogers, 1983: 10) writes that before defining diffusion as a process by which innovation is communicated through specific channels, from time to time among members of the social system. The four main elements in the diffusion of innovation are innovation, communication channels, time, and social systems.

Innovation is an idea, practice, or object that is considered new by an individual or another adoption unit. This is very important, as far as human behaviour is concerned (Rogers 1983: 10). The novelty of ideas for individuals determines the reaction of the new thing. If the idea seems new to individuals, then it can be said that it is an innovation.

Technology is a design for instrumental action that reduces uncertainty in the causal relationships involved in achieving the desired results. Technology usually has two components (1) the hardware aspect, which consists of a device that embodies technology as a material or physical object, and (2) a software aspect, which consists of an information base for this tool (Rogers 1983: 12).

Communication channels are a means that allows messages from one individual to another. The nature of the relationship of information exchange between individual pairs determines the conditions in which a source will or will not transmit innovation to the recipient and the effect of the transfer (Rogers 1983: 17). The principle of clear human communication is that the transfer of ideas occurs most often between two individuals who are the same, similar, or homophile.

An essential element to see the process of innovation diffusion is time. According to Whitrow (in Rogers 1983: 20) time is an essential element in the diffusion process. Time is a definite aspect of every communication process, but most (non-diffusion) communication research does not address it explicitly. Maybe it is a fundamental concept that can't be explained regarding something more fundamental. Time does not exist regardless of events, but this is an aspect of every activity.

The social system structure can facilitate or hinder the diffusion of innovation in the system. The impact of social structures on diffusion is in high demand by sociologists and social psychologists, and how the communication structure of a system influences diffusion is an exciting topic for communication scientists. Katz (in Rogers, 1983: 25) commented, it is unthinkable to study diffusion without the knowledge of social structures where potential adopters are like studying blood circulation without adequate knowledge of the structure of blood vessels and arteries.

Digital cable television and digital terrestrial television in several countries have now gained significant market share. However, many evolutionary functions of the recipient and also the services proposed to users are expected soon (Benoit, 2008: 173).

The success of commercial television from this first transmission varies, perhaps due to factors where almost all pay for terrestrial television costs which can hardly compete with satellite and cable television offerings that already existed from the number of programs. The amount of data owned by digital terrestrial television is ten times smaller than that of analogue/satellite television and cable television. This is why digital television requires free to air, so it can reach a broader population, especially for people who are not ready to subscribe but also can show more channels and watch more programs from television sets.

C. METHODS

This research uses the post-positivistic paradigm as a basis for thinking. This paradigm is a system of improvement from the positivistic paradigm that is considered to have weaknesses and is considered to rely solely on the ability of direct observation of the object under study. Ontologically, post-positivistic flow is critical realism (Denzin and Lincoln, 2011: 98). This paradigm assumes that the reality does exist and is by reality and natural law, but it is impossible for the reality to be seen correctly by the researcher.

Epistemologically, post-positivistic is modified dualist/objectivist (Denzin and Lincoln, 2011: 98), meaning that the relationship of the researcher with the reality under study cannot be separated, but must be interactive with minimal subjectivity.

Methodologically, it is modified experimental/manipulative (Denzin and Lincoln, 2011: 98), meaning that observations deified by the positivistic paradigm are questioned for their neutrality. Post-positivistic is a school that is indeed close to the positivistic paradigm. One indicator that distinguishes the two is that post-positivism believes in the verification process of an observation finding through various methods.

The purpose of post-positivistic research (in Denzin and Lincoln, 2009: 139) is an explanation, which in the end makes it possible to predict and control phenomena, both objects and humans.

This research uses descriptive qualitative approach. According to Arikunto (in Praswoto, 2011: 204) this study aims to describe the existence of a symptom or condition, not to test the hypothesis. In this study, researchers will describe the results found in the field as they are. Every data collected will be accumulated to form a picture of the readiness of TVRI of Central Java in adopting digital television comprehensively and comprehensively.

In this study, primary data collection was carried out by in-depth interviews with Head Station of TVRI of Central Java and direct observation. In-depth interviews (in Denzin, 2009: 505) refer to the situation when a researcher throws a series of temporal questions on each respondent based on specific/limited answer categories. In general, researchers provide little room for variation of answers, except when using an open question pattern that does not require order.

While observation or observation is expected to provide a better description through narrative (in Denzin and Lincoln, 2008: 162). Direct observation is believed to provide a more realistic picture and complement the results of interviews that are only verbal. This observation is also carried out as a data verification tool from interview findings.

Data analysis according to Bogdan and Bilken (in Moleong, 2004: 248) is an effort made by organising data, sorting it into manageable units, synthesising them, finding and finding patterns, discovering what is essential and what is learned, and deciding what that can be told to others.

The stages in data analysis according to Seidel (in Moleong, 2004: 248) are: (1) Recording the results of observations in the field by giving codes so that they are easy to trace. (2) Gathering, sorting, classifying, synthesising, making Akhtar, and making the index. (3) Thinking, by making and finding patterns and relationships, and making general findings.

D. DISCUSSION AND RESULTS

According to Rogers and Kincaid (in Rogers, 1983: 5) diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. It is a special type of communication, in that the messages are concerned with new ideas. Communication is a process in which participants create and share information with one another in order to reach a mutual understanding. This definition implies that communication is the process of convergence of two or more individuals who exchange information to move towards one goal that has been set or planned. Communication has a persuasive function, in this theory communication is used as a tool to influence others to adopt a novelty.

The process of diffusion of an innovation itself is a process which individuals (or other decision-making units) receive from the first knowledge of innovation to form the attitudes towards innovation. To make a decision to adopt or reject, apply new ideas, and to confirm these innovations. The researcher conceptualizes the five main steps in the process: knowledge, persuasion, decision, implementation, and confirmation.

It can be said that diffusion is a kind of social change, which is defined as the process by which change occurs in the structure and function of the social system. When new ideas are created, propagated, and adopted or rejected, causing certain consequences, social change occurs (Rogers, 1983: 6). In an order, change is always a big thing that is the focus of many parties' thinking. Support and opposition often appear in the face of a change. Option to maintain a system that is already running or changing in a new system that promises progress. This becomes very dilemma because it is not an easy matter to accept new things that most people do not know.

In this study further found the characteristics and also elements that influence the process of diffusion of innovation. These elements include innovation, communication channels, time, and social systems. These factors will later influence the process of adopting new things in social order.

In the context of digital television, we often talk about television hardware, which consists of screens or monitors, transmitters, cameras, mixers, satellites and others. In the other sides, when we're talking about computer software, which consists of encoded commands, instructions, and other information aspects of this tool that allows us to use it to expand human capabilities in solving certain problems. Reality it's not that easy to describe the application of digital television in an institution. There are many factors that influence digital television reception on TVRI of Central Java.

According to Lin (in Albaran, 2004: 263) the nature of new media technology tends to play an essential role in determining the choice of media company adoption. Similar to technological factors regarding audience adoption, which shows the adopters' perceptions and expectations about new technologies such as relative advantages, complexity, and compatibility. These characteristics influence the technology of media company adoption decisions, namely technological compatibility, complementarity, and functional similarity with the latest media products offered by the company, novelty, utility of observability, efficiency, distribution of content or enhancements, possible keys, the need for network externalities, and technology costs.

In adopting digital television, TVRI Central Java must have rational considerations to accept this technology. Previously, the adoption unit should have known the ins and outs of the technology that would be carried out, so that in the implementation of this technology could meet the expectations of the adoption unit namely TVRI Central Java.

The value of new media technology can be assessed first with the degree of discontinuation of integration into existing organisations. A good measure here is the level of compatibility with the media technology currently adopted. Compatibility here means the adaptability of this technology. A good measure here is the level of compatibility with the media technology adopted today. Digital television has good compatibility, meaning that in its application digital technology is easy to apply on televisions that still use analogue signals, just by adding a converter tool in the form of a set top box, everyone will be able to enjoy digital television shows. Whereas from the perspective of broadcasting institutions, there is no change in the system or work pattern in the application of digital television systems, it only changes regarding transmission. The inclusion of digital technology in this television system is very compatible in its application.

The level of complementarity provides insight into how new technology can add value to an organisation. For example, new media technology might be horizontally complementary by adding more choice of media content or vertical complement by increasing the smoothness of content and distribution (Albaran, 2004: 264). Digital technology is present to correct the shortcomings of analogue systems, ranging from image problems to sound. Digital television is primarily a technology that can increase or increase the quality of television shows that previously used digital systems.

The concept of functional similarity discusses how new technology is perceived by consumers to be able to meet similar needs that are currently fulfilled by existing technology. Also, new technology can show the level of substitution of new products as perceived by consumers (Albaran, 2004: 264). There are not many changes regarding the production system from analogue to digital, because primarily the function of these two technologies is the same, namely as a television transmitter. The waves or radio spectrum used are the same, although digital technology requires a smaller channel range than analogue systems.

Logically, the assessment of Central Java TVRI as a media company and adoption unit about this substitution influences the decision to adopt. It is essential for media companies to consider these three factors because of the media concepts mentioned above. Digital television has fulfilled these three concepts in considering adoption or not.

The elements of the diffusion of innovations will help the researcher to analyse the problem. The researcher will look for the innovation elements, communication channel, time to adopting the ideas, and the structure of a social system.

1. Innovation

The first element that determines the process of diffusion of innovation is the innovation itself. Innovation is an idea, practice, or object that is considered new by individuals or other adoption units. The perceived novelty of ideas for individuals determines their reaction. If the idea seems new to the individual, it is innovation (Rogers, 1983: 11). Innovation is not necessarily a pure item that has novelty, but the result of modification or improvement of the old system is also an innovation.

Newness in an innovation need not just involve new knowledge. Someone may have known about an innovation for some time but not yet developed a favourable or unfavourable attitude toward it, nor have adopted or rejected it. The "newness" aspect of an innovation may be expressed in terms of knowledge, persuasion, or a decision to adopt (Rogers, 1983: 11). A new aspect of an innovation can be expressed in knowledge, persuasion, or a decision to

adopt. This aspect includes not only material (innovated objects), but further innovation also includes the attitude of certain individuals or units to determine whether to accept or reject the innovation.

In this case, digital television is an innovated object. Television has been around for a long time, but there is an improvement in the system from the transmitter technology it carries. This innovation does not display new things as a whole, but rather the improvement of an existing system that is analogue. When viewed from its own appearance, digital television is no longer a new thing in the telecommunications world, but this has become a new thing in the Indonesian television world.

In the future Indonesia will run a digital broadcasting system, meaning that television and radio will fix the system and develop it in a digital system. Many developed and developing countries have abandoned analogues, but until now Indonesia is still at the stage of the migration process which has spent more than six years.

In adopting digital television, TVRI of Central Java must have rational considerations to accept this technology. Previously, the adoption unit should have known the inside and outside of the technology that would be carried out, so that in the implementation of this technology could meet the expectations of the adoption unit, it is TVRI of Central Java . Rogers (in Rogers, 1983: 15) provides four elements of innovation including relative advantage, compatibility, complexity, trialability, and observation.

a. Relative advantage is the extent to which innovation is considered better than the idea it replaces. The relative level of profit can be measured in economic terms, but the factor of social prestige, comfort, and satisfaction is often an important component. Digital television emerged as a form of improvement of the analogue broadcasting system which is now considered irrelevant. Besides requiring a large and wide spectrum for broadcasting, analogue systems have degradation signal strength that allows noise to occur on a television show. This problem was doesn't show if we're applying digital television.

b. Compatibility is the extent to which an innovation is considered consistent with existing values, past experiences, and the needs of potential adopters. Ideas that are not in accordance with the values and general norms of social systems will not be adopted as soon as compatible innovations. In terms of quality, the digital broadcasting system is considered better. Because of the sharpness of the image and clarity of voice dominating people when they're watching television. Until now TVRI of Central Java applicating the digital broadcasting system, it works well and has no difficulties in the technical aspect.

c. Complexity is the extent to which innovation is difficult to understand and use. Some innovations are easily understood by most members of the social system, on the other hand when the innovation system is more complicated and will be adopted more slowly by the adoption unit. The government socializes the digital television system well to TVRI of Central Java, so that its application becomes easier and faster.

d. Trialability or testing is the extent to which an innovation can be limited testing. When an innovation is tested successfully it will generally be adopted more quickly than innovations that are not tested. Since 2016 TVRI of Central Java has run the digital television trial period. Although it has not been run as a whole, technically it works very well.

e. Observation is the extent to which the results of an innovation can be seen by others. The easier for individuals to see the results of an innovation, the more likely they are to adopt. This kind of visibility stimulates peer discussion about new ideas when friends and neighbours of an adopter ask for evaluations about it. Digital television has been implemented in several countries. Even the International Telecommunication Union (ITU) has decided on the countries that are members to broadcast digitally. Indonesia can learn from big countries in the world. Countries in Southeast Asia now have many digital

television systems. This should encourage Indonesia to be able to migrate towards digital television systems more quickly.

2. Communication Channel

In the context of diffusion of innovation, communication is defined as the process by which individuals or groups create and share information with each other to achieve mutual understanding and universal meaning. While diffusion is a particular type of communication where information is exchanged related to new ideas. So the core of the diffusion process is the exchange of information where someone communicates new ideas to one or several other.

Communication channels are a means that allows messages from one individual to another or from one unit to another. The nature of the relationship of information exchange between individual pairs determines the conditions in which a source will or will not transmit innovation to the recipient. The principle of clear human communication is that the transfer of ideas most often occurs between two individuals who are the same, similar, or homophile (Rogers, 1983: 18). Homophily is the extent to which individual pairs interact similarly to certain attributes, such as trust, education, social status, and the like.

The adoption unit in the phenomenon of television digitization is a broadcasting institution, like a public service broadcasting institutions, commercial broadcasting institutions, community broadcasting institutions, and subscription broadcasting institutions. The different backgrounds and regulations make the government difficult to unite all stakeholders' interests. The government should provide the right solution so that the migration process is immediately completed.

The government doing good when giving any information or training program to TVRI. So TVRI's employees have good knowledge about digital television. The knowledge are not only about the systems and transmissions, but the procedure to produce the program and how to maintain the equipment.

The government needs to increase socialization among the public because until now the public's concern for this digitalization phenomenon is very low. The form of socialisation to the community is still small, unlike other policies that are socialised more vigorously. As if the government has no intention in carrying out this policy.

3. Time

Time is an essential element in the diffusion process. Most other behavioural science research is timeless in the sense that the time dimension is simply ignored. Time is a visible aspect of any communication process, but most (non-diffusion) communication research does not deal with it explicitly. Perhaps it is a fundamental concept that cannot be explained regarding something more fundamental (Rogers, 1983: 22). Time does not exist independently of events, but it is an aspect of every activity.

The innovation-decision process is the process by which individuals (or decision-making units) know the fundamental things about the innovation to shape attitudes towards innovation, to the decision to adopt or reject, apply new ideas, and to confirm this decision. The researcher conceptualises the five main steps in the process: knowledge, invitation, decision, implementation, and confirmation.

a. Knowledge. Knowledge occurs when individuals (or other decision-making units) are exposed to the existence of innovation and gain some understanding of how it functions. In this stage, TVRI of Central Java has good knowledge related to digital broadcasting systems. This knowledge includes the systems and technological devices they use.

b. Persuasion. Persuasion occurs when individuals (or other decision-making units) form favourable or unfavourable attitudes toward innovation. TVRI of Central Java was not

involved in the weighing process related to television digitisation. Because of the decision-making system that makes TVRI of Central Java, not the only adoption unit.

c. Decision. Decisions occur when individuals (or other decision-making units) are involved in activities that lead to the choice of adopting or rejecting innovation. This decision-making system that falls into the category of authority innovation decision makes TVRI only a passive adoption unit in making decisions. The government as the highest authority has full authority in determining the decision to adopt or reject innovation.

d. Implementation. Implementation occurs when individuals (or other decision-making units) apply innovation. Rediscovering is very possible in the implementation stage. TVRI of Central Java has the opportunity to be able to test digital broadcasts in 2016. However, this opportunity has not been felt well to run a fully digital television system. Because there are still obstacles that make TVRI not quite ready to face television digitisation. Content factors become essential things that must be considered and corrected. Because this is related to the ability of human resources and government policies that make TVRI of Central Java difficult to grow.

e. Confirmation. Confirmation occurs when an individual (or another decision-making unit) seeks to strengthen the innovation decisions that have been made, but he can reverse previous decisions if exposed to conflicting messages about the innovation. In this confirmation process, TVRI stated that they were ready to run a digital television system because the broadcast devices and transmitting capabilities were good. However, TVRI of Central Java is still awaiting government policy on the implementation of digital television throughout Indonesia.

In this research related to digital technology on TVRI of Central Java's process doesn't always run sequentially, because of the decision making system. This case related to applied authority innovation decision, it means, there is unit adoption with the biggest power will make a decision, and others just implementing the decision.

In the case of digital television adoption in TVRI of Central Java, the first stage is decision making. In the decision-making process, TVRI of Central Java will produce an official decision, which means that TVRI of Central Java as the adoption unit is only to carry out what has been made by the authorities. Members of this system have little or no answers to innovation decisions, they are only applied authority decision (Rogers, 1983: 30). TVRI as a public service broadcasting institution as a member of the system has no influence in decision making, only for the use determined by the government.

In contrast to the adoption process in general, in various digital phenomena in Indonesia used for more digital broadcasting, after that it was held, training and workshops aimed at increasing knowledge and TVRI of Central Java on digital television.

The decision-making process will be the level at which individuals or units are used for the same thing. The category used is information system integration. In the adoption process, the theory of diffusion of innovation divides the unit into five adopter categories, namely innovators, early adopters, early, late, and slow faith (Rogers, 1983: 22). These five categories are distinguished based on when and how they adopted a new concept.

TVRI of Central Java in digital television can be used as an early adopter in Indonesia. This is because TVRI is committed to testing digital broadcasts, while other televisions still have not migrated to digital channels. However, if we look at the larger scope, Indonesia is already in a late majority country in the world, while for now Indonesia is still not applying digital television.

4. Social System

According to Rogers (in Rogers, 1983: 25) defines the structure as a setting the pattern of units in a system. This structure gives order and stability to human behaviour in a social system. This allows one to predict behaviour with a certain level of accuracy. Thus, the structure is a type of information because it reduces uncertainty.

The social system associated with the digital television adoption process on TVRI of Central Java is the units related to this matter, primarily structural officials and employees of Central Java TVRI. However, in the process of digital television adoption on TVRI of Central Java, not only internally but external parties also have a share in this matter such as TVRI and the government which in this case is the Ministry of Communication and Information Technology.

The government as one of the decision-making units has an essential role in the adoption of digital television. At present, the problems happened in TVRI of Central Java coming from government policies. The decision to immediately migrate to digital television has been eagerly awaited by TVRI of Central Java because in technical aspect of TVRI of Central Java was ready. The government is considered not strict in making digital television migration policies. Initially, it would switch off on digital television in 2016, but until now it had not yet materialised.

The revision of the Broadcasting Law is awaited, the process of regulations making has been going on for a very long time and until now it has not been ratified. It makes TVRI of Central Java feel dependent because on the one hand, they have struggled to adopt a digital broadcasting system, but the government does not immediately give a decision to migrate so that other commercial televisions have not migrated using digital systems. The government as part of the social structure and system hinders this adoption process.

The technology adoption process is strongly influenced by the social system that works. Internally, the human resources owned by TVRI are predominantly old people, this causes the technology adoption process to be slower when compared to the younger generations which adopted this. Besides, the rules that TVRI has are different from commercial television; there are several fundamental things that differ in regulation.

Demographically, 42.2% or 2021 employees of TVRI in Indonesia have over 51 years old and 29.6% or 1420 employees aged 41-50 years old. While those who can be categorized as young employees are only 11.2% or 537 people, and most of them have not been seen as civil servants. The majority age is in the range of 51 years and above, this fact giving an impact on the will to work and the creativity of product.

TVRI of Central Java needs to improve in their abilities and competencies. Competency-based human resources are mainly based on the concept of behavioural and technical competencies (Armstrong, 2006: 159). Types of competencies are behavioural competencies, technical competencies and National and Scottish Vocational Qualifications (NVQ and SNVQ). Human resources on TVRI of Central Java must fulfil these three aspects to be stronger.

The social system has another significant influence on the diffusion of new ideas. Innovation can be adopted or rejected by each member of a system, or by the whole social system that can decide to adopt an innovation by collective decisions or authority. According to Rogers (in Rogers, 1983: 29), there are several kinds of decisions in adopting an innovation.

E. CONCLUSION

In adopting a digital television system, TVRI of Central Java has not been adequately prepared. The digitisation process is a change in broadcasting technology, which initially used an analogue base, they will move towards a digital system. In the case of TVRI

of Central Java technology ready to carry out digital broadcasts, the crew of technicians who operate transmitters and other technical tools are also ready and have a good mastery of digital technology. However, on the other side of the content, TVRI is still not ready. This is caused by several things, including the factors of human resources that produce and financial factors of the institution.

Content is a staple in the broadcasting industry because the content is a product of broadcasters. The quality of a broadcasting institution is mostly determined by the quality of the content presented. If the quality of the content is not good, the quality of the broadcasting institutions will be the same. Many people think that the packaging of content from TVRI Central Java is not good and tends to be more tedious when compared to other televisions. Content packaging is very important because the community's assessment of content begins with how a broadcasting institution packs it.

In addition to packaging, in the context of the content or content of the main broadcast is the message delivered. As a representation of the public, the community of TVRI lovers in Central Java highly appreciate the contents of the message from the content delivered to the public. The information conveyed is information that is needed by the public and does not have a specific person or class content. Information conveyed by TVRI Central Java is more informative, not persuasive, which disrupts the thinking of many audiences such as those carried out by private televisions that have strong relations with political parties.

As a dish, the packaging is an important thing that must be improved so that people want to see and enjoy everything that has been presented by TVRI Central Java. In making quality content, it is often hampered by human resource factors.

The TVRI of Central Java Production Team is responsible for creating an event program with attractive packaging and content that is weighted. So those people like watching TVRI programs that are interesting and provide information, education, and entertainment that matches their portions. TVRI Central Java must serve every community need from various age ranges, including children and young people. Not an easy matter, but to win the hearts of the people of TVRI must work hard to be able to achieve a common goal as a unifying channel of the nation.

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CONSTRUCTION OF THE REPUBLIKA PORTAL AGAINST THE AHOK BLASPHEMY CASE VERDICT

Tommy Nautico

Master of Communication Science Diponegoro University
Semarang, Indonesia

tommy.nautico@big.go.id

Alkomari

Master of Communication Science Diponegoro University
Semarang, Indonesia

komarisindo@gmail.com

ABSTRACT

The verdict of the blasphemy case received by Ahok received media attention, one of which was the portal republika.co.id. The [republika](http://republika.co.id) portal which is a media that has a platform as an aspiration for Muslims certainly has its own construction on the news of the blasphemy verdict.

This research raises the issue of how the [republika](http://republika.co.id) portal is constructed against the verdict against Ahok. So the research objective is to find out how the [republika](http://republika.co.id) portal is constructed against the verdict against Ahok.

The research was conducted with a critical paradigm through a descriptive qualitative approach. The theory reference used is the theory of social construction, while to find out the construction is carried out the analysis of the framing model of Zhongdang Pan and Gerald Kosicki.

The result of framing analysis states that the portal [republika](http://republika.co.id) has created the reality that Muslims are positioned as the party won or benefited and Ahok and his supporters are placed on the party who is harmed or defeated.

Keywords: **Media, Construction, Ahok**

Theme : Media Studies

A. INTRODUCTION

Indonesia has diverse natural wealth in the form of culture, language, religious beliefs and traditions so as to produce several rich and complex aspects of nationality. Indonesian political identity is built from a combination of the four main forces that form the basis or the backbone, namely Tradition, Islam, Liberalism and Marxism (Ariel Heryanto, 2012: 13-15).

Since the reformation order, the strength of Islamic and liberal political identities has developed into a dominant force in the national and regional political stage. The use of identity politics in the political world began to increase during the 2014 presidential election which reached its peak in the DKI Jakarta regional elections in 2017.

The Special Capital Region of Jakarta (DKI), has been known as an Indonesian miniature so that it automatically brings the same potential tensions and threats. This was shown from the harsh and strong contradictions during the Election of the Governor of DKI Jakarta in 2017. The contest of DKI Election in 2017 has become an example of how the struggle for identity politics has caused very sharp opposition among the people into two major groups, namely between Islamic groups and groups with Developmentalist views.

The alleged blasphemy case against Basuki Tjahaya Purnama, familiarly called Ahok, which at that time was the incumbent Governor of DKI Jakarta, further added tension and opposition between the two groups. Starting when delivering a welcoming speech on the Thousand Islands on September 27, 2016, Ahok mentioned the choice of the people so that in determining the choice do not want to be "deceived" by the letter Al-Maidah verse 51. As a result Ahok is considered insulting or insulting Islam which on its journey caused various demonstrations in various regions to urge Ahok to be immediately tried. The peak of the action was 212 on December 2, 2016, in which the mass claimed a total of 7 million people attended the Monas and HI roundabouts.

The hustle and bustle of the DKI regional elections and blasphemy cases involving Ahok certainly colored the news in the mass media, both print and electronic. Here the role of the media as opinion formers both directly and indirectly adds to the tension between the Islamic community and the liberals through the framing of the news and opinions displayed.

Republika.co.id which is an online version of the Republika Daily. The background of the establishment of the Republika Daily is very close to the Islamic revivalism movement which easily makes everyone identify Republika as a political-based press flow that is against Muslims (Fajriannoor: 2011). Republika made the Muslim community as the main reader segment as well as the source of content. The problem in this study focused on how polarization of the news of the verdict of Ahok blasphemy case by republika.co.id. This research was conducted to find out how the events of Ahok's blasphemy verdict were framed by republika.co.id.

B. LITERATURE REVIEW

Construction of social reality (social construction of reality) became famous since it was introduced by Peter L. Berger and Thomas Luckman through his book entitled *The Social Construction of Reality: A Treatise in the Sociological of Knowledge* (1966). Berger and Luckman (Bungin, 2008: 15) say there is a dialectic between individuals creating society and society creating individuals. This dialectical process occurs through externalization, objectivation, and internalization. The dialectical process has three stages. For Berger, that reality is not scientifically formed, nor is it something that is revealed by God. But on the contrary, it was formed and constructed. With this kind of understanding, reality is double-faced. Everyone can have different constructions of reality. Every person who has certain experience, preferences, education, and social or social environment will interpret the social reality with their respective constructs.

The theory and approach to social construction on the reality of Peter L. Berger and Luckman has been revised by looking at the variables or phenomena of mass media to be very substance in the process of externalization, subjectivation, and internalization which later became known as "social media construction". The substance of this social media construction is the circulation of information that is fast and wide so that social construction takes place very quickly and spreads evenly.

C. RESEARCH METHOD

This research was conducted using a qualitative approach. Qualitative research which is often known as naturalistic inquiry (natural inquiry) has several definitions proposed by education experts. According to Bogdan and Taylor in Moleong qualitative research is a research procedure that produces descriptive data in the form of written or verbal words from people and observable behavior. (Moleong, 1998: 3)

The research paradigm is used using a critical paradigm. The paradigm used in this study is a critical paradigm, in which mass media is understood to relate to power in society and the dominance of certain interests against others. The emphasis of this paradigm is on the power of the mass media because the potential of the mass media to disseminate dominant ideology and its potential to express alternative ideologies and contradict the dominant ideology or resistance ideology. (Junaedi, 2007 in Esther, 2010)

The researcher used framing analysis in reviewing the news of the verdict of the blasphemy case of Ahok which was presented by the two news portals. Framing analysis is used to analyze the frame, frame and news perspective (Eriyanto: 2012). In framing analysis there are also various methods for researching news texts. One of them is the analysis model of Zhongdan Pan and Gerald Kosicki. Zhongdan Pan and Gerald Kosicki Entman (Sobur 2006: 175-176) divided the framing analysis device into four dimensions, namely syntactic structure, script structure, thematic structure, and the four rhetorical structures.

This study chose the object of research which includes three news in republica.co.id which aired on May 9, 2017 with the title, Judge Vonis Ahok Two Years in Prison, Vonis Ahok, Muhamadiyah Youth: Judges Already Apply Progressive Law, Supporters of Ahok Throw Glass Mineral Water into Cipinang Prison.

To find out the frame of republica.co.id, researchers categorized the news into three categories including the verdict, public opinion on the verdict, and public reaction to the verdict. Then the news according to this category was analyzed by using the Framing Model Zhongdan Pan and Gerald Kosicki analysis tools.

1.1 Republika.co.id

a. News of the verdict on May 9, 2017 Title: Judge Vonis Ahok Two Years in Prison

Structure	Unit Observed
Syntax	<p>Headline: Judge sentenced Ahok to two years in prison.</p> <p>Lead: The panel of judges convicted the blasphemy defendant, Basuki Tjahaya Purnama, two years in prison. Ahok, his nickname, was proven legally and convincingly to have committed blasphemy in relation to the surah al-maidah.</p> <p>Information background: The verdict of Ahok's blasphemy case</p> <p>Quote: "guilty of convincing to have committed blasphemy, two years imprisonment" "Noble appeal"</p> <p>Source: The panel of judges led by Dwiwarso Budi Snatoso in the verdict reading</p> <p>Cover: Ahok appealed</p>
Script	<p>Ahok's verdict was based on the decision of the panel of judges in writing the verdict, at the Kemeneterian Pertanian Auditorium, raganan, South Jakarta, Tuesday (9/5)</p>
Thematic	<p>A number of things that incriminate the defendant are a feeling of not guilty of what he did as an accusation of blasphemy.</p> <p>As for a number of mitigating matters, Ahok is cooperative in the trial and has never been punished in the previous case</p>

Rhetorical	Proven guilty conviction has committed religious defamation in connection with surah al-maidah
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The results of framing analysis with Zhongdan Pan and Gerald Kosicki's model on this news with the category of verdict issues received by Ahok shows that republika has positioned Ahok as the party guilty of blasphemy cases. This was reflected in the title used, namely Judge Vonis Ahok Two Years in Prison. The frame of republika is further strengthened by the leads displayed by Republika, where Ahok is proven legally and convincingly to have committed blasphemy related to the surah al-maidah.

Although Republika also presented Ahok's statement which would appeal, the statement was only a supplement to the news. The main message delivered by Republika in this news is that Ahok was found guilty and sentenced to two years in prison.

b. Public opinion on the verdict. Berita republica.co.id May 9, 2017, Title: Vonis Ahok, Muhammadiyah Youth: Judge Has Implemented Progressive Law

Structure	Unit observed
Syntax	<p>Headline: Vonis Ahok. Muhammadiyah Youth: Judges have applied progressive law</p> <p>Lead: The general chairman of PP Pemuda Muhammadiyah, Dahnil azhar Simanjuntak, appreciated the verdict of the panel of judges because he was judged to have prioritized a sense of justice.</p> <p>background information: Ahok religious punishment verdict quote,: "We view, the judge has implemented progressive law by making a verdict higher than the prosecutor's demands (public prosecutor) and presenting justice to the public. From the beginning, we regretted the prosecutor's behavior which actually negated his own charges," "And urge President Joko Widodo to immediately consider dismissing the Attorney General,"</p> <p>Source: General Chairperson of PP Muhammadiyah Youth, Dahnil Anzar Simanjuntak in his written statement,</p> <p>Statement: Dahnil also asked the public to accept the decision of the panel of judges.</p> <p>Cover: Does not bring up a variety of noise that is counterproductive to the interests of the nation.</p>
Script	<p>Chairman of the Muhammadiyah Youth PP, Dahnil Anzar Simanjuntak, commented on the panel of judges' verdict on the blasphemy case of Ahok, saying the judge had prioritized the sense of justice. His opinion was expressed on Tuesday (9/5) through written information ...</p>
Thematic	<p>The judge has applied progressive law by making a verdict higher than the prosecutor's demands (public prosecutor) and presenting justice to the public.</p> <p>Regretting the prosecutor's behavior which actually negated his own charges The Prosecutor's Commission must intervene. Dahnil urged the Prosecutor Commission to issue sanctions on the Ahok case prosecutor.</p>
Rhetorical	<p>Does not bring up a variety of noise that is counterproductive to the interests of the nation.</p>

The results of the framing analysis of Zhongdan Pan and Gerald Kosicki's model on this news show that Republika again framed that in this case of blasphemy, Ahok in the eyes

of the law was in a guilty position. The reaction of one element of the community, in this case PP Muhammadiyah, also shows that the frame of republika puts Ahok worthy of punishment.

This can be seen from the news lead that shows the statement of the Chairperson of PP Pemuda Muhammadiyah, Dahnil azhar Simanjuntak, where he appreciated the verdict of the panel of judges because he was judged to have prioritized a sense of justice. It was also added to the title selection which strengthened the lead, namely the Judge had applied progressive law. Not only Ahok, Republic of Indonesia also placed the Attorney General in a guilty position so it was proposed to also get a sentence to be dismissed. The insistence was seen when Republika presented PP Muhammadiyah's statement for his regret over the prosecutor.

c. Public reaction to the verdict. Republica.co.id News on May 9, 2017, Title: Ahok Supporter Gives Glass Mineral Water to Cipinang Prison

Structure	Unit observed
Syntax	<p><i>Headline:</i> Massa Pro Ahok started anarchistically in front of Cipinang prison</p> <p><i>Lead:</i> The pro-Ahok mob pushed the gate of Cipinang Prison to force their way in, some even threw stones at the LP background information; In front of Cipinang Prison after Ahok was immediately executed after being sentenced quote,: "Watch out, watch out for rocks!" one police officer shouted. "Look up, be careful," the police asked everyone to be vigilant</p> <p><i>Source:</i> Cipinang Prison</p> <p><i>Statement:</i> The police asked all those in Cipinang Prison to be vigilant</p> <p><i>Cover:</i> The pro Ahok mob shouted that Ahok could be released</p>
Script	Anarchistic situation occurred because the pro-Ahok masses tried to enter the Cipinang prison and demanded that Ahok be released.
Thematic	<p>The leader of the speeches also began shouting supporters to throw anything in the direction of prison</p> <p>The police asked all those in Cipinang Prison to be vigilant</p>
Rhetorical	Watch out, watch out for a rock, Look up, be careful,

The results of framing analysis with models Zhongdan Pan and Gerald Kosicki on this news further emphasized that Republic of Indonesia has constructed that Ahok supporters or sympathizers are placed on parties that are not good for the public. This can be seen from the titles used by Republika, namely Ahok Supporters of Glass Mineral Water in Cipinang Prison. Through that title alone, republika is like building a construction that Ahok supporters do not have good ethics or behavior. Through the use of the word Glass Water Mineral Lembari, republika clearly wants to lead public opinion so as not sympathetic to Ahok supporters.

D. DISCUSSION

Based on the results of framing analysis with the model Zhongdang Pan and Gerald Kosicki on the three news, republika.co.id as one of the national online portals or media has constructed the news by placing Ahok as the guilty party in the eyes of the law. The legal

verdict on Ahok in relation to the blasphemy case, also framed by Republika, is a good thing for the public and has fulfilled justice. On the contrary, supporters of Ahok through anarchic action framed by Republika as a party that is not good for the social life of the community.

