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**The Challenges of Social Sciences
in a Changing World**

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Indonesia

THE CHALLENGES OF SOCIAL SCIENCES IN A CHANGING WORLD

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WELCOMING REMARKS

Assalamu'alaikum Warahmatullahi Wabarakatuh

The Honorable Rector of Universitas Muhammadiyah Yogyakarta,
The honorable representatives from Co-host University partners,
Distinguished Speakers,
Executive committees,
Ladies and Gentlemen

In the name of Allah, Most Gracious, Most Merciful. First of all, let us thank to Allah. Because of His blessing, we can meet here today. Peace be upon our prophet Muhammad who had changed the world from the darkness into the lightness

First of all, on behalf of the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, it gives me great pleasure to extend a very warm welcome to you all.

We are meeting here for three days to attend the *First International Conference on Social and Politics 2016.* The world is changing. The global, national, as well as local political and social landscapes are shifting. Varieties of social and political challenges emerge and need to be addressed properly. Therefore, the primary aim of the conference is to encourage academic debate and dialogue between scholars from different disciplinary approaches in order to promote better understanding of our changing social and political world.

I am very pleased to inform you that, around one hundred distinguished speakers consisting of distinguished professors, lectures as well as students are attending this conference and presenting their views, ideas, and research on wide range of social and political issues. The papers presented in the conference will cover a wide range of remarkable issues and topics. In general, it can be categorized into three main clusters.

Within the cluster of politics and governmental studies, the conference will discuss variety of essential issues and topics, among others, public policy, good governance, transparency and bureaucratic reform, e-government, political parties, local politics, sustainable development, environmental issues, gender, human rights, Non-Governmental Organization (NGO), Small and Medium-sized enterprises.

Within the cluster of international studies, the conference will discuss many thought-provoking issues and topics, such as, diplomacy, regional integration, ASEAN Economic Community, Indonesian foreign policy, global and regional security, human rights, gender, foreign direct investment, foreign aid, border, disaster management, Islamic perspective and the American role in the world.

Within the cluster of communication studies, the conference will focus on various interesting issues and topics, among others, public relations and media relations, advertising strategy, social media, information technology, internet freedom, e-commerce, media and celebrity, open sourced software, culture and tolerance, as well as movies.

I wish to thank to the rector of Universitas Muhammadiyah Yogyakarta for providing generous financial support for organizing this seminar. I wish also to extend my gratitude to our university partners and collaborators: Universitas Islam Indonesia (Indonesia), Universiti Utara Malaysia (Malaysia), Flinders University (Australia), Universitas Indonesia, Universiti Kebangsaan Malaysia (Malaysia), Universiti Sains Malaysia (Malaysia), Khon Kaen University (Thailand), De La Salle University (The Philippines), Korea University (South Korea), Adam Mickiewicz University (Poland) and Asia Pacific Society for Public Affairs (APSPA). I wish to thank to all the distinguished presenters and participants who mostly coming from various part of Indonesia as well from foreign countries. And the last but not least, I wish to thank to the chairman of the executive committee, Dr Eko Priyo Purnomo and all of the committee members who have worked hard and tirelessly to prepare the seminar.

Finally, it is my most sincere hope that the conference will stimulate a thoughtful academic dialogue and all of us will benefit from a healthy exchange of ideas. On behalf of the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, I now declare the International Seminar on Social and Politics 2016 officially open.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Yogyakarta 26th January 2016

Dr. Ali Muhammad
Dean, the Faculty of Social and Political Sciences
Universitas Muhammadiyah Yogykarta

FOREWORD

Assalamualaikum WR WB,

In the name of Allah, Most Gracious, Most Merciful. All praise is due to Allah, the Lord of the Worlds. May peace and blessings be upon our Prophet Muhammad, his family and companions.

Honourable guests, Rector of Universitas Muhammadiyah Yogyakarta, Co-host University partners, Executive committees, all of the participants, ladies and gentlemen.

First of all, I would like to express gratitude to Allah for invaluable blessing us. Therefore, this event can be held at Universitas Muhammadiyah Yogyakarta (UMY), Indonesia. I would like to express warm greetings and welcome to all of you who participate in "the 1st International Conference on Social Politics (ICSP 2016)".

Faculty of Social and Political Sciences Universitas Muhammadiyah Yogyakarta in collaboration with the Asia Pacific Society for Public Affairs, Universitas Indonesia, Universiti Kebangsaan Malaysia, Universiti Sains Malaysia, Khon Kaen University, Maejo University, De La Salle University, Korea University, Universitas Islam Indonesia and Adam Mickiewicz University organize the International Conference on Social Politics under the topic of "the Challenges of Social Sciences in a Changing World". This conference aims to provide a platform for scholars, researchers and practitioners to share their insight, ideas and experiences.

Globalization and the increasing of interconnection among actors bring both opportunities and threats. Cross-cutting issues such as the development of technology, global economic crisis, global warming, forced migration, terrorism, democracy and contagious diseases have emerged and need to be responded properly. To benefit from the opportunities and to manage the threats, understanding and cooperation among actors whether on an international, national or local level are required to deal with those cross-cutting issues. Those several questions should be dealt whether in term of level of territories such as international, national and local; in term of a theoretical or practical level. Those ideas and arguments can be found in these proceedings.

For example, in the global level, some scholars suggest that the leaders and institutions must realize how the new rules of the game for global governance will affect their countries and institutions. They must build the social and political skills to involve in international arenas actively. At the same time, they can minimise the impact of global change on the economic and social futures of their countries and communities.

In the national and local level, the idea of decentralization of decision-making and democratisation creates more challenges. In times of transition, scholars and organisations must understand how to develop cooperation and collaborate with multiple layers of government and also networks of interested parties. At the same time, the leaders at local and regional levels should work beyond central governments properly to build relationships with global players, international civil society, and supra-national institutions.

With regards to above mentioned, this event is expected to contribute to solving the problems of dynamic global changing. I am really aware that together with all of you, we can find a new way to support our national interest and local communities dealing with the engagement of the global linked. Besides, this conference could develop a mutual understanding amongst scholars on social and politics.

I am also highly indebted to the Co-host partners, and to all of the staffs who help and support for the successfully of this event. I wish to all of you that this event will be sustainable and contribute the achievement of knowledge on public policy significantly. Once again, thanks to all of you and enjoy the conference.

Wassalamualaikum WR WB.

Yogyakarta 26th January 2016

Eko Priyo Purnomo, MRes., PhD

The Chair of ICSP 2016

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CHAPTER 1

MARKING SOCIAL ISSUE ON SOCIAL MEDIA: CASE STUDY OF SOCIAL MEDIA'S TRENDING TOPICS REPRESENTING URBAN ISSUE IN YOGYAKARTA ON TWITTER

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Abstract

Internet as super highway of mind, a monumental evidence of technology sophistication, a living proof of rapidly information shift, has brought tremendous change in our daily and social life. Social media, as part of it, has become our need to communicate digitally, in such an elaborate way, media that represents many perspectives, rapidly changed into crucial keywords and trending topics. Yogyakarta, as one of the big cities in Indonesia known as 'Kota Pelajar', contribute largely in the Social Media, thanks to its youngsters. A city with 63 % of internet penetration rates, came second after Jakarta, according to APJII in 2014. Yogyakarta also known as the favorite destination for tourists, with great deal of tourism potential, also has emerging social issue related to tourism phenomenon. #JogjaOraDidol are some of the trending topics on social media, which showed public concern about the rampant construction of hotels in Yogyakarta, affecting socially amongst Yogyakarta citizen.Social media's trending topics could be considered as information, though hardly worthy, by the lack of definite validity standards. These particular information should not be missed by policy makers who took a significant role in managing Yogyakarta as tourism destinations and also a comfortable city to live for its citizens. Undeniably, Social media has become a source of information that can be selected and used as a basis in determining a campaign strategy in a digital world that discuss social issues in the community. This research is seeks to describe the process of data analysis using particular tool to derive data based on specific keywords or trending topics, and presents those data on statistical graphics and numbers, that can be used as analysis elements to formulate digital campaign strategy dealing with social issues.

Keywords: Computer Mediated Communication, Social Media, Trending Topic, Social Issue, Digital Campaign Tools.

INTRODUCTION

Computer-mediated communication (CMC) begins with the Internet, but also emerges from a long line of mediated communication technologies such as the printing press, the telegraph, radio, the telephone, and television.

Today, however, CMC has evolved as a genre of its own. Though in some ways a hybrid of spoken and written language, as suggests the very use of the terms chat and discussion to characterize written interaction. (Murray, 1985; Uhlirova, 1994; Pellettieri, 2000 on Savignon & Roithmeier, 2004).

The medium has its own discourse features. These features will vary according to the type of communication that is chosen, and their emergence will undoubtedly influence human communication more broadly in the years to come. (Savignon & Roithmeier, 2004).

Internet is growing, which was originally used by certain circles, now can be used by much wider audience, its users include individuals from diverse social strata. Internet has spread massively, which originally could only be used by the urban community, now, could be accessed over the remote areas. Initially, it costs comparatively high, now become more affordable. The services offered by the Internet Service Provider was initially

restricted, and could only be accessed one directional, now become more diverse and people could accessed it interactively.

Social Media is one of the results of the development of the Internet, emphasizing on the concept of social and interactivity amongst users, social media became one of the most widely used services on the internet (APJII, 2015).

Social media users in Indonesia, are one of the highest in the world, with Facebook and Twitter are the most frequently used platforms. (Brand24, 2013). Usage of Social Media today`s not only restricted for private purposes, but has been used to express opinions for the greater good. The emergence of particular movement initiated by the public initiated by the time eruption of Merapi took place on 2010, proved that Social Media could be used as an effective communications medium for spreading informatif, when we can't rely on mainstream media at that particular moment.

Social Media is one application that allows users to organize the production and distribution of information (data) to become much more personal, it is known as a user-generated-content platform. Unlike the mainstream / conventional media in general, where the users could only consume information in one direction. Social Media-based on user-generated-content allows users to communicate interactively.

User-generated-content comes from regular people who voluntarily contribute data, information, or media that then appears before others in a useful or entertaining way, usually on the Web—for example, restaurant ratings, wikis, and videos. The use of such content has seen rapid growth in recent years, in part because it's fairly inexpensive to obtain (users normally supply it for no charge). For content suppliers, the process can be rewarding because it lets them receive recognition for their contributions. (Krumm & Davies, 2008).

Use of Social Media that are discussed in this research, related to the phenomenon of user-generated-content, is limited to use of the platform Social Media known as micro blogging, as applied on Twitter, as a platform of Social Media that can be used as a medium to form Public Opinion, as described by Elisabeth Noelle-Neumann (1974), *public opinion arises from an interaction of individuals with reviews their social environment*.

Micro blogging is text messaging and a little more. It can be as effortless as sending a text message from your cell phone to a select group of friends. Anyone can micro blog as often as they like, and can promptly read posts from other like-minded bloggers. Micro blogging includes the ability to send messages, audio, video, and even attached files; it empowers users to make friends; get directions; give and receive advice; review books, restaurants, products and services; update customers; inform clients; send calendar and event notices and news; and more. (Safko, 2010).

Micro blogging began with the advent of the web log, or blog. After some time spent writing lengthy, detailed accounts, people began to post more condensed, convenient, portable, personal versions of their conventional blog posts into something that was termed a *micro blog*. Micro blogging was immediately hailed as conventional blogging's easier, and faster. These benefits rapidly made micro blogging an increasingly popular form of social interaction and communication, which people began using to seek and share information and daily activities.

One of the very first providers of the microblog was a company called Twitter, essentially providing technology that offered a simplified blogging service.

Twitter was born in March 2006 as the result of an R & D project at the San Fransisco-based start-up company, called Obvious, LLC. It was initially used by the company's own employees to communicate internally, and launched to the public seven months later in October 2006. On March 19, 2007, Twitter's official debut took place at the annual South by Southwest (SXSW) meeting in Austin, Texas---and it won the South by Southwest Web Award in the blog category. Jack Dorsey---Obvious LLC. CEO and the man behind the concept of Twitter---gave a humorous acceptance speech: "We'd like to thank you in 140 characters or less. And we just did." (Safko, 2010).

In accordance to this, Twitter is a micro blogging and social networking service that allows its users to send and receive brief (140 characters or less) text-based, *micro post* instant messages that are referred to as *tweets*. (Safko, 2010).

Twitter is a social medium specifically created to enhance communication. "Twitter is a service for friends, family and coworkers to communicate and stay connected. "People can "share their current activity or state of mind with friends and strangers." Chris Winfield deems Twitter a "word of mouth engine" for small business or dealing with particular issues to power better relationships. (Safko, 2010.) Users can receive updates through the Twitter web site, instant messaging, SMS, RSS, or e-mail, or through an application such as Tweet Deck or Facebook.

Before its release to the public, Twitter was used as a research and development tool within Obvious, LLC. Twitter has been in the news media over the last year due to its use as a "hyper-grapevine news resources." And it has been credited with breaking news about significant current events and natural disasters. (Safko, 2010).
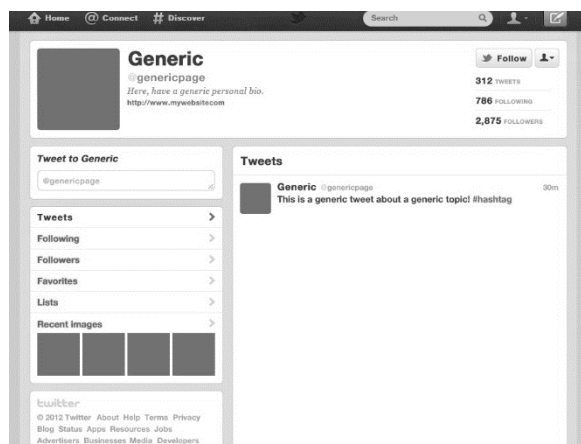
Figure 1 Twitter User Profile template

There are several important indicators in a Twitter profile page, as shown Figure 1. The indicators are: *Tweets*, number of posts were uploaded to the Twitter platform. *Following*, is the number of users of Twitter accounts that you follow, while the *Followers* is the number of Twitter users who follow your Twitter account. Amount of *Following* and

Followers will move dynamically, if a Twitter account owner does not protect his account, so that it can be seen and followed by others Twitter user account, freely.

Use of Social Media is now increasingly directed to the emergence of topics marked hashtag (#) to manage information, such as anxiety Yogyakarta citizens concern towards the relatively massive construction of hotels and shopping malls in Yogyakarta, which eventually les emergence of #JogjaOraDidol as trending topics amongst Twitter users surrounds Yogyakarta.

With the dramatic rise of text-based social media, millions of people broadcast their thoughts and opinions on a great variety of topics. This research trying to provide answer on 'Can we analyze publicly available data to infer population attitudes towards certain topic?'

Related to that phenomena, the ways in which people use Twitter may relate to the kind of content posted and hence the issues that emerge from an analysis of trending topics. An early small qualitative study suggested that Twitter was used for informal social interactions (D. Zhao & Rosson, 2009). This was corroborated by a later study of 317 users which found that people needing to informally connect with others were more frequent Twitter users (Chen, 2011). The idea that Twitter is used for interaction rather than just broadcasting was supported by research which found that messages targeted at individuals were often (31% of the time) responded to (Honeycutt, & Herring, 2009). Moreover, although tags seem to be used in most systems to organise content or to aid information retrieval (e.g., Dotan & Zaphiris, 2010), Twitter hashtags tend to help organise conversations rather than content (Huang, Thornton, & Efthimiadis, 2010). Hence there is a wide range of types of information that support the thesis that Twitter is a space supporting significant social interactions. Despite this, however, people may also use it for specific information needs (e.g., Hughes & Palen, 2009).

The activities for organizing the information in Social Media are often referred

to as the 'Campaign'. Each Campaign need to be measured to indicate its effectiveness, until now there is on exact or identical instruments to measure it, so that the stakeholders wasn't able to experienced the campaign impacts, especially among public officials as regional policy makers.

RESULTS

Social Issues amongst Yogyakarta Netizen

Yogyakarta known as the favorite destination for tourists, with great deal of tourism potential, with destinations ranging from cultural tourism destination, natural tourism destinations, to a shopping destination. Tourism is one of the pillars to drive economic aspects amongst Yogyakarta citizens, it is not surprising that many aspects that supports tourism sector prepared by the government, even in its management, the government involved the private sector.

Hospitality is an aspect that stands out as supporting the tourism sector in Yogyakarta. So far there have been 1,071 hotels with a variety of types, ranging from hostels, budget hotels, boutique hotels, to the hotel with five-star standard management (BPS, 2015). Yogyakarta tourism potential has attracted a number of investors, which majority is networked (chained hotel management) domestic or abroad, such as Santika group, Tjokro group, Ibis, Accor, Hyatt, and many more.

Convenience to arrange travel personally, without assistance of tour & travel agents, supported by the development of the internet and gadgets, makes travelling a lot easier to do, and also easier to arrange based on traveler's budget. It also supports the increasing number of tourists visiting Yogyakarta. Arranging trip to Yogyakarta on regular basis is not impossible to be done.

Yogyakarta, besides known as a leading tourist destination in Indonesia, also known as the 'City of Students', where the majority of it's residents are students, according to the Database of Higher Education (Pangkalan Data DIKTI) on 2015 there were 123.706 students from all educational levels serving on higher Education levels in Yogyakarta, in accordance with this research, students, categorized as a class of people with 'technological literacy' as well trained to think critically.

Yogyakarta is a city marked by the diversity of the cultural background of its citizens (Subkhan, 2007), The phenomena happened as a Renault, Yogyakarta as a designation that draw people to proceed their education in this city, in addition to Yogyakarta as a city that still uphold the Javanese culture, with certain uniqueness that could evoke "sense of belonging" for anyone who ever lived in this city.

Yogyakarta also one of the big cities in Indonesia that contribute largely in the Social Media, thanks to its youngsters. A city with 54 % of internet penetration rates, came second after Jakarta (APJII, 2015).

Twitter and microblogging as part of Social Media phenomenon aren't just U.S. phenomena; where Twitter was invented, nowadays, microblogging is widely popular around the world, according to Nicole (2009), explaining about Sysomos Inc. which is Toronto-based social media analytics company. Company's flagship product, which creates Media Analysis Platform (MAP), mines and analyzes content from social media or user-generated content to create a picture of media coverage. Sysomos, Inc. announced in January 0f 2010 that Twitter is still growing in popularity internationally. Growth in countries like Germany, Brazil, and Indonesia have led to the ever-increasing numbers of users around the world. (Safko, 2010).

According APJII (2015), Social Media is an activity that is often performed by internet users, but now its use has begun to shift, simply from personal use, now begin to be used for broader needs. Yogyakarta with all its diversity, has the potential to cause social and urban problems, it would need the participation of the community together with the authorities, resolve social problems. Public officials are the expected authorities to solve these social and urban issues, but without the support of the community, efforts of the government, unlikely achieved.

It most likely carried out by the community to help the government, is to express the aspirations and Concern. The most effective media used to express such aspirations, is the mass media, but due to the limited reach of the mass media itself, this time people began to turn to the use of Social Media which has a wider and direct range.

#JogjaOraDidol are some of the trending topics on social media, which showed public concern about the rampant construction of hotels in Yogyakarta, affecting demographically and socially amongst Yogyakarta citizen.

Social media's topics using hashtag (#), could be considered as information, though hardly worthy, by the lack of definite validity standards. These particular information should not be missed by policy makers who took a significant role in managing Yogyakarta as tourism destinations and also a comfortable city to live for its citizens. Undeniably, Social media has become a source of information that can be selected and used as a basis in determining a campaign strategy in a digital world that discuss social issues in the community.

This research is seeks to describe the process of data analysis using particular tool to derive data based on specific keywords or trending topics, and presents those data on statistical graphics and numbers, that can be used as analysis elements to formulate digital campaign strategy dealing with social issues.

Social Media Analysis

Humans as social beings who need other people to socialize, it is a strating point where people can develop a network of friends who bring up certain topics of intensified conversation. Humans have a distinctive communication patterns, where the proximity factor will determine the extent to which a subject can be explored.

Each technology is designed to meet human needs, one of them by adopting habits done by humans. Social Media is a form of technology that adopt one human habits who likes to socialize, to communicate with each other, as in Facebook that connects users with the term 'Friend', while Twitter use 'Follower' as a mark of friendship on the environment. Internet also allows the emergence of virtual communities that can only be found online, while users are connected to the Internet.

On online communities especially in new media, encouraging participation is one of the greatest challenges. Even if the social media channel offers the fancy tools for chat or have great features for fulfilling users need, but if the community members are not participating or interacting each other the community will not flourish. The ecological cognition framework proposes that in order for actors to carry out a participatory action, such as posting a message, there needs to be a desire to do so, the desire needs to be consistent with the actor's goals, plans, values, beliefs and interests and they need to have abilities and tools to do so (Bishop, 2007). It is mean that all the community members should be involved to the issues that developed in the community.

When one community is built by the members of the group, the "buzzer" will be born. The buzzer itself can be defined as the person who brings a big influence on their communities. It can be an artist, a politician, a public figure, a writer, or an only ordinary person who has a certain unique characteristic which can make these people be accepted by whole members of the community. The existence of such communities is often brought about by people who share similar goals, beliefs or values, with such commonality forming the basis of an agreement to form and sustain a virtual existence (Figallo, 1998) on Bishop, 2007).

One of the Internet character is enabling any kinds of data stored in the Internet, it will never be lost, as stated by Professor Viktor-Mayer Sch□nberger of the Oxford Internet Institute, in his book 'Delete: The Virtue of Forgetting in the Digital Age' in 2011. Mayer-Schönberger citing a statement krom Andrew Feldmar, a well-known psychotherapist from Canada, with his infamous case on 2009, this accomplished professional with no criminal records, unfortunately got tangled on the web of law, when he crossed US–Canadian

border, as he usually did, he got caught by the local authorities that run a background check on him, unluckily series of informations came up under Feldmar name, which was an incident happened four decades ago, when Feldmar using LSD, which is considered as illegal chemical compound in the United States and Canada. Furthermore, Feldmar commented on that incident, "I should warn people that the *electronic footprint* you leave on the Net will be used against you. It can not be erased." (Andrew Feldmar, 2009, as cited by Mayer-Schönberger, 2011).

The statement confirming assumption of researchers, that the digital trace that we leave on the Internet will only be piled up to almost invisible, but it will never disappear, as we stated as 'internet never forget', very unlikely compared to the chatter that often occur amongst men, whereby information after discussion (chat) came to an end, then the information can't be stored on the long term, while the 'conversation' that occurred in Social Media will always be stored and could be recalled easily, with persistent and reliable data.

'Conversation' that occur in Social Media, was originally designed for a specific community, as what Mark Zuckerberg did when designing Facebook that can only be accessed by the scope of his campus networks. (Phillips, 2007).

Over time, the conversation on Facebook can now be accessed by users who are outside the circle of friends, as well as by making a topic on Twitter, with the use of hashtag (#), in accordance to this, Facebook has provided Facebook page and Facebook group concept community.

Marking "Conversation" on Social Media

Data conversation is in Social Media tend to be unstructured linguistically, they appear randomly, irregularly, with unpredictable frequency, except that the data contained in Social Media is owned by a service provider (Twitter) so that anyone who would analyze those informations (datas) will encounter obstacles.

Social Media Data Mining is one method to perform data analysis on social media. Feng, De Andrade Barbosa, and Torres (2012) explain that this method is retrieved from social media websites, analyzed for sentiment, and categorized by topic and user demographics. The information (data) then archived in a data warehouse and various interfaces are provided to query and generate reports on the archived data.

However, the process of reading the information (data) conversation on Social Media is a challenge, Stieglitz and Dang-Xuan (2013) confirms the data in social media tend to be unstructured, researcher would need to utilize tools to make it easier in the reading process.

Several tools are available in the market can already be applied as a reader information (data) conversations, these tools can also display structured data, but there's no monitoring tools that named as the best monitoring tools, so there's need to compare respectively each tool to test the validity of data generated (Stavrakantonakis, Gagiu, Kasper, Toma, and Thalhammer, 2012), on the other hand the available monitoring tools has applied method of processing data (data mining), which includes the process of ETL (Extract-Transfer-Load) so can be considered to be applied as a proper reader information (data) conversation.

Monitoring tools that researchers use are TweetReach and KeyHole , which where both monitoring tools are only accessible for a fee, but the Keyhole facilitate trial for three days, while Tweet Reach provides a free version, limited to 100 first tweet with a span of 8 days. There's also Polaris , as monitoring tools do derived sentiment from the same amount and same characteristic information (data).