As a media that has a platform as a media for the aspirations of Muslims in Indonesia, researchers interpret that the construction created by Republika is in accordance with the expectations of the community, especially among Muslims. Where in this case of blasphemy, Muslims are positioned as opposing parties or those who are harmed by Ahok. Thus the reality created by Republika is the result of construction that is only in accordance with the reality faced by Muslims, not public reality. In this case the public is all Indonesian people, including other than Muslims in Indonesia, such as non-Muslims and Chinese (China).

This is in accordance with social construction theory, that the reality created by the mass media is only the reality of the results of media construction and not necessarily the reality of the media is the same as the real reality that exists in society (in the public eye). In this context the media reality of Republika is not entirely in accordance with the reality of society.

The reality that happens as a result of community stakeholders has been divided into two, namely those who are pro Ahok and those who contradict Ahok. Here republika does not display the reality of the pro or Ahok supporters.

In the perspective of political economy theory, Peter Golding and Graham Murdock share two major perspectives namely a liberal perspective and a critical perspective. Golding and Murdock then emphasize the study of media politics economics from a second perspective, namely a critical perspective. The consideration is that media should be seen more holistically, because media production, distribution and consumption are in a social, economic and political environment whose structure influences each other. (Currant, 1991: 15)

In this context, republika through its news has dominated the content of the message and legitimizes the dominant class. Where in the case of blasphemy, the dominant class is interpreted among Muslims in Indonesia. Moreover, Muslims become a large platform for republika in disseminating information to the public (public).

Thus Republika has placed Muslims as the dominant class won and benefited from the news he displayed regarding the verdict against Ahok regarding the blasphemy case. While the parties who are harmed by the reality created by Republika are Ahok and Ahok supporters themselves. By republika, supporters of Ahok and non-Muslims and the Chinese as a minority class were defeated.

The republika portal as a national online media should make the media a public space that not only benefits the media owners and the dominant class, but also gives the same portion of society as opposed to the dominant class. If it only displays the aspirations of one party, republika is the tool to legitimize one group and ignore the aspirations of others.

E. CONCLUSION

Republika portal has framed the news about Ahok's verdict by making Muslims as the dominant class won or benefited. It is also so that the reality created is in accordance with the aspirations of the Muslims, as well as the portal republika platform as one of the national online media that makes Islamic values as a guide in its reporting. While Ahok and his supporters, including non-Muslims and Chinese, were the ones who were defeated in reality constructed by the portal republika.

The republika portal as a national online media that is professional should prioritize cover both side or balance in displaying news cases that are of public concern. The interests of the two parties involved in the case must be equally accommodated so that the news

displayed does not favor the interests of one of the parties in conflict. As a media, the portal republika must prioritize the public interest rather than the interests of certain groups or groups. This is so that Republika is not used as a tool for certain groups of funds.

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FACEBOOK REPLACEMENT UTILIZATION AS ONLINE BUSINESS MEDIA (CASE STUDY ON PUTRA SIREGAR ACCOUNT)

Basofi Burhan Utomo
Master Program in Communication Science, Diponegoro University
Jl. Erlangga Barat VII No. 33, Semarang 50241, Indonesia
e-mail: [basofijesika18@gmail.com/085641532366](mailto:basofijesika18@gmail.com)

ABSTRACT

This study is entitled Utilization of Facebook replacement as an Online Media Business (a case study on Putra Siregar account) is driven by the development of social media, especially Facebook. This study aims to find out the use of Facebook as an online business media and find out the Facebook shift factors by observing the research object. The type of research used in this study is qualitative and uses interpretive paradigms. While the theory used is integrated marketing communication (IMC). The results show that Putra Siregar account owners use online media in business to gain public trust by selling smartphone products at low prices and quality. There are 5 stages of the marketing communication process (IMC) that motivates people or consumers to buy smartphones in Putra Siregar account, that is: Direct marketing, Sales promotion, Public relations, Personal sales, and Advertisings. Putra Siregar account to use online media in online business to gain public trust by selling smartphone products at low prices and quality. Putra Siregar account has a positive impact on the business world.

Keywords: Facebook, online business, integrated marketing communication.

Theme: digital Communication

A. INTRODUCTION

Social media is widely used by Indonesian people, especially urban communities. People use social media like Facebook, Instagram, and Twitter. Social media that is quite popular by the public is Facebook because of its ease of use and some interesting features (Kompas.com). Facebook is not only for sharing photos or activities of its users, but has experienced a shift in the use of Facebook functions for some people. People start using Facebook to do business online.

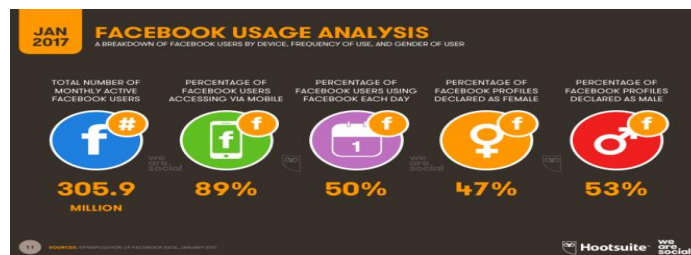
Facebook role in developing online businesses for smart gadget products, fashion, food, accessories, and all products on the market can be found on Facebook. Sophistication and convenience Facebook has succeeded in realizing market demand in general, namely, lightweight applications and attractive features offered by its users. These features can attract businesses to be able to manage online easily. Of the many Facebook users who choose to do business online on Facebook, Putra Siregar account is one of the active users using Facebook as a business media. Putra Siregar account currently has 428,000 followers in Indonesia.

Facebook account owners (Putra Siregar) have used Facebook social media to be used as an online business place by posting photos and sharing them with the public.

The theory that is used as the basis for this research is integrated Marketing Communication, the definition of integrated marketing communication is the concept of marketing communication planning that realizes the added value of a comprehensive plan that evaluates the strategic role of various disciplines. The internet is a form of online media whose development is arguably very fast in the world including in Indonesia. From the statistical data, the Indonesian population currently reaches 262 million people. More than 50% or about 143 million people have used the internet network throughout 2017. In general, the internet is a global computer network that connects millions of computers worldwide. The Internet has evolved phenomenally both in terms of number of host computers, as well as in terms of number of users. Much of the development of a new form of mass media i.e. the Internet has the potential to innovate and offer ease of service for its users.

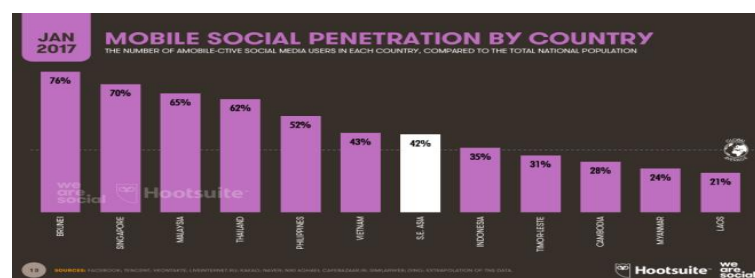
(<https://wearesocial.com/?s=indonesia+in+numbers>, accessed in 2017, at 04.00 WIB).

The data of social cellular usage is increasing, because social media is a public need in everyday life. The picture below will explain that social media users like Facebook are very high in Asia.



Social media of cellular continues to grow more rapidly throughout the region as well, with the number of monthly active users accessing social platforms via mobile devices up 34% year to year.

(<https://wearesocial.com/?s=indonesia+in+numbers>, accessed in 2017, at 05.00 WIB).



At the platform level, Facebook has the largest number of monthly active users (MAU) in all 11 countries in the region, but people use various platforms from one country to another.

(<https://wearesocial.com/?s=indonesia+in+numbers>, accessed in 2017, at 05.00 WIB).

From the data above explained that in Indonesia the use of Facebook is still high, 35% of Facebook users in Indonesia. From the data explained that many Indonesian public use Facebook for their daily needs. With the increasing interest of Facebook users there are a number of people using Facebook as a place to buy and sell goods or called online business media. Facebook popularity can be used as an online business media. There are 3 main characteristics of Facebook that is focus on the appearance of products, applications, and

simple photos. The three main characteristics of Facebook are driving Facebook popularity, especially in the business world. Facebook users certainly understand, because in the Facebook application we can connect with other social media, such as Instagram and Twitter. For this study, it can be seen how the function shifts in this Facebook application and takes the focus of objects among people who use Facebook as an online business medium. Writer chose Facebook as the object of research, because Facebook is a medium for communicating via the internet and a lifestyle for most people. Researchers chose the account of Putra Siregar account which currently has 428.000 followers. Based on the formulation of the problem above, the purpose of this study was to find out the use of a shift from Facebook as an online business media and find out the factors that influence the use of shifts from Facebook by observing the object of research this is Putra Siregar account to find out whether most of the transactions made by the public comes from Facebook users or fixed customers.

B. RESEARCH METHOD

The type of research used in this study is qualitative and uses interpretive paradigm. This paradigm of social reality is something that is holistic, not separate from one another, complex, dynamic, meaningful, and the relationship between symptoms is reciprocal, not causality. Analysis of qualitative content was used in this study to see and analyze how the Putra Siregar account presents, packaging privacy into information content to influence the audience. According to Kriyantono (2006; 252) basically the analysis of qualitative content considers that all types of message production are texts, such as news, advertisements, films, songs, and other symbols that cannot be separated from the interests of the message maker.

C. LITERATURE REVIEW

Integrated Marketing Communication Theory

According to the American Association of Advertising Agencies stated in a book written by George E. Belch and Michael A. Belch, (2009: 11) explained of integrated marketing communication is a concept of marketing communication planning that realizes the added value of a comprehensive plan that evaluates the strategic role of various disciplines e.g. communication, general communication, direct response, sales promotion and public relations and combine these various disciplines to provide clarity, consistency and maximum communication influence through comprehensive integration of different messages.

Integrated marketing communication is a marketing concept by applying 5 (five) marketing strategies, that is:

a. Direct Marketing

Direct marketing is one of functions IMC consisting of front-end and back end operations. Front-end compiles consumer expectations that include the offer (i.e., everything that is real or not promised by the company to achieve the consumer behavior that the company wants, for example: offering special prices, guarantees, etc.), the database (obtaining the customer data and use that data for further offers) and the response (provide a good response to consumers, for example: by making toll-free-lines for consumer services) while the back end seeks to meet consumer expectations with products, including fulfillment (i.e. making products or information requested by consumers is suitable, effective and on time).

b. Sales Promotion

Sales promotion is a term of value added offer designed to move and accelerate responses from consumers.

c. *Public Relation*

Public Relations in conception IMC do a very broad and diverse job, not only in charge of gathering public opinion, but also has the duty to regulate corporate brand and reputation to maintain.

d. *Personal Selling*

Personal selling is two-way communication where the seller explains the features of the brand for the benefit of the buyer. In personal sales, the communication involved is face-to-face and its activities are now focused on solving problems and creating value for customers (better known as partnerships).

e. *Advertising*

Advertising is a form of advertising itself is non-personal, one-way communication, there is a sponsor (a caring audience), and aims to change attitudes and behavior. Usually advertising is used when a company wants to change customers from unaware, be aware of a brand.

This concept is increasingly understood and developed, does not stop by concocting communication activities to ultimately influence IMC audience perception. More than that, IMC was developed by involving stakeholders to play a role or influence the message and encourage dialogue. So, IMC uses all contacts, trying to create synergy and establish relationships George E. Belch and Michael A. Belch, (2009: 11).

This Integrated Marketing Communication (IMC) theory is applied by Putra Siregar account to sell smartphone, as did by Putra Siregar account that is by direct marketing so that the name of Putra Siregar name becomes widespread and known by the public. From the sale of smartphones, Putra Siregar is known as an online store that sells smartphones at cheap prices from official prices. Putra Siregar account promotes with the aim of getting customer attention and attracting customers (general) to buy products from Putra Siregar account. So there is a relationship between the public and Putra Siregar account. Because what Siregar son account builds is the public's trust which from this trust can make Putra Siregar account more popular by the public because smartphone products sold are not inferior to famous smartphones.

The approach used by researchers in shifting the utilization of Facebook as an online business media among the public is the method of interpretive research, using observation, and written text analysis. It is important to conduct research using this paradigm is the interaction between researchers and respondents to create a shared understanding of the reality of the research topic. Observation data is one of the important materials used by researchers to answer questions addressed to Putra Siregar account. This data collection technique is to find out how much people see or buy smartphone in Putra Siregar account. Researchers looking at Facebook online media accounts (Putra Siregar) are as follows:

Observation is a systematic recording of elements that appear in symptoms or symptoms in the object of research". Some information obtained from observations is space (place), actor, activity or event, time, and feeling (Nawawi and Matini, 1992: 74). Putra Siregar account is buying and selling Smartphones on Facebook. Based on the explanation above, it can be concluded that observation is an observation and recording activity carried out by researchers to improve research in order to achieve maximum results.

D. DISCUSSION

From the theory used integrated marketing communication (IMC) is concept planning communication marketing realized value added from plan a comprehensive evaluation role strategic various discipline science for example communication general , response direct , promotion sales and relationship the community and combine various discipline science this

for give clarity , consistency and influence communication maximum through integration comprehensive a different message.

Communication marketing integrated is concept marketing with apply 5 (five) marketing strategies that is:

a. *Direct Marketing*

Direct marketing is carried out by Putra Siregar account by installing the appropriate price that will be posted to Facebook social media. The product that you want to sell by Putra Siregar account is a famous Smartphone and quality goods but with the price charge set by Putra Siregar account said that.

b. *Sales Promotion*

Putra Siregar account this use promotion that is with sell product with price cheap but the quality of this smartphone not want lose with famous smartphones like Samsung, iPhone , and brand so forth. Because Putra Siregar account this look from needs community, that this smartphone very needed by the community or life community, but the community not can buy a smartphones caused the price is like that expensive. Therefore the Putra Siregar account sells smartphones at low prices but with good quality.

c. *Public Relation*

Putra Siregar account has public relations, one of which is collecting public opinion about products sold by the Putra Siregar account. PR is also responsible for managing the company and reputation so that it can survive and become even bigger. Like what is done by Public Relations, it does it well, like accommodating public opinion about the Putra Siregar collected and Putra Siregar learning from mistakes. From the public opinion, Putra Siregar can learn from mistakes and change the bad to be better, so that the community and its customers can be trusted.

d. *Personal Selling*

Personal selling conducted Putra Siregar account this is with Cod, Po, and Ready Stock. In Putra Siregar account have choose product with corresponding what you want consumers, that is through corresponding comments with the desired item as color, brand smartphones, and others.

e. *Advertising*

Advertising that do by Putra Siregar account this with advertisement directly use one way that where appearance on page Facebook and consumer can look advertisement as smartphone photos, videos smartphones, and others.

From the concept the theory of integrated marketing communication applied by Putra Siregar account for sell smartphone, as did by Putra Siregar that is with marketing directly so that Putra Siregar name to be spread large and known by the community. From sales smartphone, Putra Siregar known as online store that sells smartphones with price cheap and quality. Putra Siregar promoted with the aim of getting the customer (general) attention to buy products from Putra Siregar account. So there is relationship between public with Putra Siregar. Because Putra Siregar account this give a products where the can trusted and too dependable by the community caused Cheap prices and quality that makes community believe with Putra Siregar account.

E. RESULT

Putra Siregar account has more than 428,000 followers. Products marketed are smartphones. Some ways to make online buying and selling transactions on Facebook are COD (Cash on Delivery), Po (Pre Order), and ready stock. The role of integrated marketing communication (IMC) in supporting online business is to spread the message simultaneously

and quickly to a broad and heterodyne public. This method supports Putra Siregar account owners to use online media in online business to gain public trust by selling smartphone products at low prices and quality. Putra Siregar account has a positive impact on the business world.

Facebook is used as the latest online business media; this is what drives online businesses to use Facebook as an online business medium. Because in the process of marketing the product virtually and spread widely to the public. Integrated marketing communication is a marketing communication planning concept that realizes the added value of a comprehensive plan that evaluates strategic roles from various disciplines.

Integrated Marketing communication (IMC) has benefits in running an online business, communication is an activity that plays an important role the following are 5 (five) stages of the marketing communication process (IMC) according to George E. Belch and Michael A. Belch (2009: 11) applied by Putra Siregar account as a *Facebook* online business: 1) direct marketing, 2) sales promotion, 3) public relations, 4) personal sales, and 5) advertising.

The factors that Facebook can use are as online business media. Social network utilization based on the phenomenon is known that users of social media sites tend to have characteristics that are not homogeneous. Heterogeneity is possible because everyone has experience, motives and attitudes that are relatively different in activities through social media sites. In the case of Putra Siregar account admitted that currently his motive of using social media especially Facebook is for business interests. In addition to Putra Siregar account, many other online business people also use Facebook as their online business media, the factors that cause this to happen based on the integrated marketing communication theory that has been described previously, namely: 1). Following Trend, 2). Follow the market, and 3). Interesting images.

F. CONCLUSION

Based on the results of research, can be drawn conclusion as follows:

a. Utilization in the Facebook application especially in the online business world is very high; this is caused by many business people who see great potential, especially for the online business world in the Facebook application. The nature of Facebook that now makes most entrepreneurs interested in utilizing Facebook as an online business media shifts its initial Facebook function as an entertainment media that focuses on sharing personal photos.

b. The main factors that encourage online business people to be interested in utilizing Facebook as their online business media are following trends, following the business market, and interesting features offered by Facebook. The shift in Facebook usage occurs because it is seen from the many public interests with the ease of ordering products and seeing products. In this study, the smartphone business has the potential to use Facebook as an online business media, using the facilities offered by Facebook so that making financial gain is obtained more and more public through the Facebook application.

c. The use of Facebook as an online business media was triggered by changes in the shifting process. Facebook as an application that is contemporary is used as an online business media. Most business people look at the issue and accept so now can be seen shifting the utilization in Facebook as an online business media.

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COMPLIANCE GAINING MESSAGE IN INDONESIA AGRICULTURE QUARANTINE AGENCY'S INSTAGRAM (EVALUATION OF PERSUASIVE COMMUNICATION USING ELABORATION LIKELIHOOD MODEL)

Puspita Wulansari
Sebelas Maret University
wulansa@student.uns.ac.id

Sutopo
Sebelas Maret University

Sudarmo
Sebelas Maret University

ABSTRACT

This study aims to determine the suitability of the persuasion strategy between persuader and persuadee. IAQA as persuader tries to influence the traveller community as persuadee with compliance messages which are expected to change the beliefs, attitudes and behaviour of the traveller through messages posting in Instagram. Persuasion strategies and respond from persuadee are explained using ELM theory as a persuasion theory. This study only uses peripheral path to touch emotional feeling by using Robert Cialdini's compliance gaining strategy consist of reciprocation, commitment and consistency, social proof, liking, authority and scarcity as variables. This research use qualitative and quantitative method. The results showed that compliance messages which are posted in Instagram mostly are the "authority" messages. This result were not in accordance with the opinion of the traveller who preferred messages that contained "liking".

Keywords: Compliance Gaining Strategies, Elaboration Likelihood Theory, Instagram, IAQA

Theme : Digital Communication

A. INTRODUCTION

Globalization within the framework of international trade encourages the increasing flow of goods traffic and reduces tariff barriers between countries, including agricultural products trading. This trade in agricultural commodities between countries raises various threats faced, one of which has great potential is the occurrence of disease traffic in animals and plants from one country to another and between domestic regions. This situation encourages each country to tighten the requirements for health insurance, quality and security of agricultural products as an instrument to control trade between countries.

The Agricultural Quarantine Agency has the task of organizing agricultural quarantine and bio safety supervision in accordance with Presidential Regulation No. 45 of 2015. The

existence of the Indonesia Agricultural Quarantine Agency (IAQA) becomes very important as the first line of defence in protecting and conserving animal biological resources from disease threats, because the inclusion of animal and plant diseases that do not yet exist in the Indonesian region greatly influences the production potential and productivity of agricultural commodities.

The problem faced by IAQA in the effort to protect the wealth of living natural resources at this time is the level of public awareness of bio safety protection efforts is still lacking. This is seen from the statistics on the results of quarantine actions during 2016 recorded at 5,068 activities, including detention measures (2,374 times), rejection (1,214 times) and acts of destruction (1,480 times) against the carrier media of animal and plant diseases. These statistics increased by 56.86 percent when compared to 2015 which amounted to 3,231 times. (Center for Compliance, Cooperation and Information on IAQA, 2016).

Efforts to improve community compliance are carried out through socialization and compliance campaigns to report luggage in the form of plants and animals and their products in every entry points in the territory of Indonesia. IAQA uses various media, one of them through social media. The selection of social media is in line with the demands of the times, where one-way communication has changed to two way communication. Based on the results of a survey conducted by IAQA Public Relations, the use of new media or the internet by respondents increased in 2015 by 40.8% to 61% in 2016.

The government has realized that internet and social media can be used as an effective media to delivered information. Based on the Minister of Administrative and Birocratic Reform Regulation No. 83 of 2012 concerning Guidelines for the Utilization of Social Media of Government Agencies, one of the tasks of government public relations is to disseminate information and government policies in accordance with their respective institutions / institutions to the public, accommodate and process the aspirations of the community, and build public trust to safeguard the image and reputation of the government. For this reason, creative and persuasive efforts are needed in carrying out the mission. One of them is to use new media or internet technology.

Social media platforms such as Twitter, Facebook and Instagram are gradually being used by government organizations not only to communicate with the public, but also as a medium to distribute information related to organizational activities as well as to gather public views and opinions about the organization. The results of research conducted by Thackheray, et al (2012) state public health departments (SHDs) use social media as a channel to distribute information. Other studies say the Human Service Organization (HSO) is generally satisfied with social media, using it primarily to promote their organizations and services. (Young, 2016)

IAQA used persuasive messages in social media that invite the audience to obey quarantine rules. The study of efforts to gain compliance emphasizes specific outcomes, namely regarding compliance or approval. The emphasis is not on changing attitudes, but on behavioural or behavioural agreements. One theory in the effort of obtaining compliance by using Cialdini principles through six basic principles of compliance acquisition efforts, namely reciprocity, commitment and consistency, social proof, power, authority, liking and scarcity.

Currently IAQA has used three social media platform, facebook, instagram and twitter. IAQA's facebook already has 21.263 followers, intagram has 7.347 followers and twitter has 5.960 followers. This research only use instagram as the observation unit. The reason are IAQA's instagram admin posting more creative and variety messages than other platform.

Through this research, it is expected to get an overview of the strategy of IAQA on selecting persuasion messages in order to get the compliance from the audience in Social Media platform. This research using the ELM Theory as the overview in audience understanding. Based on this background, the researcher formulates the following research questions:

1. How does IAQA compliance gaining persuasive strategies through instagram as social media platform?
2. How does the audience's opinion to IAQA compliance gaining persuasive strategies?
3. How is the evaluation of the suitability of the IAQA compliance gaining persuasive strategies with the opinion of the audience?

B. LITERATURE REVIEW

Main theory in this paper is Elaboration Likelihood Model (ELM) by Littlejohn and Foss. ELM is a theory of persuasion because this theory attempts to predict when and how the audience will and will not be persuaded by the message. ELM tries to explain different ways when audiences evaluate information received. Sometimes we evaluate messages through elaboration, using critical thinking and sometimes we do it simply and less critically. ELM is a dual message processing model because it identifies two types of levels where the audience evaluates information (Littlejohn & Foss, 2011: 88).

ELM offers two different paths that one can use when trying to influence others. Messages that use a central route include rich information, arguments, rational arguments, and evidence to support a certain conclusion. Messages that appear in the central route are likely to create long-term changes to the audience rather than messages through peripheral lines. But not all individuals are able to think actively and weigh message information through a central path. ELM argues that messages through the central path will succeed in long-term change only if two factors are met, namely motivation and ability.

If the two factors are not met by the target audience, then the persuader can use the peripheral route to influence. Messages on the peripheral route are related to the process in the signal or sign. Unlike central routes, peripheral routes require less cognitive effort because they relate to general impressions, the initial part of the message, negative or positive cues in persuasive context objects and others (Petty, et al, 1981; Yoo, et al, 2016). Therefore the ELM theory predicts that when the audience is not motivated or impossible to process the message, the persuader should focus on ways that are fast and easy to produce change. One significant result is that the edge route will result in short-term changes, if there is a change.

This paper only examine the peripheral route of information processing to evaluate persuasive message in IAQA's intagram. Dainton (2012:128) identify six pathways as a sign of message usage on peripherals, reciprocation, contrast, social proof, consistency and commitment, liking, authority and scarcity.

Reciprocation peripheral messages try to emphasize that we are easier to fulfil a request from someone to do an action if the action is consistent with what we believe other people will do too. We want to behave correctly, and one way to fulfil it is to behave and think like other people. For example when we do good to others, other people will also repay the good we have done. Messages that contain elements of commitment and consistency remind us when we have tied ourselves to one position or action, we will more easily fulfil the demand for something that is consistent with the previous position or action, for example when we are dedicated to a groups we are committed to attending meetings, wearing symbols or logos that are affiliated to the group.

Peripheral messages that show social proof, refer to strong signs of pressure from friends or the environment. We want to behave correctly, and one way to fulfil it is to behave and think like other people. For example, we recycle waste for the sake of environmental cleanliness and the survival of the earth.

Messages that contain liking, this message refers to our attitude that tends to more easily fulfil the requests of friends or people we like rather than requests that we do not know or hate. For example the message delivered by celebrity endorsers will be followed by fans. Messages that show authority, indicate that people more easily fulfil the demands of others who have recognized authority, or at least seem to have authority. Examples of messages that are accompanied by a legal basis will make people more obedient. And the last message peripherals about scarcity, because people appreciate and try to secure objects that tend to be scarce or reduced availability. Therefore, we tend to meet requests that emphasize scarcity rather than not. for example we have to save energy that cannot be renewed. These six persuasion messages on the peripheral path emphasize the emotional response, so the possibility will not create changes in attitude or behaviour that lasts long.

Finally traveller as the target audience provides insight into their understanding of compliance gaining messages on Instagram. The views of this audience are needed by IAQA to evaluate persuasive communication that is more appropriate and suitable for them, so that it is expected to influence the attitude of the target.

C. RESEARCH METHODE

To evaluate persuasive message in IAQA's instagram, 60 messages have been selected and shown to the audience. These messages have been posted to IAQA's instagram from January - July 2018 which contained elements of compliance gaining strategies : reciprocation, commitment and consistency, social proof, liking, power and scarcity. To find out the opinion of the traveller regarding the compliance gaining messages using quantitative methods. Then the results from compliance gaining on instagram posts are evaluated using the results of opinions from the traveller community.

Traveller community was chosen because they often travel using plane or boat both domestic and international flights. When travelling, travellers are preoccupied with ticketing, check-in and luggage so they cannot think deeply when given messages through the central path, therefore the traveller is influenced by using peripheral path that are more emotional.

Testing the validity of the data in this study, the researcher used the credibility test (interval validity) and dependability (reliability). Test the credibility of the data or the confidence in the results of the research data will be done by testing the credibility of increasing perseverance and discussion with peers.

Reliability in this research are using the dependability (reliability) category test. So, dependability (reliability) testing is done by conducting an audit (examination) of the entire research process. Later the researcher will be assisted by another person appointed to become a coder (comparator), in order to audit the overall activities of the researcher in conducting research and measuring the accuracy of the researchers' assessment of the forms of compliance messages. While the validity of traveller community opinion used product moment correlation and reliability used cronbach's alpha.

D. RESULT AND DISCUSSION

This study aims to evaluate the persuasive strategies carried out by the agricultural quarantine agency. the results of quantitative content analysis on persuasive messages on instagram will be adjusted to the audience's opinion about the message they like. this study did not examine attitudinal and behavioural changes. Based on the results of the data

collection in iaqa’s instagram during january to july 2018 there were 60 posts containing elements of reciprocation compliance acquisition strategies, commitment and consistency, social evidence, likes, power and scarcity.

Table 1.D Compliance Gaining Message in IAQA’s Instagram

No	Variables	Number of Post	%	Total “Like”	%
1	Reciprocation	16	27	1474	23
2	Com & Cons	7	11	677	10
3	Social Proofs	5	8	629	10
4	Liking	13	22	1375	21
5	Authority	16	27	1980	31
6	Scarcity	3	5	345	5

Source : IAQA’s instagram

Based on the table above, compliance gaining messages which contain elements of “power” that posted in the IAQA’s instagram were 16 messages. The messages among others are "Avian Influenza Aviation in Malaysia, Ministry of Agriculture Prohibits Import of Poultry and Products", this message shows the power of the Ministry of Agriculture as the Agency that oversees the Agricultural Quarantine on poultry import activities and its products, and so on. These messages become an order that must be obeyed by the traveller that is not to bring poultry and products when returning from travelling abroad without quarantine certificate. Another message of power is a message with a photo of an agricultural quarantine officer accompanied by a caption "Quarantine Report is Easy", this message showed that report to quarantine officer was not difficult, the services are open and transparant. There are info graphic messages contain items about obligation to report to agricultural quarantine. This info graphic informs the audience many kinds of agriculture item that must be reported when they were carried on a trip by plane and ship. Another power message was a message that displayed regulations that contain requirements for export, import, between areas, quarantine and criminal actions if they violate.

The second most posting were messages contains elements of “reciprocation” (16 posts). They were among other about the benefits obtained by the community if they comply the agricultural quarantine report. These message posting containing reciprocal elements were shaped in photographs of Indonesia's natural wealth such as a photograph of a fruit with caption "Coffee of Indonesia Ideal for the World", this message say that by reporting to IAQA Indonesian coffee plants was safe from disease and can be a superior export. Other messages contain photos of fruits with captions that contain the benefits of fresh fruits and safe to consume because they are reported to quarantined when they are passed. Agricultural quarantine tries to convey that food will be safe if the community obeys the agricultural quarantine report when passing it.

Message about “liking” (13 posts) in agricultural quarantine instagram. In this category of favourite messages, agricultural quarantine packs many messages using photos of pet animals such as dogs, cats, birds, reptiles with captions including "Real Proof of Love #laporkarantina When Traffic", "Yes, I am Healthy", info graphic requirements for carrying a dog and cats into and out of the country, "Give Your Pets a Better Life". Agricultural Quarantine seeks to influence people whose bring animals and plants to comply with quarantine rules for the sake of their beloved animals or plants. This strategy is carried out because the tendency of people to obey if it is related to the things they like. There are also

video testimonies from celebrities who have reported quarantine, such as Roy Kiyoshi and travellers who are aware of quarantine reports.

Messages that contains “commitment and consistency” (7 posts) are made as if the community was responsible for the bio safety of in Indonesia. The messages among other "Together Protecting the Country", inviting the community to cooperate with the Agricultural Quarantine to protect Indonesia by reporting quarantine. " Let's be part of the Supervision for Our Health and Safety Together ", this message invites people to think about health. There was message about "The Joint Movement to Protect the Export of Agricultural Products", the public was invited to participate in increasing the export of agricultural products by complying with quarantine reports so that plant animal diseases cannot be spread widely, other messages with the same invitation "Prevent the Pests of Plant Animal Diseases for Welfare Together".

Compliance gaining messages strategies about “social proof” there were 7 post. In addition to the photos and captions in the form of testimonial videos, among others, "Quarantine Report Signs of Love for Nation and Country", the purpose of this message is if love for the nation and the State obey the Agricultural Quarantine rules.

The last strategy regarding “scarcity” is not too much posted by the Agricultural Quarantine (3 posts). This message is more in the form of information on quarantine actions that have been successfully carried out, including securing animals and plants that are protected from illegal shipping efforts abroad.

Based on the provision of "likes" from IAQA’s instagram followers, the message about power received the most likes, namely 1980 "likes" (31%) of 16 posts.

The opinion of the traveller who become the respondents of the survey on the compliance gaining strategy as follows:

Table 2.D Compliance Gaining Variables

Question	RNA		NA		A		RA		SA		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
Compliance Variables												
Reciprocati on	0	-	3	10%	6	20%	17	57%	4	13%	30	100%
Com & Cons	1	3%	3	10%	3	10%	15	50%	8	27%	30	100%
Social Proof	1	3%	1	3%	5	17%	18	60%	5	17%	30	100%
Liking	1	4%	1	3%	1	3%	22	73%	5	17%	30	100%
Authority	5	17%	2	6%	8	27%	12	40%	3	10%	30	100%
Scarcity	0	-	0	-	7	23%	14	47%	9	30%	30	100%

Source : Main Data

Survey result showed that message of compliance gaining which get "Agree" at most from respondents was “liking”, there are 22 people (73%) of. It was showed that people will obey rules if the persuasive message are down to earth, humble, making them feel friends by posting message that people like. While the least is “authority” get 12 respondents (40%). This is contrast to the strategy carried out by the IAQA which posts more messages about “authority”.

The most answered message "Strongly Agree" by respondents is a message about scarcity where there are 9 person choose this message (30%). It is showed that people will obey rules when they feel scare if the lost of the resources will affect to their life. In this case people realize that they had to take care of the life source resources from animal and plant disease, so Indonesia life source resources will not extinct.

Compliance gaining strategies carried out by IAQA that posted to instagram more about the message of "authority". This was because the Agricultural Quarantine feels that it was their authority. As the government agency which responsible for the prevention of the spread of animal and plant diseases. While the opinion of the traveller as a stakeholder of Agricultural Quarantine prefers messages that contain things that are liked (favourite), regarding the message of obtaining compliance is not the same.

D. CONCLUSION

This paper mainly explore about the peripheral route in information processing using seven persuasive message of compliance gaining strategic and the suitability with the audience perception. Result of this study are (1) Agricultural Quarantine Instagram presents more persuasive messages about power, (2) while the 70% of the audiences prefers messages about "liking", (3) persuasive strategic carried out by IAQA was not the same as the opinion of the traveler community regarding the message to gaining compliance for quarantine report.

As an institution tasked with preventing the entry and spread of animal and plant diseases in the territory of Indonesia, of course the IAQA is more focused on the messages containing the quarantine regulations and their duties. But the traveler community prefers messages that are felt to be close to them, such as using endorsers or displaying pets.

Based on the results of this study, IAQA should start posting persuasive messages that contain "liking" on their social media more often, so that the people especially the travelers, feel more approached rather than intimidated.

This research has some limitation. First, this research not measuring the behavioral change but only the opinion of the respondent, next study should study until the effect of compliance messages. Second, social media has many platform to observe but this study only used instagram so next study should examine other social media platform or make a comparison between the platforms. The last, the audience of this study is only traveler community. IAQA has many stakeholders among other education community, businessman, and government, so next study should used more respondent from different audience target.

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MESSAGE PRODUCTION AGAINST HOAX BASED ON COMMUNITY

Niken Pupy Satyawati

Student of Master Communication Science, Sebelas Maret University
Jl Ir. Sutami 36A, Surakarta 57125, Indonesia
buneyasmin@gmail.com

Prahastiwi Utari

Master Communication Science, Sebelas Maret University
Jl Ir. Sutami 36A, Surakarta 57125, Indonesia
prahastiwi@staff.uns.ac.id

Sri Hastjarjo

³Master Communication Science, Sebelas Maret University
Jl Ir. Sutami 36A, Surakarta 57125, Indonesia
masterkomunikasi@gmail.com

ABSTRACT

Hoaxes in social media become a serious problem in Indonesia nowadays. This paper explores what volunteers of Masyarakat Anti-Fitnah Indonesia (Mafindo) do to produce messages against hoax in Facebook. This research applies qualitative descriptive methodology about the production of anti hoax messages and fact checking of hoaxes in social media, conducted by volunteers of Mafindo. The discussion shows that the production of anti-hoax messages and fact checking as done by Mafindo volunteers is very important to compensate for the hoax spread in social media and becomes a part of movement that raising national unity. This research contributes to the world of new media research, where the production messages and fact checking against hoax by communities becomes a novelty and new phenomenon in Indonesia.

Keywords: *hoax, new media, fact checking, national unity, mafindo*

Theme: Digital Communication

A. INTRODUCTION

Almost every day social media is filled with hoaxes. Social media is becoming a means of spreading hoaxes from hoax manufacturer sites. The role of social media and blogosphere to the negative news releases is also tackled (Lowe, H, 2012). Corrections of the rumor also went viral on the same day (Chua et. Al, 2016, p.13). As social media has played a pervasive role in the way people communicate, such data opens new opportunities and solutions to a wide range of challenges (Chae et.al. 2016).

Hoax is not just an ordinary phenomenon, it has even become an art (Fleming, C., & O'Carroll, J. , 2010). In pursuing this argument, a research considered what it means for social science to play its particular 'language game', highlighting the similarities and differences between the hoax's and social sciences' efforts to 'seem true' (Hynes, M., Sharpe, S., & Greig, A., 2012). The article focuses on global warming tells about the great hoax of the 21st century. It highlights the book "2009 The End of Darwinism" which tells the story of

the Piltdown Man whose discovery has become the hoax of the century (Buchanan, P. J. 2010).

The Indonesia Ministry of Communications and Informatics (Kominfo) noted, until the end of 2016 there are at least 800.000 hoax spreaders sites, as disclosed Minister Rudiantara (www.cnnindonesia.com, December 19th 2016). New Hoax-hoax also appear, come and go. Hoax is not only a national problem. Moreover, the phenomenon of hoax has become a global concern / world, as explained by Minister of Kominfo in Diplomatic Forum with theme “*Media Mainstream vs Media Sosial*” in Jakarta (kominfo.go.id, April 27th 2017).

Meanwhile, the Indonesian Telematics Society (Mastel Id) survey on the impact of spreading false news shows that 84% of internet users are disturbed by the hoax. As many as 75.9% stated that the hoax affected the harmony of the community. And 70.9% agreed that the hoax hampered development. Mastel Id survey results also showed hoax dominated by SARA factors, up to 91.8%. While the path of dissemination through social media, which is as much as 92.4% (detik.com, February 13th 2017). There are 61% receive a hoax every day, even a day they find more than one hoax.

The number of Internet users and social media increased dramatically. The recently released Tetra Pak Index 2017 report lists 132 million internet users in Indonesia. While almost half are social media enthusiasts, or ranged in the figure of 40%. This figure increased considerably compared to last year, in 2016 the increase of internet users in Indonesia ranged 51% or about 45 million users, followed by a growth of 34% active users of social media. While users accessing social media via mobile are at 39% (detik.com, September 27th 2017). This research is related to fact checking in Facebook social media. Therefore the authors feel the need to describe the data how many Facebook users around the world, scattered anywhere they are, and which country is the largest population using Facebook.

Data show Indonesia ranked fourth in the world with the most active users. This is revealed from the We Are Social and Hootsuite research report released on LinkedIn (liputan6.com, April 21st 2017). Facebook itself is claimed to dominate the world of social media in the world. To date, the social media giant owned by Mark Zuckerberg has gained 1,968 billion active users. As many as 89 percent of them access via smartphone and 61 percent access Facebook every day.

Once broken down by gender, 44 percent of users are women and 56 percent are men. Aggressive growth in users is also driven by the number of users in India. In the last 3 months, 22 million new users joined Facebook. Every day, there are 250 thousand new users. India is said to be able to conquer the United States (US) related to the number of user growth. The United States (US) is still ranked first with the most active Facebook users. Noted, there are 219 million Facebook users in Uncle Sam's country. Following India afterwards - slightly different - with 213 million users. Brazil sits sweetly in third place with 123 million users, and Indonesia ranks fourth with 111 million users.

What are the hoax issues that surfaced in Indonesia? Okezone.com in October 7, 2017 edition notes, some of the most talked about hoaxes in social media are rush money movement, raid of Chinese labor to Indonesia and so on.

Hoax is a global phenomenon, not just in Indonesia. What about conditions abroad? One of the hoax-related stories abroad, reported many hoax sites or false news when the US presidential election then came from Veles, a small town in Macedonia. From Veles the teenagers write sensational news, which is not clear the truth, then spread through Facebook and other sites, which eventually bring tens of thousands of euros per month from advertising. People call it the 'digital golden harvest'. Goran (not his real name), a 19-year-old student at Veles told a BBC correspondent accused Americans of being very happy with the

lies. They do not care (if) the news they read is accurate or a lie. Therefore he and his friends produce it and they get the financial benefit from the news. Goran represents one of dozens or even hundreds of teenagers in Macedonia who reap the immense benefits of the pro-Donald Trump-validated hoax in the US presidential election. From the talk at this cafe, Goran 'unlocks secrets' how he and his colleagues make and spread false news. Usually Goran and his colleagues publish sensational or bombastic news that material is taken from the right wing sites in America that strongly support Trump. (bbc.com, January 11, 2017).

Seeing the phenomenon of hoax which sharpens the polarization of Indonesian society after the 2014 presidential election, in 2016 a number of representatives of several community members of civil society who have concern and feel concern about the hoax of declaring Masyarakat Indonesia Anti Hoax. But a reason related in legally problem, this community becomes Masyarakat Anti Fitnah Indonesia (hereinafter referred to as Mafindo). Mafindo is an official association organization established on November 19, 2016, by Notarial Deed No. 1 dated November 19, 2016 made by Isma Januarti SH, M.KN by Decree of Establishment of Associations Number AHU-0078919.AH.01.07.TAHUN 2016-Minister of Law and Human Rights. Mafindo is chaired by Septiaji Eko Nugroho, one of the group's Forum Anti Fitnah Hasut dan Hoax (hereinafter referred to as FAFHH) -a hoax clarification group and fact-checking on Facebook.

Mafindo since Agustus 2018 has been becoming one of three institution in Indonesia which officially certified by International Fact Checking Network (IFCN). In September 2018, Mafindo won Tasrif Award from Aliansi Jurnalis Independen (AJI) for dedication in digital media literacy.

B. THEORETICAL FRAMEWORK

There are various implications arising from the development of information technology, internet, and the presence of digital media. The presence of internet-based social media and gadgets has spawned a new society, the digital community that unfortunately is not culturally supported cultural development that is ready to respond to social changes. That is why in the social media channels keep popping up hoaxes fill the virtual world, and the information is not clear the source of truth.

Ralph Keyes in his book (2004) states one day we have the truth and the lies. Now we have truths, lies, and statements that may be incorrect but one thinks it is too tame to call wrong.

This is post-truth. In the post-truth era, a blur of boundaries between truth and deceit, honesty and dishonesty, fiction and nonfiction. Deceiving others becomes a challenge, a game, and eventually becomes a habit. "(Keyes, 2017)

So many hoaxes in social media, so people need an explanation of where the information is right and which is not true. They need a channel where they can easily find clarification of the hoax. The presence of Mafindo volunteers in the group on Facebook's social media platform FAFHH is one of the answers when people ask about hoaxes.

To find out how Mafindo produces anti-hoax messages, the author uses the Message Production Theory as reference, in this case Message Design Logic Theory of Barbara O'Keefe. In this theory, O'Keefe mentions people think in different ways about communication and messages. They use different logic in deciding what to say to others in a situation. O'Keefe uses the term message design logic or the logic of composing a message to explain the thought process behind the created message.

This theory departs from the idea that people think differently about communication and messaging, and they use different logic in determining what to say to others in a given situation. The logic of long message design is used to describe the thought process behind the message. There are three design logic of message according to the theory, namely expressive, conventional and rhetorical.

C. MATERIAL AND METHODOLOGY

There are several research about hoax phenomenon. Fleming, C., & O'Carroll, J. (2010) did research about the art of the hoax. Hynes, M., Sharpe, S., & Greig, A. (2012) did research and wrote a paper about appearing true in the social sciences, reflections on an academic hoax. While Ishak, A., Chen, Y. Y., & Yong, S. P. (2012) concerned in distance-based hoax detection system. Lowe, H. (2012) found that online hoax reminds journalists to do their duty. Chua, A. Y. K., Cheah, S.-M., Goh, D. H., & Lim, E.-P. (2016) collected rumor correction on the death hoax. From all the research, no one do research in Indonesia dan concerned about what civil society do against hoax.

Only a research is done by Rut Rismanta Silalahi, Puri Bestari and Windhi Tia Saputra (2017) which is similar with this research. But both are really different. Silalahi et.al told the strategies employed by Mafindo to limit the spread of hoax in Indonesia , which have met the eight characteristics of crowd sourcing proposed by Enrique Estellés-Arolas and Fernando González-Ladrón-de-Guevara (2012). While in this paper, author use different theory. This paper shows how Mafindo volunteers produce message against hoax.

In the research for this paper, the authors used qualitative research methods. According to Patton (Ahmadi, 2014), this method is used to understand the phenomenon that is happening scientifically. Data collection is done with data collection techniques in this study are in-depth interviews, observation, and document studies (Sugiyono, 2008). In-depth interviews were conducted with Chairman Mafindo, Septiaji Eko Nugroho and Harry Sufehmi, founder and admin of the Anti Fitnah Hasut and Hoax Forum groups. The observations were done by observing the dynamics of the FAFHH group. Document studies are also conducted on documentation and literature related to Mafindo and FAFHH activities.

D. RESULT AND DISCUSSION

Mafindo became a community born from a lower society and actively moves to combat the hoax issues. The community is a nonpartisan movement. This movement is not governmental and is not affiliated with any organization, but participates in real action to eradicate hoaxes especially in social media. Although not the formation of the government, Mafindo possible synergize with any party including the government in against the hoax. Chairman of Mafindo, Septiaji Eko Nugroho said, the background of the establishment of Mafindo is to synergize various anti hoax activities that have been done by various netizens anti hoax sporadically. If previously anti hoax activity is only in cyberspace, then the conception of Mafindo movement is harmonizing the movement in cyberspace and activity in the real world.

Septiaji in depth interview said harmonization is very necessary when massive hoax deployment can not only be countered by anti-hoax activity sporadically in cyberspace. But also looking at some sources of problems that result in the fertilization of hoaxes in Indonesia, synergistic efforts are needed in the real world.

Mafindo has a vision of systematic efforts to eradicate negative content, especially hoax, disapproval and slander in social media. While Mafindo's goal is to provide a credible, open, neutral and independent fact-checking platform. This platform is open to all people

who care about the importance of social media without hoax. This platform is also expected to connect to internet services such as Google Search, Facebook to facilitate the public to sort out the hoax information, as well as can be utilized by mainstream media either to include the results of clarification / debunk or also for dissemination / debunk of an issue. In addition Mafindo also plays a role in digital literacy education programs both among students, students and the general public, by synergizing the potential of volunteers to come down to provide education, or provide open educational content that can be utilized by the general public to be taught to their communities or their respective neighborhoods. respectively.

In addition, Mafindo actively advocates for various parties that allow to reduce the volume of hoax contexts in social media, including the government (Kemkominfo, Polri, etc.) and managers of social media institutions (Google, Facebook, Twitter, etc.). In turn, Mafindo wants to play a role in breaking echo chamber due to the politicization of socio-political issues and racially vulnerable SARA because of the complexity of Indonesia which has 1,300 ethnic, 700 regional languages, five major religions and many faiths.

In making denials of hoaxes, Mafindo uses the Forum Anti Fitnah Hasut dan Hoax (FAFHH) as the main channel. Until Wednesday (15/11/2017) at 15.00, the number of members of this group reached 50,428 people. Five accounts act as group caretakers. They are Hary Sufehmi, Muhammad Jawy, Aribowo Sasmito, Eko Juniarto, Wibisono Sastrodiwiryo. Six accounts became a group moderator. They are Aldie Al Kaezzar, Faisal Aditya Putra, Bentang Fabrylian, Dedy Helsyanto, Muhammad Khairil and Taufiq Aminuddin Rachman. The founder of the FAFHH Group, Harry Sufehmi stated, in September 2015, he witnessed that beyond the expectations of many people, the hoax outbreak did not subside after the 2014 Presidential Election, even more craze.

Sufehmi as moderator of the group said polarization and disunity are widespread in society. The Hoax producers can run rampant with almost no resistance at all. So then I decided to create a forum on Facebook, named Forum Anti Fitnah, Hasut, and Hoax. In this forum, I started posting debunk from various hoaxes. One goal is to educate my children. I put them into the forum. Apparently, the response from the community is very encouraging. In a short time, they also participate post information about various Hoax and slander that exist. By working together, so there are so many problems that can be handled.

The vision and purpose of establishing FAFHH group according to Harry Sufehmi is the establishment of a forum for anti hoax activists in Indonesia. While the goal to foster the spirit of cooperation to eradicate Hoax, hasut, and slander. Besides other goals to educate literacy & anti hoax. Invites the culture of positivism, to help strengthen the stability of the nation. FAFHH is a key fact-checking mechanism at Mafindo. Other fact checking mechanisms are Facebook Page MafindoID account, Twitter account @MafindoID, Twitter account @TurnBackHoax, TurnBackHoax.id website. Mafindo has also established cooperation with AMSI (Siber Media Indonesia Association). In addition to helping with the fact-checking process, they will also help to become an anti-hoax channel. In debunking, the FAFHH admin categorizes messages based on the following terms: 1. Hoax: news/information lie/false 2. Slander: news/information lie wrong to vilify the other party 3. Fear: news/information to evoke negative emotions 4. Issues: information that is not clear right/wrong 5. Fact: information that can be measured truth (objective) 6. Opinion: information that is not necessarily measurable (subjective) 7. Disinformation: accidental misinformation 8. Misinformation: unintentional misinformation.

According to Sufehmi, hoaxes include also the wrong info, because "lying" implies bad intentions. Though obviously there are many hoax spreaders who are actually good intentions. This can happen (spread the hoax with good i

ntentions) because it does not understand the teachings of religion for example in Islam, prohibition lying terbakteng in Al Quran and hadith. Included in this hoax is "half truth", which is a statement/writing that mixes the right with the wrong.

Mafindo volunteers do fact checking in producing anti hoax messages. Fact checking activity, conducted by Mafindo volunteers with mechanisms of dissemination through various channels, but the main one is FAFHH group. Chairman Mafindo Septiaji Eko Nugroho stated, Facebook today is a good platform to collect the results of fact checking, as well as to spread the results of its checking fact. Fact checking is done on the information indicated by a hoax by applying a number of rules for the implement. There are seven rules that according to Harry Sufehmi must be met by all FAFHH group admins and moderators while carrying out the fact checking.

The first rule is fair and neutral. The political and religious preference of Busters hoaxes should not affect their work. The truth must be declared right, and the wrong one must be declared wrong. Second, trustworthy. The process of checking must use reliable and accountable sources. Third, explain at what point hoax / slander. Put it as a title or in the first paragraph, considering the fact that the level of literacy in Indonesia is extremely low, hence, the title and / or paragraph must already contain the conclusion. If not / if the reader is left to draw his own conclusions, then there has been an incident, where the post debunk hoax is actually propagated - because they even so trust hoax (who in debunk) posted it. Fourth, describe the actual facts, along with supporting evidence. Fifth, screenshots, including proofs are screenshots of the hoax article. This is to avoid the "hit and run" mode - hoax posts that have been viral, then deleted, so it cannot be prosecuted by the aggrieved party. Sixth, prohibited to debunking hoax which process violate NKRI law or is SARA. Seventh is prohibited from doing / witch hunting. Hoax busters only do hoax busting / debunking hoaxes.

Sufehmi asserted, volunteers just do the debunk and no more than that. Problem finding out who the hoaxes, handed over to the authorities such as police officers and so forth. This is because too many hoaxes are distributed from fake accounts or hacked / deprived accounts from real owners. If not careful, it can be wrong to blame innocent people.

What Mafindo is working on is to mix the results of debunk from FAFHH to be displayed on the TurnBackHoax.ID website in a more readable format. During this interview, migration from debunk results in FAFHH to TurnBackHoax.ID. Fact-checking results are then distributed across various channels, such as the Mafindo account on Facebook Page, Twitter, Instagram, TurnBackHoax.ID website, etc.

In each debunk hoax post, the FAFHH group admins apply the default format / structure as follows: title of hoax/disinformation, hoax/disinformation claim, source of hoax/disinformation, fact, source of fact and source of the debunking. These forward formats are standard for debunk hoax messages, and are at the same time compatible with the Google Check Fact Book's example formats, making it even easier to integrate into Google Search in case of a later collaboration.

Learning from hoax manufacturers, the FAFHH admins recognize that anti hoax messages must have similar characteristics: easy to understand. The level of literacy in Indonesia is very low, including the lowest in the world, this is a fact. The rambling anti-hoax messages will be missed by the audience. Adins therefore try to adjust, including the rule that the headline should be a final conclusion.

Given the sharp polarization in society after the 2014 presidential election, the production of anti-hoax messages indirectly also contributes to strengthening national unity. One of the expectations of Mafindo, is the community to reduce the debate let alone the hostilities caused by the spread of news hoax. They should argue earnestly in real cases that

are to be debated. Mafindo strongly believes that the production of counter narrative hoax is needed for people who are not too affected due to political polarization / SARA. But for those who already polarized, it is not easy to get into their echo chamber.

Septiaji admitted, the road is still far away, because the hoax is still widely circulated, many people still believe the news hoax. But at least some small things have begun to look, like the rampant use of the term hoax among people to remind each other. Various communities and institutions have started to make the digital literacy program more massive. The next expectation is that the first Fact Check platform created can instantly connect with Google Search, Facebook and mainstream media in Indonesia, especially the Siber Indonesia Media Association which has hundreds of members. Public participation in participating debunk hoaxes is also widespread, and facilitated on the platform. Secondly, more and more volunteers joined in Mafindo, and actively doing activities such as education literacy, public campaign, advocacy or gesture movement. Third, Hoax Crisis Center will soon build, to tackle hoaxes for certain topics: anti corruption, health, financially, or regional topics that are potentially vulnerable to horizontal conflict due to hoax news.

E. CONCLUSION

In this research, the author found that in producing messages against hoax, what Mafindo does in accordance with conventional and rhetorical term on Message Design Logic Theory from Barbara O'Keefe.

- Conventional logic

Within the framework of conventional logic, message production views communication as a game to be played by roles. Communication is a means of self-expression which takes place in accordance with accepted rules and norms including the rights and responsibilities of everyone involved. This logic aims to design a polite, precise, and rule-based message that everyone should know. Regarding conventional logic, there are rules that must be met every admin in doing the debunk of information indicated hoax.

- Rhetorical logic

In rhetorical logic, the view of communication as a way of changing rules through negotiation. Messages are designed with logic that tend to be flexible, insightful, and people centered. Rhetorical logic tends to reframe situations so that variation of goals including persuasion and decency are integrated into the whole well. One principal which is very important note in producing anti hoax message is how to convey the message. The most effective is the persuasive and polite way. The frontal & abrasive mode of delivery will almost certainly be rejected by the audience.

Based on the description in the previous chapters, the authors conclude that the production of community-based anti-hoax messages in this case the Mafindo volunteers is one solution to the increasing number of hoax content in social media. In this context, the fact checking activity conducted by Mafindo volunteers, especially those who become the admin and moderator of the FAFHH group, becomes very important.

In the midst of polarization taking place within Indonesian society, the production of anti-hoax messages and positive contents by Mafindo volunteers is also a contribution to the enhancement of national unity. In line with the mission of the founders of Mafindo and also the FAFHH group, the authors hope that more and more active social media users, with positive attitude, honest, fair, neutral, and always critical in receiving any information.

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THE URGE OF DIGITAL MEDIA LITERACY FOR THE MILLENNIALS

Mutia Rahmi Pratiwi M.I.Kom

Dian Nuswantoro University
mutia.rahmi@dsn.dinus.ac.id

Mukaromah M.I.Kom

Dian Nuswantoro University
mukaromah@dsn.dinus.ac.id

ABSTRACT

Nowadays, the development of internet users have been rapidly raising, Indonesia is not an exception. This affected several society's realms and age range including the elementary school students. Children is the most vulnerable group to be affected by the negative sides of digital media's complexity when there are no preventive actions from family, the peer group or school. It becomes the urgency of this research that conducted by using the descriptive quantitative method. There were 35 students from various elementary schools in Semarang as the samples. The result shows that 80% of them have their own gadget. It affects to more than 75% of the students to have more than one social media's private accounts. It should not be happened because it violates the social media's age limit rule. The negative effect can be seen by the various online news about elementary school's contents such as: the language they use and the adult like pictures they upload. Therefore, digital media literacy for childrens is important but environment's consistency around them is needed. Thus, the negative sides of digital media's contents towards children can be minimized so they will not be a victim or doer of the media's misconduct.

Keywords: Media Literacy, Digital Media, Children, Social Media

Theme : Digital Media

A. INTRODUCTION

Indonesia is a South East Asian's country that has been developing significantly in terms of internet usage. Based on the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) (Indonesia Internet Service Provider Association) in 2017 stated that Indonesia's total population is 262 millions people and 143,26 millions people or 54,68% of them are internet literate. This sum is increasing compare to the internet user in 2016 that only 132,7 millions people.

Meanwhile, world is in the fourth industrial revolution era of 4.0 industrial revolution in which the technology's products are massive use. The information flows from all over without can be deterranced and filtered. This is the era of media rapidly disrupted as the response of the communication and information technology development trend, the audience's preferences, regulations, culture and environment shift happened.

Every range of age and various education background are exposed by this condition. Children are not an exception. Based on the age grouping, children born in the mid 1990s until 2010s that now are 8-22 years old are exposed by the technology development since

they were born. This generation total population are 68 millions people. They are called as Z generation. The life of this generation were brushed by handphone and internet (Marketing, 04/xviii/April 2018, pp. 49).

High imitation ability children type if are not well educated about various media in the internet will be the most vulnerable group towards the internet's negative impacts. According to Karl Erik Rosengren (in Judhita, 2013), the media's influences are complex, the impact can be seen in small scale (individual) and wide scale (society) also the speed. Media shapes the public's opinions about how someone sees their own characters and how someone should relate to everyday life (Gamble, Teri and Michael 2008).

The presence of children as the news's subjects is seize attention of the society. The online news about media exposed's effect are starts from the funny innocent conversation among childrens to bullying matters in meme style. As what stated by the online media liputan6.com in March 27th 2017 that wrote a headline "Beredar, Obrolan Mesra Anak Sd Sedang pacaran" (Circulating: the romantic conversations among the 'in relationship' elementary school students) that report about how the elementary students exchange adult like messages. While in Tribunnews.com in 2017 also presented image and meme style information about the elementary students's behaviours as the effects of technology. Here is the citation of the news in tribunnews.com

"The technology development is not perceived by the adult only, but also elementary students even the baby. In today's era, childrens have their own gadget is something common. The result is very apprehensive, elementary students know about romantic relationship. There are many memes that satirize the dating style of less than 10 years old students. It is like the world is their whereas they even have not graduate from elementary school yet".

Among lots of news about children with morbid behaviour beyond their age, showing that children affected by technology are not actually ready yet. Seen by the regulations, some media policies about the age limit of the user shows a clear condition. As an instance, Facebook and Instagram regulate the age limit for the user is not less than 13 years old.

Facebook and Instagram are very interesting to be analyzed based on the data that those both are in five most popular social medias in Indonesia after Whattaps, Youtube and Line (<https://databoks.katadata.co.id/accessed> in June 27 2018) . Beside of this, based on the small research we conducted before for the Semarang's elementary students in 5th and 6th grade depicts that social media are owned by them that are less than 13 years old. The average of the social media they owned are Instagram and Facebook.

The understanding of digital media usage is a very important matter because children cannot use a well developed cognitive ability relate to the inability of filtering the rules and digital media's contents.

B. RESEARCH METHODS

This research used the descriptive quantitative method. The population are elementary students in the age range of more than 7 years old that include in preteen category. The samples were chosen by the purposive sampling. It got 35 students with criteria as below: a child, elementary student (preteen), having experience of interaction by and can operate the smartphone, also have social media's account.

C. LITERATURE REVIEW

Literacy is not only defined as the ability to read and write, but also the ability to put, evaluate and communicate through various sources such as text, visual, audio and video (Iriantara, 2006: 79).

Media literacy is a union of perspectives that actively used to exposed our selves to media to intepret the meaning of the media's messages we faced. We build the perception by the knowledges's structure, we need tool and staple, in which that tool is our ability and the staple are the media's information from the real world around us. Active in using internet means we aware to many messages and interacted with it consciously (Potter, 2005:19).

Media literacy ability can be start from the smallest environment (family) in which then develop in broader environment (school and society). When someone is media literate, so this one will have a clear map that lead him/her self into media world, thus he/she can experience and get information of something they want without being distract by harmful messages (Potter, 2005:14).

Digital literacy or known by digital information literacy is a concept that explains about literacy in the digital era. Digital literacy concept has been growing since 1990. Digital Literacy is the ability to understand and use information in the various formats. Literacy is not only the ability to read but also read the meaning and understand. Digital literacy covers the ideas mastery not button push ing mastery. Gilster stresses to the critical thinking process towards the digital media rather than technical competency such as the main skills of digital literacy, also stresses to the critical evaluation towards what is found by the digital media than technical skill that is needed to accessed the digital media (Gilster, 1997: 1-3).

Gilster groups four main competencies that should have by someone thus can be called as digital literate:

1. Internet Searching

Gilster (1997: 49), explained that digital competency is someone's ability to use the internet and do the activities about it. These competencies are the ability to do information searching by using the search engine and do various activities that relate to it.

2. Hypertextual Navigation

Gilster (1997: 125-127) stated that this competency is a skill to read and dynamic understanding about the hypertext environment. This competency includes several components, such as:

- a. Knowledge about hypertext and hyperlink and the way it works
- b. Knowledge about the difference between reading a book and internet browsing
- c. Knowledge about how the web is working (bandwidth, http, html dan url).
- d. The ability to understand the web page

3. Content Evaluation

Gilster (1997: 87-89) Competency is the ability of someone to critically thinking and score what they found online and the ability to identify the validity and completeness of the informations that refferenced by the hypertext link. This competency includes several competencies such as:

- a. The ability to distinguish between the view and information contencnt in the visiting web page
- b. The ability to search the sources of informations in the internet
- c. The ability to analyze and evaluate certain web page and the knowledge about FAQ in the discussion group

4. Knowledge Assembly

Gilster (1997: 195-197), this competency is the ability to organize the knowledges, build the gathered information from various sources (by collecting and evaluating facts and opinis without any prejudice). This competency covers several components such as:

- a. The ability to find information by the internet
- b. The ability to make *personal newsfeed* or get the latest news notification by joining or subscribing news in the discussion forum (*news group, mailing list, dsb*)
- c. The ability to *crosscheck* the gathered information
- d. The ability to use every kind of media to prove the truth of the information \
- e. The ability to organize the information source from the internet to the real life that is not connected to network.

D. DISCUSSION

1. Gadget Ownership and Social Media Account

Aristoteles divided human and its soul based on the physical development into three stages:

- a. 0-7 years old : Infancy
- b. 7-14 years old : Boyhood
- c. 14-21 years old : Young manhood (Muss, 1968 dalam Sarwono, 2015: 12).

The object of this research are 5th and 6th grader of elementary school with age range more than 7 years old. It is according to Aristoteles's definition in which the age limit of children is between 7-14 years old. The result of this research shows that 80% of the objects have their own cellphone. It means that they have their own freedom to accessed various kind of digital's services.

The ownership of cellphone cannot be underestimate. The technology development is in line with the development of social media, it affect not only the adult user but also child user. When a child access cellphone freely without any parent's supervision, it will very likely for them to be the victim because of the unfiltered informations.

According to the child psychology, the development stage of 5th and 6th grader are in the age of 10 – 12 years old. In this stage, it common called as preteen. In this stage children going through the transition age to adulthood by changing in social ability, physical condition, also cognitive ability. Indonesia Parenting Media said that the preteen stage, children have the psychological skills: identify good friend, identify the degree of friendship, recognize the peer pressure's existence (<http://www.parenting.co.id/> accessed in July 7th 2018)

Relating to Peer Pressure, there are superiority and inferiority in a peer group. Sometimes, the children act according to what is like by the peer group. If this ability is not ran well, the negative side can rises peer pressure of peer group that will cause bullying or intimidation act.

This condition can be happened to anyone thus their social media's contents are related to what the group's like and the trend among them. Therefore, mostly they use 'trend' as the main reason to follow or imitate it without thinking is that thing suitable for their age.

The social media ownership legality is the highlight of this research. By the research's result, 75% of the students below 13 years old have their own social media such as Instagram and Facebook. Besides of that, half of them have more than one social media, their reason is to get the latest information in audio visual version. Actually, the child who has social media

knows the age limit of having social media account, but they play ignorant. It proved by their justification, by faking their age to more than 13 years old to get the an account, to be able to get involve and know the trend.

The 6 years old above elementary students are in the pre operational concrete cognitive development phase. The cognitive development is logic thinking growth since baby until adult. According to Piaget, the development process are going through four stages:

- a. Sensorimotor Stage : 0 - 1.5 years old
- b. Preoperational Stage : 1,5 - 6 years old
- c. Concrete Operational Stage : 6-12 years old
- d. Formal Operational Stage : above 12 years old

Piaget believes that all of us passed those four stages, even though it maybe different in the age when it happens. Every stages are happened when the brain is developed enough to let us think about new logic (Matt Jarvis, 2011: 148). In the cognitive aspect, children able to think logically, critically, reasonable, solutive and finding the cause and effect of a problem (Yamin dan Jamilah, 2013: 113).

For the concrete operational, children are mature enough to think logically towards physical object. Children loses their animism and articialism. Their ego is lesser than before and their ability of conservation task is getting better. But without any physical object in front of them, children in this stage are hardly finish their logical tasks (Matt Jarvis, 2011: 149-150).

2. The Power of Digital Media Message

Digital media brings magnet to its users in various age range and class. The elementary students have different interests than the teen or adult. Variety of informations that they know by the media becomes topic among peer group. It is in line with the concept of internet media function as the new media, it categorized into five functions according to Severin dan Tankart (2005: 357):

- a. Cognitive Function (obtain the information, knowldge and understanding)
- b. Affective Function (fulfilling the emotional needs, favourable experience and aesthetic)
- c. Personal Integrative Function (strengthening credibility, confidence, stability and status)
- d. Social Intgrative Function (strengthening the relationship with family, friend and etc)
- e. Tension Release Function (seeking for enterntainment, relaxation, relieving lonely feeling, spending free time and forgetting the daily mundane life)

Message is one of essential element in communication process, thus the meaning of the message can accelerate the social interaction between human (Liliweri, 2003: 78). The research shows that some of elementary student uses social media because of their friend's influence and stimulation. Their main interest to use the social media is to have topic with friend, for instance being friends in social media, talking about the status update of friend and sharing various informations. For the elementary student users, following what their friend's account is one of the solidarity form and avoiding outdated label.

In the digital era, information transforms into a unique commodity and distinguish to another traditional products, including how is consumed. Work of consumption is needed to consume the digital commodity, that the quality and quantity of certain activity implicate ability, skill or certain user's competency will influence the result of the consumption itself. Basically, *Work of consumption* will produce new information's materials. This is why when

the audience consume the information, they also do *work of production* by putting the audience in the active position (Caesaro, 2011: 403-404).

The dense of the digital media information in a daily transforms the user to be selective to choose the consumed content. Variety in information that related to uniqueness will be reproduced. For the elementary students, if there is information about education or children daily life related topic, it is less interesting for them. The children more into the information about adultlike dating style or inappropriate language for their age. It will not only be consumed by children but also will be circulated in various range of age. The diverse virtual environment in digital media puts children not only as the content reader but also the content creator.

The circulated information in the internet or social media is both positive and negative for certain age. For example the cyberporn content. Me Sulianta (2010: 3-5), *Cyberporn* categorized into four parts according to the content, such as: (1) Soft-core Pornography/nudity; (2) hard-core pornography (Sex act without any violence and depicts exaggerate sex); (3) violent-pornography and (4) rape-pornography (using violent or pressure and refusal).

Indonesia government recognizes this condition. It can be seen from the strict policies that applied by screening some digital media content that contains of criminality, impolite and immoral action. The ITE regulations is a preventive step towards the impact of digital world development. Content and social media blockade oftenly conducted by Kominfo. Telegram and Tik Tok Application are one of the samples of blocked social media because of the misused content and violated the regulation.

The constitution number 19 2016 are the alteration of constitution number 1 2018 about ITE clause 43 verse 5, government have its own power in blocking and closing an application that contains of negative content. In other clause stated that government should conducts socialization about the right internet usage or known as digital literacy. There are two concepts of this:

- a. Empowering the society so they can do prevention
- b. For the massive case, government will help by blocking

This activity is the effort of conducting digital literacy between the government and wide rang society.

The mass contents in the internet related to cyberporn becomes the main base of age restriction for social media user. The research shows that most of the elementary students watch cyberporn accidentally when they open browser or social media. This accident should be prevented because it can cause the growth of interest in children to find certain content even invite their friends to find out about the cyberporn pictures or video (starting from kissing to sex).

3. The Urge of Digital Media Literacy for Children

New media has these characteristics: desentralized, two way communication, out of government's control and cannot be controled, democracy, creating individual awareness and individual awareness's orientation (Holmes, 2005: 10). This characters disenchant us that the problem is not limited to the age range but also the the digital literacy implementation for children. Children does not have the ability to relate the act and social responsibility yet. Children have not understand that when they do mistake in social media, it will be posted many times by other users and it will become viral then will be a boomerang for themselves. Here are the elementary student's posts that became viral several times ago:



Source: <http://wow.tribunnews.com/2017/03/26/>



Source: <http://style.tribunnews.com/2017/05/19/>

The new media cannot replace the old media's position, however it creates the new audience and new communication patterns to convey and get the information (Bidlogi, 2004: 468). The conducted research shows that parents are not just obliged to warn their children to be careful in using the internet but also parents's control are significantly needed. The age range between parents and children becomes problem that caused the children easily accessed the digital media than the parents. Thus, the parents oftenly impose regulations (such as limiting the phone credit, being friend in children's social media and advises) as the preventive action but unfortunately less in sharing the digital literacy that ideally should be strengthened in the family.

There is a changin in media terminology. It covers the technology development, area coverage, mass production, mass distribution, to the distinguished effect than the mass media's effect (Straubhaar and La Rose, 2002: 14). New media also brings impact in the society's behaviour such as individualism with self degree of freedom, happiness and desire also high degree of privacy (McQuail, 2002:127).