Basically, various kinds of Social Media monitoring tools, for example TweetReach and KeyHole could only be accessed with certain fee, but KeyHole facilitate free trial for three days, while Tweet Reach provides a free version, limited to first 100 tweets with a span of 8 days.

These monitoring tools, perform the monitoring process which began on

November 27, 2015 to December 4, 2015. The expected information (data) are the number of posts, number of authors, number of reach, and the amount of exposure, in addition we can track the time range (time frame), which states when #JogjaOraDidol discussed in many conversations, which in turn these informations will be displayed in graphical form.

Onward, we will explained about several things that will be measured and analyzed, the *Post*, the number of conversations that appear within a certain time frame, components that are associated with *Post*, includes an original post, reply (reply), retweet (spread).

Author is an individual involved in a conversation in a certain time frame, the components related to author is the original author, spreaders, and respons providers.

Tweeting and *Following* constitute the two way communication and trusted network that drive the micro blogging community. Any time someone we are following ceases to deliver relevant, "What's in It for Me?" content, we can simply decide to "unfollow" that person. This is the power of permission-based communication, whereby we choose who is allowed to communicate to us. Opting not to follow someone is like having our own built-in, user-controlled spam filter (Safko, 2010).

Exposure or can be also referred as the *Impression*, the amount messages exposure on the audience, i.e. number of the read message in timeline on limited time.

Reach, is the scope (extent) of the message, i.e. number of people who receive the message within a certain time frame.

The difference between the *exposure* and *reach,* is where *exposure* will count the number of the read message on the same account, while *reach* will count the number of Twitter accounts that received the message, calculated without repetition.

This research also discussing about *sentiment* that can be understood as comments that appear as response to the #JogjaOraDidol topic, where the comments which came from a wide range of Twitter user's that has a positive, negative, or neutral tendency, depends on the perspective applied by users of the Twitter account.

Figure 2 is the result of analysis using Keyhole monitoring tools, while Figure 3 is analisis result using TweetReach for monitoring #JogjaOraDidol. The data obtained from these monitoring tools have a slightly different.

90	68	400,516	422,307
posts	users	reach	impressions

Figure 2 KeyHole Data

		Posts	Avg Follower Engagement	Followers	Impressions	Exposure	Bio	Location
	Arick Rebellion @arick_breil666	2	7	50	100	363,825	Hidup di negara luar tetap Sentosa dalam puspa warna http://www.arickkamtisoutsider.com	Malaysia
	Dodok #JogjaAsat @dodoputrabangsa	1	4	2,566	2,566	11,070	#JogjaAsat #SlemanAmbyar #JogjaOraDidol #JogjaKangenKPK http://urbanpoorblog.wordpress.com/perihal/	Yogyakarta, Indonesia
	Dana S @yol_nyol	2	0	3,941	7,882	7,882	Calon pilot () #TolakReklamasiTelukBenoa CP: 083867171754	Sleman Yogyakarta 55571
	Handsome Heroes @erromamed	1	6	3,740	3,740	7,217	Rizki	My Lifestyle for #PUNKI\m/, Admin : @KoncoMusiman	Allah. -Thanks God My Life is SANGARI Always Support @SID_Official. and Stand for Tolak Reklamasi !! https://www.facebook.com/rizkioutsiderjogjaka raf=tn_tnmn/	Umbulharjo, Yogyakarta
	Warga Yogya Berdaya @wargaberdaya	1	2	1,575	1,575	4,532	#SabdaWarga: Mengabdilah kepada WARGA, bukan kepada PENGUSAHA! - TERUS BERKARYA, JANGAN BERHARAP PADA NEGARA http://wargaberdaya.wordpress.com/	Yogyakarta

Figure 4 High Impact

Figure 3 TweetReach Data

By monitoring conversations for 8 days the results are, that topic started by dozens of people, could reach hundreds to thousands of people. These particular dozens of people, often known as 'buzzers' or major influencers.

In any media, there will always be some persons who will be identified as major influencers or in some media called "buzzer". The influencer or buzzer is the person who has a large impact to their community, in the real world this kind of person called opinion leader. Likely in the real world, in the virtual world there is some person who has power to influence the movement of the crowd. These people become the opinion leader on their online community. Identifying these influencers or buzzers is easy, those buzzers is always come with a powerful characteristics and famous as an individuals who have the respect and authority among peers and the propensity to make recommendations and frequently interact with their own networks. (Apriyani, 2012).

People in social media, especially on Twitter are tending to be involved on particular issue which they feel related to it. So, when a buzzer shares their personal view about some issue rather than formal info, the interest rates from the friends or followers will also rise. In other way, the audience or in this case the "followers" will be more interest to the issues if the buzzers commented on certain issue using their personal perspective or experience.

These people will keep their followers keep interested in any kinds of informations related to themselves, as listed on figure 4 that indicates some major influencers (authors) on Twitter with the highest impact, often known as buzzers, which is widely known in the realm of Twitter, because of their concern towards urban problems, that occurred in Yogyakarta, related with the rapid and massive construction of hotels in Yogyakarta.

For this reason, each user does not have to be the one who initiated the topic, but sufficiently enough to redistribute those particular information. This is consistent with the percentage that showed the biggest contributor of content with highest rates of *reach* and *impressions* (exposure) as shown on figure 4.
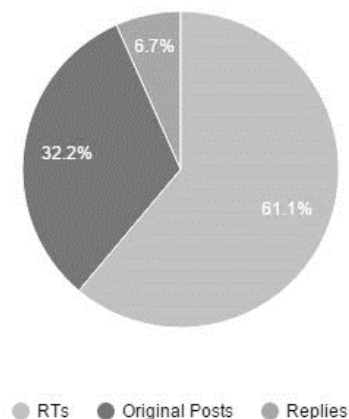
Figure 5 Share of Posts

Figure 5 showing share of post from Keyhole monitoring tools that summarizes than 68 accounts involved in #JogjaOraDidol topic during the last 8 days. These data showed as much as 61.1% or 52 users who perform RT (retweets) related with #JogjaOraDidol information (data), 32.2% or 27 users are the authors who initially posts information containing or related with #JogjaOraDidol, and total users who responds towards this original posts defined by the number of 6.7% or 5 authors.

Based on Figure 6 and Figure 7 also shown that the highest number of conversations were conducted on November 27, 2015 consisting with the weekend, while December 4, 2015 concurring with the beginning of the month, there were five (5) users who considered as the major contributors or users with the highest impact on #JogjaOraDidol topic, as can be seen in Figure 4.

Timeline
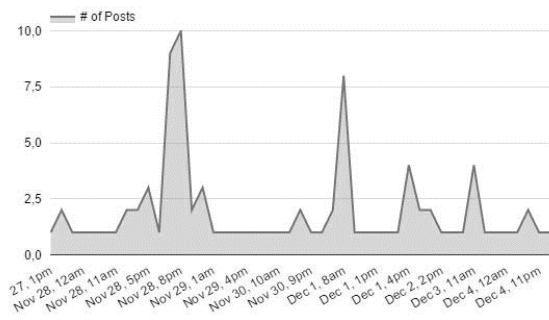
Figure 6 Timeline by KeyHole
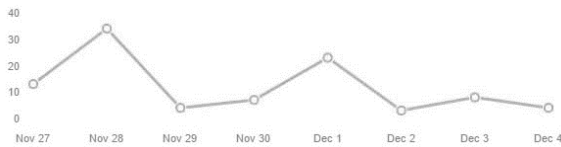
Figure 7 Timeline by TweetReach

Furthermore, from the conversation monitoring during 8 days, researchers found 27.9% negative sentiment, 27.9% positive sentiment, and 44.2% neutral sentiment as shown in Figure 8.

Sentiment analysis and *opinion mining* are fields of study that analyzes people's opinions, sentiments, evaluations, attitudes, and emotions from written language. (Liu, 2012).
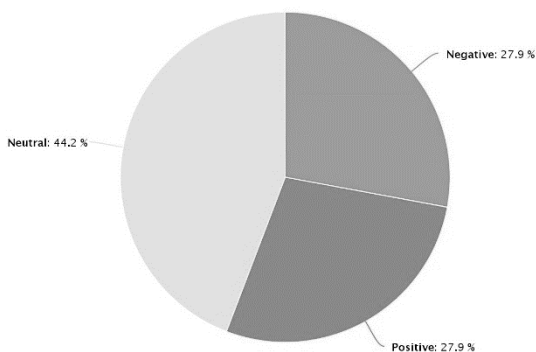
Figure 8 Sentiment Graph

Liu (2012) states, *sentiment analysis* and *opinion mining* are the most active research areas done in *natural language processing* (NLP) and also widely studied in data mining, web mining, and text mining, confirmed by Pang and Lee (2008) that these field of studies are important parts

of information-gathering behavior that has always meaning to find out what other people think.

Kouloumpis, Wilson, and Moore (2011) said that displaying the conversation on Twitter using the hashtag (#), proved to be a useful baseline data to determine the sentiment of the conversation. A common approach to *sentiment analysis is* to use a lexicon with information about which words and phrases are positive and which are negative. (Wilson, Wiebe, & Hoffmann, 2009).

Nevertheless, Hirschberg and Manning (2015) states that NLP resources and systems are available only for high-resource languages (HRLs), such as English, French, Spanish, German, and Chinese. In contrast, many low-resource languages (LRLs)—such as Bengali, Indonesian, Punjabi, Cebuano, and Swahili—spoken and written by millions of people have no such resources or systems available.

It becomes a new challenge to perform *sentiment analysis* on Indonesian language. In this research, we need to make adjustments for each outcome sentiment that appears, to obtained the most accurate results.

CONCLUSIONS

Results from the analysis on unstructured conversation, after processing and analysis using monitoring tools, the information (data) can be read easily. A topic that is being discussed in social media also legible through presented data. However, we can not rely on one type of monitoring tool because each monitoring tool has its own benefits and disadvantages. It is necessary to do comparison test amongst monitoring tools available in the market. Nowadays, people tends to use several monitoring tools proceeded by creating estimation on results of the data gathered.

Based on the gathered data on #JogjaOraDidol topic during the last 8 days, from November 27, 2015 until December 4, 2015, we got that posting was initiated from 5 first or original *authors* that could reach hundreds to thousands of *impressions* or

exposures, thanks to the massive deployment of social media users. This is consistent with our research early assumption, that social media is a form of technology developed from human behavior which is socializing with each other to discuss and share any kinds of information.

#JogjaOraDidol topic in the realm of social media can be used as a 'marker' to confirm that people of Yogyakarta possess certain concern for the city they lived in, related to urban problems. These concerns are expected to become reference for public officials who have the authority to regulate administrative regions such as Yogyakarta.

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STREAMING RADIO AS AN ALTERNATIVE
SUPPORTER COLLECTOR: CASE STUDY ELJA RADIO AS SLEMANIA RADIO

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Abstract

January 2013, was the historical day for Elja Radio. This streaming radio was created with unique characteristic compared to the other streaming radio that has been broadcast in Yogyakarta. Officially, Elja Radio was created and managed to be established by PSS Sleman's supporter, which is a hardliner supporters from football club PSS Sleman. This radio use internet as a major power in the process of this broadcast, and immediately become popular among supporters club in Yogyakarta. Their broadcast content puts the song in the style of football patriotism, as well as live broadcast whenever PSS Sleman was playing football match. This unique content can managed bring 100 listeners every day in the first year of their outstanding range. The creator, Dian Rizki Irvan was successful summarizing and collecting the aspirations from PSS Sleman's supporter. Currently, the movement of Elja Radio still broadcasts with much content that emphasizes compactness as well as the aspirations of their supporters. For the management, this radio also managed by the club's supporters. Based on the uniqueness of the case study, the researcher will try to see the broadcast program up to the event as well as any business that is trying to run by Elja Radio in hook and attract football fans to join supporter of the club PSS Sleman. The researcher will also see the stage from the radio to collect the supporters as their listener. This study will use qualitative methods, relying on in-depth interview as a toll to explore the data. Interview subject chosen was the founder, the program director, and loyal supporter who are also the loyal listener of Elja Radio.

Keywords: Radio, Streaming, Supporter, Football club.

A. INTRODUCTION

In line with the development of technology that is increasingly sophisticated, many innovations that humans do to make existing technologies become more advanced technology and attractive than previous. As we can see telecommunication progress growing, its presence is now used as a media to share information. Many mass media both print and electronic are vying to become the means providers and disseminators of information. One of the development of communication technology in delivering information is through the Internet media. If you look at the phenomenon of the Internet presence today, there have been many changes in mass communication. The old mass media (newspapers, radio, television) is no longer the only source of information. The presence of the Internet for users of the new media offers a diversity and freedom to access information. The diversity of information on the Internet became the new resource of information which cause mass media audiences excited to move from the old mass media (old media) to new mass media (new media).

With the advent of new media, today some media time shifted following the development of new media is considered easier in the process of information dissemination. Radio is one of them. Radio is no longer like a radio in general, with new media, it make conventional radio broadcasts change their radio format into the Internet radio (Internet Radio). Internet radio has several advantages, one containing streaming media that provides audio channels continuously without limitation broadcasting operations such as traditional broadcast media in general. Another advantage streaming radio its coverage much wider because of the

global nature, in contrast to conventional radio that his range is limited because it uses an antenna to achieve signal range. With this streaming radio there is no longer distance and time problem to listen to radio broadcasts.

The development of Internet radio is also used by some people as a unifying container they have a common purpose, hobbies, and others, to create a streaming radio become a community radio. Community radio is a radio owned by certain groups of people who escape from the influence of capitalism are often plagued the private radio. With this kind of radio, the latest information, reliable, relevant and can be disseminated and exchanged more quickly. Audience listeners can also express themselves, both in terms of social, political, cultural and so on. In addition, the community radio broadcasting was also present as an alternative to the more populist and far from pretension manipulation of interest next party.

One of radio streaming implement community radio is Elja Radio, which is the only community radio with a base of football supporters. Radio was established for the fans of football, his special club PSS Sleman Yogyakarta, which called known as 'Slemania'. Elja Radio was established in January 2013 and became an alternative new media that provide information about a club named PSS Sleman. This streaming radio can be accessed through the Internet by visiting www.eljaradio.net or use Andorid applications, IOS, and Blackberry. Since June 2013, registered on the Radio Elja websitejogjastreamers.com as the only radio-based community of football supporters in Indonesia.

Radio stream created by Dian Rizki Irvan along with all three of his colleagues, they tried to maintain the relationship between the club and the fans with a radio broadcast that can be accessed together, at the same time, but it can be done from different places, and even between countries. With so many support bases PSS Sleman famous attractive and creative, up to 30 thousand people make Elja Radio as one of their containers to obtain information related to PSS Sleman.

As the radio is fairly nascent, Elja Radio has a great desire to maintain its existence and of course his listeners. Therefore, to continue to improve the listener and supporter PSS Sleman, Elja Radio tried to make an interesting broadcast programs and its content of all programs broadcast certainly related to PSS Sleman. Moreover in every game PSS Sleman, Elja Radio always broadcast live from the stadium Manguharjo, Sleman, Yogyakarta. By doing live broadcasts, they expected to further increase Elja Radio listeners who have a love of PSS Sleman. In these 3 years Radio Elja movement is much growing, especially when there PSS Sleman League place. An incredible development for streaming radio broadcasting recently but already has a lot of listeners. From there the question arises, how the stages are used Elja Radio in attracting supporters.

In this study there were 7 studies concepts that will be used to determine how the stages used to recruit supporters in Elja Radio as a radio streaming. The first concept **(1) Radio**, According to Government Regulation No: 55 of 1977, Radio Broadcast is a radio transmitter that is directed to the public in the form of sound and the use of radio waves as a medium. **(2) Convergence Media**, Changes in old media to new media bring about a change in the mass media and journalism. Theodore Jay Gordon of Future Group in Noank Connecticutdalam Hernandes, DG 1996 (In Tamburaka, 2013: 73) says that there are four power or force that change the post-industrial world of journalism, namely: The advent of the computer age and electronic dominance. **(3) Internet / New Media**, a network (network) that connects any existing computer in the world and form a virtual community known as the global village (global village). According to Mc Luhan (In Tamburaka, 2013: 75) The presence of the internet today is almost dominated the whole of human activity, even the Internet is not just a place to find information but has now become a source of income either individuals or institutions. **(4) Streaming Radio (Internet Radio)** known as web radio, net radio, streaming radio or

e-radio is an audio broadcasting service transmitted via the Internet (Tamburaka, 2013: 57-58). **(5) Management Media Radio**, the radio media management will be discussed on the implementation of its management responsibilities through the stages, namely: (Morissan, 2008: 138- 169) (a) Planning, (b) Organizing, (c) Direction and effect, and (d) Monitoring. **(6) Community**, is defined as a special group of people who live in a particular area, have a culture and lifestyle of the same, conscious as a whole, and can act collectively in their efforts in achieving the objectives (Cohen, 1992: 315) **, (7) Supporter / Fandom (fantasy, short for fanatic and -dom suffix as in the kingdom or freedom, etc.)** is the term used to refer to a subculture that was built by the fans based on the sympathy and friendship with fellow fans others who have the same interests (Karina, 2012: 1).

Here is a schematic illustration of concept studies that have been translated one by one. This chart can be seen through the clear progress that evolved into a conventional radio streaming radio because of the convergence of media, and the development of radio broadcasting streaming media management used to be able to attract, recruit and retain listener listener.

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                    ┌─────────────────┐
                    │      Radio      │
                    └─────────────────┘
                             │
                             ▼
                    ┌─────────────────┐
                    │ Convergence Media│
                    └─────────────────┘
                             │
                             ▼
                    ┌─────────────────┐
                    │Internet / New Media│
                    └─────────────────┘
                             │
                             ▼
                    ┌─────────────────┐
                    │ Streaming Radio │
                    └─────────────────┘
                             │
  ┌──────────┐               ▼                    ┌──────────┐
  │ Feedback │      ┌─────────────────────┐       │  Trawl   │
  └──────────┘      │Management Media Radio│       │  Stages  │
                    └─────────────────────┘       │ Supporter│
                             │                     └──────────┘
                             ▼
                    ┌─────────────────────┐
                    │ Community (Listener)│
                    └─────────────────────┘
                             │
                             ▼
                    ┌─────────────────────┐
                    │  Supporter/Fandom   │
                    └─────────────────────┘
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                    ┌─────────────────┐
                    │    Planning     │
                    └─────────────────┘

                    ┌─────────────────┐
                    │   Organizing    │
                    └─────────────────┘

                    ┌─────────────────────┐
                    │Guidence and Influence│
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                    │   Controlling   │
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on Social Politics
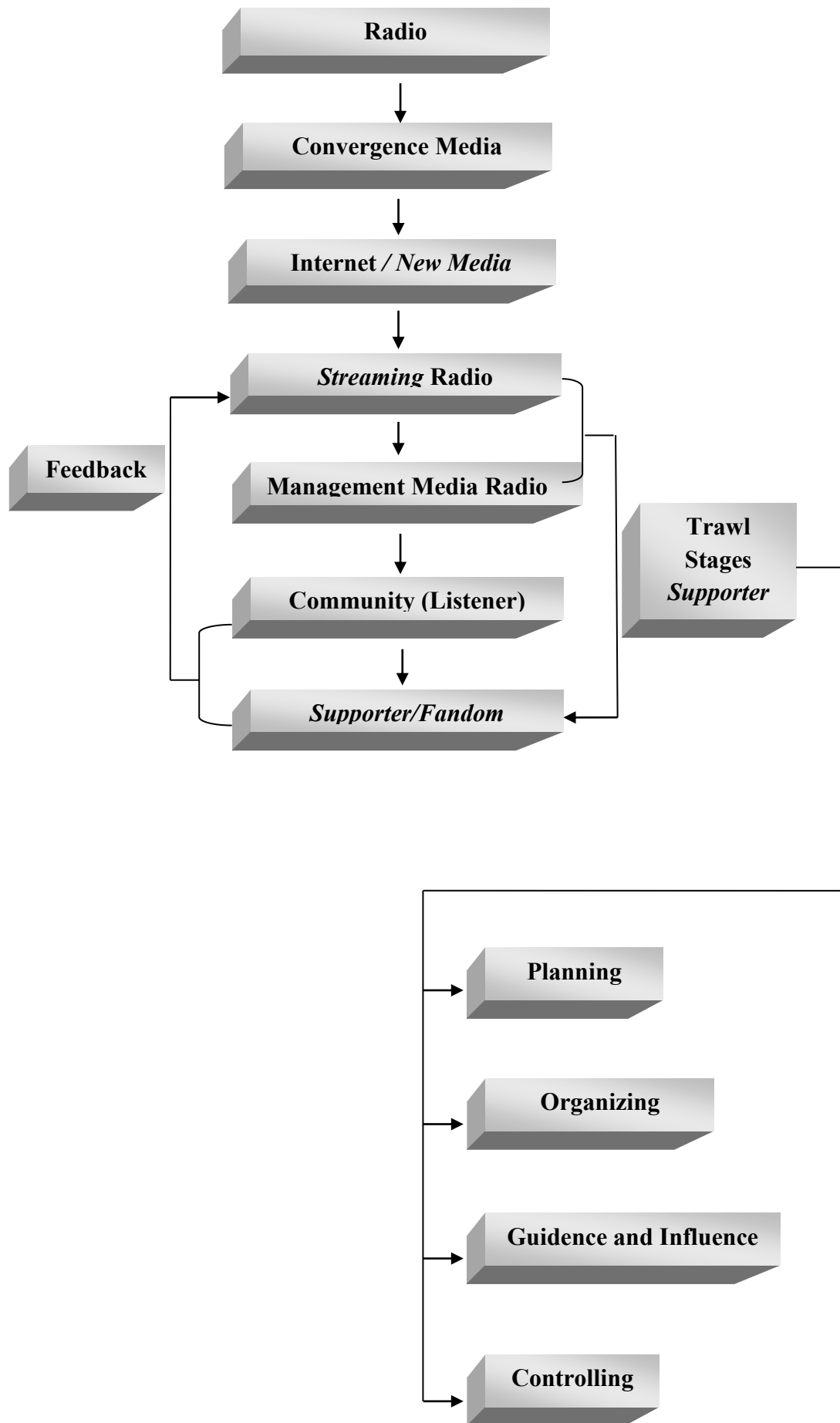
B. DISCUSSION

By looking at the background of the use of streaming radio as a tool supporter Elja Radio crawler, then there will be questions about the stages of what is being done by Elja Radio in order to run streaming radio community as a supporter crawler PSS Sleman. The stages used Elja Radio is as follows, namely; (1) Planning, (2) Organizing, (3) Direction and influence, and (4) Supervision.

The four stages will be discussed in more depth, starting from the first stage of the planning stage, which in this early stage of planning related Elja Radio vision, mission, goals and target audience to be achieved. In the vision and mission emphasizes Elja Radio streaming radio community as a medium of entertainment and education. Media entertainment is meant as a medium that provides information related to football, especially football teams PSS Sleman. From entertainment through broadcast programs that always puts songs PSS Sleman, as well as provide information that is up to date with the keynote speakers which is one of the fans PSS Sleman. In addition to providing entertainment, Elja Radio also provide education to its listeners. Education that is intended is to provide relevant information about football, for example by bringing the doctor or physiotherapist who will be the guest speaker and explain how healing bruises or others related to the sport of football. Planning programs made Elja radio broadcast that is the spearhead to attract and recruit supporters through media that entertain and educate. Its established goals Elja Radio itself is to recruit supporters-suppoter that are far outside the city (not domiciled in Sleman). With the Elja Radio is the only radio streaming PSS Sleman community football club-supporter supporters are expected to be outside the city or abroad can easily get information about the club is proud that PSS Sleman. Especially when there is a match live PSS Sleman, Elja Radio always broadcast live from the stadium Manguharjo so-supporter supporters who can not watch the game can follow the game just by listening to radio broadcasts Elja. Related target audience to be achieved Elja Radio, as described above that Elja Radio wants to recruit fans of football club PSS Sleman which is divided into two supporters are Slemania and the Curva Sud, while also Elja Radio wants to recruit supporters who are outside the city or abroad which can not watch the game live favorite club.