The technology development that in line to digital media content brings new culture for its user, including in Indonesia. The Millenials know gadget very well including the complexity of the operations. The influence of digital media content is unlimited in the term of cognitive, it even can reach the behavioural if there is not preventive action of various parties such as family, school to government. These urges add the importance of literacy media for children in stages and sustainable thus children will have strong foundation when the contents flow densely and the peer group's influence is getting stronger.

The learning process of literacy media need several skills, such as yaitu (Baran, 2012:38-40):

- a. The ability and willingness in doing certain effort to understand the media's content, paying attention and filtering various disturbance
- b. The understanding and appreciation to the power of media's message

c. The ability to distinguish the emotional and rational reaction in responding the media content and act according to it.

d. A higher expectation of media content development. When we less expect of media content, we tend to give less effort in forming the meaning and attention.

e. The knowledge about the accepted genre and the ability to identify when genre and the ability is mixed to others. The genre means expression category in various media. Every genre has its own characters with certain distinction, the standardized style element (There is a deal for those genres). Knowledge of various regulations and this agreement is very important because it is an instruction that lead to meaning making. The skill of think critically about the media content without caring the credibility

f. Knowledge of the language variety that used by various circle in media and the ability to understand the effect, however the complexity. Every media has its own specific language. The language that expressed in the production values (the chosen lighting, editing, special effect, music, angle and etc).

According to the release in <https://kominfo.go.id> that published in July 24th 2017, The head of Aplikasi Informatika Kominfo Samuel Abrijani Pangerapan explains that digital literacy that conducted by Kominfo is held in the schools, villages, communities and universities. The aim of the literacy is to educate the society about the digital era changing that demand the velocity of everything that are connected to the internet.

E. CONCLUSION

Children in the phase of cognitive, affective and behaviour development are need accompaniment for using the digital media. The rapid social media development is still unbalance with the understanding of each media's characteristics.

There are lots of digital media misuse such as the unethical content for children, the user's behaviour and regulations violation in making an account. Understanding in using the digital media becomes an essential aspect for the government and society in this era.

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KERJABILITAS.COM AS CYBER SOCIAL ENTERPRISE IN SOCIAL MEDIA

Desario Mosqurino

Universitas Diponegoro, Indonesia
rio.redtreeasia@gmail.com

ABSTRACT

Social media is a new medium that has various benefits and conveniences. Kerjabilitas.com is a community that utilizes social media as a medium of their persuasion. With the concept of social enterprise, Kerjabilitas.com utilize social media like Facebook, Twitter, and Instagram. This shows that social media provides many benefits and advantages for the process of persuasion and distribution of information conducted by Kerjabilitas.com as a cyber social enterprise. Some of these benefits, among others, facilitate in knowing the demographics of the audience, able to do a massive persuasion.

Keywords: (Social media, Persuasion, Kerjabilitas.com, Cyber Social Enterprise, Community.)

Theme: (Digital Society)

A. INTRODUCTION

Community is a group in which each member is unified by a common vision and mission and purpose. "In the scope of communication, the community enters into the context of organizational communication in which each individual is together, through a hierarchy and the division of labor seeks to achieve certain goals" (Rogers and Rogers in Moss and Tubs, 2005: 164). So, the goal to be achieved. A social community is a non-profit organization in which each member formulates the vision and mission and its objectives are also included in realizing the vision, mission and objectives that have been formulated into the form of real action. Studying a social community can not be separated from the development of social community that has been around decades. Kerjabilitas is a community with social business activities which become a bridge between people with special needs with the world of work in Indonesia. The efficacy triggered by Rubby Emir precisely in September 2014 saw a gap in society against people with special needs often forgotten. By using the social enterprise concept, Kerjabilitas tries to be a bridge between people with special needs with employment provider. The issue of employment for people with special needs is not really a new topic. However, the government itself has obliged the employer to give a one percent quota for the disabled as their workforce. This is contained in Law no. 4 1997. Social Enterprise is seen as an innovative response to financing issues for nonprofit organizations, whose collection is an increasingly difficult donation of individuals, governments and foundations (Nyssens, 2007). This activity is not just looking for "profit" but also focuses on social activities that can provide benefits to the community. Social Enterprise also has a close

relationship with development activities, because this social program aims to improve the power and value of community use and improve the quality of community resources (HR).

Nyssens (2007) also explains that his chosen concept of social enterprise is a mere approach not to replace existing concepts in three sectors, such as socioeconomic, non-profit, or voluntary sectors. Theoretically, the concept of social enterprise can be viewed as a way to build bridges from these three sectors. (Nyssens, 2007). Community empowerment, especially for people with special needs that carried by Kerjabilitas is an empowerment of young generation as active generation which is expected to give movement of change. With also the development of new media in the current digital era of social media is also utilized by Kerjabilitas in connecting with the younger generation as an active consumer of new media. In its various activities, Kerjabilitas utilizes various social media to conduct persuasion to the wider community.

Positive implications of the existence of new media can be used as a medium that fosters the movement of change in relation to factual information that can be obtained through new media. New media used by the younger generation as a partner in the movement of change. New content and media facilitate the delivery and distribution of information. Kerjabilitas as a social community that carries the concept of the movement of change also utilize new media to facilitate persuasion and distribution the information. To expand its network Kerjabilitas has a website www.kerjabilitas.com.

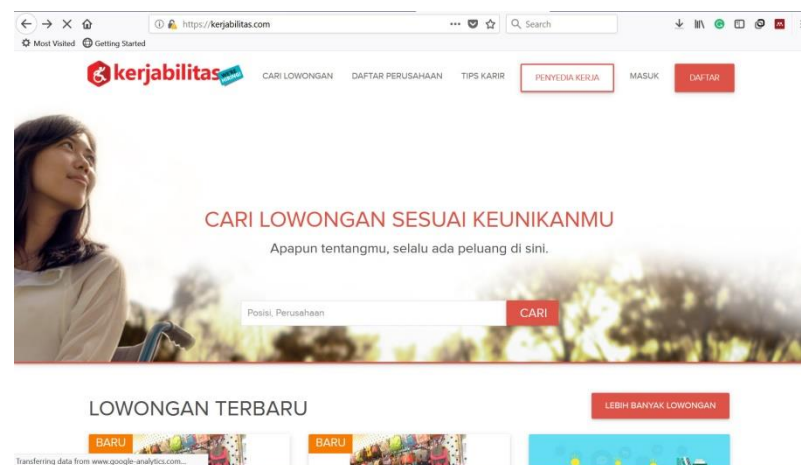


Figure 1.1. Website Kerjabilitas.com

On the website can be seen all things that have relevance to Kerjabilitas.com completely and detailed. Utilization of this digital media makes Kerjabilitas involved in cyber social enterprise activities, namely social entrepreneur activities conducted through digital media. In addition to the website, Kerjabilitas also has a Facebook account that has a number of likes 6,097. Utilization of new media such as internet by various social organization or community have not become ha lasing. The ease offered by the internet as a medium of information dissemination makes the Internet made by the community as their media in mobilizing the community and persuade the community. The emergence of digital media provides many changes in every joint of people's lives. The emergence of new media in the information age society is able to be a container of any information delivery.

The Internet is a component of digital media that allows the exchange of information from around the world in a fast timeframe. The ease with which the Internet offers its

expanded ability becomes a key element in education, economics, politics, and culture. The emergence of the Internet initially only used as a medium of information among a group of scientists. The revolution of the deployment and use of the Internet makes this digital network developed into a network that has many features and advantages. One internet device that has many advantages and is in demand by a wide audience is social media. Social media is a medium that is used to socialize with each other and done online that allows humans to interact with each other without being limited space and time.

Social media using the word "social". In Indonesian Dictionary means something that concerns the life aspect of society. Based on the meaning of the word social media is a communication medium that is intended for the community in supporting communication activities. The existence of social media as a container of social activities of society led to the formation of a virtual public sphere, which is a virtual space in which many people can share information and communicate. This public sphere concept was introduced by Jurgen Habermas. The concept raised by Habermas is a space for critical discussion, open to everyone. So in this public sphere, private people gather to form a public where "public reason" will work as a watchdog against the power of the State. (Habermas in Calhoun, 1993: 110-111).

Then Habermas also explained his concept of the public sphere, that man is always in the living space. In the living space there is a process of interaction and communication with others in a room as well, this is called public space. The existence of public sphere in social media forms an open and transparent communication space so that every information generated is socialized to the whole society through a virtual space. Typically, digital media such as the Internet with an infrastructure that promises unlimited openness and the absence of rules governing and occurring on an infinite geographical scope can provide a virtual impression of reincarnation of the public sphere. (Chadwick, 2008: 231).

The advantages of social media as the sharing space is utilized by Kerjabilitas. By utilizing the online media, all activities undertaken by the community can be widespread in cyberspace, so that of course can facilitate the community in persuading the community and disseminate information that has links with the community. Based on the various media used and the content of the media shows Kerjabilitas is a social organization that is active in social media. As an organization with cyber social enterprise activities certainly need some strategy in doing persuasion and branding community. Ability to run social enterprise through the cyber world.

B. THEORETICAL BASIS AND LITERATURE STUDY

1. Communication In Social Communities

The community is a part of society that forms a collection because of a certain characteristic.

(https://fk.uns.ac.id/static/materi/Kedokteran_Komunitas_Prof_Bhisma_Murti.pdf. Accessed on Saturday 28 July 2018 at 20:41). According to Hallahan in Iriantara (2005: 23) states that the community focused on the interests of power-oriented groups that apolitical aims for maintenance. From this sense it indicates that the community is a collection of organized societies and united by characteristic similarities, and on the basis of their equations they formulate common goals. Assessing the community can not be separated from the study of the organization, because the set in a community has goals that they want to realize together, not just a collection of communities that live together. Organizations are systems used in the community to organize activities and goals of the community. Organization is defined as a collection (or system) of individuals who together, through a hierarchy of rank and division of labor, strive to achieve certain goals (Rogers and Rogers in Moss and Tubs, 2005: 164).

As social beings, humans have a need to socialize with other humans. "Humans as social beings will naturally establish relationships or interactions with others" (Walgito, 2008: 23). In this context humans need communication as a medium of information and ideology. Communication is an important aspect of life. With the communication, culture, and customs, language, customs, values, and norms that exist in society can be socialized from generation to generation. As Effendy (2010:20) points out that communication is the process of the delivery of ideas, information, opinions, beliefs, feelings and so on by communicators to the communicant by using lambing, such as language, images, colors and so on which is a signal. From the above understanding it can be understood that communication is the process of delivering various symbols represented in writing, pictures, symbols performed in the form of interaction between two or more people. In addition, Shanon and Weaver (1949) explain communication is a form of human interaction influence each other, intentionally or unintentionally, not limited to forms of communication using verbal language, but also in terms of facial expression, painting, art, and technology (Cangara, 2006: 20).

Man is an individual who becomes the driving force of the way an organization in the community. Max Weber in Morissan (2013: 207) explains that the individual factor is the initial mover of an action on an organized set of entities. The statement provides an explanation that in an organizational system in the community formed by a series of individuals with the concept of carrying the movement of change requires effective communication to build unity within the community. Effective communication within the community is able to connect the ideas of each member so that the decisions taken are the result of mutual agreement.

2. Social Media As A New Media And Digital Era Utilization

The use of new or new media terms has been used since the 1960s and has embraced a growing and diverse set of applied communications technologies (McQuail, 2011: 42). This technology refers to an utilization of electronic devices as a medium of communication that increasingly strengthened after the emergence of computers and the Internet. Wahyuni in a book entitled "New Media" Policy in Indonesia states that the internet is:

Includes a physical and fiber optic network, copper cable, or any other equipment connecting computer systems that have different sizes or numbers of services with technical rules and protocols that have a high degree of precision in their execution on physical networks (Wahyuni, 2013: 67)

The emergence of the internet became the starting point in the history of new media. The Internet was originally used as a tool of non-commercial communication and data exchange among professionals into a medium that is able to accommodate any kind of information exchange. With digital technology on the internet everyone is able to get whatever information they want, the existence of this makes the internet into a very popular new media.

So far the main features of the most prominent new media are interconnectivity, access to individual audiences as recipients and senders of messages, their interactivity, their diverse uses as open characters, and their ubiquitous nature (McQuail, 2011: 43). New media created various forms of communication in one container which became known as media convergence. In the convergence of the media can be found various levels - level of communication, content in convergence itself is not dominant, because everyone can be communicant and communicator at the same time.

The emergence of new media can remove the boundaries of space and time, no more "distance" constraints in the process of distribution and production of information. Various advantages of this new media is certainly able to provide various benefits, especially in the communications sector. The existence of unlimited information dissemination makes today's society a society that is always hungry for information. Information becomes an important part of people's lives, more than that information has become a primary need for society. New media dating as a tool to satisfy the public need for information.

The development of the internet fueled the growth and development of various social media. The needs of modern society will make information new media growing and bring up new media such as social media. Social media is an online medium where users can easily participate, share and create content including blogs, social networks or social networks, wikis, forums and virtual worlds. Social networking is a series of social media like Facebook, Twitter, Skype and Tumblr.

With the diversity and features of social media and technological developments make access to social media easier. Simply use mobilephone we can directly connect to social media accounts. Social media is like a magnet that can attract people to join in it. This trend makes social media not only used by the personal, many communities, organizations, companies, even government agencies also use social media as a medium of their persuasion. Social media accounts like Facebook, Myspace, and Twitter in fact have an important position on some events in the world (Wahyuni, 2013: 71).

Ease in disseminating information can reach a wide audience in a very short timeframe to make social media more attractive. Various new features that enable sharing of text, images, voice messages, and even video calls in realtime is the main attraction of social media. With its various features, the resulting communication not only takes one direction, but takes place interactively between several parties.

3. New Media and Young Generation

When the emergence of the internet into a new media that is so phenomenal. Susanto in his digital teens (2011: 180) explains that the new media can also be referred to as an alternative medium. Because of the advantages that can cut the barriers of distance and time and social-cultural values that exist in society. The advantage is what makes the new media so familiar among the younger generation. Wahyuni (2013: 68 - 69) describes the beginning of the development of the Internet in Indonesia, which was originally just an internal communication media for some universities research activities. Internet as a new popular medium so easily accepted by the younger generation. Tapscott in Buckingham (2009: 32) states that those born in the 1980s deserve to be called digital generation for using new media in every activity they do.

The new term for new media users is called Digital Natives. Prensky in Isharyanti explains some notions of Digital Natives:

- a) Generations born in the decade or after the decade of the 80s.
- b) Live in an environment that fully uses digital technology and they have different ways of learning from previous generations.
- c) Have a culture of connectivity, create, and share within the network.

d) Active learners based on hands-on experience, happy to get information quickly, do multiple tasks at the same time, and prefer graphics to text.

e) Not always aware of the technology of learning, unless they are introduced to the technology or feel the need for such technology for a particular purpose.

4. *New Media and Community*

The existence of new media as an alternative media in terms of information dissemination seems not only to facilitate the process of transfer of information between personal. The convenience offered by the new media is undeniable to provide many benefits to the community with access to information and persuasion. In his book *High Tech High Touch*, Naisbitt (2001: 66) explains that *Celebration*, a high-tech community from Florida, sees technology as a community builder. The assumption is they throw on the basis of several factors that become the grower of a community is the technology used. *Celebration* uses the Intranet as a communication medium for sharing information among community members.

The use of new media by the community as a means of disseminating information and media used to persuade the public certainly not foreign anymore. Various advantages possessed by new media make it easier for communities to gather new members and provide information related to community activities to a wide audience. By leveraging the advantages of new media, the community spearheaded by the younger generation is able to become a medium for change. Astuti in his book titled *Digital Youth* (2011: 221) mentions that the new media with interactive communication characteristics where the perpetrators of communication in this media can be prosumer ie the young generation of media users can become producers as well as consumers in the delivery of information.

The development of digital media triggered the emergence of a community that McQuail (2011: 163) referred to as a virtual community. A virtual community is a collection of individuals with similar interests gathered through the internet. The advantages of a community that can be called an online community is its open and accessible nature.

5. *Virtual Public Sphere In Social Media*

The term public sphere was first introduced by Jurgen Habermas. Habermas's public sphere concept is a critical discussion space, open to everyone. In this public sphere, private people gather to form a public, in which the "public reason" will work as a watchdog against the power of the State (Habermas in Calhoun 1993: 110-111).

Habermas explains his concept of the public sphere, that man is always in the space of life. In the living space there is a process of interaction and communication with sesame in a space as well, this is called public space. The existence of a public sphere in social media forms an open and transparent communication space so that every information generated is socialized to the whole society through a virtual space. "Typically, digital media such as the Internet with prakas that promise unlimited openness and no rules governing and occurring in an infinite geographical setting will give a virtual impression of reincarnation of the public sphere.

6. *Cyber Sosial Enterprise*

Social Enterprise is an entrepreneurial activity focused on addressing social issues. Social enterprise activity is initiated by a social entrepreneur. Simple understanding of the social entrepreneur is a person who understands social problems and uses the ability of entrepreneurship to make social change, especially in the areas of welfare, education, and health. The benchmark of the success of a social entrepreneur is seen from how far the social

activities they do have value to the community. Social Enterprise is a social activity that excludes profit, but rather focuses its activities on the welfare of society.

Cyber Social Enterprise is a social enterprise activity conducted through cyber space. The fundamental difference between cyber social enterprise and social enterprise is the space of the implementation of these activities. Cyber social enterprise more emphasis on social activities through cyberspace. Social Enterprise is a real activity that executes to improve the welfare of society, not different from social enterprise, cyber social enterprise also emphasize activity and social awareness but use media spread of message and information through a virtual space or cyber space.

C. RESEARCH METHOD

The type of research used in this study is qualitative and uses interpretive paradigm. This paradigm of social reality is something that is holistic, not separate from one another, complex, dynamic, meaningful, and the relationship between symptoms is reciprocal, not causality. Analysis of qualitative content was used in this study to see and analyze how the Kerjabilitas.com account present information content to influence the audience. According to Kriyantono (2006; 252) basically the analysis of qualitative content considers that all types of message production are texts, such as news, advertisements, films, songs, and other symbols that cannot be separated from the interests of the message maker.

D. DISCUSSION

From the theory virtual public sphere is concept realized value added from plan a comprehensive evaluation role strategic various discipline science for example communication maximum through integration comprehensive a different message. So that social media can summarize the unity of the form of persuasion in one package. The information from Kerjabilitas.com could be emphasize on social media community also through *cyberspace*.

E. CONCLUSION

Kerjabilitas.com utilizes social media as a medium of their persuasion due to the advantages they get compared to using conventional media. So that social media can summarize the unity of the form of persuasion in one package. Kerjabilitas take advantage of various social media as a media of their persuasion based on the advantages possessed by each social media. Among Facebook with various advantages are able to bind the user's emotions. Facebook and the ability to pour stories, and able to determine the target audience. Kerjabilitas.com also regulates the frequency of any information they share through social media with the aim of reducing the user's saturation of the pile of information.

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DEVELOPMENT OF AN ADVOCACY MODEL WITH A PARTICIPATORY APPROACH IN ORDER TO OBTAIN THE YOGYAKARTA SULTAN'S LAND USE RIGHTS

Laila Nafisah

Faculty of Industrial Engineering, Universitas Pembangunan Nasional "Veteran"
Yogyakarta, Indonesia
lailanafisah71@gmail.com

Ahmad Muhsin

Faculty of Industrial Engineering, Universitas Pembangunan Nasional "Veteran"
Yogyakarta, Indonesia
ahmad.muhsin@upnyk.ac.id

Yuni Siswanti

Faculty of Economic and Business Universitas Pembangunan Nasional "Veteran"
Yogyakarta, Indonesia
yuni.siswanti@upnyk.ac.id

ABSTRACT

The earthquake that occurred on May 26, 2006 in Yogyakarta resulted in 6,234 deaths and 46,148 displaced people. 37 heads of families occupied Winongo Ex Station in the former railway line in Glondong Tirtonirmolo village, Kasihan Bantul, Yogyakarta. The location occupied was the Sultan Ground (SG) land. In the course of time, the residents asked permission from the court to get the right to use the land or called *Serat Kekancingan*. The Yogyakarta Palace gave the answer that the Permit had been given to someone who in fact never lived, the land also became the object of buying and selling by irresponsible persons, and someone acted on behalf of the palace expert's interest and claimed to be the legitimate heir to the land.

This study aims to develop the model of citizen advocacy to get the clarity on the status of land inhabited by using the Participatory Rural Appraisal (PRA) approach. The community is involved to actively participate in formulating the problems and finding the solutions to the problems. Research results show that the land status of the Yogyakarta Sultanate is under the authority of Panitikismo who has the right to issue a permit or *kekancingan*. The name in *serat kekancingan* can be changed or it is called *liyeran*. The people who want to use or obtain status submit a request through *dukuh* or the head of the village which is forwarded to the village, and approved by the Land and Spatial Agencies of the regency which is then sent to the Panitikismo of the Yogyakarta Palace. The association was formed to facilitate the coordination and management.

Keywords: Participatory Rural Appraisal, Sultan Ground, Advocacy

Theme: Social Network

A. INTRODUCTION

As many as 37 Family Heads occupied Winongo Ex Station precisely in the former railway line in Glondong Tirtonirmolo village, Kasihan, Bantul, Yogyakarta. The location occupied was the land of Sultan Ground (SG). The residents' houses built on SG land were mostly the only houses they had and not a second or alternative houses so that the residents were very dependent on the land. Even if there were residents' house which function as the second homes, new residents occupied land from buying from the first person who occupied the land. Some residents who occupied Ex Station of Winongo were recorded as poor families who received the benefit from PKH (*Program Keluarga Harapan/ Family Hope Program*) who needed help in the form of facilities.

Starting from the earthquake that shook Yogyakarta on May 27, 2006 which devastated residential areas, this earthquake disaster raised new problem which was the condition that the residents' houses were destroyed. The house that used to be occupied by a number of families was then divided by inheritance by family consultation. Finally, some residents who did not get the land got the rice fields, which eventually ended up for medical expenses. Some residents who then did not have land to build temporary houses then used ex-railroad land with the status of Sultan Ground. The land that was occupied turned out to have been plotted by irresponsible parties and who acted on behalf of local officials and traded.

In the course of time, residents asked permission from the court to obtain land use rights or *serat kekancingan*. The Yogyakarta Palace gave the answer that a permit had been given to someone who had never appeared until now, plus the land had become an object of sale and purchase by irresponsible persons. Lately there are people that claimed to come from Sri Sultan Hamengkubuwono VII who claimed to be the heirs as well as the legal owners of the land or called as *eigendom* rights. There have been many reports from the citizens who felt cheated by these people and lost up to ten million rupiahs by buying the right to use the land and depositing some money to them.

Based on the problem explained previously, this study aimed to formulate an advocacy model for the citizens to get clarity on the status of land that is currently inhabited and unravel the tangled thread that occurred in the area. Concerning the complexity of the problem that occurred, then the approach to be taken is to use the Participatory Rural Appraisal (PRA) method by inviting the community to participate in formulating problems to find the solution to problem. The time to conduct this research was divided into 3 years. The first year was conducting a problem assessment and activity advocacy planning. The second year was the implementation of activities and advocacy, and the third year was assisting the community.

The aim to be achieved in this study is that the citizens have the clarity on the status of the land occupied by the possession of *surat kekancingan* or official certificate from the Yogyakarta palace. However, the problem faced was so complex that it required an appropriate advocacy model, which was based on the results of assessments that had been explored directly from the community as a program target with related parties such as the Village Government, Youth Organization and Community Groups. This approach is known as Participatory Rural Appraisal (PRA), which means directly involving the community and related parties in the formulation of their problems, exploring the right solutions, providing training and mentoring on the implementation of the formulation of the empowerment model produced.

The model that was formed was directed to be able to realize the life of the citizens of Winongo ex-railroad station which occupied the Sultan Ground which is safe, peaceful and secure by acquiring status over the land used. This model is a policy formulation that can be taken by citizens in order to obtain a certificate or a letter of use rights on the land of the

Yogyakarta palace as legality for land use and to avoid misuse or fraud from irresponsible persons.

B. LITERATURE REVIEW

Participatory Rural Appraisal (PRA) to develop community participation [1]. With the basic ideals that advocacy activities are ultimately developed and owned by the community themselves because they are more familiar and know the problem faced better. The community are directed to be able to see the conditions of their own point of view [2]. This model also helps to educate the social problem of the community. It also functions as the empowerment of the role of facilitator and activist to fight for a better goal of life together.

Social problems are important to solve because people, especially children, are more vulnerable to being affected, which can result in weak health, poor mental health, cognitive problems and limited life opportunities [3]. Settlement of social problems must involve the people themselves by recognizing the potential to improve the abilities [4]. The community empowerment process that is implemented is to strive for the community to develop their own abilities so that the ability they have is able to free themselves to overcome problems and make decisions independently [5].

The process of community empowerment is carried out by strengthening the capacity of the community through providing access to resources, and creating accommodative services [6]. The results of the field survey show that residents have not been fully prepared for changes in which they have limitations including the ability of human resources, the lack of infrastructure, the limited access to information and the income that is largely supported by the agricultural labor. This is consistent with the tendency that indigenous people tend to be marginalized and have limitations [7].

The basic concept of participatory research is to know the challenges/ problems faced by society and find solutions [8]. Empowerment efforts are based on meeting the needs of the community itself so that the community is able to develop and overcome its own problems independently, in a sustainable manner [5], so as to produce targeted solutions in accordance with the local and regional needs [9].

The PRA technique is a direct learning process of the community to optimize self-awareness and responsibility [10], focusing on spatial and socio-economic aspects to get overall efficiency [11] which is packaged in the form of Focus Group Discussion (FGD) in its participatory approach [12].

Yogyakarta Province has privileges in the State of Indonesia in managing its own household, namely the procedures for filling positions, duties and authority of the governor and deputy governor; government institutions, culture, land and spatial planning [13]. The palace land is sultan's land which is used and inhabited by sultan and his family [14].

The Yogyakarta Palace was established after the Giyanti agreement on February 13, 1733 which divided the kingdom into 2 namely Surakarta Sunanate and Yogyakarta Sultanate [15]. The Surakarta and Yogyakarta regions used to be regions of *swapraja*, which is the name for the area ruled by the Dutch East Indies. The highest authority over land ownership is king and there is nothing at the same level of property rights [16].

The Law No. 5 of 1960 concerning the Basic Agrarian Regulations states that the rights and authority of the earth, water, and *swapraja* are removed and moved to the state [17]. *Swapraja*/ self-government land is for the government, heirs of the authorities, and is distributed to the people through a land redistribution program [18]. Sri Sultan HB IX on October 12, 1983, as the Governor of the Special Region of Yogyakarta said that the authority of agrarian affairs was aligned with the national agrarian policy so that in

Yogyakarta, it was held as a matter of deconcentration because it included the substance of the special features of the Yogyakarta Special Region [17].

E. RESEARCH METHODOLOGY

The object of this research was families who did not own land and occupied Winongo Ex Station in the former railway line in Glondong Tirtonirmolo village, Kasihan, Bantul, Yogyakarta. The location of the research was in Glondong Tirtonirmolo village, Kasihan, Bantul, Yogyakarta.

The data used in this study are primary data and secondary data. The primary data are in the form of data obtained directly through observation, interviews, surveys, assessments and direct observation of the object to be studied. Survey was conducted to dig the information from the questionnaires on 32 residents in the area who had the status of land which belonged to the Yogyakarta Sultanate to find out the licensing and management patterns, and the rules on the use of the Sultan Ground in the palace area. Whereas the secondary data are in the form of data obtained indirectly or the data obtained from the local government.

F. RESULT

Regional Data Creation

The results of data collection through Focus Group Discussions (FGDs) and questionnaires of the residents provide an overview of the following conditions.

Based on the age category according to the Ministry of Health, the graphic above shows that the majority of Glondong residents are elderly, which is 66%, followed by adults 31%, and teenagers 3%. This shows that most of the residents of the Sultan Ground in Glondong are elderly.

The residents of Sultan Ground of Glondong population are divided into 2 which are 50% indigenous people and 50% migrants. These migrants usually came from ex-refugees from the Yogyakarta earthquake in 2006 who no longer had a place to live.

The majority of them are high school graduates which are 53%, 19% junior high school, 13% elementary school, 3% undergraduate and those who do not go to school are 12%. The community has the opportunity to develop according to the level of education and understand the process of citizens' rights status. Providing education and understanding about politics and citizenship.

The search of village history plot



Figure 4 Winongo Ex Train Station

Glondong Village is located on Jalan Bantul Km 6.5. It is often called Winongo Village because there is a Winongo Station. Winongo Station is an inactive train station in Glondong, Tirtonirmolo, Kasihan, Bantul. The station is included in the Operational Area VI of Yogyakarta built by the Netherlands-Indische Spoorweg Maatschappij (NIS), the first

railway company in the Dutch East Indies, the construction of the station was started in 1895 and completed in 1912-1919 as the development of the Yogyakarta - Sewugalur crossing railway line.

Winongo Station is close to tMadukismo Sugar Factory so that a branch line was built into the factory for transportation. In 1973, the station and its line were closed. Winongo station building was damaged when an earthquake shook Bantul district in 2006 and then the residents took the initiative to fix it. Currently the station building is still there and is used by residents as the place for meeting centers and activities of youth organizations.

The Chart of The Residents' Occupation

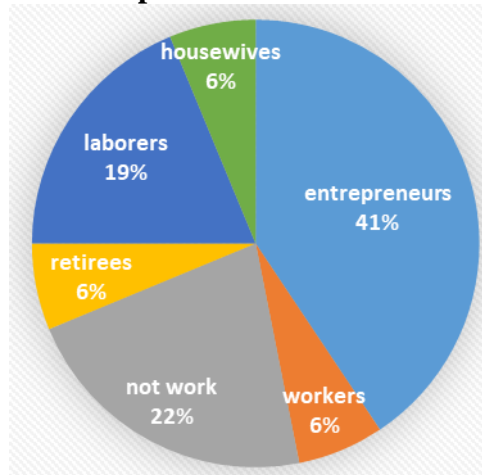


Figure 5 The occupation of the residents

Most of the residents of Glondong village work as entrepreneurs or merchants which are 41%. There were 22% of them who do not work due to the old age. There were 19% laborers, 6% workers, 6% retirees and the remaining 6% are housewives. The people who live in Sultan Ground are middle to low-income people who need assistance for family welfare.

Season Calendar

The Sultan Ground land occupied by the residents of Glondong village is classified as densely populated land and there are still many remaining railroad tracks from Winongo station so that it is not possible to make agricultural land there as the main livelihood, but it is still possible to make a garden with fruit trees even though it is not wide.

Table 1. The usage of land functions

Functions	Area
House	2380
Garden	100
Warehouse	60
Shop	40

The data above shows that the residents use the majority of land for housing and some small parts for gardens, warehouses, and businesses.

The Sketch of The Village



Figure 6 The sketch of Glondong village

In the sketch of the Glondong village, the majority of the area is occupied by residents' houses, divided into several RT areas, and bordered by rivers on the east side

Institutional Study

Glondong Village is located in the government area of Tirtonirmolo Village, Kasihan District, Bantul Regency, Yogyakarta Province. Glondong Village is divided into 3 RTs and it has Youth Organization, PKK (women organization), and many of the residents are the members of the Street Vendors Association (*Asosiasi Pedagang Kaki Lima/ APKLI*).

Identification of Potential and Problem

The results of processing potential data owned by residents of Glondong village are:

1. The majority of the population has high school education, which is 53%, which allows them to understand things
2. The age of the 66% population is old so that they have more maturity in dealing with conflict
3. Half or 50% of the population are indigenous people who are very familiar with environmental conditions
4. As many as 31% of the residents stated that they knew the procedures for obtaining licenses for the use of the Sultan Ground
5. As many as 25% of the residents have obtained *serat kekancingan* or a land use permit from the Yogyakarta palace.

The problem faced by the residents of Glondong Village are:

1. Citizens who do not have *serat kekancingan* or the permission to use sultan's land are 75%
 2. Citizens who do not know how to obtain *serat kekancingan* are 69%
 3. The number of elderly people is 66% who are unproductive and resigned
- Based on the results of the data, a SWOT analysis was made as below.

Table 2. SWOT Analysis

	Strength (S)	Weakness (W)
Opportunity (O)	Utilizing the education that they have to access legal clarity Utilizing the equality of the residents to collect the data Residents give education and understanding to each other, especially to those who do not know the clarity of the land status	Providing education about the land status to the residents Assisting the residents, especially the elderly in the management Forming a community to help each other
Threat (T)	Use the village network to convey aspirations up to the district level and the National Land Agency Using the bureaucracy and government lines to be able to access the land section or <i>panitikismo</i> of the Yogyakarta palace	

Based on the results of the SWOT analysis above, an advocacy model can be formulated as follows:

1. Collect data on residents of Glondong village who occupy the Sultan's land
2. Data collection includes the identity of the population, the area of land occupied and the location plan
3. Data collection is sent to the village head to get a certificate of land occupied that it is not in dispute
4. Collectively submit a request letter to obtain *serat kekancingan* to the sultan ground manager, in this case the panitikismo of the Yogyakarta palace, which is directed to KGP Hadiwinoto Kawedanan Hageng Punokawan Wahono Satrokriyo Keraton, and acknowledged by the local government
5. Submit a letter of ownership rights to the National Land Agency (*Badan Pertanahan Nasional/ BPN*)

Form a community of residents of Sultan Ground to help each other and keep them from unwanted people

G. DISCUSSION

Act No. 3 of the year 1950 about the formation of the special region of Yogyakarta about land rights are enforced in Yogyakarta is currently with the mechanism of Magersari, consists of and Usage Borrowed (with Disposable Rights provisions and Building use rights). Magersari consists of himself and intended for the Royal servants/people who have a special relationship with the Relatives of Sultan/Sultan itself. While the Right Loan is Sharing land rights granted to the community with conditions of usage rights or rights To the building. One of them is the community in the village Glondong Tirtonirmolo of Bantul of Yogyakarta which occupies Pity Sultan Ground.

Logging on a land area of Sultan Ground populated by citizens and the name of the head of household who use the land was important to do. The results of the logging it for certification Sultan Ground. After the national land Agency (BPN) published sertifikat property rights over land that the Palace, residents on the ground that may submit letter SG kekancingan land use to the Sultan's Palace.

According to the rules in force, the status of the certificate of land belonging to the Sultan's Palace is as follows: If the Palace above ground there was activity, so its inhabitants have to invoke kekancingan to the Palace. There are several requirements that must be met in the filing letter kekancingan on land SG berserifikat already. The terms of which must be attached in between the certificate of the land of BPN, spatial suitability letter and rekomendasi utilization of land. Citizens or institutions occupy the land must apply to the use of the land was to the Sultan's SG. The previous rules: each expiration kekancingan, citizens directly propose an extension to the Palace. Now if there is already a proprietary base SG, then using such mechanisms (Abdurachman, 1994).

H. CONCLUSION

This research aims to develop a model citizen advocacy to get clarity of the status of land inhabited by using Participatory approaches to Rural Appraisal (PRA). The community involved participate actively formulate problems and find solutions to problems.