The second phase is organizing. Elja Radio has an organizational structure that is not complicated, consisting only of Dian Rizki Irvan (Director Elja Radio), Rizqyanta Ifalla (Program Director), Isnaeni Setyaningsih (Social Media), Y. Bagas Nugroho, Priyo (PR), Syahrul Ramadan (Marketing Division), Arifin Mustafa (Production Division), and Divta Janumarta (Engineering Division). Radio streaming newly established during 3 years this has its own way in attracting supporters through the organization that is by recruiting people to become a broadcaster at Radio Elja. Since its establishment at the beginning of January 2013, Elja Radio broadcasters recruit 5 first of the five existing broadcasters who are members of PSS Sleman supporter and there are also those who came from outside (non-supporter). This is one way Elja Radio in recruiting supporters, broadcasters are indeed the PSS Sleman supporter can be mendalamin about PSS Sleman to be a broadcaster at Radio Elja, and not derived from PSS Sleman supporter, is now a supporter joined PSS Sleman. This process occurs continuously until the third year the founding Elja Radio. Organizing Radio Elja done to date going well, because every year it Elja Radio always rotated. Initially the first year Elja have 5 broadcasters, the following year is the second year, the five broadcasters in the first year should get five more people or more to replace them as a broadcaster, and 5 shall be taught force broadcasters in the second, and as it was so that Elja Radio always give birth to a new generation and spawned successors that can make Elja Radio persist. This organization is controlled by the founder of Radio Elja so its all arranged and well structured.

The third stage is the direction and influence, which in this third stage is more direct and give effect to the supporter-supporters

through broadcast programs Elja Radio, via live matches PSS Sleman broadcast Elja Radio, and through the activities carried out Elja in recruiting supporters , This phase is intended to bring the audience carried away by every dish given Elja Radio, and gives effect to the listener about the advantages if listening Elja Radio, especially for listeners who can not watch the game live PSS Sleman will be facilitated by the Elja Radio. Not only that Elja Radio also provides guidance and influence by creating merchandise such as shirts PSS Sleman, mugs, scarves, hats, and so forth in order to give effect to the supporters to buy or use the merchandise as a sign of love and pride listeners to his favorite club. Broadly speaking, the entire direction and administration of influence at this stage is very continuous from the previous stages of the planning and organizing stage.

The last stage is to conduct surveillance. In this final stage, more emphasis on the overall level of control stages, starting from the first phase, the second to the third. Where all four levels have a continuous groove that plan, organizational structure and then provide direction and influence to the supporter and the last to supervise the whole stage. Supervision is usually done by people who are in the highest pengoragnisasian structure and have a great responsibility towards the whole stage Elja Radio in attracting supporters.

Researcher with Elja Radio Announcer

Researcher with PSS Sleman Supporter

C. CONCLUSION

By looking at the stage-by-stage run Elja Radio in using streaming radio as a means to attract supporters, it can be concluded that Radio Elja need to optimize the four stages in order to recruit more supporters football club PSS Sleman. These factors demonstrate the ability to process Elja Radio streaming radio community as an alternative to recruit supporters. The ability to reach out to supporters who are outside the city or abroad with radio streaming is proud to Elja Radio is the only radio streaming first community-based football club is a club PSS Sleman, Yogyakarta.

Researcher with three others Interviewees

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UTILIZATION OF INFORMATION TECHNOLOGY FOR MINIMAZING ASYMMETRIC INFORMATION: A CASE STUDY OF UTILIZATION OF INORMATION TECHNOLOGY TO BUILD ACCESS TO EQUITABLE INFORMATION IN THE REGION OF SOUTH TANGERANG

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Abstract

To realize an equitable public information, in 2008 the government issued the Public Information Law (KIP) and the Information and Electronic Transaction Law (ITE). Both Laws guarantee every organization in managing information according to standards that have been established as well as giving people the chance to access the required information. In addition to these two laws, there is the Archive Law No. 43 of 2008, regulating the management of records/documents. KIP Law, ITE Law and Archives Law have accommodated the information management of institutions/organizations in the central and local levels, including the management of local information for new autonomous regions. From 1999 to present, there have formed about 250 autonomous regions. One of them is South Tangerang City. Efforts to achieve equitable information in South Tangerang have been realized with the PPID (Acting Manager of Information and Documentation). This study aims to explore of the utilization of the technology used by the government of South Tangerang to achieve equitable access to information. It is a qualitative study with a descriptive approach. The subjects of this study are 6 (six) SKPD (work unit area), include PPID Office (Officials Responsible for Information Documentation) Regional Archive Agency of South Tangerang, The Office of Population and Civil Registry, as well as three (3) districts, covering District Pamulang, District Setu and District Ciputat. Retrieving data with interview techniques showed that the local government of South Tangerang has directed the realization of equitable access to information for its people. It is identified from information management programs that have been implemented by SKPD and have used technology to manage information. However unintegrated of the information system in South Tangerang information services are still done manually and requires a relatively long time about 14 working days.

Keywords: Information Technology, Asymmetric Information, Management Information

INTRODUCTION

Technology has created a remarkable change; streamline various jobs including the ability of technology to create a knowledgeable society and its ability to build equitable information. In the government sectors, this rapid technology is used to realize good governance, namely the government that clean and responsible. Of 9 (nine) principles of good governance, 2 (two) of them provide access to obtain information that is open to public. The first principle is transparency. It means that the construction of the free flow of information. The entire process of governance, institutions and information can be accessed by interested parties as well as the information obtained should be sufficient. The next principle is accountability, meaning every decision in the organization is accountable.

Since the post 1998 reform, regional autonomous region continues to grow in Indonesia. As an archipelagic country as well as the implementation of the regional autonomy system, there are a variety of governance transactions that need to be controlled and supervised. The central government cannot be relied upon in overseeing the functions of government at the local level optimally. For acceleration in the public welfare, the government established the Law No. 32 of 2004 on

Regional Autonomy, which was later revised into the Law No. 23 of 2014. The purpose of decentralization is to create an efficient government and to achieve a better public welfare. In principle, the regional autonomy law is structured to improve the welfare of the community, in a sense, improving standards of living of the fulfillment of basic needs, such as, accessing education and health easily and inexpensively. Improvement of social welfare could be marked also by the realization of good transportation facilities, flexible banking system, and ease in handling correspondence trade. All elements of the public welfare could only be done by a government that is clean, accountable and transparent. To realize good governance is not easy, necessary preparation of the management of governance, including the elements of technology that has been utilized by all levels of activities.

The concept of regional autonomy raises the authority of local governments to plan, implement and control or supervise the local development. To carry out the functions of development, each region is requiring the presence of an information system that is accurate and credible. This information system is supported by information technology that can deliver streams of information that is equitable in two directions, both from the local government itself and the people who need any information required.

Along with the development of regional autonomy that reaches the fantastic figure of up to 250 more autonomous, less than 40% of the autonomous region is successful in developing their regions. The failure of autonomous regions is caused by several factors, including internal information from its own local government and local government to the people is not smooth. This condition makes the unbalanced flow of information between governments and communities. This imbalance information called information asymmetry, where one party has a surplus of information, while others have very little information. Consequences raised by this condition are that the slowing rate of growth of the welfare of the region. One of the examples of information asymmetry

suffered by local governments is that new autonomous regions may have difficulty in obtaining certain documents from the holding area. As the newly expanded area of the new autonomous region, it is important for the local governments to access documents for the development of their regions. Another example is between the local government and community members. Local governments have very complete information about the condition of the regions, but members of the public are minimal in obtaining information on the scope of the regions.

To obtain information, the majority of people in each region should come to the organization, and sometimes the process to get the information may not necessarily be obtained immediately. Through the vision of good governance and the use of technology, information that is equitable for the people would be realized, so that asymmetric information can be minimized.

How to realize the equitable information society?

DISCUSSION

A. Asymmetric Information

The term asymmetric information was first proposed by economist Joseph E. Stiglitz, used to describe an undeveloped information profile that occurs in the economic world, especially in the insurance market, where information obtained by the public is different from the information held by the insurance broker. Inequality of information if left unchecked will have an effect on the economic slowdown in the long term and large numbers and disrupt the economic stability of the country. Stiglitz in his book Making Globalization Work (2007: 55) also stated that the ongoing globalization process triggers a condition of unequal, both in developed countries and in developing countries. Prosperity is being encouraged but many people cannot feel it. They almost do not have voting rights in the process of globalization. Stiglitz's statement suggests that globalization led to an imbalance

between developed countries and developing countries. Analogous to this thinking, the imbalance could also occur between the government and society. Imbalances in this case are the inequality to obtain equitable information for people in need.

Equitable access to information is the domain of local governments in providing services to their communities. According to Mouw (2013), public services in Indonesia are likely to have some fundamental issues. In addition to the effectiveness of the organization, public participation in the provision of services is still relatively low. Public services also do not have a standard mechanism for complaints and dispute settlement. As a result, the quality of service has not been responsive to the society. Service to the public, particularly the field of information has been arranged in the Law on Public Information (KIP), ITE Law and Archives Law. The KIP Law clearly states the functions and roles of agencies/institutions in managing information, and the right of society to obtain the necessary information. Public Information is information generated, stored, managed, delivered and/or received by a public relating to the organizers and the implementation of state and/or organizers and the implementation of other public bodies in accordance with this Law and other information relating to public interests. Each of public information is open and accessible to every user of public information. Explanations in the KIP Law clearly states that is a must for any organization/agency/institution to manage information received or created by institutions and the right of every member of society to obtain the necessary information.

B. The Implementation of KIP Law, ITE Law and Archives Law

Information management is based on the rules that describe the procedures for management since the information is made/received, managed and presented to the parties that need. Guarantees for the institution/organization in managing and presenting information to the public contained in the KIP Law that clearly describe the requirement for institutions to manage information according to standards that have been determined, as well as providing for the right of the society to access the required information. The Archives Law explains that equitable information that is archived or information created or received by the agency is obliged to be managed, stored and maintained according to standards that have been determined. For archive documents that do not have values could be destroyed, while the archives that still have values are stored permanently. In the Archives Law also clearly indicates that the records or documents that are entitled to be accessed by the public are documents or information that is inactive. The ITE Law describes that printed documents could be converted to another media and have the force of law. This means that the information that is required by the society do not need to be printed, but the documents or information which have been converted into digital form has also legally valid. Survey of 6 SKPD in South Tangerang on its information management's condition could be seen in the following table.

No	SKPD (Satuan Kerja Perangkat Daerah)	Documents produced and maintained	Time data updates	People who never filed a request for information
1	PPID (Acting Manager of Information and Documentation) of South Tangerang	Documents produced by the internal PPID. It has not managed documents from SKPD in the South Tangerang region. But this time has prepared SOP for the	Every three months there have been reports about the condition of PPID information management. Structurally, PPID is the parent with PPID branch in	institution Individual NGO

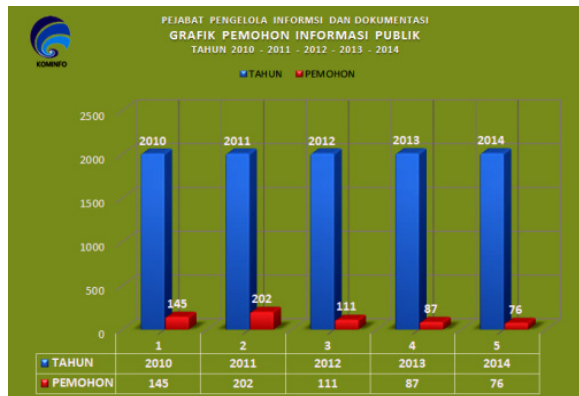| No	Agency / District	Duties	Mechanism / Description	User
		submission of documents managed by SKPD	SKPDs. In the event of filing the PPID refer to SKPD branch, then SKPD branch will provide information. However, if the information required by the public is important, then, the PPID parent submits to the branch. If it is still problematic, it is submitted again to the court the position of the provincial offerings. MI is what will decide whether the information will be given or not	
2	Agency for Regional Archive, South Tangerang	Managing internal archive regional body, each month receives documents' reports that are issued by SKPD at the South Tangerang	1 months to identify some reports of SKPD which report submitted to the Records Center area already process according prosdur -whether or not	Nothing
3	The Office of Population and Civil Registry, South Tangerang	Managing residence documents in the scope of the South Tangerang region I	Residence's documents have been updating indirectly because they have used technology information	Police individual
4	Pamulang District, South Tangerang	Managing the government's documents at district levels	Paper based documents are stored based on classification standards. IT based documents experience renewal in the real time	Individual H i g h e r Education
5	Setu District, South Tangerang	Managing governments' documents at district levels	Paper based documents are stored based on classification standards. IT based documents experience renewal in the real time	Individual H i g h e r Education
6	Ciputat District, South Tangerang Kecamatan Ciputat – Tangsel	Managing governments' documents at district levels	Paper based documents are stored based on classification standards. IT based documents experience renewal in the real time	Individual H i g h e r Education

http://ppid.kominfo.go.id/laporan/mekanisme/pemohon-dan-pengguna/

Based on the survey results, all sectors in the region of South Tangerang have already had a website, which means that the public of South Tangerang have already been able to see the profile of each of the SKPD. But due to the unintegrated system information in SKPD, then the people who need the information still have to visit SKPD destination directly. The transition to the digital information age is also expressed by the informant from the Regional Archive Agency of South Tangerang: "currently, local government of South Tangerang has been managing the data/information manually and electronically. However, there have been already regulations that accommodate all of these data management, namely Law no. 14/433 regarding information."

Within one month, the applicants who require information vary, from individual communities, organizations, NGOs and the police. It is illustrated in the following table

PEJABAT PENGELOLA INFORMSI DAN DOKUMENTASI
GRAFIK PEMOHON INFORMASI PUBLIK
TAHUN 2010 - 2011 - 2012 - 2013 - 2014

	2010	2011	2012	2013	2014
	1	2	3	4	5
TAHUN	2010	2011	2012	2013	2014
PEMOHON	145	202	111	87	76

http://ppid.kominfo.go.id/laporan/mekanisme/pemohon-dan-pengguna/

C. Profile Management of Information in the Government of South Tangerang

South Tangerang as a region of combustion from Tangerang district since 2008 continues to improve the system in all lines, including information systems. Based on interview with an informant from PPID South Tangerang, it was mentioned that for the moment, the role of SKPD in the South Tangerang region is as PPID branch, this means that every SKPD in the South Tangerang obliges to manage information in accordance with the prescribed standards and must serves the public with information requests quickly, and accurately. The requests process for information from the public to PPID could be seen in the picture below:

ALUR PELAYANAN PERMOHONAN INFORMASI

Sumber : PATTIRO
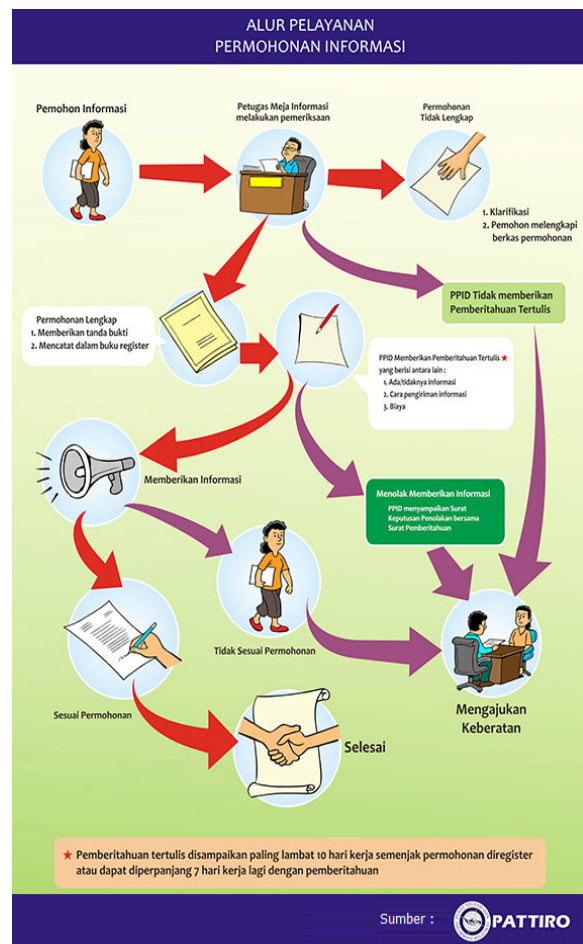
With this flow of standardized information submission, public can obtain a clear picture of the steps that must be done to obtain information from various SKPD in local government, especially in the South Tangerang region. If KIP Law, ITE Law, and Archive Law No. 43 of 2008 really have been implemented, it is expected that people can obtain necessary information in a relatively short time.

D. Use of Technology In Minimize emergence of Asymmetric Information.

Technology is able to transform and realize the fair information services for the http://ppid.kominfo.go.id/laporan/mekanisme/pemohon-dan-pengguna/public. Equitable access to information is a form of community service performed by local governments that is most easily seen. Communities can directly assess the government's performance from the service provided. Although currently

existing information systems in the South Tangerang region has not been integrated, but it has begun to be seen that there is an attempt to point to the digital information so that people can more quickly obtain the necessary information. The application of technology, among others, must meet the appropriate criteria, such as user friendly, cost saving, reduce cycle time, and has adequate infrastructure.

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INTERNET FREEDOM IN ASIA:
CASE OF INTERNET CENSORSHIP IN CHINA

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Abstract

Internet can develop the communication and information freedom on society but unfortunately in some nations, especially in Asia, it cannot be fully accessed because of government censorship. This report explains the relationship between the practice of Internet censorship imposed by the Chinese government and the freedom of its citizens (in the internet surfing experience) as the realization of human rights in the freedom of expression and opinion (seek, receive-use, and communicate information) which is traced through the relevant literature study. China is a unique case since the internet censorship regulation contributes to its status as the country with the least internet freedom yet at the same time it is credited as having the most internet users globally. In addition, China known as the communist country that began opening up to globalization and information of technology, but the government's control over it is still so tight and binding, not only in the press, or the traditional media, but also in new media with the internet censorship. The control over this information may have a clear objective to maintain a climate of information in the community, but on the other hand, such control is tantamount to restricting the right of citizens to make, use, and distribute information, and more fatal as a violation of human rights.

Keywords: Internet, ICT, Censorship, China, Asia

INTRODUCTION

The rapid growth and development of information and communication technology nowadays cannot be separated from the invention of the first generation of computer, which later inspired the creation of a number of innovations in information and communication devices for instance laptop, smart phone, tablet computer, etc. It also has led us to the era of interactive communication that indicated by the emergence of new media (Internet) in it (Rice & Williams in Abrar, 2003:37).

The Internet (interconnection networking*)* itself is a set of computer network which connected to each other through telephone line, satellite, and telecommunication system that enable the exchange of information from one person to another—it is certainly means that the Internet will attach and exist on every aspect of life such as social, culture, economic, politic, especially in communication (and information) matter. (DiMaggio, Hargittai, Neuman, & Robinson, 2001:307; Dominick, 2011:282).

The existence of the Internet is increasingly strengthened in the middle of 21st civilization and seems well-matched to human attachment to the Internet at this time. It has been dominated from the individual to the community level. In the individual level, at least five to seven hours of free time has been spent to access the Internet and social networking. In the organizational level, computer, telephone and internet are also vital facilities to support office works. Even wider, in the global society, the Internet has obviously connecting the world and eliminating geographical boundaries (Van Dijk, 2006:1-2).

Global attachment to the Internet is confirmed by the latest statistical data that showed a significant increase of Internet users around the world from year to year. Based on elaboration data from Nielsen Online, International Telecommunication Union (ITU)*,* and Growth from Knowledge (GfK) published by Internet World Stats stated that the number of Internet users has reached approximately 3.2 billion users in 2015 Q2 (per 30 June 2015) globally with Asian continent in the overall top rank (about 1.5 billion users)

(http://www.internetworldstats.com/stats.htm, accessed on 8 November 2015). It indicated that billions of population in the world has been utilizing the Internet as new media to communicate and exchange information.

Regarding to the aspect of communication and information, the Internet opens the opportunity for anyone to become producer of information (McQuail, 2005:40). Internet provides the chance to exchange information across places which formerly hampered by the limit of distance, space, and time. Internet allows access anytime and anywhere to a wide range of information in just one click per second. In turn, the Internet forms an open and free society based on information called network society (Abrar, 2003:11-12; Castells, 2010; Van Dijk, 2005).

Unfortunately, the relationship between the using of the Internet and the establishment of network society is not fully proven. In some regions, particularly Asia, although it were listed as a continent with the largest Internet users in the world, the freedom of netizen (a term to call the user of Internet) still encounter some obstacles for instance limited access, limited content, the digital divide, and violation of user rights (http://id.techinasia.com/kebebasan-internet-di-asia/, accessed on 14 September 2014). Referring to the data released by Freedom House in 2015, the only country in Asia which is entrenched in the top ten countries with the free status of Internet freedom is Japan (East Asia), and the remainder is dominated by Western countries. On the contrary, China that has the largest internet users in Asia and the world was accredited as the country with the lowest Internet freedom in the world (https://freedomhouse.org/sites/default/files/FOTN%202015%20Full%20Report.pdf, accessed on 10 November 2015)

China which is also known as the communist country has started to open up toward the globalization of information, communication, and technology although the government's control is still very firm and binding not only on the press or traditional media, but also on new media with the Internet

censorship. This control has a clear objective to maintain the climate of information in the community, but unfortunately, it can be categorized as the violation of human rights to make, use, and distribute information.

This paper intends to outline the relationship between the practice of Internet censorship imposed by the the Chinese government and the Internet freedom of its citizens as the realization of human rights to seek, receive, use, and communicate information. The analysis will be examined through the literature study method and expected to provide a comprehensive description of Internet censorship development in China in particular and Asia in general.

INTERNET CENSORSHIP IN ASIA

There is a hope for an open and independent public sphere which is totally free from the pressure of the ruling authority when the Internet first appeared in the early 1990s in Asia. Since then, every person can communicate with each other without being limited by geographical and political boundaries.

Once a message, whatever it is, posted on the Internet, the control of its spread will be very difficult. In order to handle the difficulties, the regulation of censorship which is already implemented to regulate traditional media seems also will be applied to the Internet to avoid the dissemination of undesirable content.

However, the idea of Internet censorship by the government authorities is not the only available option. Not a few parties believe that the government can take preventive measures and carefully reconsider the long-term consequences that will arise if the censorship policy is finally should be enacted. In this case, that hope for the free public sphere can really be actualized with the increased freedom of expression and opinion as well as the development of democracy and advocacy of human rights in the Asian region (Gomez & Gan, 2004:14).

In fact, the majority of Asian

governments have censored the Internet either technically or non-technically to prevent the deployment of categorized harmful contents according to them (http://www.theguardian.com/world/2009/jun/30/internet-censorship-methods, accessed on 18 December 2014). The Internet censorship itself can be divided into two types: (i). Active censorship which means prohibition and restriction on how netizen use the Internet, even criminalizing individual or group who disseminate unsuitable content; and (ii). Passive censorship which means to block certain contents for example pornography and gambling by blocking its data site or source which continues to be pursued until now (Kodabagi & Kameri, 2013:1).

Here is a brief overview of the Internet censorship practiced by Asian government in several countries:

First, in India (South Asia), Internet is totally under the oppression of state for instance the movement of Internet Kill Switch (IKS) and the program called Central Monitoring System (CMS) which are claimed by government as better solution to treat cyber security threats in the country. But in fact, they are precisely hidden methods to strengthen the surveillance power of local government and its agency. The most recent, BlogSpot has been banned by Indian government as a result of CMS pilot program.

India actually has a cyber-regulation namely Information Technology Act year 2000 (IT Act, 2000) which is quite supportive and friendly to the netizen. But since the amendment occurred in 2008, it has switched as a constitution instrument of local government to perform e-surveillance, Internet censorship and website blocking. What is more ironic, the amendment made unconstitutionally in the absence of procedural rules that might prevent power abuse by the government. It can be assumed that Internet censorship is still not the right solution yet, so that the Indian government need to work seriously on creating more effective and plain constitutional guidelines with the coverage issues including national security, cyber security, etc. (Kodabagi & Kameri, 2013:2-3).

Second, in Pakistan (South Asia), the government has been censoring the Internet since 2003. State has controlled the Internet by blocking Facebook, YouTube, Twitter, and certain pages of Wikipedia for years. In 2010, High Court of Lahore decided to forbid Facebook as a consequence of the spreading of blasphemous content and the inviting campaign to draw the Prophet Mohammed on this Zuckerberg's social networking site. Some latest attempts undertaken by the Pakistan Telecommunication Authority (PTA) have been prohibiting the using of specific words in texting (SMS), setting up a system of Internet filtering like Great Firewall of China used by the Chinese, and implementing kill switch on digital communication all over Balochistan and Gilgit-Balkistan areas (Liu & Kim, 2012:23).

Third, in Russia (North Asia), through a meeting with media executives in St. Petersburg on 24 April 2014, President Vladimir Putin said his government will impose greater control over the information flowing through the Internet. Russian parliament has signed a law that was similar to the Chinese which would require Internet companies such as Google to build data center in Russia and store the user data locally for six months (http://www.businessweek.com/articles/2014-05-01/russia-moves-toward-china-style-internet-censorship, accessed on 21 October 2014). In addition, this Act supports the authority of the government to block sites which are considered extremist or threaten public order. It was reported that some of the sites and blogs of government opposition like the *grani.ru, kasparov.ru, ej.ru, echo.msk.ru,* and *navalny.livejournal.com* have been blocked (http://www.washingtonpost.com/world/russian-blogger-law-puts-new-restrictions-on-internet-freedoms/2014/07/31/42a05924-a931-459f-acd2-6d08598c375b_story.html, accessed on 21 October 2014). The first third order were the opposition news websites, the fourth is the site of Echo Moskvy (the last remaining free radio station in Russia), and the fifth is the blog of opposition political figure Alexei Navalny (http://www.washingtonpost.com/

blogs/monkey-cage/wp/2014/03/16/the-logic-of-russian-internet-censorship/, accessed on 21 October 2014).

Fourth, in Iran (West Asia), the Islamic government wants to create their own Internet which is not connected to the global network because security and cultural content reasons. By having their own Internet, Iranians are perfectly being censored and isolated from the external world. The state will allocate 60% of Iranian households and companies to have access to a new Internet and within an approximately of two years, the whole country will be connected each other with their own Internet.

However, the total closure of the global Internet has two sides both positive and negative implications for Iranians. According to the Wall Street Journal, the state government wants to protect the country from massive protest and conflict as happened in various African countries (e.g. Egypt, Libya, etc.) in 2011. But negatively, this disconnection of universal Internet access may ruin the Iranian economy. Currently, about 11% of Iranians access the global Internet with the strict Internet censorship for example modified content; monitored dissidents, blocked threaten websites, and deleted outrageous BlogSpot's posts by the government (Kodabagi & Kameri, 2013:4)

Fifth, in Indonesia (Southeast Asia), Ministry of Communication and Information announced in October 2011 that 300 sites had been blocked in order to eliminate radical and extremist contents that threaten national integration after sectarian clashes in Solo, Central Java, and Ambon. However, the ministry did not reveal the blocked sites as well as the criteria used to determine the decision to block these sites (Liu & Kim, 2012:22).

The newest is the enactment of the regulation of the Communication and Information Ministry number 19 of 2014 about the blocking management of negative Internet sites. Since then, the Indonesian government has legally blocked numerous sites especially which containing pornographic materials, gambling materials, ethnicity, religion, and race elements, etc. Although this action is done to avert bad Internet effects for Indonesian netizen, it has drawn criticism from various non-governmental organizations and communities because it is considered incompatible with Article 28 letter J Constitution of 1945 and Article 19 of the Covenant on Civil and Political Rights which already ratified with Law No. 12 of 2005. Indonesia Media Defense Litigation Network (IMLDN) highlighted the freedom of expression while ICT Watch highlighted the non-transparent and unaccountable mandate on the preparation of negative site database—it has been proved when the state government decided to block Vimeo. Netizen also protested the blocking of Vimeo for no apparent reason. But still the ministry persisted that the Vimeo should be blocked because its pornographic substances (http://tekno. kompas.com/read/2014/08/08/1426022/ Resmi.Ini.Isi.Peraturan.Blokir.Konten. Negatif, accessed on 21 October 2014).

Sixth, in North Korea (East Asia) there is still no accurate statistics yet that measure the level of Internet penetration in the country. However, the presence of North Korea›s official online media has increased in recent years. Rodong Sinmun has launched a new website in February 2011 and Korean Central News Agency (KCNA) has continuously improved since its debut in 2010. Website Korea Friendship Association as the main channel to promote international propaganda has supported multimedia content such as video. Sites like YouTube and Twitter are managed under the name of Uriminzokkiri which means our nation.

Since February 2013, North Korea has allowed foreigners to visit or live in the country and access the Internet from their mobile devices over 3G networks operated by Koryolink Company. World Internet access is still limited to a handful of high-level officials who have received state approval. In spite of the increasing number of academic scientists and students in the country, they are only allowed to access the Internet on limited functions. Citizens are given access only to

the national Intranet which is not connected to a foreign network. The Korea Computer Center, a government research center for information technology, controls all the information and determines which information can be downloaded from the intranet (http://www.freedomhouse.org/report/freedom-press/2014/north-korea#.VEaSbvmUdy0, accessed on 22 October 2014). Personal computers are very rarely at home; access is only granted via terminals in libraries, offices, luxury hotels, and foreign visits zones in big cities (Kodabagi & Kameri, 2013:3).

Referring to the ongoing practice of Internet censorship in six Asian countries from five different regions shows that the online media is also a subject to government which plays the central figure to legitimate and authorize every realm of communication and information ranging from the biggest to the smallest scale (Abbott, 2013:585). The system and regulation then designed to dictate normatively about what should and should not be done by individual or group when go online. In the end, the strict enforcement of Internet censorship regulation is still believed as the fastest, easiest and most reasonable methods to nullify each thing that potentially disrupting the stability of state regime.

INTERNET CENSORSHIP IN CHINA

The Largest Netizen yet the Worst Freedom

The survey result of freedom on the Net conducted by Freedom House in 65 countries in 2015 scored China as the worst abuser of Internet freedom in the world. The ratings were determined through an examination of three broad categories associated with the state censorship on the Internet namely obstacles to access, limits on content, and violations of user rights as listed in the following table:

Table 3.1. China's Profile on Internet Freedom

China		2014	2015
Population: 1.36 billion	**Internet Freedom Status**	**Not Free**	**Not Free**
Internet penetration 2014: 49%			
Social media/ICT apps blocked: Yes	Obstacles to access (0-25)	19	18
Political/social content blocked: Yes	Limits on content (0-35)	29	30
Bloggers/ICT users arrested: Yes	Violations of user rights (0-40)	39	40
Press Freedom 2015 Status: Not Free	Total (0-100) 0 = most free, 100 = least free	87	88

Source: Freedom on the Net 2015 by Freedom House (2015:190)

As many other countries in Asia that implements digital media and censorship legislation as their way to cope with unexpected circumstances as a result of the uncontrolled flow of information on the Internet. Likewise Chinese government also took the same actions starting from executing the multilayered censors, enacting the binding legislations, and applying the multidimensional and multilevel control mechanisms of the Internet.

The table also emphasizes that government do not allow any kind of online and offline public opinions as they may cause public movements or chaos against government. The vocal users are imprisoned, social networking sites are forbidden, political and social contents are blocked, and press is fully controlled.

Type of Internet Censorship in China

The Chinese government mainly utilizes three types of Internet censorship known as The Great Firewall, The Golden Shield, and Keyword Blocking (King, Pan, & Roberts, 2013:3; Liang & Lu, 2010:106-108).

The Great Firewall is started to be used since the late 1990s to restrict access to foreign websites; The Golden Shield is a system of domestic surveillance created by the Chinese Ministry of Public Security in 1998; and Keyword Blocking is content blocking of keywords or phrases which are prohibited through the filter software specially designed and widely used for application, access point, internet service provider, backbone network, affecting website, email, online forum, college bulletin board, social networking site, blog and micro blog, instant messaging, and search engine. While targeted content filter to filter pornography, religious material known as Falun Gong, political topics and issues of ethnic minorities (Yong Kun, Yang, Ha, Yuping, Mengyao, & Nute, 2012:118; http://www.economist.com/blogs/economist-explains/2013/04/economist-explains-how-china-censors-internet, accessed on 22 October 2014).

The Chinese government controls all Internet activities such as blocking website or IP address and filter keyword by router in eight gateway of state's Internet, telecom enterprise data center and Internet portal; managing and monitoring Internet service provider, Internet cafe, and university bulletin board system; listing website and blog; arresting the hacker and rebel user; blocking foreign website such as social networking sites (Facebook and Twitter), video sharing site (YouTube) including Radio Free Asia, Voice of America (Chinese language), international human rights site, Taiwanese news site; English online news site for example Voice of America, New York Times, and Washington Post (though sometimes by chance they still can be accessed or censored selectively). Since 2005 the state has paid group of people known as 50 Cent Party to send a pro-government message and lead online conversation away from sensitive topic. The government reportedly has hired thousands of students to express the pro-government acts on website, bulletin board, and chat room (Lum, Figliola, & Weed, 2012:2).

Internet Censorship Legislation in China

Internet censorship in China is principally aimed to manage the news and discussions which does not comply with state legislation on Measures for Security Protection Administration of the International Networking of Computer Information Networks announced by the Chinese Ministry of Public Security in 16 December 1997. Since then, a lot of legislation on Internet content were authorized, in particular legislation on Measures for the Administration of Internet Information Services or better known as the Telecommunications Regulations of the People›s Republic of China legalized by the State Council in 25 September 2000 as well as the Provisions on the Administration of Internet News Information Services issued by the State Council, the Ministry of Information Industry, and the State Council Information Office (SCIO) in 25 September 2005 (Yunchao, 2010:54-55).

The establishment of telecommunications legislation in 2000 formed three systems namely the licensing and site registration, the pre-approval for certain type of site, and exclusive approval for the function of specific site (Yunchao, 2010:55). These three systems essentially forbid any organization or individual to use telecommunication network to produce, reproduce, distribute, or transmit information consisting of nine points: (i). Oppose the basic principles prescribed in the constitution, (ii). Threaten state security, reveal state's confidential, subvert state power, or devastate national unity, (iii). Adverse the state dignity and interest, (iv). Incite ethnic hatred, racial discrimination, or undermine interethnic unity; (v). Sabotage the state religion policy or propagate the heresy or feudal superstition; (vi). Spread rumors, disturb social order, or disrupt social stability, (vii). Do obscenity, pornography, gambling, violence, murder or spread fear, and incite crime, (viii). Insult or defame third parties or infringe upon the legitimate rights and interests of third parties, (ix). Include all related content prohibited by the laws or administrative regulations (Yong Kun, Yang, Ha, Yuping, Mengyao, & Nute, 2012:112-113).

Chinese legislation on the use of the Internet has grown and become more comprehensive over time although can be too broad, vague, ambiguous, inconsistent, overlap and redundant so that the decision making process may not be coherent and consistent (Endeshaw, 2004; Liang & Lu, 2010:108-109; Qiu, 2000; Qiu, 2003). Nevertheless, citizens of China are unable to fight back because of the absolute tendency of repression and authority from government.

Internet Control Mechanism in China

Internet control mechanism conducted by Chinese authorities is basically a fusion form and adjustment of traditional media control mechanism that have been applied before the emerging digital media.
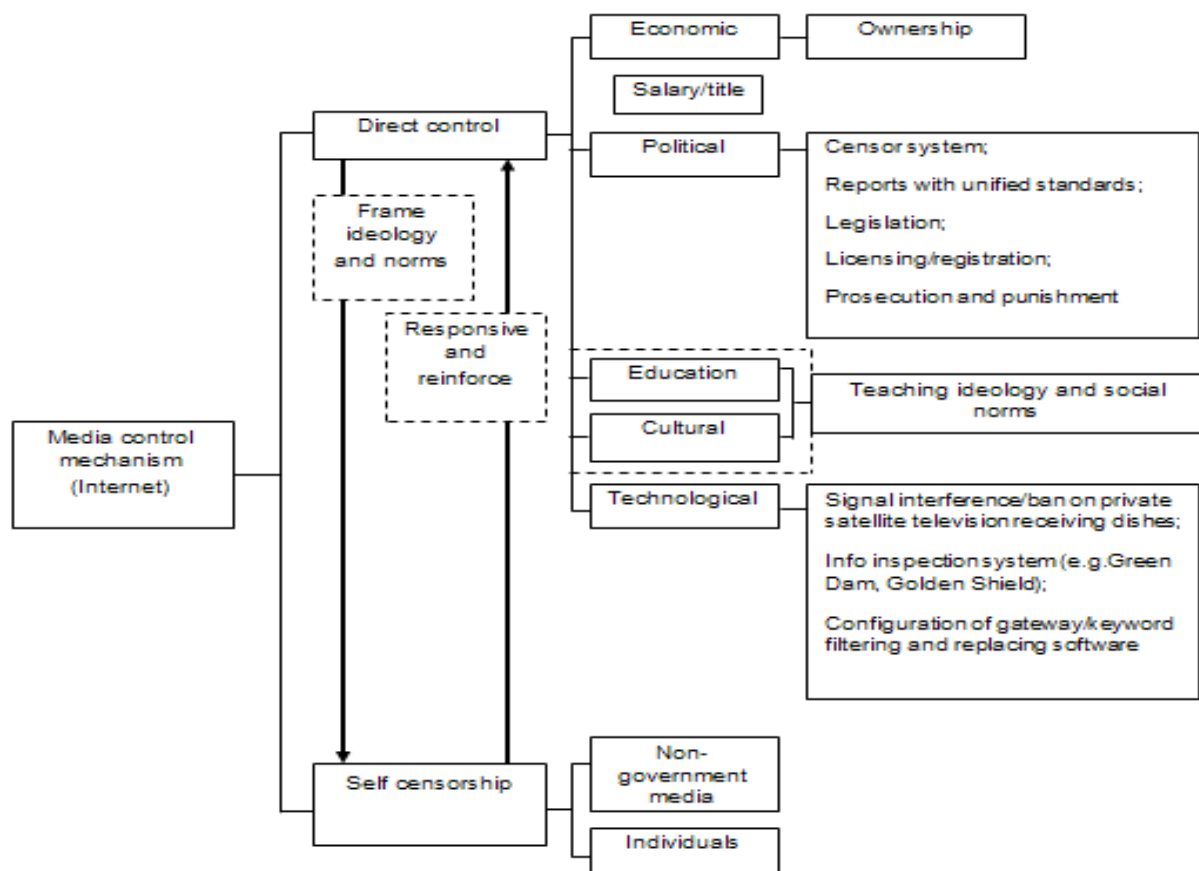
Sumber: Dong, 2012:408

Figure 3.1. Internet Control Mechanism in China (Source: Dong, 2012:408)

Even though the instrument is mainly similar, but the implementation is dissimilar because of the differences in the nature of the two media (Dong, 2012:407). In general, the Internet control mechanism can be concluded as government efforts to censor netizen's activity on the Internet with a wider range of aspects for instance economy, politic, education, culture, technology, either directly or indirectly (through self-censorship).

In terms of economy and politic, although restrictions on media ownership have been eased in the Internet age with the growing number of private Internet Content Provider (ICP) and Internet Service Provider (ISP) (Esarey, 2005; He, 2004; Zhao, 1998, 2008 in Dong, 2012:408), the ownership of Internet Access Provider (IAP) is still entirely owned by the government (Qiu, 2000:17). As a result, traditional media licensing system is still used for the ICPs and ISPs (Dong, 2012:408).

Furthermore, all the international data exchange must use the incoming and outgoing channel provided by the state and each ICPs and ISPs legally responsible to the state for any inappropriate content on the site (Dong, 2012:408). Both ICPs and ISPs must pass the professional training regulated by government in order to work in the media industry. In particular, ICPs and Internet cafe owners are required to provide records of users' information, published content, and visited sites. Users including ICPs and ISPs actors are also only allowed to register using their real names and provide clear personal information and contact number to the Ministry of Industry and Information Technology (Dong, 2012:408-409). Because afraid of possible sanctions by the government, the owner of the ICPs and ISPs proved more censorious than the authorities themselves (http://www.theguardian.com/world/2009/jun/30/internet-censorship-methods, accessed on 18 December 2014).

In terms of education and culture, politic is a study taught from elementary school to university. Marxist theory and its ideological as well as philosophical and nationalist thought about vision and mission of the establishment of new China inserted into learning curriculum. It is intended to train self-censorship in the earlier level of individuals and organizations (Dong, 2012:409). In short, censorship, legislation, and control by government aimed to continue conditioning the citizens to be the obedient subject to the state.

ANGRY NETIZEN, GOVERNMENT KEEP GOING

All forms of government control and censorship on the Internet have caused restlessness and anger for Chinese netizen. Those limitations and censorship on almost every dimension and level of Internet activities have triggered protest because they extremely suppress netizen's freedom.

Moreover, more complaints also arise since the regulatory agency is overlapping and its legislation is volatile (Chu, 1994; Esarey, 2005; He, 2004; Qiu & Zhou, 2005; Winfield & Peng, 2005 in Dong, 2012:409). In order to cover up these weaknesses, the government launched a technological project called The Golden Shield as their database system. This project then culminated on 8 June 2009 when the government announced that all personal computers which sold in China after 1 July 2009, to have the filtering software called Green Dam Youth Escort installed on them. This policy followed by massive protests among youths, academics, activists, industries, and foreign companies in China as they assumed it violated privacy and freedom of every citizen.

The protest was getting louder since lately known that the software was defective and could allow hacker to monitor the user's Internet activity, steal data, inject virus, even ridiculously the cartoon cat Garfield and baby pictures blocked by this software (Yu & Liu, 2009 in Dong 2004:409). Responding to such criticism, CCTV broadcasted an exclusive report on young generation's anxiety for the uncontrolled negative content such as pornography found on *Google.cn.* A several days later, revealed that those people appeared in the report evidently were interns paid by CCTV (http://www.jx.xinhuanet.com/review/2009-06/22/content_16872885.

htm, accessed on 18 December 2014). The government finally decided to suspend temporarily the further application of this software (http://www.theguardian.com/world/2009/jul/02/china-green-dam, accessed on 18 December 2014).

The most current protest was the pro-democracy demonstration in Hong Kong last year (September 2014). Demonstrators demanded that the Chinese government frees Hong Kong to hold its own democratic election. In addition, China received protest for restraining the freedom of Hong Kong and censoring all information relating to Hong Kong on all types of media including the Internet in order to avoid or reduce political movement in China (http://edition.cnn.com/2014/09/29/world/asia/china-censorship-hong-kong/, accessed on 19 December 2014).

Apparently, the Chinese government will indeed perform a variety of ways to banish upheaval scattered information on the Internet—no matter whatever the controversies might come from their people. Government has built a very systemic and holistic circumstance so that the information climate can always be under their control. It takes a struggle from Chinese netizen to be able to voice their rights.

WEIBO MICRO BLOG: A NEW HOPE FOR FREEDOM OF EXPRESSION IN CHINA?

In spite of the strict censorship imposed by government in the last decade, Chinese netizen even more aggressive to express their opinions through online media such as bulletin board attached to the general site, personal site, and then the most recent is Twitter-like called Weibo (http://www.economist.com/news/special-report/21574632-microblogs-are-potentially-powerful-force-change-they-have-tread, accessed on 22 October 2014).

According to some experts, within two years, micro blog Weibo has become the most important public sphere, the most prominent place for freedom of speech, and the source of the most important news for the community. There are reportedly about 300 million micro bloggers registered as Weibo's users through the platform provided by the leading ISPs such as Sina and Tencent. Both of ISPs have been in the forefront to reveal various countries' black records such as corruption and other unexposed sensitive news for instance, in July 2011, micro bloggers exposed the high-speed train crash near the city of Wenzhou that killed 40 passengers while government was trying to control the news coverage (Lum, Figliola, & Weed, 2012:5).

Weibo's fever has attracted some news sites and online portals to highlight the euphoria. Government, political elites, opinion makers, and academics in the country have their own Weibo. Even international celebrities open their own Weibo's page.

Figure 5.1.-5.2. Weibo homepage and Hollywood Actor's official page (Source: http://blogs.ubc.ca/carlytaojing/files/2012/01/crt_weibo_G_20101116094909.jpg; https://www-techinasia.netdna-ssl.com/wp-content/uploads/2011/02/tom-cruise-sina-weibo.jpg?17bc4c, accessed on 22 October 2014)

Its presence has triggered a lot of debates and controversies in China both because of its ability to disseminate information and mobilize individual or mass, or in some cases related to government control on it. One of the most notorious cases occurred in October 2010, when a 22-year-old boy named Li Qiming killed one person and wounded another in a car accident because he was drunk while driving at Hebei University. At that time, he lightly warned *"Sue me if you dare, my father is Li Gang (a deputy police chief in nearby district)!"* (http://www.nytimes.com/2010/11/18/world/asia/18li.html?pagewanted=all&_r=0, accessed on 18 December 2014). This case immediately covered by the government, but not with the words that already spread quickly in online forum like Weibo (Qiang, 2011; Bamman, Connor, & Smith, 2012:2).

In December 2010, Nicholas D. Kristof (a newspaper columnist of The New York Times), opened an account on Sina Weibo to test the censor level. His first two posts were *"Can we talk about Falun Gong?"* and *«Delete my Weibo if you dare! My father is Li Gang!»* As a result, within twenty minutes, the posts immediately removed by the administrator. Having attracted widespread attention from the media, the account was also deleted (http://www.nytimes.com/2011/01/23/opinion/23kristof.html, accessed on 18 December 2014).

Censors are also found when information searching contained forbidden certain keywords on Weibo for instance the name of Liu Xiaobo (a Chinese literary critic, writer, professor, and human rights activist who called for political reforms and the end of communist single-party rule) on 30 October 2011 as shown below:

Figure 5.3. Censorship of Liu Xiaobo in Weibo
(Source: Bamman, O›Connor, & Smith, 2012:3)

The notice was *«In accordance with relevant laws, regulations, and policies, the search results could not be displayed»*. Another keyword such as Jasmine, Egypt, Ai Weiwei*, Zengcheng, Beijing Occupy, Occupy Wall Street, etc.* are also prohibited in *Weibo* (Bamman, O›Connor, & Smith, 2012:3). The highest statistical forbidden keyword in the period of 2014 was Hong Kong because Chinese government assumed it could evoke reactions of citizens and repeat the tragedy of Tiananamen 1989 demanding democracy in China.
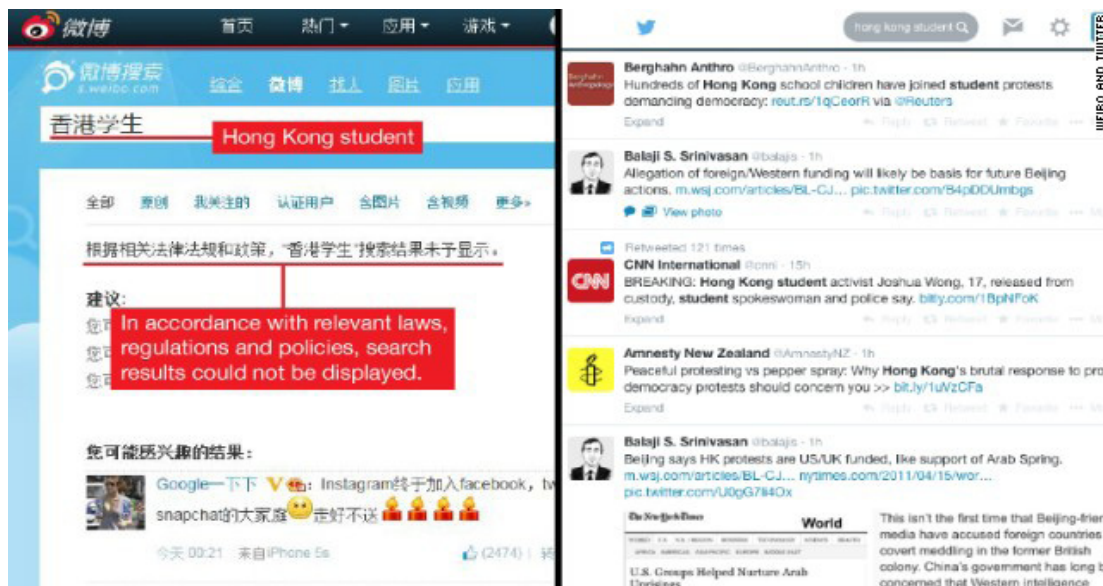
Figure 5.4. The Chinese government censorship of the Hong Kong demonstration on Weibo (Source: http://edition.cnn.com/2014/09/29/world/asia/china-censorship-hong-kong/, accessed on 19 December 2014).

Beside forbidden keywords blocked, on 31 March 2012, Chinese government through the Xinhua announced that sixteen sites have been closed down and six people were arrested, while Sina Weibo and Tencent Weibo criticized and punished (in the form of suspension of the comments function for three days) on the dissemination of rumors online (http://news.xinhuanet.com/english/china/2012-03/31/c_131500416.htm, accessed on 22 October 2014).

It seems that Chinese netizen is still difficult to break free from the restraints of government, because in fact, Weibo is expected to be a source of alternative news, a free forum for discussion, a free media sharing, and a connector to the outside world, still get censored. This condition affirms that there is no medium of communication and information which is neglected by the state intervention and suppression, and there is no citizen movement which is not known by the state. As a consequence, freedom of expression and opinion attached to every citizen who should be respected, fulfilled and protected by the state is minimized even treated as an entity that should be given to the state as a regulator and a determinant of its significance (Nowak, 2003:50-53).