Based on the results of the Study with a Participatory Approach in Glondong Tirtonirmolo Village, Kasihan, Bantul, Yogyakarta, it can be concluded that:

1. The majority of residents still do not have a permit to use Sultan Ground which can cause problems in the future
2. To get *serat kekancingan*, it is necessary to collect data on the residents and the occupied land.
3. Submitting a letter of application for *serat kekancingan* to Panitikismo of the Yogyakarta palace and a letter of ownership rights of benefit to National Land Agency/ BPN
4. Forming a community to provide education, understanding, and mentoring to the residents.

Further research that needs to be done is to carry out an advocacy process for the people of Glondhong Hamlet, in collaboration with relevant agencies, such as village heads, National Defense Agency (BPN) officials, dukuh heads, officials who are authorized to take care of Keraton land.

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DIGITAL MEDIA: AN EFFORT TO STRENGTHEN OF CULTURAL IDENTITY

Yesi Yonefendi

Departement of Communication, Faculty of Social and Political Sciences,
Sebelas Maret University
yon.efendi05@student.uns.ac.id

Pawito

Department of Communication, Faculty of Social and Political Sciences,
Sebelas Maret University
pawito_palimin@staff.uns.ac.id

Mahendra Wijaya

Department of Sociology, Social and Political Sciences, Sebelas Maret University
mahendrawijaya_uns@yahoo.co.id

ABSTRACT

Digital technology has penetrated various sectors in the social life of the community. This can make threats as well as opportunities for Indonesian cultural existence. The existence of a cultural identity can be realized if the culture is shown to the public, and the audience has an acknowledgment of its existence. Digital media is the platform of media development has a big role in the process of cultural regulation now. As a means both of sending and receiving information, media helps in forming cultural identities. This article aims to explain the role of digital media toward formation of cultural identity in the context of communication through the process of defining, interpreting and critical analysis. Completing this article has been carried out a study of www.budaya-indonesia.org website as a digital media in relation with maintaining cultural identity. The result shown that website tries to communicate culture to the public as a form of strengthening the Indonesian cultural identity. However, the selection of content and messages idea also important.

Keywords: digital media; culture identity; cultural; communication.

Theme: Digital Culture

A. INTRODUCTION

The emergence various types of digital media, that follow the development of technology has resulted in easy sharing all information. The internet network is used as media to connecting in realizing the transfer of information. Activities such as video calls, teleconferences, live streaming, sharing messages on social media like Facebook, Whatsapp, Twitter, YouTube, Skype and so on, are the use of digital media that utilizes the internet network. Digital report released by www.wearsocial.com in January 2018 shows internet user in the world reaches 4,021 billion of the total earth population of 7,593 billion, that mean 52,96% of the earth's population has used internet. With internet they are connected, feel close to each other so this allows them to contact different identities, values, cultures (Mubah, 2011).

Their meeting through digital media results in a cultural invasion, people will be very easy to see the other culture as well as vice versa, and then will be mutual influence process. There is a possibility that culture will continue to exist and not affected even influence other cultures, forming new cultures because of the mixing of cultures or being pushed and eventually lost from circulation. Based on the UNESCO report around 640 languages in Europe will be extinct because their offspring no use as their mother language (Farah, 2018) this happens because they use language from other cultures for their use in everyday life.

Development of technology will have a negative impact. According Mubah (2011) in his article that Indonesia as developing country not have good bargaining value, will get serious threat about cultural identity. Present, foreign cultural values are very easy to entry the lower levels of society through information transformation so Indonesian cultural identity will be eroded. Especially when receiving information tends to absorb it without considering and filtering of cultural values. Mubah exemplifies, the use of Indonesian language as the main language now mixed with other foreign languages that are trendy on the internet. Previous “Unyil” movie famous with Indonesian, now they are more familiar with “Upin-Ipin” from Malaysia, and they often communicate use Malaysian language to other.

As a pluralistic nation, Indonesian have various unique traditions. The traditions have been passed down through generations from previous ancestors, it became Indonesia rich cultural that were not possessed by other nations. According encyclopedia has published based on population census at 2010 there are 1,300 more ethnic groups scattered, after classification to cone into 31 large tribes (Badan Pusat Statistik, 2011). The tribes have different characteristics such as physical characteristics, cultural characteristics, or communication patterns. That is an invaluable capital from this nation can be used to build a national identity.

Along with development digital age, issues related to culture emerged behind the diversity of Indonesia. According Situngkir (2014) in opening speech Indonesia faces four very serious threats and challenges. First, a lot of cultural wealth is claimed by foreigners. Second, over time, a number of cultural elements faced extinction. Third, the quantity and quality of cultural research is still minimal. Fourth is still low development of creative economic innovation based on cultural wealth. Indeed, these four problems can be overcome if we have an integrated and comprehensive of Indonesian tradition culture database. It will be able to prevent claims from foreign parties. Although we cannot prevent the flow of modernization that drives the extinction of traditional culture, at least with the existence of a library of cultural wealth it will still be known, enjoyed and studied by generations to come, thousands of years from now.

Furthermore how about digital media, has it been used to preserve and maintain cultural identity perfectly. This article aims to explain how the role of digital media toward formation of cultural identity in the context of communication. Budaya-indonesia.org website as a form of digital media that has attention to the Indonesian cultural diversity. Interestingly, as a digital media this website implements an interactive form by involving the role of netizens in achieving their goals. They are trying to obtain an integrated and comprehensive database of Indonesian traditional culture. In other words they apply the characteristics of the development of digital media to obtain various cultural data. Until now, budaya-indonesia.org has collected around 20 thousand more cultural data and from it produced 25 research works. Several studies have been successfully published in prestigious international journals. In addition, a number of software that is useful for economic innovations, such as the generation of batik, travel tours and so on (Situngkir, 2014). At present to improve cultural data, they make the event called "gerakan sejuta data budaya". Based on this, this article reveals how budaya-indonesia.org as a digital media in shaping and strengthening cultural identity?

B. LITERATURE REVIEW

Regarding cultural understanding Tubbs & Moss (2005) state that culture is a way of life that develops and shared by group of people and passed down from generation to generation. Culture as a result of a social agreement, it used as joint rule for all members. Cultural sustainability will be passed on to the next generation through the learning process carried out from previous generations, where this process will be influenced by the experience of each and the environment circumstances (Alfan, 2013:43). The efforts of human beings with the environment and social community can eventually form a culture. Culture according to Koentjoroningrat can be translated into three formation, (1) ideas, values, norms, regulations and so on; (2) complex in the form of activities and patterned actions of humans in a society; (3) objects from human works (Alfan, 2013: 45). The reality of these cultural forms ultimately led to cultural treasures at the local, national and global levels.

The cultural wealth of the Indonesian originated from local cultures in the region. The number of tribes spread from Sabang to Merauke is a valuable capital to build national culture. The constitution of 1945 chapter XIII article 32 states that the nation culture is a culture that arises as result of the whole effort of the Indonesian people. Local culture or regional culture is a culture that has been passed down from generation to generation in certain areas or regions. This situation will make their culture different from other regions, eventually they have their respective cultural identities. If the regional culture is in harmony with the norms of nation and state that are owned by Indonesia and then combined, it will become a national culture (Alfan, 2013: 46).

Identity can be described when someone has a nickname that can be used to distinguish from others. The name given has referred to identity, because identity describes who I am and how others think about me, identity is the concept of who we are (Martin & Nakayama, 2010: 162). There seen any role of other peoples when referring to identity. Therefore, identity is determined by people around, so the existence of self and social related in shaping identity, in other words, self and social cannot be separated (Cinoglu & Arikan, 2012). So that cultural identity refers to a sense of belonging as part of a particular ethnic group or culture. Cultural identity is formed in the process that results from membership in a particular culture, and this involves learning about acceptance of tradition, heritage, language, religion, ancestry, aesthetics, mind-set, and socio-cultural structure. (Lustig and Koester, 2010: 142-143).

Digital Media in the JOURNEY

The digital world began when TCP/IP was discovered around 1960, followed by APRANET and personal computers around 1970, then Hyper Text Transfer Protocol (HTTP) in the 1980s and the internet began in the 1990s (Chen & Zhang, 2010). At first, after the industrial revolution, economy developed by using machines as human substitutes. The use of latest machines is done in order to increase the production capacity of goods and services, but the performance has not been maximized. Finally, internet can connect between machines so becomes more maximal. Over time, the development of internet usage has experienced rapid progress until now. In Indonesia based on data from the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) internet users in 2017 amounted to 143.26 million people which is about 54.68% of the Indonesian population.

The digital world increase continuously, more innovations technology made by carried out by experts. According Cahyana Ahmajayadhi, the development of the digital world has three levels. First is digitalization 1.0, where digital progress is seen as only

progress in terms of calculating and recording documents such as writing, visual design, audio video. Second, digitalization 2.0 which is marked by used of computers with the concept of networks that connect with each other and become social media, friendships and socializing. Computers can be used to communicate, even between different platforms can be connected. Computer can become a human technology that can create emotional from users. Third digitization 3.0, where the machine is not only used as a means to do intellectual and human emotions, but has become a more productive and more responsible tool, such as digital technology can be used to preserve nature, prevent crime, improve public services (Ahmadjayadi, Subkhan & Wiradinata, 2016: 22-24).

Follow the progress in digital era, digital media also developed. This change resulted in the easy process of information data transmission. The flexibility of the digitalization network has a more effective and efficient impact (Schiller, 2002 p. Xv). The past newspaper media in the form of text and images, if you want to get information in the form of video, you have to see television, as well as radio that only sends information in the form of sound. Digital media can do all three into one, users will find it difficult to distinguish one media from another and users can easily use digital media by just one click (Markman, 1997: 35).

The term digital media leads to new media, or digital media is synonyms of new media (Chen & Zhang, 2010). A media as a new media category when it has features: digitally, convergence, interactivity, hypertextuality and vitality (Manovich, 2003; Lister, Giddings, Grant & Kelly, 2003; Flew, 2005; Guan, 2006). Digitally, the media is not doing analogue transformations, all data has been changed in binary form using complicated formulas text, sound, video images are converted into 0 and 1. Second, convergence refers to the ability of the media to combine various forms and functions into one form, calculation, communication, media, and information. Convergence integrates both of media and information industry to combining communication service facilities, digitization functions and product services to meet user needs, for example the convergence of products and services appears on e-transactions, working with the internet, online transaction business. Third, interactivity refers to the ability to choose and control when users take information sources and systems, examples of internet usage where users can not only create data, create storage, create new forms of information, but also reflect, revise and reply to existing data and information, connected and shared management. Fourth, hypertextuality refers to network functions in new media. The media provides large amounts of information data that are freely connected between points in the network. Fifth, virtuality where through connections in cyberspace can build simulations and images of technology through false experience and reality (Chen & Zhang, 2010).

Digital media and cultural identity

Digital media is clearly influencing human civilization. The emergence of smartphones with various types and features include supported by software facilities make forms a new life pattern. People cannot escape from it because a lot of activities can be done from these tools, such as making money transfers use internet banking. In the past when money was not found, trade was carried out with a barter system, but when there was money, human civilization changed, they did not need to bring more items to be exchanged, enough to bring money they would get it. At this time when the digital world has been adopted, the new civilization is changing, cash is not needed to transactions. They use existence of e-commerce, simply make a purchase from a smartphone for a variety of transactions, including online purchase transactions, buying some think through online sites without having to be afraid of choosing wrong items, because now the image has a higher resolution resulting in images which is better according to the original (fotografidesain, n.d).

When information can be readily accepted, the opportunity for entry of culture from the outside opened, vice versa our culture is also very easy to be exposed out, and there are great opportunities. This situation will create new habits as well as new behaviours, people must be able to adjust themselves, for involved in competition, humans continue to experience change (Chen & Zhang, 2010). The readiness of human resources is very decisive, otherwise it will be easy to lose for penetration of this information so that will erode the Indonesian culture. Mubah in research illustrates that Indonesia as a developing country is very vulnerable to loss of cultural identity because of the intense influence of globalization hegemony in all directions and penetrating the country's borders. Identity that unable to compete in globalization will get serious threats on Indonesia local community, because of information that enters to the life dynamics (Mubah, 2011).

Digital development now has led to more productive technology. In Indonesia, for examples Bandung city, when many government employees have a new culture, have the new hobby of photographing, especially part of cleanliness and gardening, this happens because all work must be proven by the presence of photographs. With photo-based and video-based reports, various irregularities can be minimized in terms of reports (Ahmadjayadi, Subkhan and Wiradinata, 2016: 22). The city of Bandung is a smart city with use of information technology that can improve three aspects, namely connecting, monitoring and controlling with the support of the Bandung Command Centre. The government installs GPS technology on each car service to monitor head office existence, the Mayor opens social media account to receive complaints from all Bandung residents as well as monitor the response of all complaints from the dashboard (Ahmadjayadi, Subkhan and Wiradinata, 2016: 156).

Digital technology can be used to maintain cultural identity and national identity. it is the right step because it will combine two goals at the same time, namely maintaining cultural heritage and receive technological progress in order to keep up with global developments. Indonesia is a large nation, has many cultures. This situation requires an extra struggle to continue to maintain cultural identity. It make Indonesia will be a winning country in globalization.

Cultural identity is formed based on interaction and negotiation between oneself and group affiliations (Chen and Zhang, 2010). In the communication lens, it can be explained that identity is formed when there is communication (Griffin, 2012: 54). Martin and Nakayama (2010: 148) call it a little different from saying that communication is a bridge between culture and identity. This means that the identity can be known by others, so the identity needs to be communicated, even about who themselves also through communication with others. In this case, Marry Jane Collier shared the same opinion in the initial concept when building a theory of cultural identity that a person builds a social identity on cultural groups by means of which the identity is communicated (Littlejohn, 2017: 78). In other words, identity is combining or connecting between individual and social, and with communication that relationship can occur (Littlejohn, 2011: 103).

Digital media that has been discussed before is a means to communicate the cultures of the Indonesian people to others (Chen and Zhang, 2010). This communication is needed to form of culture identity in accordance with the level. If the recipient within the territory of the country will form regional cultural identity. More broadly if those who receive information are netizens from outside the country's territory, it will become a national identity. Most wider scope of media distribution, of course, the cultural identity will be known. This is the key to maintaining c ulturalidentity so that it continues to exist even more well-known among netizens who in fact are all internet users in the world. Currently using digital media can reach all parts of the world, depending netizens are easy to find and interested in what is

informed. The selection of media in this case is digital media becomes an important to making communication strategies, including the creation of messages build to delivered (Patterson and Radke, 2009: 113) with detailed and interesting information about culture can be conveyed.

C. DISCUSSION

Digital media is an effective means of maintaining cultural identity by disseminating cultural information. Conducting research on culture with digital-based management concepts. Nofiyanti tried to create a website about the introduction of traditional clothing and house culture (Rusdi, 2013). Sitokdana & Tanaamah (2016) try to design the concept of e-culture development in Indonesia by making two discussion topics, namely mapping the e-culture domain and e-culture development strategy. Interestingly, Sitokdana tries to integrate all cultural elements, both objects and objects with elements outside culture, both directly and indirectly, such as e-government, e-tourism, e-business, e-sport, e-learning, e-environment. The field is an ecosystem of inter-related e-culture, for example cultural tourism can be promoted through e-tourism, and results of cultural products can be sold through e-business.

Abroad may be the development of digital media-based culture already. Like the famous search engine, Google Company, starting in 2011 launching google art and culture through the Google Cultural Institute and collaboration with 17 international museums (en.wikipedia.org, n.d), the media invites netizens to play an active role in keeping the world heritage by sharing about culture on line. Until 2016 claimed to have collected over 1000 museums and cultural groups (Google Culture Institute, n.d).

In Indonesia, one of the media that is concerned with culture is budaya-indonesia.org. base on website development was initiated by the Perhimpunan Budaya Indonesia (PBI) where the institution is engaged in cultural studies and traditional cultural excavations that are able to meet the challenges of social, economic, political, scientific and technological globally. Through its cultural discussion group, this institution designs a license for the heritage of national culture, which is a concept that leads to the recognition of cultural entities for strong traditional culture to an international level. In addition PBI was also designed to carry out cultural expeditions to the centre of traditional culture and conduct road shows to transmit interest in using information technology in finding sustainable points of traditional culture amid the current global trend.

Together with other groups Jaringan Budaya Indonesia (JBI) and IACI Creative Economy Unit, concerned with country's vision that the arrangements has uprooted from cultural roots, from represents culture as uniquely elements in unity. IACI was declared in Bandung, December 29, 2007, Now IACI has merged into Sobat Budaya (sobatbudaya.or.id). Netizens can participate by registering to get a user login. The entries available to be recorded in this site include: title, category, elements of culture, province, region of origin, information about the data entered, and facilities to upload supporting files in the form of images. In addition, the main menu also shows claim menu about Indonesian local culture that has been claimed by other parties.

The appearance of the culture-indonesia.org website shows identification culture process. Here identity meaning appears, as concept who am I by Martin and Nakayama. Identification starts from naming the title, calculating with categories, types of product cultural elements, regional origin, information about the data entered, and visual data with image format as supporting objects. Most detailed uploaded data will be clearly identity shown. Characteristics of cultural products will be shown overview of the origin, current conditions and developments on the future (Weinreich, 2003).

Refers to the articles of Chen and Zhang (2010) concerning the five characteristics of digital media, budaya-indonesia.org has a digitality feature where the website is a collection of pages containing information in the form of text, images, sound and video and summarized in one domain, and can be translated by a web browser then can be accessed via a network protocol called HTTP (wikipedia.org, n.d). The series in the website follows the digital concept where the data in its transformation uses 0 and 1, which done with instructions based on html, xhtml. Likewise, every data available on Indonesian-Indonesian culture, such as text and images, uses digital format. Secondly convergence, this concept is seen in budaya-indonesia.org which combines various roles and benefits. Not just collecting data, but there are developments in the form of studies. The results can be developed in various fields such as software development. That is useful for economic innovations such as batik generators, virtual tours, games, and comics. Some of these technologies can then be applied to empowering some craftsmen such as the mBatik software training to batik craftsmen in Central Java. With the existence of budaya-indonesia.org, digital culture libraries in Indonesia will be built. Third, interactivity, controls the use of websites, where users who will contribute are required to login first. Data collection involves a public role. Besides that, supporting the website culture-indonesia.org, social media such as twitter, facebook also used. They using account twitter@infobudaya, and facebook with @budayaindonesia. While other websites that are connected to the existence of budaya-indonesia.org is sobat-budaya.or.id and sejutadatabudaya.com. Fourth hypertextuality, this is seen in the ease of sharing information in a network that is incorporated. Information is very easily accessed by users and they can easily share with others. Any cultural data entered in this web can be done in discussion editing and reporting other users can add notes in data provided by different users. In addition, using social media, information sharing with tweeters or facebook is very easy to do. Finally virtuality, all activities can be done can run in cyberspace through the internet. Through what is displayed on the internet other users can apply to the real world, as mBatik can be applied realistically to batik craftsmen. The use of a virtual tour can be used as a guide in planning trip. However, sometimes what is displayed on the website is not in accordance with the existing reality, such as the appearance of an extinct culture, so that even though it is on the website, in reality it does not exist.

Data text and image stored in digital format on server, and it can be accessed through internet network with digital media using various platforms from around the world..

In terms of technology, currently the use of video media is very familiar, many media use video to share information such as YouTube, yahoo-screen, or dailymotion. Even now the video is used to assist in the implementation of football matches with the term Video Asistant Refree (VAR) which has been applied to 2018 world cup (Arifin, 2018). Research by Hubis (2007) said that video media and image presentation elements have a significant effect on increasing farmers knowledge. Video media has not been seen on the website culture-indonesia.org, when someone wants to display video, then what is done is to include a link to the website address of the video uploaded. Seeing the growing influence of videos and digital trends, should be thought in developing this website.

E. CONCLUSION

Digital media is means can used to maintain the current cultural identity. Internet users who are more than 50% of the world's population, will be more easily touched by using digital media than conventional media. Digital media can be associated as new media, with the characteristics of digitalisation, convergence, interactivity, hypertextuality and virtuality. The role of digital media toward cultural identity is digital media can be used to show Indonesian culture to the international. By showing the existence of local culture through

digital media will be increasingly shape and show cultural identity to audiences, in this case netizens on the world.

One of the digital media is website like the one carried out by the Indonesian Cultural Association is budaya-indonesia.org. Then, to strengthen cultural identity, this site tries to digitize regional cultures and store digital data on the internet to be accessed by netizens, and using the characteristics of digital media has appear on this website. The data entered in the form of text and images are then changed in digital format and stored in storage media that can be accessed via the internet network. All information can be accessed again through various platforms from around the world. Besides that, with support the other digital media like social media and the program that was initiated, this website tries to communicate culture to the public as form of strengthening the Indonesian cultural identity. However, the selection of content and messages idea also important, one of them that messages are easily accepted and keep abreast of digital trends such as using video content.

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DIGITAL FARMING AS TOOLS FOR DEVELOPING FOOD SECURITY IN INDONESIA

Ari Surachmanto

Student of Master Communication Science, Sebelas Maret University
ari27morrisey@gmail.com

Prahastiwi Utari

Lecturer at Faculty of Communication Science, Sebelas Maret University
prahastiwi@staff.uns.ac.id

Andre Novie Rahmanto

Lecturer at Faculty of Education, Sebelas Maret University
andreyuda@yahoo.com

ABSTRACT

This paper aims to present sustainable production growth and agricultural productivity for food security, depending on the progress of agricultural research and its effective application in the field through the transfer of technology and innovation, with a necessity in the digital farming approach for agricultural stakeholders, especially farmers. One of tools that support digital agriculture is Cropping Calendar-Information System (CCIS). The method used in this study is literature study by collecting data from various journals, books and documents. The results show technically that CCIS recommendations can help increase productivity of plants. Information from CCIS such as planting time recommendations, cropping patterns, new superior varieties, use of fertilizer doses, has increased the production of crops. However, there are still few farmers who use CCIS recommendations because of the limitations of farmers to understand technology that is technical and lay for farmers. A great effort is needed to convince farmers to learn and understand from digital agricultural technology to use CCIS as a technology recommendation to increase crop productivity. CCIS dissemination can be anticipated and minimized failure of its implementation by following; (1) The communication strategy that needs to be done from extension officers to identify the target user who categorizes the target used and classify it, (2) Improving cooperation and feedback relations between researchers, extension officers, farmers and other stakeholders, (3) Various supporting digital communication media can be used, but the program package must consider the principles of packaging information that can persuade users, (4) Supporting institutions are needed that can be responsible for marketing, services, providing production inputs, capital and information provision.

Keywords: Digital Farming, Cropping Calendar-Information System (CCIS), Dissemination, Food Security.

Theme: Public Policy for Digital Technology

A. INTRODUCTION

Indonesia's economy performance in the period of 2012 – 2016 showed an increasing pattern. It was reflected by the achievements of the Gross Domestic Product (GDP) both in nominal and real terms. In 2016, the growth rate of Indonesia's GDP reached 5,02% per year (BPS-Statistic Indonesia, 2017). The agricultural sector also had a positive growth of 3.16% per year. In 2016, the contribution of agricultural sector for total GDP of Indonesia was 10.21% (Ministry of Agriculture Republic Indonesia, 2017)

Export value of agricultural commodities during the period of 2012–2016 decreased by 5,79%. It caused by the decreasing of export value for food crops and estate crops commodities. But in the same period, the import value decreased by 3,39%, the fact agricultural sector can evidence that agriculture is able to independently meet domestic needs. In 2016, the export of value for agricultural commodities reached US\$ 26,7 billion. It covered of 95.54% (US\$ 25.54 billion) export value from estate crops commodities, 2.03% (US\$ 543.29 million) from livestock products, 1.90% (US\$ 506.89 million) from horticulture commodities, and 0.53% (US\$ 142.46 million) from food crop commodities.

This success was supported by the Ministry of Agriculture which has made various efforts with various breakthrough activities including: (1) agricultural machinery assistance of more than 180 thousand units (including: tractors, rice transplants, combine harvesters), (2) rehab of tertiary irrigation networks covering 3,05 million ha, (3) development of water resources such as embung, long storage, and trench dams of 3.771 units, (4) the use of superior seeds of rice, corn, soybeans, chili, and red onions in an area of 7 million ha (Ministry of Agriculture Republic Indonesia, 2016).

From the aspect of food security, national strategic food conditions during 2016 are good performance. This is shown by the achievement of strategic food performance that increased significantly compared to 2015. Specifically the increase in rice production in 2016 caused Indonesia not to import rice as in previous years. Rice production in 2016 reached 79.141 million tons of Dry Mille Rice (GKG), an increase of 3.744 million tons (4.97%) when compared with the achievement of production in 2015.

When the demands of agricultural production should increase food security for around 265 million people in Indonesia, on the other hand there is a contrast to the support of food crop production with the fact that the land is decreasing from the average ownership of farms because there are currently switch functions of agricultural land. The reality of the conversion of agricultural land has now changed a lot to the industrial and housing sectors which has caused the ownership of the farmer's land to be less than 0,25 hectares per household, less than 360 m² per capita used for farming (ICRR, 2015).

In addition to the lack of arable land that farmers use to produce food crops, other obstacles that often appear to threaten rice production in the farmers present are influenced by climate change, which has anomalously high levels in recent years. These climate conditions anomalies greatly affect the pattern and time of planting, the potential of coming floods or droughts, affecting plant disturbing organisms (OPT) that can emerge, also determine the selection of plant varieties to be used in agricultural activities (Pramudia, Woro, et.al., 2013)

To achieve growth in production, increase productivity and sustainable agriculture depends heavily on the advancement of agricultural research and its effective application in farmers' fields through the transfer of technology and innovation with a necessity with a digital farming approach. Digital agriculture will provide sustainable resources, a very important role for the growth and development of sustainable agriculture, but the implementation of digital agriculture is currently still facing obstacles and challenges. This

study aims to present sustainable production growth and agricultural productivity for food security, depending on the progress of agricultural research and its effective application in the field through the transfer of technology and innovation, with a necessity in the digital farming approach for farmers. The method used in this study is literature study by collecting data from various journals, books and documents.

B. DEVELOPING FOOD SECURITY

Rice is a strategic commodity to supply the needs of food, especially protein and carbohydrates for the majority of the Indonesian population. The level of national rice needs in calculation always goes up from year to year as the population grows.

From BPS-Statistics Indonesia data, in 2014 Indonesia had a population of 252.16 million people with rice consumption needs of 1.626 Kg per week, resulting in a need for around 21.320 million tons of rice per year. With the increase in population growth in 2015 reaching 255.18 million people with rice consumption rate of 1,631 Kg per week, resulting in the need for rice to increase to 21,642 million tons of rice per year. In 2016, it increased to 258.71 million people, with a per capita requirement of 1,668 Kg per week causing the need for rice at 22.439 million tons (BPS-Statistic Indonesia, 2017).

Agricultural development has been implemented by the government policy in supply the food needs of the community. Law Number 17 of 2007 concerning the National Long Term Development Plan (RPJPN) 2005-2025 is the basis for strengthening overall development by emphasizing the economic competitive development based on available natural resources, quality human resources and the ability to master science and technology. The implication is the agricultural sector has become a strategic sector in providing food and industrial raw materials, contributing to Gross Domestic Product, foreign exchange earners, absorbing labor, the main source of income for rural households, providing feed ingredients and bio-energy in national economic development.

Presidential Regulation of the Republic of Indonesia Number 2 of 2015 concerning the 2015-2019 Medium Term Development Plan (RPJMN) which is currently entering the 3rd stage (2015-2019), prioritizes efforts to achieve food security.

As revealed FAO from The State of Food Insecurity (2001), Food security is a situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life.

Food availability is very reliable to realize food security when everyone has access to sufficient food. The lack of food availability and unreasonable price fluctuations greatly affect people's access to these foodstuffs. In comply strategic food needs, efforts are needed to increase the production of agricultural commodities, processing and distribution. However, to realize food security as an implementation of sustainable agricultural development still has problems one of the prominent causes of ego that causes implementation to become insulated (Rivai, Anugrah, 2011). The concept of multi-dimensional sustainable development with a digital agriculture approach is a cross sector and multi-disciplinary integrated program to deal with problems that arise to realize food security.

C. CCIS APPLICATION DIGITAL AGRICULTURE FOR FOOD SECURITY

Now Indonesia has entered agricultural technology with a program presented by the Ministry of Agriculture Republic of Indonesia through Indonesia Agricultural Agency for Research and Development (IAARD) called Cropping Calendar-Information System (CCIS).

CCIS is an initial recommendation as an information tool to deal with obstacles that can be faced by farmers in agricultural activities. Historically the beginning of the development process IAARD has compiled a Cropping Calendar atlas in 2007, then revised to be developed into a more dynamic CCIS with initial information content for planting time for extension workers and farmers.

CCIS has information content not only the estimated season that will enter with initial recommendations for planting time only. However, there is also a variety of information on cropping patterns that can be applied, potential planting area of arable areas, drought-prone areas and flood-prone areas, information on potential attack of plant disturbing organisms (OPT), following fertilizer dosage recommendations, and crop varieties according to climate to be used according to the following types of rice fields. As in irrigated rice fields, rain-fed rice fields or in swamps (Rantunuwu, Syahbudin, Ramadhani, Pramudia, et al., 2012).

CCIS reaches out to 7.042 sub-districts in 514 districts from 34 provinces in Indonesia. In order to provide faster and more efficient information dissemination, the CCIS information consists of printed CCIS information, data access via short message service (SMS), use of on-line media on the website, as shown at figure 1, and CCIS application facilities on the play-store through Android-based devices, as shown at figure 2.



Figure 1: CCIS website display

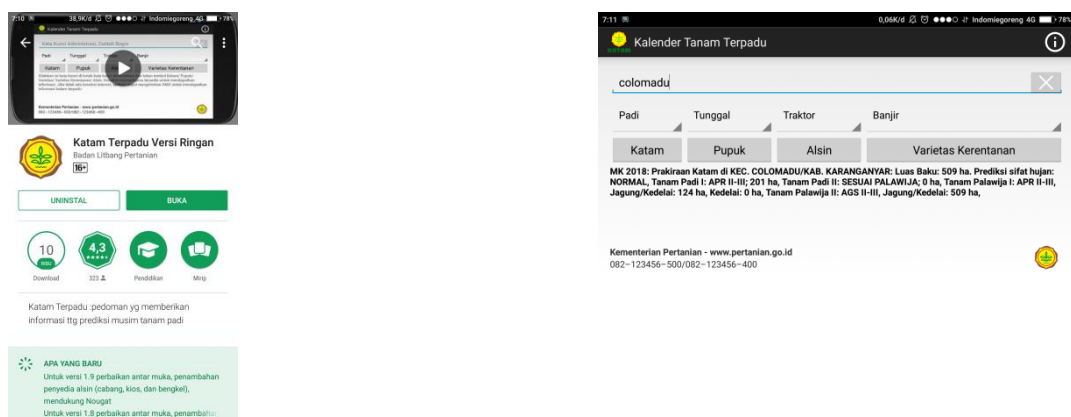


Figure 2: CCIS android display

This CCIS information is dynamic, always moving to improve every time before the planting season in the rainy and dry season, for the accuracy of recommendations which become a tool for policy makers, information extension agents provided to farmers in planting planning.

Information on CCIS is a climate prediction that is correlated with the national climate database system in the laboratory of the Indonesian Agro-climate and Hydrology Research Center (IAHRC) in synergy with the Indonesian Agency for Meteorological Climatological and Geophysics (IAMCG) database, based on actual conditions of planting area and planting intensity in the field, using climatological analysis which was concluded through the availability of water based on rainfall, which was then combined with crop data, disaster threats in the field, and technology recommendations that were best for agricultural activities (Rantunuwu, Syahbudin, Ramadhani, Pramudia, et.al., 2013)

The implementation of CCIS work that is used for farmers is based on the Minister of Agriculture's Regulation on Technical Inter-institutional Work Relations, Agricultural Research and Development and Extension in supporting the national program National Rice Production Improvement (P2BN) which includes the development and socialization of CCIS implementation, supporting adaptation efforts and climate change mitigation. CCIS is socialized through the CCIS Socialization Team at the Agricultural Institute for Assessment Technology (AIAT) in each province. The team consisting of researchers and AIAT extension disseminated to farmers on recommendations for agricultural technology. In addition CCIS is socialized by extension agents in the Department of Agriculture in the sub-district to farmers (Ministry of Agriculture, 2011).

D. CCIS APPLICATION

CCIS Innovation Technology contains important information about food crops. CCIS is expected to provide confidence and certainty to policy makers, extension agents and farmers in the region in formulating the definitive needs of seeds, varieties of varieties, fertilizers and agricultural mechanization. Many hopes for this technology to ensure the success of rice production at the sub-district, district, provincial and national levels. Accurate and valid CCIS can increase the productivity of corn and soybean rice while avoiding farmers from risks associated with climate uncertainty, such as drought and flooding. Rice productivity is influenced by the suitability of the use of New Superior Varieties (VUB), planting time, fertilizer dosage and OPT attacks are very tangible (Srihartanto, et.al, 2015).

Several studies have been carried out to measure the suitability of the CCIS and the study of the impact of using CCIS recommendations on increasing rice productivity. The suitability level of CCIS in the first year of 2014/2015 in Yogyakarta was 46% of the application of fertilizer dosage, 53.7% of planting time, 72.2% of VUB application and 77.8% of suitability of pest attack. Rice productivity is influenced by the suitability of using new superior varieties (VUB), planting time, fertilizer dosage and pest attack are definite (Srihartanto, et.al, 2015).

The use of varieties in accordance with the CCIS MK 2014 recommendations in Kuningan District, West Java using Inpari-13 variety gave high yields (9.81 tons/ha GKP) compared to the treatment of varieties that were not in accordance with CCIS recommendations, only 7.23 tons/ ha GKP (Supriyadi, et.al, 2015). Other research has been carried out to see one of the causes of low rice productivity in Sanggau, West Kalimantan which only produces about 2 tons per Ha, due to the planting time that is not yet precise. This is because of the rice harvested area in this location estimated around 35% are affected by drought or flooding. The research was carried out following the CCIS recommendation with the time to conduct the study starting from January to December 2015 with the time and

pattern of cropping treatment in the first and second weeks of May 2015. Fertilization pattern using 200 urea fertilizer, 100 SP36 and 50 KCl fertilizer , the use of VUB with Inpari 30 varieties where this variety is in accordance with the recommendations suggested by information from CCIS, yielding 3.09 tons/ha of GKP (Dewi, Sabur, 2016). From several studies conducted appears that CCIS recommendations can increase crop productivity.

E. DIGITAL AGRICULTURE DISSEMINATION OBSTACLES AND ESCAPE

When digital agriculture information was delivered by extension officer, there were no similarities in ideas or ideas of direct extension from farmers. Agricultural extension officer can express their thoughts on information so that it can be described and interpreted in the cognition of farmers in various ways. In this condition, there is a possibility of CCIS message distortion because extension agents and farmers do not always have the same understanding of words, symbols or signals used in dissemination. The possibility of distortion that emerges can be reduced if the extension agent is oriented as the recipient of information and uses feedback from farmers to find out if the information from the CCIS can be correctly interpreted.