ALIBABA.COM: STATE SUPPORTS COMMERCIALIZATION, NOT DEMOCRATIZATION

China, who had known for the authoritarian government, fully owns, organizes, and funds the existing media in the country. The Communist Party do tight control on political expression, speech, religion, association, and any individual or large-scale movement of social group perceived as threaten for the country (Yong Kun, Yang, Ha,

Yuping, Mengyao, & Nute, 2012:15) ,

However, major changes have occurred since the commercialization of media which encouraged institutional transformation (Ma in Curran & Myung, 2000:21-22). State began to reduce funding for the media, which meant that the state did not have a full scale intervention of the media so that the media was no longer merely a mouthpiece for the party and the government, but the media have started to produce entertainment content to stimulate interest in the audience in order to gain more profit through advertising and subscriptions. Non-state actors also began to emerge and compete in the middle of media competition (Majid, 2004:557-558).

One conclusive support from the government for the commercialization of media is a massive investment to develop infrastructure of information and communication technology. According to the State Council, China invested RMB 4.3 trillion (US$ 680 billion) in Internet infrastructure development over the last 13 years to boost economic growth and promote the ability of domestic technology so the country will no longer rely on foreign technology, especially from the United States and Japan (Yong, Kun, Yang, Ha, Yuping, Mengyao, & Nute, 2012:15).

Alibaba Group Holding Limited (New York Stock Exchange: BABA), the greatest e-commerce company who has hundreds of millions users and oversees millions of merchants and businessmen in China and worldwide, is an obvious evidence of government's support for the media commercialization (http://projects.wsj.com/alibaba/, accessed on 18 December 2014).

Established and supervised by Jack Ma on 4 April 1999, Alibaba has become a success local company in global scale because the government's support in it (http://www.economist.com/news/leaders/21573981-chinas-e-commerce-giant-could-generate-enormous-wealthprovided-countrys-rulers-leave-it, accessed on 18 December 2014). It is not the same as the strict censorship on the Internet in general; three online shopping sites operated by Alibaba namely *Taobao.com, Tmall. com,* and *Alibaba.com* were released with a loose censorship to penetrate international markets. The government also alleviates Alibaba to compete with its competitors e.g. eBay and Amazon by conducting quite difficult policies and regulations for foreign companies to grow, but giving wide space to national companies (http://www.businessweek.com/articles/2014-05-07/how-chinas-government-set-up-alibabas-success, accessed on 18 December 2014).

Alibaba probably is just one of the many examples on how Chinese government shows their support for the using of the Internet in the economic and business purposes. Alibaba can bring multiple benefits to the state, does not like the other websites or online forums that just wastes the country›s efforts. Thus clearly shows that the Chinese government does not want the state and its citizens into the democratic activists, but activists on liberalism or capitalism with the Internet.

CONCLUSION

China continues to transform into a consistent state in guarding the utilization of traditional media and new media like the Internet. Having the largest populations does not necessarily make it as a country that provides and guarantees freedom of surfing to its citizens. This is indicated by the persistence of the strict limits as obstacles to access, censorship of content, and violations of the user rights.

In addition to the consistency showed in dispels all sorts of issues that threaten the state regime, the Chinese government also appears to be in a state of confusion and tend to be inconsistent when viewed from a fantastic investment expended for the development of the Internet in the country. There is no small cost allocated to build the physical infrastructure for supporting the Internet, but it seemed to be useless because people cannot experience entirely non-material support from the government along with the Internet censorship and control which constantly rob their freedom.

Three types of censorship consist of The Great Firewall, The Golden Shield, and Keyword Blocking; state regulations that prohibit any organization or individual to use telecommunications networks to produce, reproduce, distribute, or transmit information comprising nine points against the interests of the state; and systematic controls that cover all aspects of economy, politic, education, culture, technology, either directly or indirectly is a series of protection that actually made by the state, run by the state, and the results are returned to the state.

Citizens do not have the power and autonomy over themselves because everything has been set by the state. Every citizens actions demanding freedom will be short-lived because immediately lost and replaced with other issues under government's control. Government can close all access into and out of China then bury the issue without a trace. It is difficult to find a gap that can be used to penetrate the defense of the country since the government will always come up with a plan and the other plans.

Weibo which had started to bring a new hope for the Chinese netizen to express their opinions, in turn also experienced similar things with other websites that have been blocked and banned by government. Netizen's thoughts posted on Weibo are seen as a new threat to the country if they are not immediately intervened. Censorship then became the main weapon to control and make everything still running stable. Furthermore, Chinese netizen more often censor themselves to avoid sanctions which overshadows every time they search, create, use, and disseminate all things forbidden by country.

The government's censorship began to weaken when confronted with the economic interests of the state. Alibaba which was developed by Chinese has confirmed that the government does not support the political and democratic interests in cyberspace, but do encourage economic and profitable business on the Internet. It has been clear that the government does not put an excessive prejudice when the Internet is used for commercial objections only.

In the end, the freedom on the Internet and freedom of expression and opinion in China are quite difficult to be fulfilled. The country is in the highest authority over everything. As a result, citizens are like fighting against their own country with a tiny chance of winning. Internet only used by the state as the savior of government so that it cannot be as a tool against the government.

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IMPACT OF SOCIAL MEDIA ON COMMUNICATION POLITICS: CASE STUDY OF CAMPAIGN ELECTION OF REGIONAL HEAD OF RIAU

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Abstract

In this era of globalization, technology is developing very rapidly. It is highly related to the human need for information and technology. Not least the development of information and communication technology that produces a variety of convenience in order to meet human needs in the aspect of information and communication. One type of new media presence is phenomenal in the world today is social media. Being a phenomenal because presence is currently making changes to the order of all aspects of human life. Also forms of social media allows users to interact without distance limitations, place, and time. The use of social media at this point is not merely provide ease humans will communicate, find information, get a job, and so forth. In addition, social media can provide a negative and positive impact to users. During this time we often view social media as one of the disaster and the gate as the wrong way for users especially among teenagers. But on the other hand we can see the positive aspects of social media, one of which is how most people promoting themselves or are familiar with the campaign said. The campaign is an action and efforts aimed at securing the achievement of support, a campaign can be done by an individual or a group of people organized to make the achievement of a decision-making process within a group, also conducted regular campaigns to influence, inhibitors, deflection achievement. this is one example of the use of social media are positive that we can use.

Keywords: Social Media, Campaign, Communication

INTRODUCTION

The rise of the development and advancement of technology today, without us knowing it, we have entered into it. For that how we address the reform of the globalization of today's world with things that are positive, a wide range of problematic and the problem that caused as a result of the use of the Internet excessively and uncontrollably, so much going negative things that we often see in the present this. As contained in the (Zakaria, Nasaba Media, 2015) Internet is a global communications network that is open and connects millions and even billions of computer networks with various types and kinds, using a type of communication such as telephone, satellite, and so forth.

From year to year Internet usage is increasing and is becoming a necessity for people. Internet is one of the tangible evidence of the rapid development of communication technology in the world. Internet brings an enormous influence on the pattern of human social life. Without limitation of distance and time a truly global internet. The convenience offered by the Internet to obtain current information and many other features that accompany it so that it becomes a new media used by the public. In Indonesia the increase of Internet users continues to increase significantly. Almost everyone uses the internet for all the convenience offered. Such as the data of Internet users in Indonesia are issued by the Association of Indonesian Internet Service User (www.apjii.or.id) above, that the Indonesian Internet users from year to year continues to increase. In the year 2013 alone reached 82 million and predicted to reach 107 million in 2014 then continued to increase until the number 139 million in 2015. This,

the Internet in its development not only promises ease in finding information but also the ease of communication. This ultimately creates social media has become an important part in human life. One function of the Internet to allow users to communicate with users in other parts of the world. With the existence

of social media has given rise to many social media applications begins with Friendster, *Facebook* and Twitter, Line, *KakaoTalk, Whatsapp, WeChat, Path* and *Instagram* and many other social media with the advantages and characteristics of each are brought by social media , Not much different from the development of the number of social media users in the world that continues to rise

Technically social media *Facebook* and *Twitter* is a social media service that adapts and can be enjoyed by all types of smartphones and mobile devices that promise easy access to two social media. The report issued by *On Device Research* as reported by Techinasia. com states that 92 percent of Internet users have accounts *Facebook* and 75 percent ofusers *Facebook* were accessing social media on their mobile phone or smartphone. Unlike other types of social media such as Line, *KakaoTalk, Whatsapp, WeChat, Path, Blackberry Messenger* and *Instagram* that can only be accessed through the OS of its own such as Android and RIM *Blackberry.*

The fame, ease, and many users of social media, into a new place which allows changes in every facet of life one such example in the world of politics. Starting from communication patterns change until the change of style political campaign conducted by politicians of this. Social media as a political party campaign activities involving citizens in a democracy such as legislative elections, the presidential campaign, or the election. Democratic countries often do the elections to choose their representatives, the campaign period the candidates are busy promoting themselves to the public believe that they should be selected. Typically, the period of the campaign will promote any political party which contains a call to entice people to choose candidates for the candidate.

According to Lilleker and Negrine (2000), a political campaign is the period given by the election committee to all contestants, both political parties and individuals, to describes the work programs and influence public opinion at a time to mobilize the community to give voice to them when voting.

As in any political campaign in local elections in the Riau Islands. Where there is fierce competition between the two pairs of candidates Governor of Riau Islands, the couple Soeryo Respationo and Ansar Ahmad with HM. Sani and Nurdin Basirun. in which both partners are mutually campaign through various media, one of them through social media. For those media campaigns sososial This is a tool that is very easy and effective both in terms of time and cost, on the one hand these candidates promote themselves through social media because in the view of society the number of the majority of people that use advanced media such as smartphones, etc. , For that to them is a great chance to show their eligibility to become governor of Riau Islands. So through social media is the political actors to work together with the community for the smooth way to promote itself, the candidate Sanur and SAH as a candidate for governor of Riau Islands, both these candidates were competing open network the widest as one of the new contributions by using the system modern.

THEORY OF COMMUNICATION POWER AND CONCEPTS SOCIETY NETWORK

According Laswell in (Suprapto, 5: 2011), communication is a process that describes anyone in any manner, to whom with what effect.

According to (Laeli, 2015) in the journal function High In Election Campaign Members of Parliament City Surabaya communication theory of power is a finding that a person can change the perception of society in order to get the power he wanted, namely the control of communications. Castells presents the argument central that the various relationships *of power* can be changed by social actors who want social change by influencing the public mind, 1) *Power* is multidimensional and constructed around networks are programmed in every domain of human activity according to the interests and values -value held empowered actors. But the entirenetwork *power* using *power* their to influence the human mind through a variety of multimedia network of mass

communications. Thus, the communication networks is a fundamental network-making *power* in the community; 2) networks *of power* in various domains of human activity terjaringkan around these networks and do not join. However, these networks to participate in a variety of partnership strategy and competition, practicing cooperation and competition simultaneously to form networks for *ad hoc* around special projects and with multiple partners depends interest in each context and each moment time; 3) Network *power* constructed around the state and political system plays a fundamental role in the overallnetwork. *power*This is due to operation of the system is stable and reproduction ofrelations *power* within the entire network ultimately depends on the functions of coordination and regulation of the state and political system. It is also because through it is the state of various forms ofusage *power* in various social environments associated with the monopoly of violence as the capacity to impose its *power* as a last resort (Castells, 2009).

According to Castells, with the development of network technology, led to the emergence of communication model radically new, which allowsgrowth *mass self-communication,*which also means the growing autonomy of the subject of communication, "vis-avis" corporate communication, where users can be a sender and receiver of the message.

Castell gives his thoughts on the paradigm of information technology with the five basic characteristics: 1) Information technology reacts to information, 2) The information is part of human activity, these technologies have the effect of pervasive, 3) All systems that use information technology defined by the "logic of networks", 4) The new technology is very flexible and able to adapt, 5) Information technology is very specific, with the information it can be integrated with an integrated system (Castells, 2000).

METHODOLOGY

This research method is qualitative research methods. This method was chosen with a view to understanding the phenomenon of what is experienced by study subjects, holistically and by way of description in the form of words and language, in a specific context that is naturally and by utilizing a variety of scientific motede. Qualitative methods identical to an interpretive approach. Even say fundamental, qualitative research methods built by an interpretive approach. So researchers need to interpretation.

Data collection techniques used is literature study, observation of unstructured interviews. In this article, researchers collected literature on social media and its role in politics. Then the researchers conducted unstructured interviews with candidates head of the region on the use of social media.

BODY TEXT

Social Media as a Tool of Political Campaigns

Social media becomes an important development in the political dynamics, especially ahead of local elections. Social media presents an alternative way to communicate differently, including as a political instrument, both to shape public opinion, and the media interaction between the party and politicians with constituents. This is the impact of information technology has evolved rapidly. Today, almost everyone has *gadgets* like mobile phones, which also can be used to access the Internet wherever and whenever we want.

This is a proof that the development of the technology is growing, mainly related to new media (including in it the social media) , According to Marshall McLuhan stated that technology is radically changing the way humans use their five senses, how they react to things, and change their lives and the entire community environment. Users not only to exchange symbols and meanings from one person to another, but also among many people to many others. This agrees with the function of the new media, where the production, exchange and storage of messages can be done simultaneously with the content and reach audiences infinite. This

pattern creates an information society that has a high interaction, which is characterized by social proximity to other community members.

The term *new media* or new media has been used since the 1960s and has covered seprangkat applied communication technologies growing and diverse. In *The Handbook of New*Media,new media associated with connecting the information and communication technology which is characterized by mutual connection of access to information between the individual as a recipient or sender of the message anywhere without limited space and time. The literature related to new media, many likened to the Internet is used as the provider of all the goods or services, as well as used as an alternative to the means of personal communication and interpersonal.

Grouping the new media according to McQuail divided into five categories, which are distinguished on the type of use, content and context, namely:*First,* interpersonal communication media consisting of *phone* and *email.Second,* play interactive media such as computers, electronic equipment and in computer games.*Third,* media information search portal in the form of a website, *search engines, broadcast*teletext,radio and data services. *Fourth,* media collective participation such as the use of the internet to share and exchange information, ideas, experiences and actively develop personal relationships.*Fifth,* surrogate broadcasting media. Now the activities of watching movies, listening to radio and music that originally can be accessed via the broadcast media can be downloaded and carried out through the new media.

With the grouping, it can be seen that the new media in the context of uniting the unique social interaction; relies on electronic equipment, and prioritizes participation. With content and span a limited time, can connect people who have similar interests to something easily and quickly. Five dimensions of interactivity create new media is not just a part of the development of telecommunications, but the formation of virtual communities that are linked by: the direction of the communication; flexibility and the exchange of time and roles; communication environment; level control on the message; aims to exchange messages or persuade.

According to (Ernawati, media center, 2014) Social media or social media is an online media, the users can easily participate, share and create contents include blogs, social networks, wikis, forums and virtual worlds , Another opinion says that social media is an online media that supports social interaction and social media uses web-based technology that transforms communication into interactive dialogue. According to Andreas Kaplan and Michael Haenlein in (Ernawati, media center, 2014) defines social media as "a group of Internet-based applications that build on the ideological and Web technologies, and that enable the creation and exchange of user-generated content".

Of the various types of social media, blogs and social networking is social media the most frequently used. Social networking is a site where everyone can create a personal web page, and then connect with friends to share information and communicate. Examples of social networks include Facebook, MySpace, and Twitter. Differences in social media with traditional media is that if conventional media using print media and broadcast media, the social media use the internet as a means of communication. The hallmark of social media is as follows:

Messages are conveyed not only to one person but can control every aspect of many examples of messages through SMS or the Internet. 1) The message conveyed freely, without having to go through a Gatekeeper, 2) The message conveyed tends to be faster compared to other media, 3) Recipients of messages that determine the interaction time

Then, (Wikipedia.com) Campaign is an action and efforts aimed at securing the achievement of support, a campaign can be done by an individual or a group of people organized to make the achievement of a decision-making process within a group, also conducted regular campaigns to influence, an inhibitor , deflection achievement. Political

campaign is an organized effort aimed at influencing the decision making process of voters and political campaigns often refer to the campaign in the general election.

In essence, political campaigns as a means of political education with the goal of educating the voters to be citizens who have the awareness in the determination of political leaders, which is based to conduct rational than emotional. In influencing voter behavior, sometimes carried out with the campaign strategy through the mass collection or go directly (face to face). Can also through media such as billboards, posters, flags and pamphlets or by using the mass media, both print, such as newspapers, magazines, and electronic media such as radio, television, and Internet media. Some social media services existing internet such as *social networks, blogs,*wikis,and others provide convenience in political communication from meeting directly be without limited space, time and distance, so that users can easily participate in social interaction.

Campaign through media Social begun to be exploited after the collapse of the New Order regime. In the 1999 and 2004 elections, is already party or candidate campaign through social media is a new method for the development of democracy in Indonesia. Political parties, candidates, candidates for president and vice president as well as candidates for regional heads now rely on the media as a means to establish imaging profiles advertise through social media, because social media was considered effective enough to mendongrak popularity while increasing the vote in every election or Election. In social media political advertising plays an important role in shaping imaging to win popularity, acceptability, and elektabilitas.

Activity in the virtual world can be a profitable politicians to campaign freely and easier, just have to have a management communication. The existence of the activities in the virtual world has become a reason of its own to politicians using the internet as a media campaign. The creation of a society that no other network is a social structure of society in the early 21st century is formed by a network of various digital communications. The network is a social structure made up of nodes (which are generally individuals or organizations) are tied with one or more specific types of relationships such as values, visions, ideas, friends, descent, and others (Barnes, 1969). Therefore, anyone who managed to hold onto power in the communication in a network, one that is in control of the communication in the network.

In the online social networking and the *website* is not only the politicians are deliberately marketed parties or candidates for regional heads who will compete in local elections, but the community also participated respond to the political situation in Indonesia. Not only to comment on the political situation Indonesia alone, but people sometimes indulge even further than in a real neighborhood. Community activities will respond to political issues in cyberspace or the internet sometimes more impressed bold, starting from berate the board tertangkangkap wet meyuarakan corruption and their aspirations.

In this case the use of social media as a campaign tool also has a negative impact and positive impact. The following positive and negative impacts of the use of social media to campaign politic (sourcein solar laptop !!!!!!!!)

POSITIVE IMPACT

1. The terms of effective range that is able to greet each user and a much cheaper cost compared with the conventional media .
2. Can socializing and communicating with people who want to join.
3. Social media is an effective means to convey political messages, such as rogram-party program atupun the profile of the leader candidates themselves.
4. The efficiency of time and and funds and funds in menejaring sympathizers.
5. Facilitate to build opinion so as to amplify the sound that formed the community
6. Effects publication into which is one indicator of popularity will occur more quickly through social media
7. Make it easy for people to digest political

education through the dispute-dispute or controversy arising from political campaigns in social media

8. it easy to capture and mapping the strength in the midst of political pontensial

9. political campaigns in social media can be very diverse and colorful

10. social network has removed geographical and psychological distance between the candidate the leader with the holders of the sound. anyone can greet and lamented with a leader yabg usually like ivory. perhaps this is what makes leaders who campaigned on social networking becomes boosted its popularity.

NEGATIVE IMPACT

1. Resides in cyberspace, anyone with an anonymous account can perform black campaign or throw negative issues concerning candidates or political party leaders. And response to these issues can also occur very quickly, including the spread

2. Feud campaign between political parties Yag mutual vilify the other party and tend to marginalize the political party specific will affect public perception of the political parties, and the worst is the emergencecommunity apathy

3. Social mediasignificant effect only for politicians who work all the time. Not an instant job five years. They were intense spreading of ideas and discussion within a particular field in depth all the time will get the results during elections.

4. People are much more bold to comment on social media, but did not dare take responsibility for his opinions in the real world.

However, despite the use of social media as a campaign tool have an impact, this does not totally discourage the politicians to continue to use social media in political campaigns. As reported by the (Ernawati, media center, 2014), while some of the reasons why politicians use social media in political campaigns, as follows:

1. Strengthening effect

One of the first steps in planning political communication is to identify the main message of the campaign. The message is then delivered through offline and digital media such as print, door to door, town hall meetings and debates on television. These efforts play an important role in creating communication and raising awareness in the minds of voters. But what happens to messages in the debate and this campaign if you just go away. This is where social media played a role; documenting, remind and reinforce the message to the public.

2. Forming Personal Connection (To Many People In The Time)

Cory Booker, Mayor of Newmark, New Jersey (population 280,000 inhabitants) has more than 1.1 million followers on Twitter. Ambitious known figure in utilizing social networks. This mayor has managed to form personal connections with tens of thousands of people. Although not all candidates are able to utilize social media extensively, Booker success story illustrates one feature of Twitter and facebookers (the term for penguuna facebook) the most powerful, the fast access to multiple targets at the same time as the media campaign. People want to be heard, while social media gives them space to voice their opinions directly to their intended (candidates). The public also wanted to share the things that matter to them, as well as a pattern for the interplay of opinions, and -lagi-again-with social media, all of that possible. When a politician to reach individuals directly, the connection with the public and constituents become more closely than just a handshake when the campaign.

3. The device is available today facilitates the delivery of messages

when social media is still relatively new, the time required to design, manage, design and spread the message content is a big burden. For most campaigns are labor shortages, this challenge is very heavy. Infrastructure and the advancement of web and mobile applications available today,

allows users to access information and disseminate messages quickly and massively. Users simply choose the system (it can even use a mobile phone) and the format of the application in accordance with the needs of the target at the same time the campaign budget.

4. Build Ability to Respond to

Crisis may appear at the end of the campaign period. Suddenly circulating negative rumors, attacking and of course potentially reduce the level of desirability. In a similar situation, the presence of social media is increasingly needed. In moments of crisis, it is very important to use communication channels that have been established in order to bias act, respond quickly and efficiently. Therefore establishing connections through social media is not started after the crisis, but not before. By having the relationship previously strong, the member huge impact on public perceptions and the potential to minimize the negative effects (or take advantage of the positive situation). This is where the point of the campaign through social media, namely the fast lane and directly to the public in person, on the basis of trust (confidence) to give a response to the crisis.

5. Not Just for Communication

When people think of social media, they usually think of it as a mere communication device. Though there are many valuable things from the utilization of social media, more than simply broadcast a message and engage directly with people. Through social media research generates large amounts of data and information every day. When the campaign team was able to collect a lot of information from the public, then able to analyze it properly, it will produce a map and program strategies that can be used as a campaign worthwhile.

In terms of legal protection, the use of social media as a means of political campaigns is not always justified, because there are some regulations that have not been studied in depth by the Commission. The most important issues in the campaign

using social media is a problem of identity usage ,. As we know, the use of identity in social media often are not in accordance with what is stated on the card to their original identity, so the need for more attention from the public to the accounts using the names of the candidates poitikus that will follow the election or general election Other

Since 30 April 2015 yesterday, the Commission has issued Commission Regulation (PKPU) No.7 of 2015 concerning the election campaign. Overall, there are 84 chapters in the PKPU. Interestingly, Article 4 of which has definitively regulates election campaign in social media, namely Article 41, 46, 47, and 48. In Article 41, the campaign through social media included in the "Other Activities": Pairs of candidates and / or the campaign team carry out other activities referred to in Article 5 Paragraph (3) c of the form: public meeting, with a limited amount of cultural activities (performing arts, harvest, music concerts) sports activities (hiking leisurely, relaxing bike) social events (fairs, blood donor, race, birthday) campaign through social media. Election campaign through Medsos, in accordance with Article 5 Paragraph (3) c, is categorized as "other activities that do not violate the ban on campaigning and provisions of the legislation". While Article 46, set legalizing official account in Medsos, as follows: Campaign on social media as meant in Article 41 paragraph 5 conducted by the candidate and / or the campaign team.

Pairs of candidates and / or the campaign team can make an official account on social media for campaign purposes during the campaign period. Pairs of candidates must register at the official social media accounts referred to in paragraph (2) to the Provincial KPU / KIP Aceh or KPU / KIP district / city minimum level of at least 1 (one) day prior to the implementation of the campaign. Registration social media accounts referred to in paragraph (3) using BC4-KWK model form to be submitted to: Provincial KPU / KIP Aceh or KPU / KIP districts / cities. Bawaslu Panwaslu provincial or district / city. Indonesian National Police at

the relevant level; As a prospective partner and archives. While Article 47, the rules of the election campaign in Medsos is set a little more technical, namely: Matter campaign in social media as referred to in Article 46 may include: writing voice writing and drawing pictures, and / or sounds and images; which is narrative, graphics, characters, interactive or non-interactive, and which can be received via the receiver. Campaign material on social media as referred to in paragraph (1) in accordance with the law on elections. As for in Article 48, affirmed a rule to immediately close the official account on social media after the campaign finished: Couple of candidates and / or the campaign team official must close the account in social media no later than one (1) day after the campaign period ends. (kompasiana.com)

Here are the data of users of Social Media in Indonesia

- Twitter
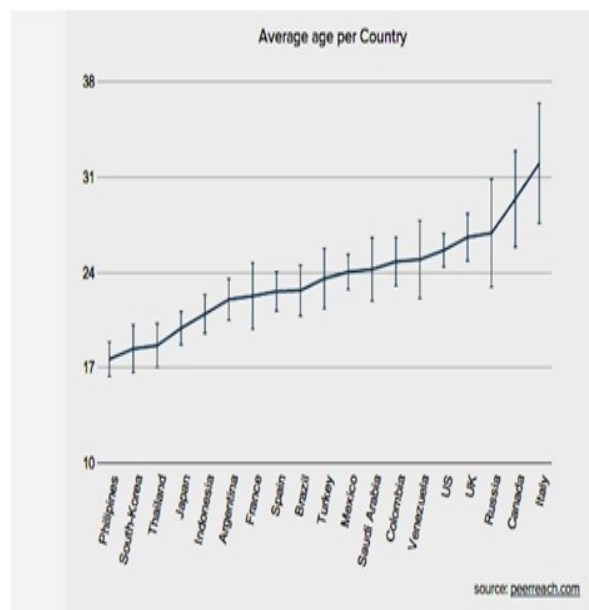
Can be seen in the chart above, that users of social networking in Indonesia, especially on the use of social media twitter, the average age of users is of childbearing age. With the number of reproductive age who use twitter, then social media as a tool of political campaign is also to be excellent at the moment, in addition to Twitter, a tool political campaign can also be used via instagram, facebook, or website their official website.

According to Dick Costolo, CEO of Twitter as quoted from kompas.com, globally, the latest data available in December 2014 , there are 284 million active users of the service. "Twitter users in Indonesia was very much, 50 million people and the number is growing and growing, so users online, Internet users," he said. With the growth of Twitter users are big, Costolo assessed that Indonesia is the most profitable market.

With the number of users of social networks like twitter, would be more beneficial for the candidates and successful team they are, because their main goal to aim twitter users have a chance of success big. Besides Indonesia, twitter social media is also loved by many countries around the world, as seen in the chart below: (Kompasiana.com)

As seen in the graph above, Indonesia including active user network twitter. The average age who use twitter in Indonesia is sekitarann aged 17-24 years. Age 17-24$^{years old}$ is the age-productive age who have been able to vote in elections, so that if the politicians campaigning on twitter, berkemngkinan are most effective for average users are voters who are still confused about analyzing how to choose a candidate who will represent them in the future government.

Effect of Political Communication Through Social Media Campaign Against Political

According to Sanur, which is reported in the journal Effectiveness Legislative Election Campaign 2014, a campaign is a means of political education at the same binding political commitments between residents of countries with participants Pemilu.melalui this election too, the candidates obtainingpower,

For Memperloeh power politicians set the strategy of communication via the Internet. political campaigns, which is famous with *money* politics, stage folk, posters and billboards gradually been *upgraded* in accordance with the progress of time. Such as reports Wikipedia.com article in the online campaign that has recently intensified after the Barrack Obama's victory with the help of social networking *twitter* has become the focus of political marketing researchers all

over the world and Indonesia is no exception. Political campaign is now no longer talk about how we should distribute momentary pleasure to voters who may not be later voters will choose concerned, but the value of a political campaign is now growing as *the education voters* with the help of the Internet as a new medium.

With the Law No. 11, 2008, the citizens of Indonesia has been pedestrianized legally and formally in the activities of accessibility of internet media, despite the fact it has not been able to fully guarantee there will be no crime in cyberspace again. As stated in Chapter 1 General Provisions of Law No. 11 In 2008, the scope of the discussion of this Act include:
1. Electronic Information
2. Electronic Transactions
3. Information
4. Technology.Electronic Document
5. Electronic Systems
6. Implementation of electronic system
7. Network electronic system
8. Electronic agent
9. Electronic certificate

Roger and Storey (the Inter-Venus, 2004: 7) gives the sense of the campaign as a series of communication actions planned with the aim of creating a particular effect on a large number of audiences that was done in a sustainable manner at a certain time. It should be noted that the campaign messages should be open for discussion and criticism. This is possible because the idea and purpose of the campaign is basically contain the goodness to the public and even some campaigns intended solely for the benefit and welfare (public interest). Therefore, the content of the message should not be misleading, so here there should be no compulsion in influence.

In addition to the topicality, television with the characteristics of audio visual provide a number of advantages, including able to convey messages through image and sound simultaneously and live, and can display the room very wide to a large number of viewers at the same time (Nurrahmawati, 2002: 97). The online campaign also has some positive effects and the negative impact from the point of view of society. Some of the positive effects and its negative impact is as follows:

Using Social Media In Candidate Pairs HM. Sani And Nurdin Basirun

The pair of Muhammad Sani and Nurdin Basirun (Sani-Nurdin) will declare himself as a candidate governor and deputy governor Riau (Riau Islands).

The pair is carried by the Democratic Party, Gerindra, the National Awakening Party (PKB), the United Development Party (PPP), and the National Democratic Party (NasDem), in the elections simultaneously in December.

In addition to the support of various parties that is certain, this pair (SAH and Sanur) also did not miss the use of social media for campaigning , through a team of volunteers to them, social media is run as a campaign tool that attracts attention especially to the voters, such as the potential partner governor SAH, they are actively using social media like instagram.

But according successful team of the candidate pair gubernatorial candidate SANUR, they not too actively using social media, their only course open facebook pages. Because according to him, who can access social media only from certain circles, such as students and middle and upper class society. Because on certain considerations, yatu widespread campaigns of negative as well as the relatively high cost of tariff internet that caused the ineffectiveness of social media as a campaign tool during the election campaign at this time.

But it is different with the team SAH, they are actively using all social media including websites, according to them, the campaign through social media is considered to be more effectively viewed from various angles of the field. One of the consideration of their statements saying that campaigning through social media more effectively than campaign directly is, for Riau Islands itself, made up of thousands of islands and places, making it impossible to candidates for governor and vice governor to campaign in with islands scattered to directly socialize with the local community.

For the users of social media in their opinion, it is more to voters early and for the people who understand the technology.

CONCLUSION

It can be concluded that, by using social media, would be more effective in terms of communicating, especially in the field of social and political, as with mneggunakan social media, all ages and people can see and read what is happening at the moment. But in addition to provide convenience for the public, using social media as a campaign tool also has some negative impacts, among them are uses fake accounts, black campaign, as well as the parties are not responsible, such as the hacker who hacked accounts which are used for campaigning.

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E COMMERCE AS CONSUMPTION AGENTIN NEW MEDIA

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Abstrack

In Indonesia, many based business online. Big corporate of online business such as bukalapak.com, olx.co.id, lazad.com, began to reap much profit. Online business is an attractive business. This study tried to see how the online business as a commodity transaction site, and become part of a new mass culture of consumption. In conclusion, e-commerce is not only a commercial media. Brand in online business become "a sign" which refers to the significance of consumption. In the new media virtuality is a reference. The medium is the message. In the era of the consumption society, online business is as construction on the symbol, social class, and social prestice. Online business is a real form of virtual culture in the new media era. Online business is the solution consumption in space and time is not unlimited.

Key word: Online Businesss; E Commerce; Social Class; Virtual Culture; Medium Is Message; Globalization

INTRODUCTION

The concept of buying and selling in the society continues to change, from a barter system to system money as the representation of the value of an object. At the beginning of civilization we know the form of the sale of simple, open shop in a crowded public space, be a sign that we are selling something. Another approach is done with personal selling, direct sales are conducted face to face, where sellers and buyers see each individual response (Moriarty, 2009).

The sales change over time. Now this concept of sales and promotional changes are significant, especially after our entry in the new media era. New media era brought us new forms of commercial transaction, sale, and consumption styles. New media era characterized by the emergence of the internet, smartphone and console, bringing our world more quickly, simple and globally. Preceded by internet technology that brings the world community increasingly closer by communication links more practical and cheaper.

Internet technology is utilized by the business. In the early development of the internet in civil society, businesses have started to adapt to the technology. Amazon. com or Ebay as a pioneer of business viaintrenet has started, though at the time of internet technology is still very limited, and the market in the medium of the Internet has not been much.

But today, the development of business by using the internet is not like before anymore. Increasingly sophisticated internet technology to make sales with the internet medium more attractive. Business use of the internet is often referred to as e-commerce getting better and well-established, especially after the era web.2.0 become the standard in the development of internet afterwards.

In Indonesia, development of e-commerce is late. Not because of infrastructure and human resources are limited in internet-based business systems, but the character of Indonesian society awkward by "selling is not real". Besides their not so believe with this kind of business. Adit as a marketing communication BukaLapak. com said the biggest challenge of e commerce business in Indonesia is change people to believe about online business and then want to shop on the internet medium without hesitation.

Because the pattern of transactions in Indonesia are very cultural, e commerce businesses should create a business model that can be adapted to the style of Indonesian society. Eg as kaskus.co.id who opened a special forum of sale with the name "*Forum Jual-beli*", how to use the two approaches namely COD (cash on delivery), or delivery of the package if it is not possible by COD. On delivery of the package is in order to

trust each other to use the Joint Account (*rekeningbersama*). Joint accounts are used as a means of control if one of the parties to a transaction commits fraud or to lie.

Olx.co.id which is an e-commerce portal that replaces tokobagus.co.ide-commerce is used as a tool to display the product sellers, called e commerce based clasificed. All transactions are the responsibility of each person making a transaction. Olx.co.id only as the provider of the page.

Bukalapak.com and e commerce portal selling the like is a metamorphosis that has been successfully carried out by a Kaskus with *ForumJual-Beli*. But Bukalapak.com make better with a regular pattern and good. For example the menu is simple, clearer information and selling products that are more diverse.

Lazada.com is an e commerce success with different sales patterns compared with other e-commerce. Lazada sell own products, although the reality is not like that. Its products are taken from the store or distributor with cooperation on behalf Lazada. Remarkably Lazada, the cost is competitive when compared with retail products in general.

From what is described above, the development of e-commerce in Indonesia is unique. Each e commerce website has the style and pattern as part of market strategy. Different patterns are part of trying the best strategy, while people in Indonesia are still not ready with a new concept of trade. Online business sites which have been mentioned above a site that has successfully discovered Indonesian style private consumption, which makes them believe, and want to shop through the site.

Looking at the phenomenon of e commerce today, spending will be more simply, operational for shopping to be a bit (because it does not need to leave home, or while doing other activities), the seller no longer think to open a store, which automatically capital budget is getting lighter. It would affect many new entrepreneurs using the internet as a medium of marketing and promotion.

The author feels there will be a significant change in the pattern of public spending several years. Consumption patterns will change with the changing media technology. This has become an important part of this article, the author tries to examine critically how the phenomenon of e commerce try to adapt as a commercial medium in the new media in the era of consumption.

The purpose of this article is as initial study for further research in the field of promotion studies, and media consumption behavior. At this early stage in the research method, the focus on the critical paradigm approach with reference to the sources of the appropriate literature.

CONTENT

BukaLapak.com, tokobagus.co.id (now olx.co.id), bli-bli.com, Lazada.com are some popular online business site called e-commerce. E commerce is electronic commerce, which is a trading system that uses electronic mechanisms that exist in the Internet network (Wahyono, 2006). Indeed there has been no definition of e commerce that represents overall. If bukalapak.com, olx.co.id, lazada.com and the like are considered e-commerce, then as e commerce that what is most appropriate for the site.Because each online business site has its own character. For example bukalapak.com have different styles with lazada.com who sell their own products. If bukalapak has a unique style (using the "joint account" as a means of security of transactions), then what olx.co.id style that has its own pattern of letting the user should do the transaction? So really what Wahyono said that the concept of e-commerce into the definition tends to be absurd.

When referring to the meaning of electronics, then the e commerce not only refers to business-based online course, can also use the telephone, or other device that represents the electronic definition.Wahyono (2006) mentions that more general definitions cite Electronic Commerce Expert Group which defines e-commerce as follows;

E commerce is board concept that covers any commercial transaction that is effected via electronic means

and would include such means as facsimile, telex, EDI, internet and the telephone.

Referring to the above definition, then the e commerce is a transaction using the electronic medium. If the definition of an effective e commerce transaction is using an electronic medium, the e commerce becomes more flexible.

In the era of new media, e-commerce many interpreted as commercial transactions using the Internet medium as the primary medium. Unlike a decade ago, today's e-commerce much identified with the new media. E commerce as bukalapak.com, olx.co.id and the like refer to the new media approaches such as that written by Lister (2003). Basically the new media there are two main elements, namely digitalization and virtualization. E commerce likebukalapak, JualBeli forum Kaskus, and the like showing the characteristics of new media, such as interactive, hypertext, dispersal and virtual.

Interactive becomes very important in online business. Interactive becomes very important, so that two-way communication occurs. Besides the online business should also provide simple pages used by the user. User buyer and seller can use it easily without having confused about what to do, it is easy to find information and easy transaction.

Online business refers to the characteristic of the new media further dispersal. More different from the early days of e commerce that sells a commodity itself. Now, some online businesses just be a provider of the page to the user to do the selling. Then the seller can be a buyer, and vice versa. Everyone can make their own commodity content and sell it to many people. Everyone can see the commodity stuff and can buy products.

According to Rappa (2010) is basically online business is divided into 9 main categories, namely;

1. Brokerage
   It is an online business that utilizes space to connect between bussines to bussines, bussines to consumer and consumer to consumer. How to take profits is by utilizing the transaction system.

2. Advertising
   It is an online business that provides advertising space for users who want to advertise their products. Users pay for services portal. There is also the approach by giving the banner space to advertisers, use search engines, or take advantage of certain web that visited which if clicked will display those ads automatically.

3. Infomediary
   Online businesses aim to provide data information. Some forms of this business usually provide information as promotional activities. Provide advance information about the product, if interested it will proceed with the next marketing step.

4. Merchant
   It is retail sales, or selling products with the form of catalog products retail.

5. Manufacturer (direct)
   It is a direct sale from producers to consumers which sales to consumers aiming to reduce distribution costs.

6. Affiliate
   Online business is to cooperate with other websites (not independent). It is usually advertised on the website that the visit is high.

7. Community
   Is an online business that departs from idealism, survive because the cost is supported by the community, for example Wikipedia, kaskus, and so on.

8. Subscription
   Online business is oriented to the customer for nstance, product information that can only be accessed by customers who have paid or have been doing things according to the website owner requirements. Sell songs, videos and so that only subscribers are allowed access.

9. Utility
   Almost the same as the subscription, it's just that the system works like a "meter", how long you use, then that is where you have to pay. Pay according to what you are doing.

Bukalapak.com online business likes tend to be absurd. However, Adit as a

marketing communication from Bukalapak. com sees the portal as a portal classified (October 24, 2015 interview), the e commerce that provide services to advertising space for users who wish to utilize their space. However bukalapak.com not fully use the approach to e-commerce with clasificated advertising approach, but also combines the approach of auction brokerage by using a broker, because bukalapak using joint bank account. Bukalapak will benefit from each transaction. In addition to benefit from the portal provider, the system is also easier for people who are not ready to use a credit card.

Online businesses such as bukalapak. com are many in Indonesia (in the form of a fusion between the classified-advertising and auction broker-brokerage,). Other popular online business used in Indonesia is a models exchange marketplace in the brokerage category. e commerce online that use this model in Indonesia is traveloka.com, nusatrip. com and so on. Marketplace models utilize the practicality of people who do not have time to do transactions manually, and simply make transactions via the internet medium is assisted by another medium.

Another is the online business models that use virtual approach to the virtual marketplace or mall. This model is interesting because we are treated by a variety of products displayed by the website owners (like a store that provides a lot but virtually). The website owners become reseller (retail) products are sell, such as Lazada.com, alnect.net, blibli. com and so on.

a. Virtualitasis a Culture

Referring to the era of digitalization and new media, virtualization is important. Virtualitas not just the technology but also as a culture. As said by Lister (2003), that vitulitas not just as a technology, but also a culture. One time virtual become reference. Reality isabsurd, reality is replaced by a form of virtual reality.

Basically there are two forms of virtual reality, the first experience of interaction available in a new form the image and simulation technologies, and the second form of metaphor "place" and "space" through a communication network (Lister et al, 2003).

What is said by Rob Shields (2003), that the virtual is a real but not concrete. Virtual often associated with something tangible and realistic, but in the same sense also associating with something abstract. Virtual in the study of history was associated first with something mystical. Virtual comes from the Latin "virtus" which means strength. In medieval times the word "virtus" changes the meaning of being "virtualis" which means "kindness". Kindness refers to a force of good or pious. It could either be a power of divinity that contains pious, moral, intellectual and so on. Character look real, but abstract.

Virtuality which means "kindness" began to be sued by the reformists led by Martin Luther in the Real Presence of Christ in the Eucharist. Martin Luther sued about the real presence of Christ in the Eucharist. For the orthodox Catholic doctrine of the real presence of Christ, it is a real virtually. God cames in the ritual and its adherents can feel its presence significantly.

Still within the scope of the church and of European civilization, the next virtuality is the displacement of an abstract virtual to virtual imaged or so-called "virtual image". Virtual image of the Middle Ages in the era of "Baroque" (Baroque design concept) refers to an illusion and simulation. In the 18th century this is the virtuality has begun to crawl on the concept of virtual simulation. Baroque design form shows how you enter the church as you enter the atmosphere of heaven, using the illusion through media walls, marble floors, until the dome. even seem strange, but the effect of the Baroque in virtual civilization has influenced subsequent virtual civilization.

Baroque art has become a hallmark of the shadow that looks more real. Empty space and solid show dimensional space visible. The theme is deliberately dramatized story. Baroque art is also applied to buildings such as churches to show the effect of virtual illusion.

The next development is the virtual approach which refers to the panorama. Like those made in the Hague Netherlands since 1881 as Panorama

Mesdag. A place is in aiming to build a kind of simulation of life on the beach through paintings. The painting comes artistic support for real impression felt. We were directed to enter the real world, but not concrete. In the same era also appear obsura camera technology capable of creating a real visual of the real image.

Limonoidsvirtuality refers to the concept of space in the "virtual world". Now the virtual concept already refers limionid, people in position relapse when entering the virtual space (to know the new space, simulation, fiction, perception trick the mind and body, until we feel moved to another place). Society put itself on social identity and the new responsibilities in the new space. Limen also refers to the space "between", which means that we are between real space and virtual real. In addition there is also a liminal designation which means territory, environment or virtual space, where people meet and interact in a virtual space.

Virtualizm.In the end the concept of virtualizm to appear.Virtualizm is a virtual itself. Virtualizm become a point of view that the virtual approach then everything will be resolved. Virtual regarded as a solution of a problem. Virtual become a sort of purpose of all, whether the concept of temporal and divine. In a secular concept, virtuality with liminal become a kind of reference, especially in the commercial sphere.

b. Virtuality, Capitalism and Globalization.

Virtualization find its place in the new media era. Where virtualization concretely represented in the image, simulation, or fiction more real. Also in the new media era medium gives a significant role towards the creation of a virtual space that is more concrete, such as the emergence of smart phones, the internet and console gaming.

the advent of virtuality which initially as a virtue, piety, democracy, build the valuable culture, now transformed into a capitalistic area, popular culture, consumption, which ultimately reduces the spirit of virtuality as liminoid ideal space. Virtuality is now an attractive medium commodity for sale. In the process virtuality become an important asset in the industrial capitalist. In other words, the virtual approach the main goal when traditional approaches are no longer attractive in commercial symbolic value.

Virtual technology is very important in a commercial environment. The most severe is the use and utilization of digital money approach to digital technology and global networks. We have the money, but a form of money that is not there, we just see it virtually in digital numbers. Money-spinning very much, but there is no real money. This is what makes the virtual technology into something important today.

Virtuality requires a global system. Virtuality in the context of capitalism must be intertwined with each other around the world to be bound to one another in favor of capitalism and consumption. In addition the global system also establish ideological hegemony which are the most strander in technology. Global system of standard campaign information technology standards and embed it in the public mindset. Virtuality in shopping is a real one. Virtuality is a reality, there is no geographical bulkhead for consumption and so on. Globalization became a standard.

E commerce online is the logic of consumption closer to us virtually. Online business easier than ever to shop. Ease of virtual technology now makes things simple and easy. Because of its simplicity and practicality make consumption activities become more tempting.

c. E commerce as Medium "a Sign" Consumption

Now is a consumption era, where consumption is considered a part in establishing differences such as differences in status, symbols and social prestige (Piliang, 2003). Bukalapak.com, Hijup.com, tees.co.id and forth in the text shown that the goods sell are commodity products "standard" into consumer products that demand a lot of people. Besides the giant online businesses try to present its products and provide offers convenience and practicality in the

transaction.

Referring to the media theories of Marshall McLuhan the medium is the message, that in the modern era where technology medium grown rapidly, making the medium is no longer merely as a medium messenger, but it becomes the message itself. Medium become "a sign" social. Then what about the position of the message? In view of McLuhan, that's just kind of a message or content displacement of messages in other media (Holmes, 2005). Suppose a plane crash, so be it newspapers, television, radio, and the Internet together broadcast the same event. Content becomes not so important anymore, because all broadcast the same content. Coffee is the message, wherever coffee tastes the same shape and the possibility of the same. But it would be different if it is in the packaging of coffee Starbucks or Coffee Bean. Telegram (letter) and e mail, for example, although the same content (text messages), but the way we looked at will be different at this day. So when the rapidly growing media technology, the role of the media is important. The medium is the message is when people choose because of the difference. If it is associated with a consumer society, the media is also a part of the image such as differences in consumption over the symbol, status and social prestige. McLuhan in theory many highlights in the development of media technology and society change in media consumption.

When connected with an online business, then the internet for some people has become the medium of consumption, becomes a medium of social class and lifestyle. It is visible, the internet medium (for medium consumption) to change the public mindset about everything, for example changes in thinking that products sold online is more practical and is not constrained by space and time, transactions simpler. Society is directed at a view that buying the online medium would be simpler. Hegemony globalization will affect the future development of online business.

Referring to the concept of the medium is the message, that the content (commodities) are presented in the online business is the same as conventional products. But what becomes interesting is the medium that will also be important. Medium indirectly build relationships over the symbol, social class and lifestyle.

Rob Shields said that instead of virtuality in the era of new media into the solution of social problems in space liminoid, instead become an increasingly powerful capitalistic area. Quoting Baudrillard that today's society has been stuck in the capitalistic system. Society became silent people, who are not creative, and trying to consume what is in front of them. System medium online businesses provide a strong atmosphere of consumption, rather than being the creator community and provide a social solution.

d. E commerce asConsumption Agent

E commerce is consumer agency. E commerce creates media technology by placing the media as a commercial message. E commerce build the myth of the internet as a medium consumption of the most easy and ideal. e commerce is a medium power, especially when the subject of consumption. When operating the medium of the internet, subject to feel his power. Sensation of power made the subject continue to consumption, such as biological desires that continue to exist and must be met as soon as possible.

In a meaningful medium of the internet has also become a sign on high technology converging on social class differentiation and social symbol. Because when the medium of the Internet is associated as a "sign" medium consumption, the concept of social class and the symbol operates therein. Brand online business became a sign of where the audience is internalized by the sign, which makes people believe, and would do consumption. Corporate brand in the online business as a mark on the corporate brand products, such as the Apple products for example.If we look at Apple, which in our minds is a high-tech, elegant, prestice, and the arts. The Apple logo is indirectly be a sign that culminated with high technology, elegance, art, and prestice. The same

thing as is done by most of the online business brand. In order for the audience to believe in the brand, the brand must be a sign that the audience is able to internalize. With trust, the online business will run smoothly. bukalapak.com is a brand that has become a sort of "sign of consumption". If the hearing bukalapak in mind we are spending every product, brand recommended a lot of people, trustworthy, and easy transaction.

Digital money also provide more flexible space that consumption in the medium of the internet more easily. Virtuality in online business becomes important. It is seen in online shopping which is abstract. We are not presented by the material form of commodity products, but we are presented with an image that represents the product. Consumers feel confident with the products that are bought in the concept of real and virtual transactions.

Bukalapak, Hijab Up, tees.co.id, Lazada, Tokopedia is a sign. Online business is a medium once the sign is built to represent consumption. Brand relationship with consumers not just transactions alone, but it can be an emotional relationship in the context of consumption. Emotional connection can be done by using the brand community, something that has been done by the Jual-beliKaskus forum, in which social development is built organically consumption by the community. Consumption is no longer only limited to transactions only, but the "ideological".

Online business like bukalapak, Tokopedia, and blibli.com stimulate consumption. Communities that initially skeptical did consumption became interested in doing consumption. Online business provoke audiences to consume.