As communicants, farmers are the main actors who receive digital agriculture information. There are two characteristics that explain the situation of farmers as recipients of extension information, namely subsistence farmers and rational farmers (Mardikanto, 2009). Farmers with subsistence characteristics prefer to conduct habits that are static, do habits based on old traditions that have been tested. The characteristics of these farmers are more closed and difficult to make changes, because basically they have a tendency to carry out agricultural activities by prioritizing the important ones to survive only. If there is an input for alternative changes in farmers on these characteristics, the idea that is present is something that is risky and will instead make a boomerang for the situation. Another characteristic is rational farmers.

To improve farmers' understanding of CCIS, one of the AIAT in Banten province in 2016 had conducted socialization to 205 farmers. The CCIS socialization was conducted using a home-visit method, namely visiting directly to farmers in the field, with various activities carried out namely by giving an explanation about CCIS, discussions, posting the CCIS 2016 poster and installing Android-based CCIS in the participants, as well as evaluating the use of CCIS in the 2016 planting season. Evaluation of the use of CCIS in 2016 was carried out to see how far the use of CCIS was obtained. 83% of farmers knew CCIS and 17% of farmers did not know it. But from the number of farmers who know the CCIS, only 12% of the farmers who apply CCIS are only obtained (Banten AIAT, 2016). Banten AIAT noted that CCIS socialization activities in 2016 resulted in the large number of farmers who did not access CCIS information due to farmers who were having difficulties.

Information provided by the extension agent regarding CCIS has been carried out in an intensive mentoring activity as well as possible in accordance with the work function of the extension agent oriented to farmers to arouse their awareness and knowledge in farming activities using CCIS recommendations.

CCIS is information on innovation for the development of crop production for farmers. Approaching the theory developed regarding innovation, Rogers said that information on innovation is not necessarily something that is really the latest, it could have been known for a long time, but prospective recipients of innovation have not prepared to like or maybe even dislike, or can accept or reject the innovation. A new idea of innovation does not mean to be completely new at all. An idea is assessed subjectively according to the individual recipient, if the idea is considered true is a novelty for the individual or group of recipients then the idea becomes an innovation for them (Rogers, 1983).

The idea formed on innovation according to Rogers can approach the characteristics that can be conveyed with greater relative advantage, compatibility, ability in testing, observability, and the least complexity to be adopted by the recipient. Rogers revealed that in ideas or information that is renewable for others has several attributes that accompany it, including: (1) Relative advantages, benefits that can be taken from an innovation. (2) Compatibility, the suitability of innovations offered with the values adopted by a social system, past experience, and the needs of potential beneficiaries. (3) Complexity, the degree of ease or difficulty to be understood and used by users. (4) Trialability, the possibility of innovation can be tested or tested first before being applied. A new idea, if it has the opportunity to be tried first, will be adopted more quickly than those that cannot be tried. (5) Observability, innovation is real for others, can be observed and communicated to others.

From the attribute exposure disclosed by Rogers has an interest when the persuasive form is carried out, an extension officer can consider packaging information that is appropriate for the farmers to give about CCIS. Extension officers can package information by taking into account the benefits that can be obtained for farmers regarding CCIS, taking into account the values that have been adopted previously, which are used by farmers' habits and needs so that there is no overlap between the values and the information to be provided. The level of complexity of CCIS can be technically simplified by simple, more down-to-earth language, and easier for farmers to understand when receiving CCIS information content.

From the assistance made by extension workers to farmers regarding CCIS in Banten province, they are still at a low level using the digital application. In addition to the problem of resource quality with insufficient awareness from farmers in implementing technology, the internet network in remote areas has not completely covered the entire area. This is a crucial problem with two big problems; adoption of agricultural digitalization innovations and how to build effective communication and practical policies for farmers. Then the factor of agricultural extension officers is very important to influence the adoption of modernization of modern agriculture.

Therefore agriculture is very important high-tech agriculture must be taken as a top priority in the restructuring of digital agriculture. To attract agricultural digitalization, the government must introduce improved policies on the promotion of research, innovation, incubation, transfer, technological development, application of technology to agricultural production, with an emphasis on policies to promote scientific and technological potential for more useful and functional functions of digital applications. It will be very useful to give farmers literature or workshops to educate them about innovative techniques, equipment, innovative agricultural products.

F. CONCLUSION

Digital agricultural innovation is considered a key to agricultural restructuring and solutions to address food security, agricultural product quality, food security and sustainable development. The development of a model to realize this goal is by promoting digital agriculture with high-tech agriculture that can be used to improve quality and efficiency, meeting the growing demand for agricultural commodities. This article presents some key features of digital agriculture and the status of its application in several provinces in Indonesia, barriers that arise and solutions for its development.

In anticipating and overcoming the failure to implement digital agricultural technology it is recommended to do; (1) The communication strategy that needs to be done from extension officers to identify the target user who categorizes the target used and classify it, so that the digital agricultural technology to be introduced is suitable for farmers, (2) Improving cooperation and feedback relations between researchers, extension officers,

farmers and other stakeholders involved, (3) Various supporting digital communication media can be used, but the program package must consider the principles of packaging information that can persuade users, (4) Supporting institutions are needed that can be responsible for marketing, services, providing production inputs, capital and information provision. This study also examines the factors that influence the behavior of adoption of technological innovations in agriculture for farmers in Indonesia to create basic literature for policy decisions.

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ANALYSIS OF IMPROVING THE QUALITY OF INFORMATION TECHNOLOGY-BASED PUBLIC SERVICES THROUGH APPARATUS RESOURCE DEVELOPMENT ON THE CITY GOVERNMENT OF PALEMBANG

Hardiyansyah

Universitas Bina Darma
hardiyansyah@binadarma.ac.id

Koesharijadi

Universitas Bina Darma
koesharijadi@binadarma.ac.id

Suyanto

Universitas Bina Darma
suyanto@binadarma.ac.id

ABSTRACT

The promises of regional leaders during the election campaign, that the services provided to the people should be easy, cheap, friendly, fast, and non-discriminatory, in short, the services provided must be of good quality. This is in accordance with the laws and regulations. But in reality there are still many conditions that are not good service, a convoluted, unfriendly service, expensive, time consuming, and discriminatory. It is allegedly due to incompetence of human resources (apparatus) and utilization of information technology in public services that have not been optimal. The good public services / quality, is not only a public demand in this era of reform, but also a paradigm shift and the development of science and technology, especially information and communication technology. The purpose of this study is to investigate and conduct an in-depth analysis of human resource development (apparatus) to improve the quality of public services based on information technology in Palembang. The research method used is a mix method, which is a combination of quantitative and qualitative methods. The results of the current study indicate that the success of improving the quality of public services based on information technology is determined by the ability of the apparatus in utilizing information and communication technology in the public service through the process of learning, education, development and training.

Keywords: services quality, apparatus development, information technology

A. INTRODUCTION

Human resource (apparatus) is the spearhead of successful implementation of regional autonomy policy. One indicator of the successful implementation of regional autonomy policy is the realization of well providing public services quality of implemented by public

service organizations, such as electronic identity card making procedure, family cards, birth certificates, building permits, land certificates, trade licenses, etc. The public services quality nowadays has taken further steps to enhance their quality of service and increase the effectiveness of organizations characterized by creating an innovative ways to enable citizen-friendly environment, cheap, fast, and interactive relation public authorities and non-discriminatory. So far, the public service is still perceived as not qualified, it can be seen from various public complaints, whether delivered directly or complaints conveyed through various media, whether social media such as facebook, twitter, google+ or mailing list, or through printed and electronical media such as newspapers or television and radio, including complaints to the Ombudsman institution, a state institution which has the authority to oversee the provision of public services, whether administered by a state-owned enterprise, a regional-owned enterprise, and a state-owned legal entity as well as a private or personal entity providing and organizing certain public services which part or all of their funds are from the budget of revenues and expenditures of state and / or regional budget and expenditure (RI, 2008).

In fact, after five years, Law No. 25 of 2009 issued on public service, complaints on poor public services until nowadays are still delivered Ombudsman of Indonesian Republic reports that the practice of undue delay still occurs in several government agencies. Undue delay is the top ranking for the type of maladministration reported by the citizens. The main problem related to the delays or late services by state agency, such as long delay permits issued by the local government, land certificate issued not well served by Land Agency office, delaying execution from court decisions, the absence of further investigation by the police, etc. In 2013, the percentage of undue delays occurred was fantastic. After undue delay issue, the other types of maladministration was 13.30% for the abuse of authority. The 18.07% was illegal procedure, then 13.67% for not providing services, and 9.24%. maladministration was demanding charges money, goods and services or extortion. The practice of undue delay services adorned from the data of research and development from Indonesian Ombudsman gathered from the citizens' reports and complaints about the complexity of the bureaucratic process provided by government service agencies. the extended series of agency workflows resulted in the completion process exceeded the finishing time (Ombudsman, 2017).

Those claims and complaints indicate that the public service is considered not qualified. These conditions and situations resulted from two perspective overviews, internal and external perspective. From the internal perspective mainly caused by many officers who has low level formal education, there are 28.14 percent (Central Bureau of Statistics, 2014) officers are still graduated from senior high school or lower, various regulations and legislation are not well understood, there are still many apparatus seem technology shocked, and incapable or reluctant to use technological advances, there are still many sites (web) of local governments not utilized optimally and lack of service ethics, while the public demand for creating an innovative ways to enable citizen-friendly environment, cheap, fast, and interactive relation public authorities and non-discriminatory are still continued to be demanding as reformation demands and demands for the campaign promise from regional leaders.

Palembang with population of 1,611,309 people (Central Bureau of Statistics, 2014) also experienced the conditions described above. The supervision results from Indonesian Ombudsman in during two months indicated that a number of public services in Palembang had not been satisfactory. This was conveyed by the Deputy Chairman of the Indonesian Ombudsman Azlaini Agus in the Public Service Supervision seminar on Thursday, September 5, 2014, at Grand Zuri Hotel Palembang. Nine public service agencies were

supervised, namely Office of Integrated Licensing Services of Palembang, One Roof System Administratin Services office (*SAMSAT*) of Palembang. Traffic Unit Office of Resort Police (*Polresta*) Palembang, First Class Immigration Office of Palembang. Population and Civil Registration Office of Palembang, National Land Agency Office of Palembang, Palembang Bari Public Hospital, Religious Affairs Office of District Ilir Barat I Palembang, and first class Prison of Palembang. The Indonesian Ombudsman conducted some basic tasks. Among other were, receiving and completing reports from claims or public complaints, investigating on self-initiative and supervising on public service provisions (Agus, 2016).

Based on the phenomena, facts and realities above, there is a gap between hope and reality. It is suspected that the occurrence of these situations and conditions, due to the development of human resources (apparatus) and utilization of information technology in public services have not been proceeded optimally. Good and qualified public services, not only as the demands of society in this reformation era, but also becomes a paradigm demands and the development of science and technology, especially information and communication technology.

B. LITERATURE REVIEW

Human Resource (Apparatus)

Human resource management is part of organizing process focuses on issues relating to the human resources aspects in an organization. Robbins (2006) argues that "Human resources management is the part of the organization that is concerned with the "people" or human resources aspect of management position, including recruiting, screening, training, rewarding, and appraising".

As an approach within an organization, human resource management emphasizes on human as the most valuable asset in the organization, supposing that human within an organization are able to work individually or collectively and contribute to the achievement of organizational goals. Regarding to the importance of human resources in the implementation and achievement of organizational goals, the need of the implementation of appropriate strategies in the implementation process of human resource management becomes an important. Implementation of human resource management in fact depends on the operational function of human resource management within an organization.

In addition to considering the operational functions of human resource management, it should be considered that human have characteristics that other resources do not possess, such as absolute prestige and dignity need to be recognized and appreciated, the mind and intelligence making them capable of constructive or destructive thinking, complex need of human makes it becomes more difficult to be identified, its distinctive background as reflected in its biographical characteristics, personality, abilities, value systems, personal motivation and perceptions of organization need to be considered in the of Human Resource Management (HRM).

Siagian (2000) says that some and other resources remain important and necessary, but they are only facilities and work infrastructures that allows an organization to perform its tasks. It is important to realize that for a human being these various resources and powers are merely "inanimate" and transform into "living tools" when mobilized and used by humans.

The concept of human resource development had been developed for long time. This development could be traced from apprenticeship training courses in the eighteenth century in small industries. Then it developed into a vocational education program followed by a technical or mechanical training program known as factory scholls in industrial revolution era. Followed by development of training program for semi-educated and uneducated workers. The condition of the workers at that time led to the emergence of the human

relations movement which saw human beings as complex, not just the same as other factors of production. Hasibuan (2000) defines human resources as: "All human beings involved in an organization in seeking the realization of organization goals. The involvement itself means beneficiaries. Involvement can also mean input suppliers and implementers of activities ". According to Sedarmayanti (2009), human resources can be seen from two aspects, "Quantity aspect concerning the number of human resources, and quality aspects concerning the ability, both physical ability and non-physical ability related to ability to work, thinking, and other skills. Robbins (2006) defines the ability as: "the capacity of an individual to do various tasks in a job". In addition, that the overall abilities of an individual is essentially composed of two sets of factors there are: intellectual ability and physical ability.

Intellectual ability is the ability necessary to do or to perform mental activities. There are seven most commonly cited dimensions that make up the intellectual abilities, namely, numeracy skills, verbal comprehension, perceptual speed, inductive reasoning, deductive reasoning, space visualization, and memory while physical ability is the ability required to perform tasks demanding stamina, dexterity, limb strength, and similar skills (Robbins, 2006).

Dari beragam pandangan para ahli, dapat dikemukakan elemen atau bentuk aktivitas proses pengembangan sumber daya manusia yang sesuai dengan kebutuhan penelitian adalah pengembangan sumber daya manusia yang dikemukakan oleh Armstrong, yang menyatakan bahwa sumber daya manusia adalah harta yang paling penting bagi suatu organisasi (Armstrong, 2006). From various experts point of views, can be raised some elements or forms of human resource development activities process in this research uses the theory of human resources development proposed by Armstrong, which states that human resource is the most important property for an organization (Armstrong, 2006). Therefore, human resources must be trained seriously so that organizational goals can be achieved as expected. One of means that can be used by the management to carry out investment and training on human resources in the organization is to develop the human resources through the process of learning, education, development and training).

Public services

One of the products of public organization is public service. Levine (1990) argues that the product of public service within a democratic state must at least meet three indicators. First, responsiveness or service provider responsiveness to the expectations, desires, aspirations and demands of service users. Second, the responsibility or a measurement indicates how far the process of public service delivery is carried out responsibly and in accordance with the principles and provisions of the administration and organization in well manner as assigned. Third, accountability is a measurement showing how much the process of service delivering in accordance with the interests of stakeholders and norms developed in society.

According to Saefullah (2008) Public service is the service given to people who become citizens or who legally become residents of the country concerned. Thus, judging from the process, in public service there is an interaction between the giving service with the given service. The government as a bureaucratic institution functioning to provide services to people, while the population as the party giving the mandate to the government has the right to obtain services from the government. In practice, Saefullah argues that public services provided to the people can be distinguished in two major groups: 1) public services provided without regard to Personal individual, but given depending on general population needs, including the provision of transportation facilities and infrastructure, the provision of population centers and civil records, the construction of educational institutions, religious

institutions, and etc; 2) individualized services, including citizen-friendly services, cheap, fast, especially in obtaining ID cards and other licenses and permits, travel tickets, and so on.

In new public service model, the public service is based on democratic theory which teaches egalitarian and equality of rights among citizens. In this model, the public interest is formulated as a result of dialogue from various values in population, not formulated by the political elite stipulated in law. Bureaucracies in whom it provides public services should be accountable to whole people. The role of the government is to negotiate and explore various self-interest of citizens and various groups in community. In this model, the public bureaucracy must not only be accountable to the rule of law, but also to the values existing within the population, prevailing political norms, professional standards, and citizens' interests. This is an ideal series of public service concepts in democratic era.

Furthermore Dwiyanto (2006) argues that based on the paradigm of new public service as mentioned above, the ideal public services must be responsive to the various interests of public values that exist. The government's task is to negotiate and elaborate the various interests of the citizens in the community. It implies that the characters and values contained in the public service must contain the preference of values within the population. Because of the population is dynamic, so the character of public service must always change according to the population growth.

C. RESEARCH METHODS

This research used quantitative approach through distributing questionnaires to respondents. The respondents were apparatus directly dealing with people in public service procedures in Palembang Governance, there were 200 people taken as sample using random sampling technique.

D. RESULT AND DISCUSSION

To support the description of the research results, the following is presenting the description of the research object (Profile of Palembang Governance), the characteristics of respondents and the results of descriptive data processing from human resource development (apparatus) and the quality of public services based on information technology in Palembang Governance.

Profile of Palembang Government

Palembang is one of the metropolitan cities in Indonesia and geographically is located between 2°52 'to 3° 5' South Latitude and 104° 37 'to 104° 52' East Longitude with an average height of 8 meters from sea level. The total area of Palembang City is 400.61 km² which is administratively divided into 16 districts and 107 sub-districts. Palembang is the capital city of South Sumatera Province with boundaries as follows: The Northern regions are *Pangkalan Benteng* Village, *Gasing* Village and *Kenten* Village, *Talang Kelapa* district, *Banyuasin* Regency; Southern regions are *Bakung* Village, *Inderalaya* district, *Ogan Ilir* Regency and *Gelumbang* District, *Muara Enim* Regency; Western regions are *Sukajadi* Village, *Talang Kelapa* district, *Banyuasin* Regency; and the eastern regions are *Balai Makmur* village, *Banyuasin I* district, and *Banyuasin* Regency.

Based on the geological conditions, Palembang City has a diversified relief consisting of alluvial soil and sandy clay. In the southern part of the city, rocks are in the form of water-permeable clay sand, the northern part is waterproof sandstone clay, while the western is gravel clay, clay water-permeable sand.

The Authority of Palembang Government

The authorized compulsory duties of Palembang government are: (a) planning and controlling development; (b) planning, utilizing, and supervising of spatial city; (c) implementing of public order and public safety; (d) provisioning of public facilities and infrastructure; (e) public health servicing; (f) provisioning education service; (g) preventing of social problems; (h) employment services; (j) environmental controlling; (k) land services; (l) population services, and civil records; (m) public administration services; (n) investment and administration services; (o) other basic services; and (p) other mandatory matters mandated by legislation.

Furthermore, the government of Palembang City has optional affairs related to potentially and practically giving benefit in improving society welfare in accordance with the conditions, local specialty, and local features concerned. The government's optional affairs require vision based on carefulness, precision and responsibility on priority scaled development planning and concern to see the problems in line with people dynamics in Palembang.

According to the Regional Regulation of Palembang City Number 3 Year of 2001 on Formation, Position, Duty, Principal, Function and Organizational Structure of Regional Technical Institution, Civil Servant (*PNS*) working in Palembang government is divided into 3 major groups of work units namely Regional Secretariat, Department, and Agency and Office Centre of Palembang.

Based on Palembang Mayor's Regulation no. 32 Year of 2010 on Guidelines of Integrated Licensing Services of Palembang, there are 29 types of service permits issued by the Government of Palembang through the Licensing Services Office, among them are: Description of City Plan; Description of the Environmental Review; Hygienic Description and Sanitation; Swamp utilization permit; Operational Permit of Advertising Services Bureau; Advertising License Agreement; Building permit; Business Place Permit; Tourism Business License; Industrial License; Company Registration Permit; Trading Business License; Funeral and Custody License; Optical Organizing Permission; Pharmacy Administration License; Drug Store Operation Permit; Permit for Health Service Facilities for Basic Medical Field; Pharmaceutical Practice License; Licensed Pharmacy Assistant Practice and Associate Pharmacy Assistant; Midwife and Midwife Practice License; Nurse Work Permit; Dental Nurses Permit; Fishery Business License; Animal Cutting Permit; Regional Wealth Use Permit; Group C Material Mining Permit; City Road Utilization Permit; Liquid Waste Disposal Permit and Construction Service Business License.

Characteristics of Respondents

Human resources (apparatus) who are working in governance organizations are called civil state apparatus. To deploy a reliable and capable apparatus, almost all elements of government leadership always prioritize human resource development program (apparatus) than other programs. However, the implementation of human resource development (apparatus) is not always running as expected due to the unavailability of adequate budget allocated by the local government for the development of human resources (apparatus). Local governments prioritize budget allocations for physical development, the construction of roads, bridges, etc., because physical development will be resulting more visible directly by the citizens than the development of human resources (apparatus). Moreover, in the current reformation era, where their existence will depend on their respective constituents.

From total of 250 questionnaires distributed to the apparatus in the Palembang Governance, returned questionnaires and declared valid were 200 questionnaires where the discussion will refer to. To find out more clearly about the profile of respondents, the researcher presents the composition of respondents by gender, age, education level, and years

of service, as follows: Female respondents were 56%, male respondents were 44%, respondents age dominated by 31- 40 years were 41.7%, and for education level, the most dominant respondents were bachelors (S1) as much as 61.0% and the most dominants for work period were from 6 to 10 years, or 29.8%.

Validity and Reliability Test

In this research, constructive validity test was used to prove the homogeneity of the instrument. To find the results, the correlation values of each question item were calculated and then compared with the *r table* value as an indicator of consistency between item scores and the overall scores. *r table* score obtained from critical *r table*, with 200 respondents then the df value was $n-2$ or $200-2 = 198$ so the *r table* value was 0.1388. The variable item is valid if the value of *r obtained* > *r table*, so the result from the validity test from the questionnaire for variable X showed that one of statement items was invalid so the statement was not included in the calculation and subsequent analysis.

Reliability is the level of significant coefficient from measurement results. Significant reliability is a measurement which provides reliable results. Eventhough theoretically claims that the reliability coefficient is about 0.00 to 1.00, in reality the coefficient of 1.00 is never reached in measurement because the research subject is human beings consisting a potential source of errors. This research used alpha cronbach method to show the reliability of the instrument. The alpha value can be interpreted as the correlation coefficient ranging between 0 and 1. The higher the alpha value, the higher the reliability of the instrument, in other words the measurement error becomes lower. Reliability test results conclude wether or not the test instrument used is reliable.

The Result of Estimated Multiple Regression Model

The result of estimated regression model on the influence of Human Resources Development (learning, education, development and training) towards public services quality based on information technology. The result can be seen briefly in the following table:

Before further analysis, classic estimation test and hypothesis test were conducted. There were several classical assumption test used in this research, namely normality test, multicollinearity test, heterokedasticity test, and autocorrelation test, the test were analyzed using simultaneous test (*F test*), partial test (*t-test*) and Determination Coefficient test (*R²*).

Classic Estimation test

The classic estimation test is an analysis conducted to detect the presence of any errors on a regression model follow a process. The multiple linear regression test requires data Best Linear Unbias Estimator (BLUE), to get BLUE data, it is necessary to conduct some analyses such as normality test, multicollinearity test, heterokedastisity test and autocorrelation test.

The Linearity and Normality test

The Linearity testing between dependent and independent variable can be done by plotting residuals. When the residual plots follow a straight line for each additional value from independent and dependent variables, it is assumed that the model is linear. Since the residual plot is close to a straight line then the estimation of linearity is met. The purpose of normality test is to find out whether or not the regression model, the dependent variable, and the independent variable have both normal distribution, while the regression test aims to find out whether or not there is a significant influence between the dependent variable and the independent variables.

Based on the research, when the data is spread around the normal line and follows the diagonal direction, the regression model meets the estimation of normality and the regression model is normal.

Autocorrelation test

Autocorrelation test is found from Durbin Watson statistic value. Regression model indicates no autocorrelation if Durbin Watson (DW) value lies between 1.55 - 2.46

Table 3. Durbin Watson Value Terms

DW Value	Results
Less than 1,10	Autocorrelated.
1,10 and 1,54	Inconclusive.
1,55 and 2,46	not autocorrelated.
2,46 and 2,90	Inconclusive.
More than 2,9	Autocorrelated.

Based on table 3 and table 4, the value obtained lies between 1.55 - 2.46. It indicates not autocorrelated. Because Durbin Watson value is 1.897 it indicates not autocorrelated

Hypothesis test

After ensuring that the data has been free from classical estimated errors then hypothesis testing is analyzed. Hypothesis analysis uses 2 (two) tests; *t test* (Partial) to detect the presence of the partial influence of each independent variable towards dependent variables, and *F test* (Simultaneous) to detect the presence of simultaneous influence of both independent variables towards dependent variable.

Simultaneous Test Procedure (*F test*)

F-test (F_h) or ($p < 0,05$) test is intended to test whether or not the variable of learning, education, development and training simultaneously influence the effectiveness / quality of public services based on information technology. To test the hypothesis, *F test* is conducted by comparing *F score* with *F table*. When $F \text{ score} > F \text{ table}$ indicates the estimated regression and the correlation coefficient is significant so that H_0 is rejected and H_a is accepted. Or can also be seen from the level of significant alpha (α) = 0.05. If the significance value $> 0,05$ then H_0 is rejected and H_a is accepted. H_0 : indicate that there is no significant simultaneous influence between the variables of learning, education, development and training on the effectiveness / quality of public services based on information technology. H_a : indicates that there is a significant simultaneous influence between variables learning, education, development and training on the effectiveness / quality of public services based on information technology

$$F_{(4,195)} = 2,42$$

$$F \text{ score} = 84,461$$

From the data analysis in table 5 above can be obtained the following results: by taking a significant level of 0.000 ($p < 0.05$) then H_0 rejected and H_a accepted. In the result of variance analysis (ANOVA) can be seen that *F score* is 84,461 it indicates higher than *F table* $F_{0,05} (4,195) = 2,42$. Based on the analysis can be concluded for *F test* obtained results H_0 is rejected and H_a is accepted which means simultaneously among variables learning, education, development and training affect the effectiveness / quality of public services based on information technology.

Partial Test (*t-test*)

The hypothesis analyses for partial test among the development of human resources / apparatus and the quality of public services based on information technology are as follows:

- a1 H Assumed that there is a significant partial influence between the learning variable and the effectiveness / quality of public services based on information technology.
- a2 H Assumed that there is a significant partial influence between the education variable and to the effectiveness / quality of public services based on information technology.
- a3 H Assumed that there is a significant partial influence between development variable and the effectiveness / quality of public services based on information technology.
- a4 H Assumed that there is a significant partial influence between the training variable and the effectiveness / quality of public services based on information technology.

Untuk melihat pengaruh secara parsial antara variable bebas terhadap variabel bergantung di lakukan uji t. To see the partial influence between independent variables and the dependent variable *t test* was conducted.

Criteria of *F test*

If - t tabel value \leq t score \leq t tabel value so H_0 is accepted

If - t tabel value $<$ t score or t score $>$ t table value, so H_0 is rejected

or

If significance $>$ 0,005, so H_0 is accepted

If significance $<$ 0,005, so H_0 is rejected

To calculate t tabel value is significance = $0,05/2 = 0,025$ with $df = 200-2 = 198$.

From *t table* obtained score = 1,972

Partially variables of learning, education, development and training have significantly influenced to the effectiveness / quality of public service based on information technology.

Coefficient of Determination Test (R^2)

Based on the results of multiple linear regression analysis, it is found that the coefficient of determination denoted by R^2 was 0.634 means that 63.4% of the effectiveness / quality of public services based on information technology is influenced by the variables of learning, education, development and training.

Model Regresi Linier: Linear Regression Model:

$$Y = 15,220 + 1,339X_1 + 1,397X_2 + 1,295X_3 + 0,372X_4$$

Based on the results of statistical calculations as presented above, it can be concluded that simultaneously and partially "human resource development with dimensions of learning, education, development and training significantly influence the quality of public services based on information technology." These results in accordance with the research results conducted by Paranoan (2013) which suggests that the development of human resources through education and training has an impact on improving the ability to complete daily work, and in enhancing employee morale and trust while providing quality service. Quality of

service is determined by the interaction of motivation in providing service and employee trust.

E. CONCLUSION

Based on the results of statistical calculations and discussion / analysis, it can be concluded that simultaneously and partially "the development of human resources with the dimensions of learning, education, development and training significantly influence the quality of public services based on information technology. This conclusion implies that the quality of public services based on information technology will increase when the human resources continue to learn, to develop, and providing opportunity to follow formal and informal education and they are facilitated to follow various training related to information and communication technology partially and simultaneously.

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THE EXPLORATION OF THE FUNCTION AND IMPLEMENTATION STRATEGY OF PRINCIPAL'S VISIONARY LEADERSHIP

Chen, Hsin Hao

Assistant Professor, Graduate Institute of Educational Leadership and Evaluation,
Southern Taiwan University of Science and Technology

E-mail: yuching8892@gmail.com

Chen, Abbott Po Shun (Corresponding)

Assistant Professor, Department of Marketing and Logistics Management,
Chaoyang University of Technology

E-mail: chprosen@gm.cyut.edu.tw

ABSTRACT

The overall educational environment is in an era of rapid change, and schools need to change and innovate in the 21st century. The country also needs to rely on the development of education to enhance overall competitiveness. The public is expecting schools to provide higher quality education to train better students, and school education has become the focus of attention. Faced with the constant changes in the external environment and the nature of educational organizations, school leaders must be able to provide a clear vision for a constantly changing environment. In order to grasp the changes of the times, to break through the status quo and challenge the future, visionary leadership has become an indispensable item in the current school transformation and development. The study adopts literature analysis to explore the function and implementation strategy of principal's visionary leadership. The results show that the principal's visionary leadership can motivate the enthusiasm and morale of the school members, Creating the innovative school culture, promote teachers' excellent teaching and students' high-quality learning performance, and improve school effectiveness. The implementation strategy should include four stages: (1) formation of vision; (2) communication of vision; (3) practice of vision; and (4) feedback of vision. The four stages provide a complete and sustainable visionary leadership process.

Keywords: vision, leadership, principal's visionary leadership.

Theme: Public Policy for Digital Technology

A. INTRODUCTION

The school is a slow-changing organization, but the external world is changing rapidly. In the 21st century, human society is changing faster and faster, such as computer information, internet, artificial intelligence, big data analysis and wireless communication technology. The development, changing the life style of people, and changing the way of knowledge transmission and learning, is impacting traditional school education. The development of science and technology has shortened the time and space, set off the competition of globalization, and also brought about the cultural impact. The public has more expectations and requirements for the quality and function of school education (Lin, 2006).

School management faces unprecedented challenges requiring change and innovation, and depends on the effective leadership of school leaders. Therefore, the concept of school leadership need to change and innovate. When the authoritarian administrative structure is no longer in line with the needs in contemporary, the traditional leadership theory is no longer favored. Instead, the concept of visionary leadership seems to have become the important school's leadership theory. The principal's leadership concepts needs to be more progressive and innovative.

B. VISION AND VISIONARY LEADERSHIP

Vision

The vision is derived from the Latin word "videre", meaning "seeing". It is a kind of dream, hope and possibility, which promotes people's ability to create the future. It is also an image of a bright future, leading the organization to respond to the internal and external environment. The driving force for the future is also the compass for leaders to lead the organization (Zhong Ruiguo, 2010; Bennis & Nanus, 1985). Senge (1990) stated that the vision is a deeply inspiring force in people's minds. Simply put, the vision is what do we want to create? The vision is the values and efforts of the organization and the intention or vision shared by the members of the organization.

The importance of the vision can be divided into three aspects: individual, organization and leader. For individuals, vision is an important cornerstone of personal success and can be used as a guide to motivate individual success. For organizations, vision is the principle of organizing action, and the process of continuous thought-provoking, and the team with vision has the best organizational performance, vision can create a strong organizational culture, strengthen organizational identity, and enhance competitiveness. For leaders, vision can help leaders to set the direction of the organization and the catalytic work of organizational change effectively, leaders must set the vision and set a series of goals and strategies to respond to the challenges of making changes (Rieckhoff & Larsen, 2012).

The vision has three important purposes: to provide organizational direction, to motivate individuals to act in the right direction, and to allow members of the organization to cooperate with each other (Kotter, 1996). In the process of creating the vision, leaders are close association with the vision. Leaders need to establish a vision for the future development of the organization. This vision is to measure the conditions, characteristics, beliefs and values of the organization, plus the future direction of the organization (Calder, 2006). Therefore, the vision is an important direction for leadership behavior. Schools with visions can map out the blueprint for future development, guide the direction of joint efforts, and unite common forces to fully demonstrate school effectiveness and enhance school competitiveness. If this template is used when writing the full paper, headers will be set automatically.

Visionary leadership

Visionary leadership plays an important role in leadership theory. Vision and leadership are inseparable concepts. Powe (1992) considers visionary leadership as a tool for achieving educational missions. Bennis and Nanus (2003) points out that leaders should be able to accurately select the vision that fits the organization's future development. Bennis (1992) believes that vision leaders need to pay attention to setting direction, promoting change, being the coach of the organization, and being able to tell the organization vision both internally and externally. Sashkin (1996) defines vision leaders in three directions: (1) leaders can develop a long-term organizational vision that the organization can achieve and should achieve; (2) leaders understand the main meaning of the vision; (3) Leaders can

effectively communicate their vision, enable members of the organization to understand and believe the vision, and then take action in all directions to fulfill the vision. Nanus (1992) proposes a vision guide formula:

vision + communication = common purpose
common purpose + authorization + organizational change + strategic thinking =
successful visionary leadership

Yukl (2013) divides leadership research into five categories: (1) trait approach; (2) behavior approach; (3) power-influence approach; (4) situational approach; (5) integrative approach. In recent years, researchers tend to integrate more than two leadership variables in the same research, and become an integration orientation. Integration orientation is also the emerging leadership theory. Visionary leadership is an integration orientation and is a kind of emerging leadership theory. Visionary leadership is a journey in which leaders need to understand the characteristics of the organization and the environment, combine their personal visions, and fully communicate and coordinate with the members of the organization, empowering members of the organization to act in all aspects, enabling the organization's common vision to be realized.

C. METHOD

Setting a vision is an important responsibility for today's school leaders. For school development, leadership is a key issue and has a far-reaching impact to school. In particular, the scope of the principal's leadership is very broad, including students, teachers, principal, parents, overall school organization, and school community, etc. (Powe, 1992). The principal's vision and practice covers the development and practice of the school's vision, and its connotation is based on the overall cycle of the school vision. Based on this, this study uses literature analysis, focusing on the main research purposes: (1) to explore the function of the principal's visionary leadership; (2) to explore the implementation strategy of the principal's visionary leadership. For the discretion of schools and educational administrations at all levels.

D. RESULTS

The function of principal's visionary leadership

Conley, Danlap, and Goldman (1992) points out that vision may be a key factor in any school change and reengineering. The school principal must prioritize the establishment of the school vision, carry out the transformation and innovation of the school organization, and use the vision to guide the core values of the school to enhance the quality and effectiveness of the school education. Chance (1989) points out that school leaders' development vision is important, not only to pursue excellence, but also to establish an environment for the school to pursue excellence. Lashway (1997a) emphasizes that the principal plays a pivotal role in shaping the vision, and even in schools that have shared a shared vision, the principal still plays a key role. Therefore, the school principal need to take the educational value as the core concept of personal vision, adhere to the value and vision of the individual and the school education, and continuously propose the beautiful vision of the future of the school, and motivate the school members to strive to construct the sense of direction and value of the school development. Consolidate the commitment and enthusiasm of the school members, start the school education energy with the school vision, and pursue the innovation and success of the school. The vision of the principal will strengthen the influence of the internal process of the school and help to achieve the core tasks of the school. In the school field, the development of the vision can be top-down or bottom-up. No matter what kind of

development, the principal is the main agitator, promoter and guardian of the vision (Lashway, 1997a).