Medium internet is basically not as commercial media, but when someone is using the Internet, without realizing we have entered into commercial space. We like on the streets, where many ads placed on the streets, shops lined up waiting for a buyer, though at that time we did not want to buy.

Online business into a strategic agent for consumption. We were treated to a commodity product in variety and plenty of choices. In addition we were treated by the value of the product that can give us the emotional needs better. Stimulus consumption in the online business into the effects of waves of great shopping and great profit revenue for online businesses in particular, industrial commodities and products in general.

e. Consumption Era in Private Zona.

Online business easier for consumers to shop without having to leave the house, or go shopping without having to leave work activity. Through the medium of smartphones and notebooks we can freely shop. The ease of the advantages of the online business. Physical activity expenditure was replaced with a virtual shopping activities. Virtualization in the online business has changed a new order in a trading logic, such as social relationships are no longer needed. We do not know who we seller, because the seller is a complex system which is not designed to perform conventional transactions. Almost quasi using IT systems that are automated.

Consumption in private zones also provide a more realistic understanding of the style of future consumption. Consumption of more independence, more personal and more power over his subjects.A social system which control themselves indirectly replaced by a system that is more powerful ego in consumption. In the future, we will see an era of private consumption, after this time we have experienced a change of medium, from general be personal (a smartphone technology with private character).

CONCLUSION

Globalization virtuality which has become a culture in the era of new media utilized by the e commerce business.Virtulitas utilizing online business to be a "virtual space" like a real space. In addition, because virtual, space and time is not an issue in the world of e-commerce. The consumer believes to conduct online transactions because the brand image of the online business is a sign

that is internalized as a sign of consumption. Like when we know the Matahari Mall,Ciputra, Ramayana, and so on. Public trust towards certain online businesses attract customers to buy, even more shopping can be done at home, without having to leave home. Shopping space included in the private sphere indirectly become an independent space as well as a sign of power relations on consumption.

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IMPLEMENTATION OF HEALTH REFORM IN EXCELLENT SERVICE HEALTH COMMUNICATION WHO GET MEDICAL TREATMENT ABROAD FOR PATIENTS IN PADANG CITY
(Phenomenology Study of Patients Getting Medical Treatment in Malaysian Hospital)

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Abstract

A good health communication becomes a craving for everyone who wants to get well from their diseases. But, the low capability of health service in Indonesia which is followed by rising cost, causes difficulty for people to harness the health service. This effect is also felt until Padang city. Many patients in Padang choose to get a medical treatment to other countries. The reason why they choose that place isn't only caused by the management health service in Padang which is still low and inefficient, but also because it is very bureaucratic. It is different with health service in Malaysia country which is focused to a friendly health communication and health quality. This study purposes to describe the factors that bring patients in Padang to go for a medical treatment to Malaysia. The study shows that a good health communication which influences to hospital service, is medical personnel.

Keywords: Health Communication, Service, Health Quality, Health Reform

BACKGROUND

The increase of technology causes fast improvement of information about health, and influences to society growth. In good health implementation, there must be a process to grow up or divide patients with means to influence their knowledge, action, and their belief about a healthy lifestyle. So, someone will satisfied with the service which is accepted and see that satisfied as a form of high quality in health business.

According to Ratzan in Alloliliweri, health communication must have partnering process that is related between participants (Patient or Society) according to two ways dialogue which there are an interactive sense, changing idea, a deal about health ideas, and a technique from a sender to acceptor to get information about a balance health to upgrade their comprehension together. (Ratzan, S. C., 1994: Alo Liliweri 2009).

From that definition can be meant that health communication does not only talk about health statements, but also about relation with hospital, health clinic, or medical treatment place which create interaction and comfort sense in communicate so the message about health information that is accpeted and given by doctors, nurses, hospital servicer, and patients or societies become effective in its practical and worth for patients. About service quality, in the end, is a quality that must be related with custimer's hopes and satisfied the customers.

According to Mills and Lucy (2006), excellent health service in developed countries is caused that they are more focus to heath status counting from times to times. Mill and Lucy's statement is match in seeing a reality that health is a need to be attended, because health is the main of every activities for someone's life. Nowadays, we can't avoid that health sector is a promise business opportunity. We can see the reality, today, in Indonesia, there are more privatehospitals and clinics. even that hospital says that their hospital is using an international quality and quantity. And the hospitals try to increse their

patients with improve their services.

In fact, health service in Indonesia is till traditional, conventional with a high critics although they try to take their international level as their visi and mission. But, excellent service that is claimed has not been seen in the process. There is patient who still disappointed by the hospital whose international level, it's like Prita's case which disappointed with the service of the hospital whose international level, so Prita's case must be end in judgments.

This is an effect that actually, service in the hospital of Indonesia is still low than the other countries. Society often hears that the hospital denied the patient because there is no more room. Hospital in Indonesia should copy the hospital in other country, such as Singapore or Malaysia. The hospital in those countries can enclose the tourism package with medical treatment.

The reason most people seek treatment abroad that is not looking for a hospital that is physically good, or because they consider that Indonesian doctors are incompetent. But they didn't want to take risks and give an alternative.

http://www.bbc.com/indonesia/laporan_khusus/2011/03/110307_kesehatan.shtml

Meanwhile another study conducted by Ignatius Adiwidjaja and Lisa Dhuhaniyati, (2012), mentions the driving factor for Indonesian patients looking for medical treatment abroad, including hospitals in Singapore because of the services. Medical personnel and the quality of hospital services which is given by the hospital proven by excellent service with quick service must be done so that it does not appear a lot of complaints.

In the end, the trend of medical treatment abroad be the last choice for people to pursue their healtiness. Regardless of the high costs incurred, they are trying to find alternatives to cure their soul in an attempt to survive.

Padang is a big city which has a population of about 1 million inhabitants. The trend of medical treatment in abroad is also carried out by the peoples here.

Nowadays, there are hospitals abroad such as Malaysian hospitals as Mahkota Medical Center Hospital and Greywater Hospital has opened their subsidiary in Padang. And this health sector business is trying to cooperate with the government to get license to become a servant of good health based by the Millennium Development Goals (MDGs) for peoples in Padang.

The existence of Malaysian hospital representative in Padang brings renewal for the peoples of the city, because they could be alternative hospitals beside the government and private hospitals or health clinics in the city.

The highness interest of peoples in Padang who went to look for treatment abroad especially Malaysia, making them feel satisfied with the service they receive. In contrast with the services they get in local hospitals or health clinics in Padang. As if they get health reform in matters of quality and quantity. At last, quality service aspect also affect the intention of patients for looking of treatment or choose a foreign hospital or abroad. Patients will always compare or ask for doctor or someone else's recommendation for treatment instructions.

Parasurama (2006) mentions aspects seen in the quality of service is aspects related to the physical appearance of the hospital (tangible), aspects of reliability responsiveness, assurance and aspects of empathy. For the people of Padang, the aspects which mentioned by Pasurama were absolute correct points.

Results of observations said that patients who are originally from Padang went to Malaysian hospital initially because of recommendations, but they also decided to seek treatment abroad on because of the appearance of the hospitals were clean and comfortable, the response of medical personnel were friendly and responsive for both doctors and nurses, accuracy on disease information they received from the hospital, or doctor to be open and flexible to patients.

METODOLOGY

The technique of collection data in this research is done with observation, interview, and documentation. Observation, means as an activity in observe directly (none mediator) some objects to see more close the activity that the objects do. (Kriyantono, 2006: 110).

This kind of observation that researcher used is participate observation. Partisipate observation is researcher directly involved actively in the object that is researched (Usman and Purnomo, 2011: 54). It means in this research, researcher directly comes to patient even until recognized and followed them get a medical treatment abroad to Malaysia to get accuracy data of this research as a phenomenon that is observed.

Then the sampling technique that is used is snowball sampling, which determine the sample in small numbered, then from one informant to another informant was asked to choose their friends to be the next source information (Sugiyono, 2007).

The sample in this research are about 10 patients who lived and stayed in Padang. Six (6) informants are Chinese that lived in Padang, and the residuals have tribes Melayu which is original of Indonesia whose original Minang tribe.

RESULT

This research is an determination analytical of health communication to see how the practical phenomenon of health reform in health communication with excellent service which get a medical treatment abroad for patients in Padang. According to Edmund Husserl in Kuswarno (2013) said that phenomenology's view tries to understand the event dan its relation to ordinary people in some situations. This research tries to see every events and incident that is experienced by patient when treatment to Malaysia is as something that actually not a fictive. The researcher tries to observe it from researcher's point of view. The result in this research such as:

Internal Factor That Influences Society in Padang Get a Treatment to Abroad

According to the result of interview on some informants, internal factor of treatment to abroad especially Malaysia such as guaranteed quality and quantity of health service in that country, patient is convinced of the doctor's faith and skill to overcome any patient's diseases or problem.

Besides, the second factor is the effective communication that is created is a key which influence society in Padang to get a treatment to abroad. This is seen by the accuration of diagnosis which is given by the doctors in Malaysia. In explaining the disease, and the transparency about diagnosis' result which is told friendly and easy understanding. Not only about the doctors but also the medical personnel also tries to give excellent service for all patients who comes to Malaysian hospital. So, finally, it makes patient understand the message that is told to them so they can be suggested in their mind that get a treatment to abroad especially Malaysia, will be faster in recovering.

Treatment to abroad indeed a choice of society in Padang that cannot be avoided with treatment that is balanced with their cost which they had, RD, one of informant in this research said that treatment to Malaysia for her is one of alternative for confusing disease that she had. She didn't satisfied with the service that she got from the government or private hospital in Padang which is more oriented to money than recovering. "i look for quality in treatment, it's not important how much i spend my money, the point is i get healthy, before i die, at least there is a try to help ourselves" (interview/Padang/August 2015).

Meanwhile, MR and AC admit that treatment to abroad is one of self satisfaction. For MR and AC, go to Malaysia is more cheap than to Jakarta. Treatment in Hospital of Malaysia is more comfort, because the service balances with the cost that they spent. MR said, "Hospital in Malaysia is more expensive indeed, but it sells comfortable than health service in Padang. Information that we get is told friendly, even we can not

speak English well, but Melayu that they were spoken matched with our comprehension." (Interview/Malaysia/September 2015).

Except quality and health insurance, effective communication is the key that is dreamed by patients whom get a treatment to abroad like Malaysia. An effective communication, according to Stewart L Tubbs and Sylvia Moss (1974) in Djalaluddin Rahmat (1997), said that a communication can be effective if in its practical produces 5 things such as; understanding, pleasure, influence to action, better relation, and action. Those things real happened in practical of doctors and patients in Malaysian hospital for recovering the patients.

External Factor That Influences Society in Padang Get a Treatment to Abroad

Meanwhile, the external factors of society in Padang to get a treatment to abroad especially Malaysia such as there is facility, modern and high technology of the hospital in give service to patients. Then, business opportunity that is created by the Malaysian hospital also uses a great marketing strategy. One of them is in making package system in service so it is more practical in accommodating treatment cost for patient. Besides, tourism while treatment is a choice that Padang's people take because it's cheaper.

YS as an informant in this research said that the facility in Malaysia is very high and modern, matched with the cost. Meanwhile, in Padang, the facility in its hospital and clinic is not as complete as the facility in Malaysia. The cost is too expensive even the facility include inhigh category. "i really impressed with the facility in Malaysia, if facility in Padang were like that, may be there will be many people get well." (Interview/ Padang/ August 2015).

SN also said that she also feels happy with the package that is offered, they can choose us and go to Malaysia which is matched with the money they have. "Doctors and master of medic in Malaysia never forced patient in offering health cost package that they do. Everything will be matched with the deal and patient's money. But in Indonesia,

we mugged forcely to spend the cost with the diagnosis which worrying our heart and mind." (Interview/ Padang/ August 2015)

The facility becomes a high thing for patients indeed. Facility with a high and modern technology supports and increases the hospital's and clinic's income in accepting patients who come for a treatment. RN, one of informant said, tourism and treatment package always be an alternative for herself so she can go to Malaysia. They usually go together to press the cost, the more people who go, the less money they spend. RN feels more satisfied with the service in Malaysia.

On a link of health department, www.depkes.go.id, said that the data of tourism and creative economy ministry in 2012 noted that 600.000 people in Indonesia get a treatment to abroad with country's foreign exchange flows to the neighbors countries as big as 13,5 trillions. And big possibility those moneys is used to the medical treatment cost.

Seen from the patient's side, the factor is a bad perception of the patient about health service in Indonesia. Although it has been much hospital that maintained the service such as providing VIP (Very Important Person) even super-VIP, but the patients who get medical treatment abroad are still increase. This may be caused that upgrading sevice that they've been done is still about facility of medical tools and rooms, meanwhile, the professionality of the medical personnel is not enough. We see from the healt service side, in some places in Indonesia, patients is still considered as an object, not as a mitra.

Disclosed Communication between Doctor and Patient

Communication becomes interesting thing to talk in health communication, because without communication, people can not tell and say what they feel. In health, a good communication is an important factor in recovering someone. The most influenced is communication between doctor and patient.

According to Weaver (1994) in Uchayana (2000), communication is a whole procedure in which way someone's mind can influence other's mind. An informant (WR)

said in Malaysia, patients can consult about more than an hour with the doctor. WR said that the doctors and nurses in Malaysian hospital as usual, always act friendly and ready to be called through telephone or message. "medical treatment abroad is really good, although spend much money, the point is a good communication. I can discuss in doctor's room to ask many questions my disease. Even if i could not visit Malaysia, i can call by phone or messaging and it was also replied soon by them." (Interview/ Malaysia/ September/2015).

Meanwhile, NJ said, "discuss with doctors in foreign country is really satisfying, the message is told with humour and friendly, never hurt someone, although we get a severe disease, so sometimes communication between doctors and patients is more familiar." (Interview/Malaysia/September/2015).

If we see the phenomenon that is experienced by WR and NJ, is a seldom thing for a doctor in Indonesia to consult with patient longer. This fact is proved that almost every doctor's practical in Padang only provide limited time for their patients. This condition causes patients cannot tell a whole thing that they feel to the doctors, so the communication becomes one way and patient's perception about their doctors becomes bad.

Reform of Health Service becomes Hopes by a Whole Patients in Treartments

Although health service reform in Indonesia including Padang has not been prevalent. This differences are caused by some factors. In https:// wimee.wordpress.com/2011/06/20/reformasi-kesehatan/ factors cause unrunning healt service reform. First, the development of health technology which is followed by expensive cot. Second, the running of health sefvice can not answer the complicated running and health cost.

Third, the improvement of 60+ citizen. Forth, this problem demands which is developed one health insurance system that can only fix the cost but also integrated in another social insurance system. See the factors above, health reform can only be gotten with medical treatment abroad.

Firstly, this health reform is seen from the hospital service. Excellent hospital service makes patients want to back to Malaysia over and over again to get a medical treatment. Meanwhile, in Padang, hospital service is rude and impolite when communicate with the patients. So, it comes disappointed feelings for patients that can cause patient does not want to come again.

Secondly, medical personnel collaborated each other in giving satisfaction to patients in communicate or fix the patient's disease. Thirdly, it is the quality of Malaysian hospital. Meanwhile, if than in Padang, the medical personnel cannot collaborate well. Doctor and nurse have not found the chemistry, even they often debate with their own ego in front of patient.

Forthly, the quality of Malaysian hospital with a high and modern facility pushed in good implementation of information in health world. In http://www.thejakartapost.com, service quality in other country is very believed by people on the other world, and sponsore by a cheaper cost. That link also said that the association of Malaysian private health facility brave promised savingbetween 33%-75% than in America (http://www.malaysiameditravel.com).

In public hospital, Malaysian does not pay, because more than 98% of cost is borne by Malaysia Givernment. With the quality in world class, but the societies is not overwhelmed by the big cost, Malaysia produces RM 852,32 millions (US$243,52 millions) from reception medical tourism from foreign (http://www.thejakartapost.com)

Implementation of health reform in health communication off course influences excellent service in medical treatment abroad for patients, especially patients in Padang who choose to get a medical treatment abroad. For the society in Padang, excellent service that they got in Malaysian hospital is the best service. Excellent service must be assigned in health area such as hospital or health clinic . Excellent service is a benchmark assessment of hospitals by the patients and their families. Therefore, health professionals must understand and apply the principles of

excellent service.

One of the excellent service principles is to serve with a conscience. So in the service of every hospital, medical staff should use their brightest minds in serving patients, so that patients and their families were satisfied with the services provided. But if a hospital can not provide good service, then the image of the hospital would be bad. It means people will prefer for another hospital. Including the people will choose hospitals abroad to obtain excellent service.

CONCLUSION

We should recognize that the cause of the patient in Padang looking medical treatment abroad have a lot of factors. Moreover, in 2015, Indonesian health will face ASEAN Economic Community era. When this system is applied, there will form a sort of 'free trade' where there will be competition in open employment, especially medical personnel in ASEAN countries. So that if Indonesia, including Padang do not want to compete in their own country, from now on the competence and professionalism of the medical personnel and excellent service should be is improved.

Communication is a skill that must be owned by a doctor. Communication is not an additional lesson for a doctor. Besides having the ability to diagnosis and clinical skills, physical examination and so on, a doctor must have good communication skills such as learning to hear the complaints of patients well, providing times for the patient, as well as ensure that all patients' questions were answered before they get home is believed to improve the relationship between doctors and patients. So that the therapy can be run well, the patient's satisfaction to doctor increase and general health services in Indonesia be better.

Should be keep in mind that hospitals abroad, such as in Malaysia, showing a willingness and seriousness in health services to provide satisfaction of the patient. Continuously various improvement has been made on the purpose of to accelerate the achievement of excellent service that is effective, appropriate. It should be a lesson for the hospitals in Padang to immediately improve, develop and provide qualified medical personnel both in medically and services that it provides, especially in the field of handling patients.

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CHAPTER 2

International Conference
on Social Politics

ENHANCING ADVERTISING STRATEGY BASED ON DIGITAL CULTURE

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Abstract

T

he emergence of digital media has created a new culture which called the digital culture. It can be seen as an emerging set of values, practices, and expectations regarding the way people act and interact within the contemporary network society. This digital culture has emergent properties with roots in both online and offline phenomena, yet having an immediate impact and particularly changing the ways in which we use and give meaning to living in an increasingly interconnected, always on line environment. Today culture should be understood as an open and dynamic process that is based on interactive communication. With the increasing usage of digital media by consumers , more companies are using digital marketing to reach the target markets. Marketing and audience development is the area in which the impact of digital technologies has been most widely felt. Hence, advertising as a marketing tool is also been impacted. The use of digital technologies is helping advertising to reach new and larger audiences, as well as to engage more extensively with existing audience. Social media is particularly important for broadening and deepening audience engagement. Digital activity is forcing us to rethink our creative process, from planning through to production, post production and publishing. It has changed the creative and communication processes to satisfy the needs of brands that now engage in a two way dialogue in the global market, particularly in the e-marketing area. Consumer is creating his/ her sales experience . Therefore, the control of the message is in the hands of consumers. They can no longer be considered as audience. They are simultaneously readers, editors and marketer, especially the younger demographics. Consumers are adopting digital content services faster than previously anticipated with varying levels of engagement. This article will outlines how to develop an effective advertising strategy based on digital culture in order to fit advertising objectives.

Key words: Digital Media, Digital Culture, Advertising Strategy, Network Society

INTRODUCTION

Digital technologies are becoming increasingly important in most sectors of economic activity. Information and communication technologies (ICT) adoption is no longer just about connectivity and access to the internet but rather the degree to which digital technology is being used to deliver real value for businesses. Increasingly, business adoption of technologies focuses on an expanding range of digital devices and platforms. Consequently, adoption of digital technologies has profound implications for marketing planning and implementation.

The internet is a major communications channel, providing an arena for multi-faceted communications. Vast numbers of people spend hours each day surfing the Web. For its users the internet and digital technologies have not only provided the means to find, buy and sell products but they have also created an environment for building communities, where like-minded people can network, socialize and be entertained. The emergence of social networking sites such as Facebook, LinkedIn, Google+ and microblogging sites like Twitter have had a significant impact on global society. Social networking has become pervasive throughout the world.

The trend for exponential growth in internet users has spread from the USA, where its commercial use began early in the 1990, throughout Europe, to Oceania, Asia, the Middle East and Africa. Not all regions have equal levels of adoption. For instance, the world average internet penetration per head of population is 33 per cent, but in Europe the average is 61 per cent and in Asia 26 per cent. This means there is plenty of scope for greater adoption of the internet (Thomas, 2011)

By 2016, 3 billion consumers or 45

percent of the world population will use the internet. With the increasing usage of digital media by consumers, more companies are using digital marketing to reach their target markets. With digital consumers increasingly in control of their media experience and advertisers shifting their spend to more interactive, measurable formats, companies must move beyond traditional advertising to combine granularity of targeting and measurement with cross-platform integration.

The internet facilitates efficient and far-reaching communication. The rapid growth of the internet, in number of its users and available information and services that can be accessed through it, indicate the importance of activities taking place in the virtual domain . Digitization has enabled the process of media convergence to take place. The digital networked environment enabled is wide participation of users in the virtual sphere. It could be said that digital networks provide various alternative platforms for communication and this changes the position of the traditional mass media and moderates its power.

As the use of the internet, the Web and social media grows, a major challenge for marketers is to determine how to make best use of what the technology offers. Digital technology may play a role in many different parts of the creative process, from planning through to production and post production

The proliferation of digital channels and devices gives consumers greater access to information, and the means for communication and collaboration. The physical world is being replicated in the digital world through digital communities, businesses and assets, fundamentally changing the way consumers engage with businesses and each other. Information aggregation and price comparison have evolved. Consumers now have real-time, mobile access to data that they previously relied on brands to provide them with. Today's consumer has real-time access to competitive pricing information simply by scanning a product barcode into their mobile phone

Gere (2002 :12) proposes that the extent of the presence of digital technologies in our lives points to the existence of a digital culture. He states that digitization can be thought of as a marker of culture because it encompasses both the artefacts and the systems of signification and communication that most clearly demarcate our contemporary way of life from others

Digital culture is a new complex notion. Today digital trends are increasingly interloping with the world of culture and arts, involving different aspects of convergence of cultures, media and information technologies, and influencing new forms of communication. Global connectivity and the rise of networks are the new possibilities created by ICT. So, culture today should be understood as an open and dynamic process that is based on interactive communication, and we cannot think of it as an enclosed system which makes up a 'cultural mosaic' with other similar or diverse cultural systems.

Digital culture is described as a participatory culture where users do not only consume information but also contribute in a variety of ways. The practical capacities of individuals have been improved in the digital network environment. People can either contribute their criticisms and concerns to ongoing debates, produce and publish information they produced themselves on their blogs and websites or they can contribute to large-scale peer production projects, and to a large extent all this happens outside of the market sphere.

Users are more and more becoming producers in the network environment and they also claim the right to use and re-use existing information and cultural expressions that are available in the digital environment and that form part of our cultural memory and identities. This shows that cultural heritage and open access to its resources are important in the creative process that keeps our culture alive.

Advertising is one of the marketing tools and paid form of communication designed to pursue the consumer. The rise of internet as an advertising medium produce digital advertising which also called

internet advertising. Digital advertising includes promotional advertisements and messages delivered through email, social media, websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs. The Internet is the only medium through which advertisers can effectively measure engagement, not just exposure.

Strategic advertising always starts with the consumer. The digital technology brought a new level of convenience to customers. However, digital convenience came at the expense of meaningful engagement as digital transactions substituted physical interactions. The online environment has proven a valuable tool in making connections with consumers. Digital media devices are being used to engage consumers in a relationship with marketers continuously.

The strategy is what the advertising is attempting to communicate. The benefit, problem solution or other advantage either physical or psychological, that is the value of the product or service that the advertising attempts to communicate to the target market . It can be said that an advertising strategy is a campaign develop to communicate ideas about products and services to potential consumers in the hopes of convincing them to buy those products and services.

The key of advertising strategy is creativity and the ability to adapt to new market trends. Creativity means advertising must find an unique way to break through the clutter. Creative itself is not enough. Creative without strategy is called art while advertising is creative with strategy. Advertising is a disciplined art. The art comes from writing, designing and producing creative messages. The discipline comes from strategy from thinking through the logic of the problem and coming up with a message that offers a solution. It is broader than creative strategy because it covers the development of all parts of an advertising plan. Due to an effective advertising must take the consumer's view, the advertising strategy based on evaluation of consumer behavior related to the brand. A product attribute should be translated into consumer benefit so that it become leverage point that build personal value. A rigid advertising strategy often leads to a loss of market share. Facing the changing of current economic environment advertising strategy needs to consider a new set of capabilities now that are cross-platform innovation, greater insights, open collaboration and digital processes.