School education innovation needs to have the vision of a school vision, but also the vision of the visionary leader, but also the vision of the operation, so that the overall school to generate a huge energy vision. Therefore, this study believes that the principal function of the principal's vision is the vision of the principal to promote the development of the school, to inspire the teachers' enthusiasm and morale, to organize and use various school resources to implement the vision, to empower the school members to make decisions on school affairs, and to motivate the school members. Solve problems together to shape an innovative school culture, teachers' excellent teaching, students' high-quality learning achievements and behavioral performance, achieve school vision and improve school effectiveness.

The implementation strategy of the principal's visionary leadership

If there is no clear and detailed strategy for the vision, it is just a dream. Chance (1992) points out that the school visionary leadership has four stages: self-assessment of personal vision, school vision statement, communication vision, and maintaining vision. For the implementation of the school vision, Lashway (1997b) proposes two important factors that should reorganize the organizational structure to support the vision and integrate the vision into the school culture. Therefore, the principal should integrate the values and beliefs of the school members, construct a vision of a shared school, and establish a continuous school vision to guide the school members to practice a common school vision to promote school innovation and progress. The vision of the principal must integrate the development, communication, sharing, implementation, evaluation and revision of the school vision into a perfect sustainable school vision process to promote innovation and progress in the school. According to the comprehensive literature, this study believes that the implementation strategy of the principal's vision should include four main stages, (1) the formation of vision, (2) the communication of vision, (3) the practice of vision, and (4) the feedback of vision. The four stages establish a sound and sustainable vision for the school, as shown in Figure 1.

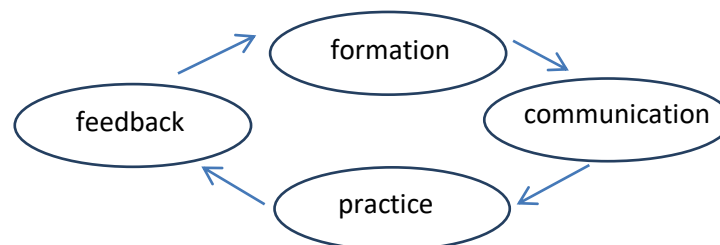


Figure 1: Principal's Visionary Leadership Process

First is the formation stage of vision. The formation of the school vision must consider the internal and external situation, conduct SWOT analysis, and integrate principal's business ideas, the personal vision of the school members, the current educational thoughts and deep talks to form a vision concept. Hoy and Miskel (1996) consider that school organizational culture is made up of sharing norms, values, and basic assumptions. The formation of school organizational culture is intangible and gradual. The school vision should be integrated into the school organization culture, so that members can have beliefs on issues such as time and space, humanity, environment and education in the interaction, so that the value of vision becomes the core value of organizational culture. Share, and translate into action, so that each member has a vision in mind and let the vision become a driving force. Therefore, in the formation stage of the vision, the principal should have an open mind, a

learned knowledge and an insight into the characteristics of the attempt. Based on his personal professional beliefs, he should systematically consider the history, values, culture and internal and external environmental changes of the school. The attempted strategic analysis and the use of situational planning to integrate important issues of future development, the courage to present the vision of the school, draft the vision of the school, and use metaphors, slogans or stories to package the vision and make the vision more concrete.

Second is the communication stage of vision. Chance (1989) expressed a successful vision of leadership, and communication of vision is critical. Vision leaders need to have an open attitude and trustworthy qualities, have good communication skills, be good at interpreting the meaning of the organization's vision, and play a key role in the communication phase of the vision. Leaders must fully understand their school's vision and be able to explain in detail that the school's vision will move in the right direction. As a leader of the school, the principal must demonstrate an open attitude and trustworthy qualities, use good communication skills, actively interpret the meaning of the school vision, and play a key role in the communication phase of the vision, so that all stakeholders inside and outside the school be able to listen, understand, accept and support the vision of the school, and then be willing to make commitments and dedication. The principal should invest time to establish a network of relationships with people inside and outside the school, and establish formal and informal communication channels to listen to the needs and opinions of stakeholders, share their visions with others, and encourage school members to share their personal visions. Even the principals are talking and discussing, thus shaping the school atmosphere of freedom, enthusiasm and innovation, integrating the vision into every aspect of the daily life of the school, merging the common sense of direction and purpose, and then willing to make commitment and dedication to the school. The energy of action. Therefore, the school vision must be able to practice, we must combine the personal vision and organizational vision to form a consensus, so that each member in the pursuit of the school vision, put into action as the driving force of self-transcendence, and encourage the school members to learn to improve. Vision leaders play a catalytic role, by providing information, continual care, inspiring confidence, and giving full opportunities to express, inspiring the members to self-transcend the power, so that each member can work together to achieve the school vision.

Third is the practical stage of vision. Chance (1989) points out that effective leaders can properly allocate funds, tools and time to pursue their vision. Chance (1992) emphasizes that once the organizational vision has been accepted and accepted by the practitioners, then it is necessary to communicate with others and also need to plan. Making the vision a reality and expressing the ability to empower, trust, and communicate is a fundamental tool for the leader in planning and implementing the process. Lashway (1997b) states that school vision leaders should also have the qualities of entrepreneurs and that the vision must be institutionalized. Smith and Stolp (1995) stated that vision can bridge and condense the culture of work, giving organizational goals and promoting solidarity. The school culture will influence the results of the school's innovation. The school principal can use the implementation of the school vision to motivate the enthusiasm of the school members, gradually improve the members' educational thinking, and then shape the culture of supporting and practicing the school's vision. In the practice stage of the vision, vision leaders will institutionalize new visions, integrate organizational structure and resources, shape the culture and atmosphere of mutual trust and cooperation, select outstanding partners, establish a core team of visions, empower members and share decision-making powers, and share a common vision. Energy is integrated into the daily practice of the organization,

maintaining the flexibility of organizational operations, catalyzing changes in management, and implementing the program of practical vision. Therefore, in the practice stage of the vision, the school can take the task grouping and division of labor, such as teaching affairs, administrative affairs, public affairs, environmental conditioning and research and development, and propose strategies and programs. Finally, the teachers and students will promote and practice together. The vision of the school principal is the driving force of the school's vision. The principal's vision, integration of human and material resources, and effective use of incentive strategies will enable the school's vision to guide the school's progress and development.

The final is the feedback stage of vision. The purpose of this phase is to continually revise. Nanus (1992) states that not all visions were as expected. Powe (1992) states that vision leaders must have more feedback. Smith and Stolp (1995) emphasize that vision building is a process of increasing and correcting. Lashway (1997b) states that the leader of a learning organization is the guardian of the vision. For the revision and reshaping of the vision, the visionary must be committed to building and promoting the learning cycle of the overall organizational vision, so that the members of the organization can learn innovatively. Continuous learning, enhance the ability of members to shape and practice their vision, and build a sustainable vision for the overall organization, which will lead to long-term innovation and excellent growth. Because vision leaders have a major responsibility for the success or failure of the organization, the vision leader's achievements can be further informed by the continuous measurement of the effectiveness of the organization's vision practice and the overall organizational achievements. The school vision also helps transform the school into a learning organization. Lashway (1997b) points out that when there is a vision, the professional community can be strengthened through the support of structure and culture. The vision-oriented learning cycle will enhance the professional development of teachers and make the school develop into an organizational learning and teacher professional community. Therefore, in order to correct and reshape the school vision, the principal needs to establish and promote the learning cycle of the overall school vision, enhance the ability of the school members to shape and practice the vision, and establish a sustainable school vision for the school to promote the long-term school transformation and excellence innovation.

In summary, the school vision is a continuous process, and it needs to be revised to be more perfect. Therefore, the promotion of the school vision should establish an evaluation mechanism to become a feedback system. The evaluation mainly focuses on improvement, through the evaluation process. It ensures the correctness of the vision action. The achievements of the principal's vision are also known as the continuous verification of the effectiveness of the school's vision practice and the verification of school effectiveness. In the course of visionary leadership action, use self-assessment, hire experts, scholars, and community members to perceive the advantages of vision action from the assessment to continue to expand the effect, and also to understand from the assessment what remains to be done or not. As a guide to correcting improvements.

E. CONCLUSION

Talent cultivation is a long-term plan for national development, and schools are the most important cradle for cultivating talents. In the rapidly changing 21st century, the country needs to rely on the development of education and the transformation of quality to enhance global competitiveness. People are expecting schools to have a higher quality education environment and to shape better students to meet future challenges. Whether it is political, economic or social turmoil, it will have an impact on education. In the fast-changing environment, the school education department must not only maintain excellent educational

quality, but also adapt to the trend and develop the characteristics of the school. The vision leader can enable the principal to advocate the school development vision and motivate teachers and administrators to solve problems together to shape an innovative culture, excellent teaching, quality learning, and improve school effectiveness. Based on the results, the principal's vision should include four major stages: formation of vision, communication of vision, practice of vision, and feedback of vision. In order to maintain the quality of school education and develop the characteristics of the school, the principal should analyze the internal and external environment of the school, systematically think about it, focus on the individual's professional beliefs, integrate the educational concepts and personal values of the school members, and create a beautiful, competitive and more successful vision of the future as the direction of school operation.

After the school vision is formed, it is necessary to form a consensus among the school members, and to use the various ways to effectively shape and disseminate the vision, so that each member can have a vision and help transform it into a practical action. The practice of the school vision depends on the vision of leadership, the establishment of common values, beliefs and goals, effective motivation and guidance, the consensus of action, the competitiveness of the school, and the continuous improvement and excellence of the school.

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PETITE FRANCE: A FILM BASED TOURISM SPOT

Amida Yusriana

Universitas Dian Nuswantoro
amida.yusriana@dsn.dinus.ac.id

Devi Purnamasari

Universitas Dian Nuswantoro
devi.purnamasari9@gmail.com

Kang Soyun

Seoul National University
skang10@snu.ac.kr

ABSTRACT

Semarang has changed its city branding concept for several times. City Branding is the effort to build certain image of a city into people's mind. The latest one of Semarang's city branding is Variety of Cultures, but it failed in improving the amounts of visitors to Semarang. This research is the continuation of the initial research in 2017 about the strategy in building a city branding concept for Semarang as a cinematic city. The reason to choose the cinematic city is because Semarang often used as the filming location. The initial research was done by analyzing the filming places of famous films such as Gie, Ayat-Ayat Cinta and Soekarno.

Based on that research, a comparison study will be conducted in the same situation places. South Korea has several tourism spots that famous because of its filming location aspect. Petite France is famous because of dramas. The main aim of this research is to understand how the strategy of experiential marketing is built to create an attractive tourism spots.

The used theory is the Experiential Marketing. This is a marketing theory based on the used of five senses in building a particular strong impression towards the costumers. Meanwhile, the used method is case study by conducting observation in Petite France, documentation and triangulation data (open questionnaire). The result shows that SEM is hardly explored by using gimmicks, building's theme and ambience, but the smelling sense is the only one absent. The merit of the research is to become a base of the third research in adapting the strategy to be applied in Semarang.

Keywords: City Branding, Experiential Marketing, South Korea, Semarang, Tourism

Theme: Media Studies

A. INTRODUCTION

Semarang is one of Indonesia's big cities. It is the capital of Central Java. Semarang is the fifth biggest cities in Indonesia after Jakarta, Surabaya, Medan and Bandung. Semarang has several "nicknames" such as Venetie Van Java, because in the past Semarang has

crossed by big rivers like the Venice in Italy. Then called as the Lumpia Town, an acculturation food of Java and Chinese. Then Kota ATLAS, the longest used nickname. ATLAS stands for Safe, Orderly, Facile, Beautiful and Healthy. Beside of this, Semarang usually called as The Port of Java as the first branding of Semarang. It is because of Semarang has port that becomes the tansit place of another places in Java, Then, Semarang Pesona Asia in 2009.

Those five name for Semarang then transformed into City Branding. City branding is a very interesting topic between the academics and the policy makers. Rivalry among the cities to attract tourists, investments and talents, also to reach other purposes. This branding concept and strategy is adopted from the commercial world in catching up the urban scale development, regeneration and life's quality (Dinnie, 2011:30).

Afterwards city branding has been developing as a part of communication studies. City branding is the self image of a city to define itself in the eyes of the society. The image is always a unique character with an economical attractiveness to differentiate it to other cities. To understand more about city branding, a deeper study should be conducted. City branding is one of the brand image's form. Brand image is the consumer's current opinion about brand (Petrauskaite, 2014: 27). Brand image is more general than city branding. In building the brand image, a brand identity is needed.

Brand identity is the unique identity of a product (Petrauskaite, 2014: 34). Brand identity is formed by brand attributes. Brand attributes is the image of natural characteristic of a brand (Petrauskaite, 2014: 36). An object may have or not have attribute (Mowen, 2002:316). A strong brand has to fulfill these attributes: Relevant, Consistent, Position Matching, Credible, Inspiring, Unique, Attractive.

Based on that definition, researcher has conducted a previous studies that relate to City Branding for Semarang. Semarang's City Branding for now is Variety of Cultures. Variety of Cultures was invented based on the variety of Semarang, such as the ethnicities, the religious buildings and culinary. This City Branding is used since 2015 and it is the winning concept in Smart Generation For Smart City Competition held by Lembaga Pengembangan Inovasi dan Kewirausahaan Institut Teknologi Bandung (LPIK ITB). In this competition, State University of Semarang team (UNNES) won the competition by the concept of "Variety of Cultures". In concepting this city branding, they work together with Bappeda Central Java (<https://unnes.ac.id/berita/gagas-semarang-variety-of-culture-mahasiswa-unnes-juarai-smart-city-competition/> accessed in June 13 2018 at 10.05am).

This City Branding is still being used as the City Branding for Semarang, one of the main aim of City Branding is to improve the tourist number, but this concept has not success yet in improving the number of tourists in Semarang. Every year, in 2017, 200.000 foreign tourists visited Semarang. In 2016, it reached 100.000. While for the local tourists, in 2011 there were 2,4 millions people and in 2016 it reached 4 millions (<http://www.rmoljateng.com/read/2018/03/25/1964/Hendi-Yakin-Kunjungan-Wisatawan-Internasional-ke-Semarang-Meningkat-Signifikan> accessed in June 13 2018 at 12.08pm). The main factor of the visit is mostly because of various festival held in Semarang, such as Ogoh-ogoh festival, Semarang Night Carnival, Motocros and others.

Based on the previous researches, there are none that try to formulate a new city branding for Semarang. Thus, this research offers a new idea. This research aims to develop a new city branding concept for Semarang as The Cinematic City. This concept is learned from the success of several other cities in the world that become famous for its shooting locations. For instance, the most popular one is Hollywood. This city has many film studios that are built for movie locations. The other city such as Oxford in the England also famous in the

world as The Harry Potter's filming sites. Nami Island in South Korea is popular for the drama Winter Sonata in 2002 and it still very noted as tourist destination until today.

Semarang has potential to be that kind of city because there are many box office movies that took place in Semarang. Semarang can addapt the same concept to those cities in the world to manage several filming sites. By managing this potency, it opens the new tourism constuct. Semarang is not a new player in the film industry. Many films tried to reflect the movie's stories by using Semarang such as Soe Hok Gie, Soekarno, Sang Kiai, Ayat-Ayat Cinta, Cinta Suci Zahrana, Tanda Tanya, Soegija and the latest one is HOS Tjokroaminoto.

In the previous study that was conducted in 2017 and published as journal in 2018, researcher has made previous study about Semarang's city branding as the Cinematic City. The result shows that there are 3 potential locations for becoming the brand attributes for Semarang as The Cinematic City such as The Old City area(Kawasan Kota Lama), Auditorium Imam Barjo Diponegoro University and Lawang Sewu (Yusriana, 2018).

The next study is conducted by analyzing the Emotional Branding aspect in the site's gimmicks that relate to the famous South Korea's drama: Nami-Island. The result shows that the strategy in building the emotional branding for the drama tourism spot is by applying four principals of branding, there are: Relationship Aspect, Five Senses Experiences, Imagination and Emotional Identity. The Relationship Aspect is fulfilled by changing the theme and properties according to the season. For the Five Senses Experiences, it only employs the sense of sight and touch by putting many gimmicks that can be a photo taking hot spots. Imagination aspect is fulfilled by the unique design of the Emotional Identity such as the snowman.

Based on those previous studies, thus this research is aim to strengthen the effort of building the City Branding Strategy Semarang as Cinematic City by conducting further study in the places that have similar characteristics to South korea. The reason in choosing South Korea is because it already became the object of the previous study, thus further observation is needed.

The third study will learned about another marketing method known as the Experiential Marketing. It is a very popular method employed by many corporates. Therefore, this research is aimed to understand how the experiential marketing strategy is applied in building attractive tourism spot.

B. RESEARCH METHOD

This research is a qualitative descriptive research, because the main aim of this study needs a deep description of strategies in building the situation or critizing condition. The operational method used is case study.

This is a qualitative research. According to Moleong (2010: 5-6), the qualitative research uses scientific background to interpret a phenomenon by employing certain method. As for paradigm, it uses the descriptive. A descriptive paradigm research is only to describe a condition. Other than that, it also recording, analyzing and interpreting the current condition (Kriyantono, 2009: 24).

There are several reasons in choosing case study as the method (Guba and Lincoln, 1981:72). First, case study gives a full description that is important to evaluate the natural. Second, case study is grounded, it gives experiential perspective, different to most of approaches that depend into instruments, designs, hypothesis. Third, case study is holistic and lifelike. A researcher tries to offer a natural concept to its participants. Fourth, case study simplifies the datas. Fifth, case study focuses the attention of the reader and clarifies the meaning. The last one and the most important is that case study communicates more than

what a language can explain. Case study builds the hidden knowledge to its readers. The Case Study's Construction Process:

- a. First Step: Collecting the raw materials: these data consist of all the informations about persons and programs that are collected
- b. Second Step: Constructing the case records: It simplifies the raw materials to organize, classifies and edits the raw materials into a manageable and accessible
- c. Third Step: Writing the case study narration: Case study shows a program or people holistically

To conduct the research, researcher used the documentation and observation method to collect the data. Documentation is a way to collect data by giving meaning to the resources. Sutopo (2002: 64) claimed that observation method is used for digging certain the data such as event, location and thing, picture. Observation is applied to the research's object. There are two data's resources:

1. Primary Data

The primary data are gathered from the research's objects

2. Secondary Data

The secondary data are gathered from the additional resource from books, articles or internet

The object of this research is the area in Petite France. Petite France is chosen because it has similar characteristics to Nami-Island as the object of previous study. Petite France only 5 minutes in distance by bus from Nami-Island. It has wide area and famous as the shooting location of two well known drama: *You Who Came From The Stars*, *Beethoven Virus* and *Secret Garden*. Besides, it often become the shooting location of other Korean famous reality shows.

This research is conducted for three years in a row. Started in 2016, then 2017 and 2018. Every visits were in different seasons: summer, spring and winter. As for the autumn, the data will be collected from the correspondence, a South Korean Student. This research is conducted by observing and documenting pictures of those three different years.

This research will use the Experiential Marketing by Bernd Schmitt. This theory focuses on two way interaction in real time: Live Brand Experience and the disclosure process between the brand and customer. Experiential Marketing is a process to identify and satisfy the needs and aspirations of customer by tightening them in two way communications that build the brand personality into life.

There is also the mistaken belief that the experiential marketing is interchangeable with event marketing. The simplest way to see it is that field marketing is normally the application of fieldstaff to support sales promotions, market research or advertising. Experiential marketing is a methodology that utilizes a live brand experience at its core and then amplifies that "big idea" with a selection of communication that are integrated to promote the two way communications. It brings brand personalities to life, creating sensory experiences that engage consumers through two way communication that involve input from the consumer (Smilansky, 2009:1-24).

Experiential Marketing consists of Sense, Feel, Think, Act, Create. Those called as Strategic Modules Experimentals (SEM) (Schimtt. 2007):

1. Sense: Perceive through the senses
2. Feel: Perceive through feelings in which are parts of the emotions
3. Think: Think rationally (a cognitive experiences)
4. Act: Bodily experiences behaviors, interactions
5. Relate: Reporting

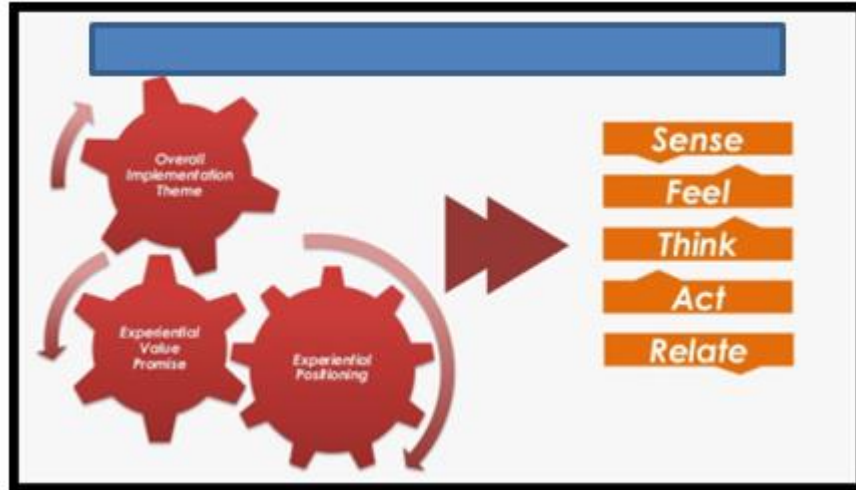


Figure 1: Experiential Marketing Mechanism

The experience platform, includes the formulation of a core experience concept that can be used as a guiding principle for subsequent implementation. The concept must resonate with consumers and be in line with the brand's values and personality. The experiential platform includes a dynamic, multisensory, multidimensional depiction of the desired experience and a specification of the experiential value that the customer can expect from the product (Schmitt, 2011:88-89).

C. ANALYSIS

1. The Petite France's Personalities

Petite France, a French cultural village set in the Korean countryside. Petite France serves as both a French cultural village and a youth training facility (Goseong Youth Training Center), and consists of 16 French-style buildings where visitors can lodge and experience French food, clothing, and household culture. The concept of Petite France encapsulates 'flowers, stars, and the Little Prince.'



Figure 2: One of the landmark in Petite France

The village contains a memorial hall dedicated to Saint-Exupery, the author of the celebrated French novel, *Le Petit Prince* (1943) and as such it is called the Little Prince theme park. It also has a gallery displaying sculptures and paintings of le coq gaulois (the Gallic rooster), the national symbol of France; Orgel House where a 200-year-old music box plays a

sweet melody; a shop that sells herbal and aromatic products; a souvenir shop; and many other locales where you can experience French culture. The village can accommodate up to 200 visitors with 34 guest rooms that hold four to ten people each. Enjoy the marionette experience and hear percussion instruments from around the world, and also enjoy soap bubble experience (http://english.visitkorea.or.kr/enu/ATR/SI_EN_3_1_1_1.jsp?cid=815994 accessed in July 2nd 2018 at 10.32am).

Based on the citation above, Petite France has the French personalities. French as a country always entangled to individualism, arrogant, courteous, very formal, chic, taking great pride of the appearance, rich in history and culture, exquisite in every aspect of life (<https://www.britannica.com/place/France> accessed in July 2nd 2018 at 11.01am). Those characteristics tries to be depicted in the Petite France by using the concept of experiential marketing.

Beside of considering the personalities of France as a country itself, the Petite France also mostly inspired by Le Petite Prince, a novel made by Saint-Exupery. Most of the corners in the Petite France have the prince statues or pictures. Le Petite Prince is Saint-Exupery's masterpiece. It is published worldwide and copies by many times around the world. Le Petite Prince is a story about a pilot that meet a little prince from a planet. He then tell about the planet he lives in.



Figure 3: The Le Petite Prince's statue in front of the gate

2. Sense

Sense is perceive through the sense. Human has five senses including hearing , sight, touch, smell and taste. It employs the eyes, ears, nose, skin and tongue. These senses can be projected into something that can be the source of experiences for the customer.

As for the hearing sense, Petite France start to tingles the music's appetite of the customer by an accordeon player on the main road. The player has its own time to play. So it is not whole day long. The songs that played are France songs. In almost every building, Petite France serves songs, mostly integrated to one source. The songs consists of instrumental music. In every building and poles attached the sound system to boost the music in the whole area. Petite France is made on the hills, thus it consists of stages and steps everywhere. Almost looks like the Santorini. Music plays a big part to make the Petite France a France. Customer can feel the French by various activities. Such as Orgel House, where many Orgels from various centuries are displayed. Orgel House diplays forms of Orgel such as artistic works that include the big Orgel, with its history of hundreds of years, collected in France. Indulge in the beautiful melody that offers an analog resonance ([www.pfcamp.com /](http://www.pfcamp.com/) accessed in July 3rd 2018 at 1.41 pm).

Music also can be heard in the Theatre de l'etoile. It is a doll theater of Lyon. There are rare dolls from around the world are displayed and plays during the open time of the attraction. Beside of this, there is a small room corner that play the video of Le Petite France from season to season or known as Time Lapse. Sense of hearing tries to build the French situation alive.

Sight Sense is build by the buildings, decorations, color, etc. Petite France as Santorini has distinguished colors compare to ordinary housing with small windows as the character of Medieval houses.. There are Saint Exupery Museum, Marionette Museum, Theatre de L'etoile, Butterfly Park, Exhibition of Antique Porcelain, Orgel House, Beethoven Virus Filming Site, Petite Event Hall, Fountain Square, Etoile Park, European Doll House, Traditional French House, Petite Terrace, Gallery Quatre Saisons, Maison de Marie, Gallery Cote d'Azur, Antiques Museum, Pond de Fabre, Salle de Sejour, Maison de Jean.

Every buildings are painted differently and designed in various interior. The patio among buildings are filled by accessories, gimmick, etc. There are lamp tunnels, standing figures, Petite France statues and some related to it, etc.

Eventhough Petite France is so detail in every aspects, it is lack in exploring the smelling sense. Based on the open questionnaire, the respondents confirm that they can not smell anything during their visit in Petite France. Meanwhile, touching sense are well used. People can touch freely the various structures of the buildings, even there is a Grand Piano that can be played by the visitors. Visitors can touch and play out with the marionettes.

As for the Taste sense, Petite France serves two cafes: outdoor cafe and indoor cafe. Both of these sell famous France type pastry and baguettes and modern drink such as hot chocolate, coffee, korean drinks. Customer can taste the France through the foods.

3. Feel

Feel is part of the emotions. To enrich the content, this research also use an open questionnaire. It was conducted by random online questionnaire. The feedback shown that most of them visit this site for one day and spending their time by visiting every offered attractions. Every buildings have distinguished performances. Most of them say that Petite France are so detail and photogenic, this they can enjoy the atmosphere, relishing the attractions and taking pictures. In their opinion, Petite France is so France, eventhough they never visit France before. Their image about France are based on the various media's descriptions.

4. Think

Think marketing is one of the way to bring commodity becomes experience by continuous customization (Kartajaya, 2006: 170). Meanwhile, according to Schmitt (1999), Think marketing is an experiential type that aim to build cognitive, problem solving and creative thinking into customer's mind. In Petite France there are various places that offer photogenic places. These kind of situations try to manipulate the customer to explore their creative sides in taking picture, such as the act, angle, costumes, etc. Many of the visitors especially from South Korea bring tripod, high quality camera, wear the match costume, etc only to take pictures over there.

5. Act

Schmitt (1999) explained that Act is a marketing technique by arranging bodily experiences. Act marketing can be explored by adapting the life style. A new trend among the societies is one of the way of act marketing. Act is build by a lots of Petite France. The visitors can enter the building to enjoy the display. Visitors can watch and touch in the certains museums such as Orgel House, Saint-Exupery's museum, Exhibition of Antique Porcelain, European Doll House, Antique Museum, etc. Meanwhile, another act are taking

pictures as part of the life style of people nowadays, playing the music instruments and watching the performances.

6. Relate

According to Schmitt (1999) Relate marketing is the combination of those four aspects. Generally, relate is used to show the relationship with other people, other group (such as work, life style) or wider social community such as country, culture. The aim of relate is to connect customer to culture and social environment that depict the brand. In this case, Relate aspect shown in the Petite France concept as the whole. Petite France is a France village in South Korea. South Korea and France are two different countries. But South Korea tries to bring France and the culture for their societies. Four of the aspects above are built to make the France in South Korea then people can feel and experience France even in South Korea.

D. CONCLUSIONS

The conclusion is Petite France build the experiential marketing by the SEM formula. One of the France's personalities are the richness in history and culture. This aspect is projected through the SEM. Sense can be seen and felt throughout the buildings and along the roads. French instrumental musics are played everywhere for the hearing sense, colors, french decorations, Le Petite Prince gimmicks in every corners for the touching sense, french foods are served in two style cafes (outdoor & indoor) for the taste sense, but the smelling sense is not well explored. The feel of Petite French is the French image feel portrayed by the building's designs, ambience, gimmicks, performances. Think marketing is brought to life by displaying many photogenic places to let the visitors explore their creative side. Act marketing is embodied by letting the visitor to touch the displays, watching the performances, playing the instruments. Relate marketing is actualized by the Petite France as the whole culture of France.

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THE ROLE OF FARMERS' SOCIAL CAPITAL IN MARKETING ORGANIC RICE CROP

Purwito Zanuvar Rahmadi

A Student Master of Sociology Faculty of Social and Political Sciences

Universitas Sebelas Maret

Purwitozanuar@student.uns.ac.id

Ahmad Zuber

A lecturer of Department of Sociology Faculty of Social and Political Sciences

Universitas Sebelas Maret

a.zuber@staff.uns.ac.id

Mahendra Wijaya

A lecturer of Department of Sociology Faculty of Social and Political Sciences

Universitas Sebelas Maret

mahendrawijaya_uns@yahoo.co.id

ABSTRACT

Organic rice farmers encounter many constraints in marketing their crop. This research aimed to explain the role of farmers' social capital in marketing organic crop. This study was a qualitative research referring to Robert Putnam's theoretical thinking. Informants of research were organic rice farmers in Sleman Regency of Yogyakarta. These informants consisted of 7 persons taken using purposive sampling based on education level. Techniques of collecting data used were observation, in-depth interview and documentation. Data validation was conducted using triangulation source and data analysis using an interactive model. The result of research showed that the role of organic rice farmers' social capital in Nogotirto Village of Gamping Sub District, Sleman Regency, Daerah Istimewa Yogyakarta is composed of the relationship between MPM Muhammadiyah, as the facilitator of empowerment bridging organic rice farmers, and Economic Division of Muhammadiyah Youth of Daerah Istimewa Yogyakarta. Organic rice farmers use social capital to solve their problem in marketing organic rice crop.

Keywords: *Social Capital, Farmers Marketing, and Organic Rice*

Theme: Social Networking/Social Science

A. INTRODUCTION

Agricultural development in Indonesia, in the attempt of modernizing Indonesian agriculture starting in the end of 1960s with Green Revolution national program, leaves a prolonged problem until today. Green Revolution development effort to improve the farmers' standard of life is a policy pertaining to impartiality to the farmers concerning the basic price of unhulled rice, dependency on fertilizer subsidy and import policy considered as impartial to the farmers' interest and wellbeing. Sajogyo (Wahono, 2006) suggests that a one-way policy from government to farmers tend to create an urban-biased development policy.

Indonesia as an agrarian state very potentially develops organic farming. Organic rice can be an alternative way to improve the farmers' wellbeing. Organic rice can absorb soil nutrient better than inorganic one (Sunarminto, 2015). Thus, organic rice can be cultivated without industrial chemical fertilizer, making the organic farming more environment-friendly and healthier to consume by community.

The marketing of organic farming products is still considered as exclusive by some people. Organic rice productivity is still lower than inorganic one. It makes the price of organic rice is more expensive than that of inorganic one and not all classes of society can afford it. The difficulty of marketing organic rice crop requires the farmers to take any ways to market organic rice crop. The farmers' attempt of marketing organic rice taken, among others, is to maximize the farmers' social capital.

Social capital, according to Bourdieu, is defined as a social energy that is only existent and fruitful in domain of struggle where capital produces and reproduces (Mutahir, 2011). Social capital is not the end but the means of achieving either individual or group's objective. Putnam (2000) says that social capital is a part of social life in which there are network, norms, and trust that will encourage the participants to take collective action more effectively to achieve the common objective.

Social capital has a social network framework having values that will affect both individual and group's productivity. Social network relation will result in reciprocal relationship having social values contributing either individually or collectively.

This research aimed to describe the role of farmers' social capital in marketing organic rice crop in Mina Tani Agribusiness Center in Nogotirto Village, Gamping Sub District, Sleman Regency of Daerah Istimewa Yogyakarta (Special Region of Yogyakarta) Province.

B. RESEARCH METHOD

This research was taken place in Mina Tani agribusiness center in Nogotirto Village, Gamping Sub District, Sleman Regency of Daerah Istimewa Yogyakarta Province. This research employed case study model approach. Case study research is the one conducted on an object called cases completely, comprehensively, and in-depth using a variety of data sources (Creswell, 1998; Yin, 2000).

Data collection was carried out using purposive sampling technique, the informants selected purposively by the author using certain criteria. The informants had similar characteristics to that of research subject. Purposive technique is a sampling technique conducted by selecting individuals considered as knowing the information and problem in-depth and reliable to be data source (Goetz Le Compte in H.B. Sutopo, 2002).

C. RESULT AND DISCUSSION

This research was taken place in Nogotirto Village of Gamping Sub District, Sleman Regency, Daerah Istimewa Yogyakarta. This *kelurahan* (village) is ± 3.49 Km² wide. The establishment of Nogotirto Village began with the issuance of Daerah Istimewa Yogyakarta government's announcement of 1946 about *Kelurahan* area. Previously in this village area there are two *kelurahans*: Kelurahan Nogosaren and Kelurahan Kwarasan. Finally, considering the announcement No.5 of 1948, village area named Nogotirto was established. The status of Nogotirto Village government, according to Interior Minister's Decree and based on village establishment, belongs to urban Village. Nogotirto Village consists of 8 hamlets, 39 RWs (citizens associations) and 117 RTs (neighborhood associations). Most people's main income source is service sector. Meanwhile, the proportion of farming

household is about 40% of total family and the number of family whose members become farm workers is about 20 families.

1. Farming Condition and Potency in Nogotirto Village

The farming land in Nogotirto Village is not as wide as that in other farming villages. However, the farming land in Nogotirto Village is still potentially used to farm well. Out of 349 ha-land width of Nogotirto Village, 74 Ha are rice farmland with technical irrigation, 77 Ha are rice farmland with non-technical irrigation, and 4 Ha are non-irrigated rice farmland. Meanwhile, non-farmland area is about 189 Ha.

2. Social Capital of Organic Rice Farmers

a. Farmers' Social network in organic rice marketing

The existence of organic rice farmers is inseparable from social relation encircling it. Social network of organic rice farmers established by a structure composed of a set of actors interacting with each other due to bonding between actors will strengthen the social capital owned.

Social network of organic rice farmers in Nogotirto Village of Gamping Sub District, Sleman Regency, Daerah Istimewa Yogyakarta consisting of the relationship between MPM Muhammadiyah and the farmers, in the form of giving facilitation in cultivating *methik wangi* local variety-organic rice. Meanwhile, in marketing organic rice crop, farmers relates to Economic Division of Muhammadiyah Youth of Daerah Istimewa Yogyakarta. The organic rice crop coming from the farmers is packaged by Youth of Daerah Istimewa Yogyakarta into “*beras istimewa*”-brand organic rice.

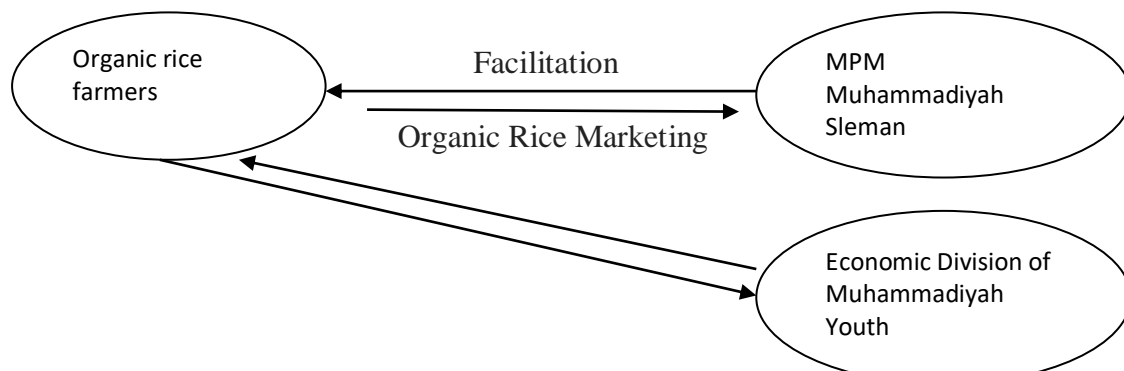


Figure 1: Framework of Organic Rice Farmers' Social Network

b. Bonding Social Capital of Organic Rice Farmers

Bonding social capital of organic rice farmers in Nogotirto Village of Gamping Sub District, Sleman Regency, Daerah Istimewa Yogyakarta, is the social capital established through a network, the members of which are related closely to each other. In this case, the bonding between members is nearly homogeneous. The bonding is established due to they are affiliated with one organization family bond, Muhammadiyah, in which organic rice farmers are Muhammadiyah communities. Therefore, it results in a strong bonding between organic rice farmers, MPM-Muhammadiyah Sleman, and Muhammadiyah Youth of Daerah Istimewa Yogyakarta.

c. *Bridging Social Capital of modal Organic Rice Farmers*

Bridging social capital of organic rice farmers in Nogotirto Village of Gamping Sub District, Sleman Regency, Daerah Istimewa Yogyakarta is the one established through a network created by rice organic farmers with outside groups, particularly economic division of Muhammadiyah Youth of Daerah Istimewa Yogyakarta helping market the organic rice crop coming from the farmers. Muhammadiyah Youth of Daerah Istimewa Yogyakarta has an ability of marketing organic rice by packaging it into 'beras istimewa' brand-organic rice.

d. *Trust of Organic Rice Farmers*

Organic rice farmers have built trust through a sufficiently long-lasting interaction in the beginning of facilitation program for *Menthik Wangi* local variety-organic rice. In such interaction, MPM Muhammadiyah gives appropriate facilitation to organic rice farmers, so that trust can grow among the farmers. In addition to repeated interaction, the organic rice farmers' strong trust in partnership relation ensures the marketing of organic rice crop conducted by Muhammadiyah Youth of Daerah Istimewa Yogyakarta.

e. *Reciprocity of organic rice farmers*

There must be a relation in network, and the organic rice farmers in Nogotirto Village of Gamping Sub District, Sleman Regency, Daerah Istimewa Yogyakarta use reciprocal system in the relationship involving MPM Muhammadiyah and Muhammadiyah Youth of Daerah Istimewa Yogyakarta. Reciprocity here is defined as an activity of taking and giving. It is also a relationship of exchange between one and another. The exchange between organic rice farmers in Nogotirto Village and Muhammadiyah Youth of Daerah Istimewa Yogyakarta is conducted by sharing role equally. Organic rice farmers serve to provide organic rice crop and Muhammadiyah Youth of Daerah Istimewa Yogyakarta serves to market the organic rice. Through reciprocal relation, organic rice farmers are facilitated to market the crop. The trust grows among organic rice farmers conducting exchange with Muhammadiyah Youth of Daerah Istimewa Yogyakarta leading to social cohesion.

f. *Organic Rice Farmers' Cooperation*

Reciprocal system runs due to the presence of cooperation between organic rice farmers in Nogotirto Village of Gamping Sub District, Sleman Regency, Daerah Istimewa Yogyakarta and Muhammadiyah Yogyakarta Youth, and MPM Muhammadiyah Sleman. Cooperation emerges due to shared interest, principle, and value and is directed to achieve the collective objective. Actors will cooperate when they view other actors not as the threat against their interest, but as the companions that will help them achieve their objective. Additionally, actors should think that cooperation will result in maximum outcome. Trust between actors will result in sustainable exchange and cooperation.

D. CONCLUSION

The role of organic rice farmers' social capital in Nogotirto Village of Gamping Sub District, Sleman Regency, Daerah Istimewa Yogyakarta is composed of the relationship between MPM Muhammadiyah, as the facilitator of empowerment bridging organic rice farmers, and Economic Division of Muhammadiyah Youth of Daerah Istimewa Yogyakarta. Organic rice farmers use social capital to solve their problem in marketing organic rice crop.

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MORAL ECONOMIC IN HORTICULTURAL TRANSACTION ON THE KOTO BARU MARKET, SUBDISTRICT X KOTO, TANAH DATAR REGENCY, WEST SUMATERA

Marleni

Sociology Department STKIP PGRI Sumatera Barat

marleni0383@gmail.com

Rinel Fitlayeni

Institute/Company

e-mail address

Ikhsan Muharma Putra

Institute/Company

e-mail address

ABSTRACT

This research is based on economic actions in traditional markets that sell horticultural crops that have decaying properties. Transactions between traders and buyers, not just sellers accept money and buyers receive goods, but there are social relationships that are intertwined in the process of buying and selling. The social processes that take place in the market are influenced by emotional relationships and social networks. The purpose of this study is to describe social exchanges in traditional markets, especially in horticulture transactions in Pasar Koto Baru, Tanah Datar Regency. The theory to be used is the theory of exchange theory in the perspective of New Economic Sociology (NES) with the assumption of a moral economy. Research that uses a qualitative approach with analytical descriptive types. Data collection techniques with document study, observation, in-depth interviews. This research was conducted in Tanah Datar Regency, Nagari Koto Baru. Data analysis uses analysis techniques according to Miles & Huberman, with the data reduction cycle, data display and conclusion drawing. The results of the study show that the exchange in horticultural transactions at Pasar Koto Baru District X Koto is a form of moral economy.

Keywords: Moral Economic, Horticultural Transaction

Theme: Social Sciences

A. INTRODUCTION

The market is one of a variety of systems, institutions, procedures, relationships, social, and infrastructure where businesses sell goods, services and labor for people in exchange for money. The market is an institution that regulates communication and interaction between sellers and buyers that aims to conduct exchange transactions for objects, services, money, and the place of transaction results can be delivered in the future based on a predetermined price. Therefore the market is one of the important institutions in economic institutions. the issuance of RI Law No.32 of 2004 which has been revised for the second

time into Law No.12 of 2008 concerning Regional Government whose contents regulate the granting of authority to regions to develop their potential and manage the potential possessed by their own regions, giving full authority to the Regional Government to develop its area in accordance with the needs of the community in order to improve the welfare of the regional community. In the context of Economic Sociology, markets are structures that are dense with social networks or full of conflict and competition (Damsar, 2005).

This research was conducted in one of the traditional markets in West Sumatra. To conduct transactions, economic activities in traditional markets tend to see the relationship between economic and non-economic aspects of market life that affect economic processes. Economic activities such as production, trade and consumption distribution, will later be arranged into roles and collectivities with what values they are legitimized and with what norms and sanctions they are regulated (Smelser, 1987). In traditional markets, transactions between traders and buyers, not just sellers accept money and buyers receive goods, but will be able to create social relationships that are intertwined in the buying and selling process. In addition, traditional markets have different ways of transacting with modern markets. Where in the traditional market transactions between sellers and buyers are influenced by emotional relationships and social networks.

This research is focused on the Koto Baru market because the market is one of the largest distribution centers for horticultural crops in West Sumatra. Koto Baru Market, which is located at Bukittinggi-Padang Highway crossing, is famous for the fresh vegetable supplier market to various cities in West Sumatra, Pekanbaru, Batam, Jambi, Bengkulu and to Medan. Pasar Koto Baru is surrounded by fertile hilly areas as producers and centers for the production of fresh vegetables, so farmers, channel traders and horticultural toke come to Pasar Koto Baru to exchange. Koto Baru Market in X Koto Subdistrict Tanah Datar District is managed by Nagari Koto Baru. Horticultural plants are garden plants grown in certain areas. There are several groups of Horticultural plants that are cultivated, namely the first fruits (fruticulture) both seasonal or annual, the second flowering plant (floriculture) is a plant that is cultivated as an ornamental plant, and the third vegetable (olerikultura) is a variety of types vegetable crops consumed daily by the community.

B. RESEARCH METHOD

This paper is written from the results of a qualitative research conducted in 2018 and funded by DIKTI. Field research was conducted in Nagari Kotobaru, X Koto District, Tanah Datar Regency. The data collection process is carried out through observation, in-depth interviews, and document study. Observations were made during the research process to get an overview of the physical condition and daily activities of the Nagari Koto Baru farmers and the transaction activity of horticultural crops in Koto Baru Market. In-depth interviews were carried out with the Office of the Market Office (KAPA), farmers and horticultural traders who were conducting exchange activities in buying and selling transactions. Document study is carried out by studying official documents from KAPA and other data at the level of the nagari, sub-district and district according to research needs. The data analysis process is carried out using data reduction / fermentation stages, data display, and data interpretation for later conclusions (Miles & Huberman, 1992). The results of data analysis are presented in this paper in the form of narratives and tables.

C. DISCUSSION

Nagari Koto Baru is located at an altitude of 1050-1300 meters above sea level, Nagari Kotobaru is divided by provincial roads that connect the cities of Padang and Bukittinggi. From Padang City (the capital of West Sumatra) to Nagari Kotobaru is only 70 Km from the south. Nagari Kotobaru is located between two cities in the highlands of West

Sumatra, namely the City of Bukittinggi in the north and the city of Padang Panjang in the south. The distance from Nagari Kotobaruke to these two cities is only ± 10 km. Besides being located in the inter-city crossing, the New Koto Baru nagari is cool with an average temperature of 210C and is also flanked by Mount Merapi on the East side and Mount Singgalang on the West side. Mountain nature with 2500-4000 mm / year of rainfall is very typical throughout the day. The atmosphere is very cold at night, where temperatures are cooler and reach below 180C on average.

Administratively, Nagari Kotobaru is the outermost part of Tanah Datar Regency which is directly adjacent to Agam Regency in the north. Nagari with an area of 1,000 ha is inhabited by 2,479 people in Jorong Koto (200 ha) as many as 1,430 people and in Jorong Subarang (250 ha) as many as 1,049 people with a total of 671 households. An area of 550 ha of Nagari Kotobaru land is protected forest. The majority (24.2%) of Nagari residents work in the agricultural sector by working on agricultural land. The types of agriculture that are cultivated by the community are horticulture plants (vegetables, chilies, tomatoes, and nuts). The planting system used by the community does not depend on the planting season, but it lasts all day according to the season of the plant being cultivated. So, every day the activity of cultivating land, sowing and planting seeds, caring for plants, and harvesting can be found (Firdaus, 2017).

Based on data from the Central Statistics Agency of Tanah Datar Regency, not all types of horticultural vegetables are produced in the X Koto Nagari Koto Baru area. There are nine types of horticultural vegetables produced by farmers in X Koto District. While other types of horticultural vegetables come from other districts in Tanah Datar Regency, and some come from Agam Regency. The following table will illustrate the type and amount of horticultural production in Kecamatan X Koto Nagari Koto Baru.

Table 1
Data on Harvest Area and Average Horticultural Production Per Hectare
in District X Koto, Tanah Datar Regency

No	Type of Vegetable Horticulture	Harvest Area (ha)	Production (ton)	Rate of Production
1	Bawang Daun	9	60	6,63
2	Bawang Merah	9	60	6,63
3	Buncis	9	60	6,63
4	Cabe Merah	1.249	7.534,50	6,03
5	Kubis/Kol	564	13.764,50	24,41
6	Terung	266	1.831,50	6,89
7	Tomat	540	5.825,40	10,79
8	Wortel	522	5,782,60	11,08
9	Sawi	1.136	6.202,80	5,48

Source: Processed from Data Horticulture Production BPS Tanah Datar District in 2015

Population agricultural products are sold to markets owned by the nagari. The Nagari market is located on the edge of the provincial main road. The market operates two days a week, namely Monday and Tuesday. On Monday is a vegetable market, which was marked by farmers from various regions selling various types of crops harvested in the Nagari Koto Baru Market, which the toke and the channeling traders were waiting to send to on a large scale. On Monday's market the Pasar Koto Baru highway will experience congestion, because

of the large number of in and out vehicles and trucks carrying vegetables from the market, be it farmer vehicles, merchant trucks, tokens or channel traders. Traders, tokens and channel traders come from various regions outside Koto Baru such as, from Padang Lua, Agam, Bukittinggi. They will distribute the vegetables and supply various types of vegetables to all regions in West Sumatra, including Riau, Riau Islands, and Jambi. Whereas on Tuesday, the community's daily market is usually only around Koto Baru which provides the daily needs of the community. In addition to buying and selling activities, in the market also took place the process of packing vegetables in vegetable warehouses to be sent to various districts / cities in West Sumatra and provinces outside West Sumatra. The following day, namely Wednesday to Sunday, market activity does not take place. However, in the kiosks owned by merchants around the Koto Baru Market, it remains open every day. They sell a variety of daily necessities, stationery, mountain climbing needs, and clothing. In the market there are also several food stalls, fried food vendors, and other types of food that sell every day.

Koto Baru Market is managed by the Koto Baru market office (KAPA), KAPA functions to manage the Koto Baru market, such as recording the number of traders, the number of vegetable suppliers, the number of transporters in the market and managing booths or stalls in the Koto Baru market. in Koto Baru called vegetable sender, usually vegetable senders come from Bukittinggi, Agam, and X Koto. The sender of vegetables is usually found on Monday, where the renters of the Koto Baru market are mostly vegetable senders (dealer traders). Koto Baru Market has four stalls, first (1) the bottom which is occupied by 40 traders or vegetable senders, second (2) *los gatangan* which is occupied by 22 traders or vegetable senders, the three (3) *los lapau* or the front losers are occupied by 16 traders or senders sayur, fourth (4) *los saka* is occupied by 14 traders or vegetable senders (KAPA Pasar Koto Baru Document).

Tabel 2. List of price Horticulture ina Koto Baru Market

No	Jenis Sayuran	Harga (Rp)
1	Sawi Bola	40.000/karung
2	Bunga Kol	7500/kg
3	Wortel	7000/kg
4	Daun Bawang	4000/kg
5	Si Paik/Urap	4000/kg
6	Buncis	4000/kg
7	Tomat	2000/kg
8	Cabe Merah	38000/kg
9	Kentang	8500/kg
10	Japan/Labu siam	1500/kg
11	Kubis	3000/kg
12	Bawang Merah	23000/kg

Source: KAPA Pasar Koto Baru Document, 2018

Based on preliminary observations on March 26, 2018, the price of vegetables in the Koto Baru market was determined on the agreement of farmers with traders. According to Mega (46) one of the tokens from Bukittinggi stated that the price of vegetables between traders from farmers to tokens was different, where the price of vegetables from farmers was cheaper than the price of the toke. The price of vegetables in the changing Koto Baru market is based on market conditions, where when the amount of vegetables entering the market is still high, the price of vegetables will be cheap and when the amount of vegetables goes to the market, the price of vegetables will rise or be expensive. Different when a buyer who has a

vegetable subscription with a farmer, the farmer will provide vegetables when the outside buyer goes to the market. The buyer will approve the price agreed upon between the two parties, after the price agreement, the vegetable will be brought to the vegetable scales to find out how much vegetables are purchased. The process of determining the weight of Horticultural plants on the scale is "good luck", the meaning is when the Horticulture plant is weighed in the place of scales the gross weight and net weight of the Horticulture plant is one difference. When a trader buys a Horticultural plant from a farmer, the trader will know the weight of the Horticultural plant from the streak in the sack. Traders only know the net weight of Horticulture plants that are ready to weigh. Between farmers, traders (toke) and weighers have a role of the game or agreement. Their agreement was made visible in the writing symbols written in sacks, plastic or vegetable packaging in large quantities. The meaning of the symbol they follow up after the exchange process takes place. Weighers only play a limited role in weighing goods. While between farmers and traders they establish social relations.

The existence of social relations that occur between farmers and traders can generally last a long time because the patron / toke tries to maintain the relationship pattern to maintain its existence in carrying out economic activities and obtain a stable supply of goods. Meanwhile clients / farmers get capital in the form of credit for daily necessities, production facilities, and so on. As long as the social relationship is well maintained, cooperation is a place that ties the relationship between the parties. According to Soekanto, (2012) cooperation occurs when people realize that they have the same interests at the same time having enough knowledge and control of themselves to fulfill those interests, awareness of the same interests and the existence of an organization are important facts in useful cooperation. Thus, when there is a sense of need arising from farmers / tokeys and these needs can be met by other parties, there will be cooperation based on mutual need and mutual dependence between farmers and toke. At first glance the cooperative relations that occur are like buying and selling agricultural products through a subscription. With the subscription relationship, a presumption arises over the relationship of interdependence between farmers and to each other's mutual benefit. Toke benefits from being able to develop profits from the harvest for resale and farmers benefit because of the role of toke that helps in marketing their crops which have a short (easy to rot) resilience

The relationship they maintain is maintained on a moral economic basis. There are differences in views in terms of interpreting economic actions. First of all, anthropology studies see that economic actions carried out by individuals (farmers) always have a moral dimension. Here economic considerations in decision making are always decided based on moral values. Moral economics arises from the notion that peasant communities have developed their own norms outside the context of agriculture state or landlords domination (Zusmelia, 2007). These norms emphasize community collaboration in activities of production, distribution, consumption and exchange in the village (Scupin and DeCorse, 1998 in Effendi, 2001: 67). As stated above, economic actions in society related to moral economy are not only faced by the peasant communities, but also by the community of traders (Damsar, 20011: 229).

Moral economy in peasant society originates from the central economic dilemma faced by most farmer households whose part of life is so close to subsistence boundaries, and becomes a source of weather games, as well as external demands, so that their space is very limited and not many have opportunities for profit and loss calculations. The main goal is safety (safety first). This is the case which raises technical, social and moral arrangements in the pre-capitalist agrarian society (Scott in Zusmelia, 2007: 42). Adherents of the economic-moral approach believe that the will of farmers to provide guarantees to members of their

communities is controlled by the moral universe - that is "the desire to always do good" - which is embedded in their view of life. Moral humans are believers, whose actions are always guided by the idea of right and wrong (Ahimsa-Putra, 2003: 29). The moral principle is learned, understood, and applied in life through a continuous process of civilization and passed down from generation to generation. Here, being a tool for controlling a person's behavior in the community is a measure of "good and bad" based on the value system (culture) adopted by the community. These good and bad measures refer to the rules governing "who gets what", and "who gives what" in the village community.

Scott (1983: 4) describes subsistence behavior as an attempt to produce enough rice for family and food needs, to buy some necessities such as salt and cloth, and to fulfill bills that cannot be bargained from outside parties. In essence, subsistence economic behavior is economic behavior that is only directed to meet the minimum needs of life. As a community group that relies on agrarian resources, farmers are very vulnerable to disturbances originating from nature - disasters, pest threats, weather and so on. While as villagers, farmers have an obligation to fulfill the demands that come from the strength of the community - tax levies, tribute and so on.

The survival of farmers is very dependent, on the one hand on the availability of agrarian resources in the village; and the other side of the institution that functions to regulate the process of distributing these sources of life fairly and evenly among the villagers. The reality of the farmers' dependence is not in the framework of maximizing the achievement of results (profits), but rather directed to meeting subsistence needs. Fair and equitable in this context refers to a condition in which everyone (villagers) has equal opportunities for living resources - aspects of equity - to the extent needed to meet subsistence needs and external demands on agricultural outcomes - aspects of justice. It is this aspect of equity and justice that animates the subsistence ethics of farmers. In conditions where life resources - especially land - available in the village are increasingly limited in number - due to the pressure of population and the process of modernization - what farmers seek to meet demands for equity and justice is called the "shared poverty" phenomenon. divided equally) and "agricultural involution" (Geertz, 1983).

According to the economic-moral approach, this symptom is a manifestation of the village's internal ability to create defense mechanisms against external elements that will damage the order that guarantees the subsistence needs of farmers. The creation of an internal capability of the village to evenly share the sources of life in the village when its top pressure increases greatly depends on the operation of the patron-client bonding institution. That is, there must be a guarantee that the relationship of "giving and receiving" among rich and poor villagers goes according to the social norms prevailing in the village community; and moral principles, such as sincerity (fairness) and justice (justice) must always inspire every social relationship among villagers. In this framework, in addition to patron-client ties function as an institution that allows the distribution of wealth among rich and poor villagers, also contributes to the creation of social order in the village. His argument, permanence and the success of a patron in carrying out his role rests on the quality of the subsistence guarantee he gives to his clients. The will of the patron to obtain wealth / wealth relies on his efforts to maintain his validity (legitimacy) in the eyes of his clients, namely by maintaining their subsistence guarantees for their clients. As long as the patron behaves in accordance with moral principles (subsistence ethics) which regulates economic practices and social exchanges among villagers, the possibility of moral anger and rebellion from the client can be avoided.

D. CONCLUSION

Based on the reality of the research findings, it shows that the exchange of horticultural transactions in Koto Baru Market has not shown reciprocal competition. Between farmers and traders (toke) tends to consider moral economics, so that the profits obtained by farmers are not balanced with the risks and costs they have incurred. Whereas traders (toke) have sufficiently wide dependencies in determining market prices, both when buying and selling to agents in the destination area for the distribution of horticultural vegetables.

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SOCIAL RELATIONS IN RUBBER TRANSACTIONS IN SIJUNJUNG DISTRICT, WEST SUMATERA

Zusmelia

Department of Sociology Education
STKIP PGRI Sumatera Barat
(Zusmelia-2002@yahoo.com)

Rinel Fitlayeni

Department of Sociology Education
STKIP PGRI Sumatera Barat
(rin31_inzaghi@yahoo.co.id)

Ansofino

Department of Economic Education
STKIP PGRI Sumatera Barat
Padang, Indonesia

Felia Siska

Department of History Education
STKIP PGRI Sumatera Barat
Padang, Indonesia

ABSTRACT

The development in agricultural sector in order to improve farmers' welfare must be in balanced with the improvement of the farmers' income. One of the developing superior commodities in agricultural sector of West Sumatra is the natural rubber or caoutchouc. This paper aims to find out the social relations in the rural economic transactions of the superior commodities in Kabupaten Sijunjung, West Sumatra. The study is presented in interpretative hermeneutic methods. The research was conducted in kecamatan Sumpur Kudus, Kabupaten Sijunjung, which was purposively chosen because the area is considered as one of the main export commodities of West Sumatra. Data collection techniques applied were the observation and in-depth interviews. The social relations formed among the rubber farmers and the toke (resellers) is formed based on the kinship, mostly within relatives. Also, the relations are conducted because it is easy to have money loans because of the constant partnerships. At the Kabupaten level, the opportunity to build social relationship is smaller because the only connector is *Idep*, the loyal of Sijunjung area.

Keywords: (social relations, rural economic transactions, superior commodities)

A. PRELIMINARY

Indonesia is known as an agricultural country where the agricultural sector is the main sector supporting the communities welfares. Most of Indonesia population depends on agricultural sector. In connection with the dominance of the community welfares in agriculture sector, it is important for the agricultural sector to receive more attention for its development, because it is expected to be one of sectors that is quite resilient in achieving national development goals (Sajogyo, 1991:19) e.g. through increasing agricultural production in rural areas.

Theoretically, agricultural development is conducted to improve the farmers' welfare. In order to increase the production, the increase of farmers' welfare is a must. The conditions occurred nationwide was when the farmers' production increases; the prices would be automatically decreased while the demand stays in the same level. The decrease of prices is happening because there would be some distortions in the market, both local and national, as the outlets of agricultural products.

Even though there is an increase in productivity of the superior commodities e.g. in natural rubber and oil palm production in Kabupaten Sijunjung, the market prices at the farmers' level are falling. It had caused sufferers on the farmers' side. Also, the access to the information about the prices in economic transactions is still unknown to the natural rubber farmers.

In the new economic mainstream, New Institutional Economic (NIE) economists see the rising costs of the transactions occurred in the market. It is caused by asymmetric information and because some people were trying to modify the markets, e.g. farmers' and traders' structures who caused the asymmetric information in the market. This condition shows that the structures had caused the imbalanced and out mostly rising costs of market. It is necessary to change the market structure to anticipate the uncontrolled transaction costs in the market (North in Zusmelia, 2008:3). This paper concerns about social relations in rural economic transactions in superior commodities of Kecamatan Sumpur Kudus, Kabupaten Sijunjung Regency. It is discussed since the weak bargaining position of the natural rubber farmers due to asymmetric information obtained.

B. LITERATURE REVIEW

This research will exploit basic assumptions of New Economic Sociology (NES) and its variants in moral economy which: emphasize the economic actions occur in the market and how the transactions occurred by the actors involved; how do individuals or communities fulfill their needs for goods and services; and how the exchange process takes place and is interpreted by actors who make exchanges, which are interpreted not only as independent economic actions but also as social actions, socially situated, and constructed social and embedded in a particular social network (Granovetter and Swedberg in Zusmelia, 2007).

This condition is in line with Skidmore's view (in Zusmelia, 2007) who said that exchange is not always intended to exchange something tangible, but also includes something that is not real, such as self-esteem or appreciation, interrelationships, assistance, and in the form of consent. Exchange is also intended to avoid something, such as suffering, costs, embarrassing circumstances, and also exchange includes opportunities, benefits or comparative aspects of human relations. Skidmore emphasized that ideas from exchange have a very broad and not limited understanding just to give and receive something concrete. The same view has also been stated by Malinowski that exchange is not only in the form of material, but also non-material. To observe the symptoms of transactions that occur in traditional markets a social definition paradigm is needed that sees that social actions are

individual actions that are socially patterned, have subjective meanings for themselves, which are then compiled by individuals in acting consciously and rationally.

C. RESEARCH METHOD

Determination of the paradigm applied has clearly led the researchers to use a number of methods which are certainly still in one domain. The study used interpretative hermeneutic methods. This is intended in order to try to interpret facts, existing texts, to see phenomena that occur behind existing realities. This departs from the assumption that economic activity is a reality that is strongly influenced by factors such as politics, socio-culture, so that various methods are needed to approach existing phenomena.

In a sociological view, there are many factors that influence the activity of the farmers' economic states. This is why the researchers consider using these methods. By using interpretative hermeneutic methods, it can critically uncover the errors and lies in the text, even the possibility of distortion in text, communication and action (Lubis, 2004; Guba and Lincoln, 2000; Salim, 2001: 38-47). Thus, the application of this method is intended to understand the signs, meanings, appearance of something, or symbols that appear in an event. Here the researcher makes an interpretation that appears in an event that is being observed or that is being experienced (Lubis, 2003, 2004; Poespoprodjo, 1987).

This research was conducted in Kecamatan Sumpur Kudus, Kabupaten Sijunjung, which was purposively selected (purposive sampling) by reasoning that the regency has the main export commodity of West Sumatra. Data collection techniques used was observation and in-depth interviews by using recording device and making interview guidelines. For information obtained from observations, interviews will be written in field notes. Here are two field notes that are used, namely objective notes and reflective notes. After that, the validity of the data is tested by using triangulation methods and sources, so that data that is truly reliable can be obtained.

D. FINDING

Mechanisms in Economic Transaction

Natural rubber is one of the leading commodities in Sijunjung area because it has high economic value for its people. The consequence is that natural rubber is the main livelihood for the community, especially in the area of Nagari Sisawah, Kabupaten Sijunjung. The involvement of the community in these superior commodities is due to the condition of the nagari to support the activities. Besides, the maintenance and maintenance of the plantations is not too complicated.

The opening of natural rubber plantation in Nagari Sisawah can be done by anyone, as long as they are natives. If the land to be cultivated by the community is belong to ulayat (the natives) then they could asked for the permission from ninik mamak (chief), but if the it belongs to no one, it can be worked out by nagari community by asking permission first to ninik mamak and the chief of the community. If the cultivated land wants to be sold, it must be sold first to the customary owner. If no one buys it, then it is only sold to people who are able to buy the natural rubber land. The community seldom wants to sell the cultivated natural rubber land, even if the urgent conditions to get money for medical expenses, marriage or other needs usually prefer to pawn. The reason is that if you have money, it can be redeemed other than rubber which is also inherited from parents.

If permission has been obtained to clear the land, it will be cleared by land users to plant the rubber. In a year, the rubber plants will be cleaned (forged). Local rubber usually can be tapped by the owner on its 5-7 years old and can last up to 75-100 years old. However, if the rubber seedlings are superior or rubbery, they can only last up to 50 years. After that the

rubber must be rejuvenated. For the results of superior seed rubber compared to village rubber, far more superior seed rubber results.

The majority of the people of Nagari Sisawah is natural rubber farmers and they own their private land which can even reach 7 ha. The Sisawah community cultivates with fields. For a piece of rubber, the community can plant around 50 to 400 rubber sticks. Rubber plantation management systems, some are managed by the community themselves and some are given trust to others. For the management given to other people the distribution of the yield is around 30% for rubber owners and 70% for tapping. The tappers are equipped with machetes to clear the road when fishing for rubber. Landowners who have large land will need tappers usually around 4-5 people.

The process of rubber tapping is done by farmers, usually takes approximately 4-5 days. This condition if supported by sunny weather, when it rains, farmers cannot tap rubber if rubber trees are wet. The reason is the rubber sap will flow following the flow of rain water soaking the rubber stem. In frightening farmers, they can get 40-100kg per week depending on the area to be tackled.

Rubber harvesting is usually carried out by farmers on Friday or Saturday morning. In the morning, the sap will be tapped by farmers, after tapping is collected. The reason is the sap that has not frozen can be a gum adhesive during the printing process. Then the sap collected will be printed in a tofu sized. Also, there are also other ways of rubber being collected in sacks, usually dried sap or old sap that is not tapped. Such a model is rarely done by farmers, the reason being that the discount is quite large at 10%. On Sunday mornings, rubber is sold to the toke or their bosses/induk samang.

The process of natural rubber sales in Nagari Sisawah had been through several mechanisms e.g. Rubber tappers who are ready to be tackled will be sold to landowners. Payment of notches (people who help the scare/tappers) is deducted from the proceeds of selling to landowners. Usually landowners are also toke collectors in Nagari Sisawah. The point is that collectors are the toke who directly buys the rubber from farmers. For the capital there are those that are taken directly from the big toke and have their own capital. After the collectors buy the rubber products from the farmers, they will then sell them to a large shop. In Nagari Sisawah, there are two big tokes, one of them is *Imoed*.

Big tokes usually buy rubber from collectors in the nagari. In Nagari Sisawah there are 18 farmers who collect the rubber sap from the farmers. The price range is included as the very cheap category of Rp. 6,000-6,500 per kg. Formerly the sale of rubber could reach Rp. 20,000 per kg can even reach Rp. 24,000 per kg. Basically, farmers only want the price of rubber in the range of Rp. 10,000 per kg, the reason is that it can meet the daily needs and the usual education of children. Information on prices given by big toke to farmers is known during the sales process on Sunday morning. Information related to rubber is only known by large toke (district).

Social Relations in Rural Economic Transactions

The social relations built between rubber farmers and collectors and big toke in Nagari Sisawah emphasizes the brotherhood relations. It means that relationships are formed based on familiarities and relatives. Rubber farmers in selling rubber products prioritize relatives above all. The family relationship is one of the strategies owned by the farmers because farmers are allowed to borrow some money from the collectors at any time, even though no rubber products will be sold to toke.

Loans requested by farmers toke will be given at any time. The cost of children's education and daily needs is the main reason for farmers to borrow money from toke. This condition is the background for farmers to stay afloat with them. After the farmer sells rubber

products to toke, the money will be deducted when the transaction occurs. This condition is normal for both parties, where rubber products are used as building blocks when farmers sell rubber to toke. If not enough money to pay for a loan, you can ask for respite first. This condition makes the position of farmers in a weak bargaining position because the price of the rubber saps given is below the normal price.

Tokes' behavior in attracting profits to farmers will pay attention to the mutual relations and social ties that have been fostered beforehand. Both parties, in conducting transactions, come from kinship relationships that have or are from the same tribe. In addition, the social relations built between farmers and collectors are also based on the emotional fabric that has been built since a long time ago. Some toke now because of the inheritance of the previous parents. Consequently, many farmers do not want to look for other products because they are comfortable beforehand. The social relations that are built are also caused by financial problems. The urgent needs experienced by farmers will be given by without asking in advance.

Although, there are only little given opportunities for the farmers to do the direct transactions with small factories (PHB factories). To enter the factory area must use "Idep" as the loyal of Kabupaten Sijunjung. Every rubber sap entered the factory must get the sales fee. If you do not use one of the CVs (specifically Sijunjung "Idep"), there will be many brokers who are waiting in the factory area, so the price of the rubber will be much cheaper. Brokers who are in the factory area do not have a moral obligation to provide benefits to farmers in providing high prices to farmers who come.

The closure of access provided by the factory or to the size of the district to farmers who came with their rubber products, because it has a code of ethics among fellow traders. This means that large traders need to collect collectors and big nagari as an extension of rubber farmers. Through the big toke of the nagari, big traders hide some information on prices related to rubber. For information on rubber prices, farmers can never know how much rubber is on the market, information is obtained when large toke will buy rubber farmers every Sunday morning.

This condition makes the position of farmers in a weak bargaining position in price information. Through this mechanism large traders try to maintain the dominance of rubber by forming a hierarchy in rural economic transactions and even forming certain social networks. The formed network makes the bargaining position of farmers weak in this superior commodity. Here, the social relations are built in the form of layered relationships, between farmers and collectors, and collectors with large numbers of nagari and big nagari with big district traders.

E. CONCLUSION

Based on the problems above, conclusions can be drawn:

1. The mechanism in rural economic transactions is initiated by rubber tappers to landowners. Landowners also double as collectors. Afterwards, the collectors will sell the rubber products to a large shop in the Nagari. To be able to enter the district (kabupaten) market, you have to go through the big nagari toke.
2. The social relations formed between rubber farmers and non-collectors and large-scale farmers are formed based on kinship, mostly relatives, regular customers and easy to get loans.
3. At the district level, the opportunity to build a social relationship is small because to enter must be through "Idep" as loyal of Sijunjung area

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