DIGITAL ERA

Digitalization can be defined simply as simplification matter information in the form of binary code (Marshall , 2004 :17) or union of communication technologies with a computer logic (Schiller, 2000:.xv) New method conversion data it has a lead in increase the flexibility handling , storage and data transmission from one person to others (Marshall , 2004 , h.17). In addition , flexibility offered by the process of digitalization has also simplify the process of transmission and manipulation matter information affect economical for a network , because matter information can be disseminated even more efficiently of users the network (Schiller , 2000 : xv) . While Ernst and Young (2011) define digitization at its simplest means the conversion of analogue information into digital information. As digitization capabilities extend, virtually every aspect of life is captured and stored in some digital form, and we move closer toward the networked interconnection of everyday objects. The impact is a real time global exchange of information.

The digitalization process introduced a new way to reproduction of media text that allow the copying process instantly as well as maintaining the quality of same media text. In addition, the distribution of media content is also simpler and faster as digital code can be easily posted on different medium platform. Through internet technology, media text that has changed in digital format can be accessed by whom connected in the internet network. It generate the thought that digital media also supports the establishment of the free media or medium free, means when media text is included into the internet system then everyone can do variation on these

media text. So, based on this principle, media producer only has the right belonging the beginning media content and cannot others to change the text and distribute them (Thomas, 2002:90).

An increasing use of the Internet has decreased overall consumer attention to traditional marketing channels in a majority of product categories .A direct relationship exists between digital media and paid search, signifying that digital media marketing offers a valuable role in gaining consumer attention, engaging consumers, and driving sales (Copeland, 2009). Brand messages become less important as decisions are aided with digital methods such as word of mouth (WOM) and other advertising mediums

The challenge for businesses is to face the implications of digital change: in particular, the loss of control over the customer relationship, increased competition and threat of commoditization, and the need to engage digitally with suppliers, partners and employees in addition to customers. Today's consumers trust each other more than they trust corporations and/or brands (78% of consumers trust peer recommendations versus 14% who trust advertisements. They advise each other, and what's more, they heed each other's advice (Ernst and Young, 2011**).**

Online communities and websites have become one of the major sources of information for and about brands. Thousands of consumers (and not only those in a focus group) have become accustomed to interacting with the brand, writing emails, volunteering information, and shopping online. They actually expect to be able to give feedback to the brands they feel identified with. Communication is now continuous and two-way, and one medium can lead to the other, from TV and radio to Internet, for instance (Ortiz, 2005).

The conversations between potential consumers that are happening around a brand can be a frightening concept for organizations used to controlling the brand message, however, the rise of the 'prosumer' is also an opportunity for brands to increase

engagement. Prosumer is a term used for a consumer who is unusually interested in products or services of a brand. Prosumers will dedicate their spare time to upload reviews and comments and respond to other reviews and comments about the products. Some prosumers will record YouTube videos to help other users with technical service issues of a particular product. These individual can be very useful sources of product development ideas or can be incentivized as a low cost provider (Ernst and Young, 2011**).**

Salzman (2003: 196) explains "prosumers not only seek out information and opinions prior to purchase, they are marketing savvy and demand that retailers, marketers and manufacturers are aware of their value as consumers and treat them accordingly". The Internet has become one of the prosumer's favorite tools to gather information about brands and products. On websites, people can find many answers, and when they do not, they can send an email to the company (or call the free phone number) to enquire about a certain issue. The company is expected to reply, often in real time. Failure to do so could alienate the consumer. If the issue is recognized as important, the website's communication should then be corrected. The Internet also affords the longest interaction time between consumer and brand of all the media, as visitors on average interact with a brand for several minutes, compared to a few seconds for TV, radio and press ads. This means the content comes under much closer scrutiny, and therefore any error or gaffe is much more likely to be picked up.

According to Ernst and Young (2011) brands are facing a loss in the information monopoly and a shift towards two-way communication and conversation. It is vital that brands embrace the shift in consumer power and find ways to make it work for mutual advantage. This is because as customers gain more power to choose where and how they interact, they will begin to choose a smaller number of organizations with which to maintain primary relationships. This is likely to be collaborative organizations that reflect and engage with their values. Other organizations

thereby risk becoming mere suppliers. Not all organizations can win the battle to retain the customer relationship – the digital world has thrown organizations into a strictly competitive game.

Digital formats such as social media, online video, mobile communications, gaming and advanced TV enable companies to simultaneously meet transactional and brand-building objectives. Consumers are adopting digital content services faster than previously anticipated, with varying levels of engagement. Digital structural is aiding the shift of power from producers to consumers and to a more self-assured and self-assertive (internet) citizen. In the digital age the highly networked internet citizen (‗netizen') can participate interactively and collaboratively in social and cultural developments and value creation processes. This gives rise to new value creation patterns and new business models with more flexible and transparent workflows in industry, science, education, politics, society and culture. On the one hand this change implies greater sovereignty and possibilities of civic engagement. But on the other it commits each individual to more personal responsibility. It is important to note that all digital open processes are based on the same features: the people involved engage in relatively *non-hierarchical communication* and they *integrate* and *participate* of their own *free will* (Daff, 2011: 5)

DIGITAL CULTURE

The claim that technology impacts different aspects of our culture is over-simplified and too deterministic, but it is not completely wrong. We are aware of the changes that happened in present-day societies that to are related introducing ICT into our lives. We could say that all technologies intervene in the human environment and modify it to a certain extent, thus changing the conditions of existence of different cultures (in a more or less radical way) (Uzelac, 2008).

When the technology in question is a communication technology then its influence is even more significant, for the way it is used can affect changes in the essence of our communicational and cultural patterns. Thus, technologies related to information and communication cannot be viewed as passive instruments, but rather as interactive systems that radically modify our cognitive capacities (Dascal, 2006). Technology does not just linearly cause certain effects, but in combination with many other elements it creates conditions of possibility "that suggest possible futures rather than determine them" (Hawk and Rieder, 2008: xvii).The complex technologies that we are using nowadays cannot be viewed simply as tools that help us to overcome particular limitations (these would be techniques), they should rather be viewed as environments. The emphasis should be put, not on the effects of specific technologies, but rather on the shifting effects of ecologies they enable.

Deuze (2007) consider digital culture as an emerging value system and set of expectations as particularly expressed in the activities of news and information media makers and users online.

Hawk and Rieder (2008) mentioned computer culture, virtual culture, cyber culture, e-culture, Internet culture, new media, convergence culture, digital culture are all relatively new terms that are today widely used in scientific and popular literature. Scholars from various disciplines have examined the impact of this new media on various social aspects of virtual space and its impact on the real sphere and they have changed their views on digital culture many times over a relatively short period of time.

Virtual space has fewer boundaries and different characteristics than the real one. Digitization has enabled the process of media convergence to take place. When previously separated industries (media, telecommunications and computers) could, by using the same digital technology, do things that previously needed different analogue tools, the limitations they faced in running their real world businesses changed. This means that convergence is more than simply a technological shift and it affects changes that shape relations in a society (Uzelac, 2008). By the media convergence ,

a medium no longer have only one function , but can also give another service , that allows many users to gain experience from different mediums simultaneously.

From the media producer's view , media convergence also provide some new challenges .To satisfy the needs and taste different users , producer media producers are required to be more creative in planning different media platform usage to spread the information. In addition , media producer also have to prepare a different version of same media material .This indicates an ecology of new production where old-school method in making media text is left (O'Regan and Goldsmith, 2002 :92). Digitalization provide facilities and flexibility to the media so that the text from different mediums can also are linked (crossed referenced) in modern media industry. It is also known as intertextuality text media and can be found easily in daily media consumption media . For example, crowded issues discuss in online media like facebook often raised be on the news agenda national television and vice versa. That is why media producer in the digitalization era must prepare a different version of a same media text to satisfy the market demands.

The other side of the coin that the digital networked environment enabled is wide participation of users in the virtual sphere. It seems that "the same communication technologies that enable interactivity and participation are wielded to foster the entrenchment and growth of a global corporate media system that can be said to be anything but transparent, interactive or participatory" (Deuze, 2007: 247). Typical Character of digital media is its ability to increase interaction and control users . Marshal (2004:25) explained that the interaction which made possible by digital culture has changed user experiences in consume media because at the moment they can directly involved in text production process of media.

Digital media supporting media material flexibility that allows the user and the producer of the media to add or change the text easily and also give them more authority to control and do creativity on the text . Only with our internet access, computer, and creativity, everyone can participate to produce text media quite well.

In marketing area, the emergence of digital culture pertaining to competition market. Production and distribution text media are open for everyone, media producers deal with bigger challenge if they want to compete in the market to get audience share . (O'Regan and Goldsmith, 2002:98). To do this, not only considering different version of the same text but also adapting the content and adding skill while considering different distribution channel so that need longer time in production process.

The process of changing to a digital culture is nuanced, creative, and incremental. A digital capability is a cross-functional proficiency in the processes, practices, and customer connections enabled by digital media and infrastructure. This might include, for instance, the ability to convert data from online sales into responsive individually targeted offers that generate more sales; or the ability to provide robust online customer service that answers consumer questions in a compelling way. As this capability becomes ingrained, it gives a consumer-facing company a distinctive identity tied to the electronic media that more and more consumers turn to for shopping. A strong digital identity allows a company to be close to its customers wherever they are, it enables retailers to deliver a new and attractive shopping experience that integrates bricks-and-mortar stores with online and mobile convenience, and it helps build long-lasting customer relationships (Harshak, *et.al*, 2013 :6).

According to a recent study from Pew Internet and American Life Project (Lenhart and Maden, 2005) more than one-half of all teens have created media content, and roughly one-third of teens who use the Internet have shared content they produced. In many cases, these teens are actively involved in what we are calling participatory cultures to novices. In a participatory culture, members also believe their contributions matter and feel some degree of social connection with one

another (at the least, members care about others' opinions of what they have created). Forms of participatory culture include :

a. Affiliations
    Memberships, formal and informal, in online com-munities centered around various forms of media, such as Friendster, Facebook, MySpace, message boards, metagaming, or game clans

b. Expressions
    Producing new creative forms, such as digital sampling, skinning and modding, fan videos, fan fiction, zines, or mash-ups.

c. Collaborative problem solving
    Working together in teams, formal and informal, to complete tasks and develop new knowledge, such as through Wikipedia, alternative reality gaming, or spoiling.

d. Circulations
    Shaping the flow of media, such as podcasting or blogging.

A participatory culture is a culture with relatively low barriers to artistic expression and civic engagement, strong support for creating and sharing creations, and some type of informal mentorship whereby experienced participants pass along knowledge potential benefits from these forms of participatory culture, including opportunities for peer-to-peer learning, a changed attitude toward intellectual property, the diversification of cultural expression, the development of skills valued in the modern workplace, and a more empowered conception of citizenship

DIGITAL ADVERTISING

The introduction of the Internet, have contributed to the birth of a new advertising environment The introduction and proliferation of internet and digital devices have steadily increased digital advertising use by marketers. The growth of internet using includes social networking sites like Facebook , Twitter, personal blogs has fueled the continued digital advertising growth. Digital advertising methods are relatively new compared to more established traditional advertising method.

The other term of digital advertising could be equal to online advertising that is advertising on the internet. At first, online ads resembled traditional media ads in simple display-related formats (banner, sponsorship, rich media, etc.) found on websites. By 2010 , however, we had seen a marked shift toward search advertising. In search advertising, relevant ads are paired with search engine query results. The rise of high -powered search engines like Google, Yahoo!, and Microsoft's Bing has prompted a migration from display ad into search engine results pages, in emails and on social networks as well as other ways in which advertisers use the internet.

Traditional marketing focuses on consumer attitude information and mass marketing tactics, while advertising or e-marketing efforts use information obtained from data collection methods from actual consumer purchases to provide insights into consumer behavior. This new technology allowed marketers to reach consumers with advertising data and picture content without regard to the current physical location of the consumer or the specific time of day (Mulhern, 2009). The interaction and two way communication have led many to claim that the Internet is more effective than traditional advertisements (Chen, 2006). The digitization of media content and the resulting network effects have broadened the reaches of consumers and have also instilled a new user-control over marketing messages (Mulhern, 2009)

A digital presence in a global marketplace allows marketers to communicate with a larger segment of the selected target market. Studies have shown digital advertising efforts that emphasize interactivity are more successful than non-interactive online advertising formats (Taylor, 2009). Interactivity is used to maintain continuous communication between marketing executives and consumers, build relationships, and increase customer loyalty (Martin & Todorov, 2010).

A study recently found that marketing managers measure online and offline advertisements differently). Compared to 1994 findings, the 2010 study shows how

offline media advertisements focus primarily on reach and frequency, while online media focuses primarily on click-through-rates, unique visitors to a page, number of page views, and ad impressions to make media evaluations (Cheong *et al*., 2010). Measuring click-through rates (CTR) and new membership quantitative data to gauge advertising success is an example of a potential research method used to gauge advertising success in the online context (Pfeiffer &Zinnbauer, 2010).

The early days of internet advertising dominated by internet pricing model such as CPM (cost per mille) – where advertisers pay based on the number of people who see the ad. Eventually, performance -based pricing (such as CPC, or "cost per click ") became more standard. As of 2010, 62% of online ad revenue derived from performance -based pricing, whereas only 33% came from CPM pricing (with 5% from hybrid pricing) (IAB, 2011). Figuring out how effective an advertisement was proved difficult. The Internet is poised to solve many of these problems via three key features : measurability, targeting, an d interactivity/effectiveness.

Measurability is simply the ability to quantitatively gauge the success of an advertisement, ultimately allowing for a more definitive calculation of return on investment, or ROI. The Internet is the only medium through which advertisers can effectively measure engagement, not just exposure. The ability to thoroughly quantify consumer response to an ad is a valuable asset to advertisers. A more exact sense of ROI on each rupiah spent [on online advertising] will allow firms to more efficiently allocate advertising budgets and perhaps spend less overall.

Targeting is not necessarily a new feature of digital advertising, but one that is vastly improved. Before the Internet , reaching a desired demographic was more an art than a science. On the Internet , however, Google and others have created a highly efficient marketplace built on targeting. The reason targeting works so well on the Internet

is because for the first time, advertisers receive data from consumers. In seeking out information, consumers simultaneously generate data about their preferences. Intermediaries can then leverage vast swaths of amassed data to connect advertisers with the most relevant consumers. As a result, advertisers can spend less on wide -net advertising and focus more on reaching ideal demographics. Advertisers also benefit from lower equilibrium prices when advertising online, as there is less competition for any given set of inventory.

Interactivity and effectiveness are the dynamic features of Internet advertising. Interactivity describes the two way relationship that defines the on line experience. Every time a consumer spends time in the digital world, he or she generates information about his or her preferences. Internet companies like Google track and collect data about aggregate search/click patterns. Advertisers can then capitalize on this information and better target their ads. By effectiveness, we mean the level of sensory engagement that a consumer shares with an advertisement. The

Internet provides for a more active user experience through conscious cursor movement and clicks (as opposed to the more passive act of reading a physical newspaper or watching television). It also offers the option of a variety of advertising formats: display, audio, video, etc . Quantifiable levels of consumer engagement across formats (such as views, clicks, and time spent) lead to measurability. For the first time, consumers can actively demonstrate possible intent to buy by interacting with an advertisement (Newton, 2009).

The Internet and the rest of new media are responsible for another major shift in the brand-consumer dialogue. Internet advertising allows a two-way communication model to be developed between consumers and marketers that is advantageous to marketers because they are able to tailor advertising based on specific information and permissions granted from consumers. Internet advertising is quick and inexpensive compared to traditional adverting methods

and future expectations include that digital advertising will remain a constant part of the daily lives of consumers. Advertising on the Internet has shown more efficiency in the long term and indicates that further study is needed to differentiate between Internet mediums such as paid search, social networking, and others (Pergelova, *et al.,* 2010)

ADVERTISING STRATEGY IN THE DIGITAL ADS

The most important part of an advertising strategy is the objective, or more precisely, one or more strategic objectives, such as driving sales or building a vivid brand personality. Today, most advertising strategies focus on achieving three general goals : 1) promote awareness of a business and its product or services, 2) stimulate sales directly and attract competitors customers, and 3) establish or modify a business image. In other words, advertising seek to inform, persuade and remind the consumer. Reaching these goal can be translated into advertising objective which usually correlated to sales and positioning.

The elements of advertising strategy need to be considered : target audience, product concept, communication media and advertising message. These elements are at the core of an advertising strategy and are often referred to as the creative mix. What most advertisers stress from beginning is clear planning and flexibility.

Target Audience

The target audience is the group or type of people that advertisers want to attract. People may be defined by their age, gender, family status, lifestyle, or interests. Advertising campaign is directed to them conceptually, these targets are interdependent but their distinction allows promotional planners the ability to make more effective communication decisions with enhanced precision.

The target audience is a vital step in enabling an organization to define its value proposition(s). Once you have defined your external stakeholders within your target audience, the next step is to examine the key features of each stakeholder group or audience. For this target audience we need to understand : (1) the size of target audience. (2). the structure of the target audience: this will often involve trying to segment the audience into a number of core groups (3). The trends associated with the target audience, for example the growth, and (4) The needs and characteristics of the target audience :(this is vital to allow you to develop a strong value position that addresses the needs and demands of the target audience.

In the digital advertising, who will be considered as the target audience? They are part of online population that use the internet to complement their live engagement with products and services offered by online ads. As interactivity is one feature of internet advertising , the target audience do interaction by two way communication. They also participate to write and share media content, in this context is writing and sharing experiences about products and services through social media. They are simultaneously readers, editors and marketer. Reading to the message on the website, it is including ads, editing the message content as they can do freely to the message then sharing to others that replaces marketing function in promoting products and services. Not every member of them must contribute, but all must believe they are free to contribute and that what they contribute will be appropriately valued.

Most of them are the younger demographics knows as Millennials, or Generation Y or the Net Generation. Millennial grew up in an electronics-filled and increasingly online and socially-networked world. They are the generation that has received the most marketing attention. As the most ethnically diverse generation, Millennial tends to be tolerant of difference.

Smith (2015) suggested advertisers applying web analytics software implemented on all of web properties in order to gain so much insight as With digital advertising, that data is at our fingertips so we can take advantage of it to affect the businesses. Most of the data include : (1) Channel data : Which channel is driving traffic and bringing in conversions? It

not only paid advertising and organic search – it can give a metrics on email marketing, social, direct traffic, and so much more, (2). **User Demographics:** Everything from age and gender to location, language, interests and devices, (3). **Behavior Flow:** What does a user actually do when he/she gets to your site?

It is still important to use traditional marketing research/techniques and apply them to digital advertising. Constructing a competitor analysis, evaluating existing audience data have collected, and creating personas for the target audience. This will help to hone in on the right keywords and targeting and allow to tailor ad copy and landing page content to fit the target audience but one size does not fit all for digital advertising. It should be have the ability to get very granular and really give the audience what they are looking for, with messaging tailored just for them. Using demographic information from the internal data and web analytics will help develop the target audiences. Using the data to optimize campaigns, from targeting to copy.

Product Concept

The product concept grows out of the guidelines established in the positioning statement. How the product is positioned within the market will dictate the kind of values the product represents how the target consumer will receive that product. Therefore, it is important to remember that no product is just itself. Bovee and Arens (1990: 106) stated that product is a bundle of values that the consumer need to be able to identify with. Whether couched in presentations that emphasize sex, humor, romance, science, masculinity or femininity, the consumer must be able to believe in the product's representation.

People don't buy things, product, services or even ideas for only two basic reason. The product or service or idea will (a) solve a problem they have or perceive they might have, or (b).it will allow them to hold onto or improve on some of the good things they enjoy or want to enjoy. In other words, people buy the benefits of a product or service, not necessary the product or service itself (Schultz, 1989 : 288). To communicate the various benefit of each brand, the manufacturer first developed the product to fill the need. The advertising planner then translated that benefit into an advertising strategy that summed up in a phrase or a few words what the product would do or the benefit it offered the purchaser.

In the digital era, transaction marketing enlarger into relationship marketing. Beyond creating short-term transactions, marketers need to build long-term relationships with valued customers, distributors, dealers, and suppliers. They want to build strong economic and social ties by promising and consistently delivering high-quality products, good service, and fair prices. Outstanding marketing companies go out of their way to keep their customers satisfied by offering Customer value which is the difference between the values the customer gains from owning and using a product and the costs of obtaining the product. Consumers usually face a broad array of products and services that might satisfy a given need. Therefore they make buying choices based on their perceptions of the value that various products and services.

Communication Media

The communication media is the means by which the advertising message is transmitted to consumer. In addition to marketing objectives and budgetary restraints, the characteristic of the target consumer need to be considered as an advertiser decides what media to use. The types of media categories from which advertisers can choose in new digital formats such as social media, online video, mobile, gaming, branded entertainment and advanced TV. They can be used to simultaneously address both transaction and brand requirements: a move to what we call "brands-actional" advertising. Participants that previously focused on delivering *either* ROI-driven marketing *or* brand-oriented advertising to the market can now cater to both sets of objectives. Those that have mastered brand messaging can partner or acquire ROI metrics and skills.

A greater share of the overall marketing communications "wallet" is up for grabs, but participants need to be able to deliver a dual set of capabilities to marketers . (Berman, *et.al,* 2009).

In this context the technology is used to create an environment which facilitates different forms of online activity as following :

a. *Social community media*, like Facebook, and LinkedIn, which enable sharing of ideas, interests, socializing and having conversations

b. *Social publishing media* like YouTube, pintrest, Flickr which enable signed-up members to publish and distribute editorial content, movies, audio, photos

c. *Social commerce media* like TripAdvisor, Groupon and Facebook, which enable buying and selling, trading, building relationships

d. *Social entertainment media* like come2play, Zynga12 which enable game playing and entertainment across communities.

The final element is network, which in one sense can be defined by the underlying technology, which makes everything possible. The greater the number of members and interactions the more interesting the network becomes to all involved. In other words, social (life), media (environment) and network (interconnections—technology and human) are three elements which have come together to create the latest and fastest-growing online phenomenon. The use of digital technologies is helping advertising to reach new and larger audiences, as well as to engage more extensively with existing audience. Social media is particularly important for broadening and deepening audience engagement. Many social media platforms offer an advertising option, as this is their primary source of revenue. Social media can be an excellent place to reach prospects because it can usually target very accurately based on user-provided demographic information.

Advertising Message

An advertising message is guided by the advertising or copy platform which is a combination of the marketing objectives, copy, art and production values. This combination is best realized after the target consumer has been analyzed, the product concept has been established, and the media and vehicles have been chosen. At this point, the advertising message can be directed at a very concrete audience to achieve very specific goals.

Most of the ads will contain both illustrations and text. Advertising researchers devote large sums to testing consumers responses to different colors, shapes, and layouts. Especially in recent decades, advertisements often have been composed with minute attention to detail and extensive pre-testing, so even the smallest facet of an ad may reflect a marketing strategy. But deliberate or unintentional, details of an advertisement may reveal something about the assumptions and perceptions of those who created it

Viewing consumers as irrational, ill-informed, and uncultured, advertising agencies often created ads that reflected their own surroundings rather than those of the buyers they wanted to attract. Ads on the web are usually separated from the editorial matter and the other advertisements that surrounded them. Increasingly, consumers are ready for integrated messaging.

We may live in an ever more connected world, but people still yearn for that human interaction. Copywriters can create a direct line to their readership by producing not just quality copy, but personal and emotionally compelling content as well. Data show that copy with just such a personal touch – focusing on a company's employees, for example – helps to develop a level of trust with the reader. Testimonials can be a useful weapon in the arsenal of the modern copywriter as well. All testimonials should tell a relevant, positive story. Most copywriters have always felt their job responsibilities began and ended with the written word as they ignore that Images and advertising have always gone hand in hand. For the foreseeable future, how "share-able" a piece of content is will in part be decided by how many images it contains. The key for the modern copywriter is to provide

accompanying images that complement the content. (McMurphy ,2013) . The hard sell is dead as far as modern copy is concerned, and readers aren't likely to respond to content that isn't of use to them. That means no sharing and no conversion. The way copywriters can be successful in grabbing the reader's attention in today's landscape is by being helpful. The challenging for advertisers is reaching global Internet users who search for products online.

CONCLUSION

Digital era stimulates digital culture which is one of the global phenomena of the twenty-first century. It is a fascinating trend, because it is about access – to everybody by everybody, it has no limits. It helps us to overcome borders and offers us a "second life" in the virtual spaces. Digital culture proves that . we all have similar needs: to know, to create, to share and to communicate. The information is just there – available and accessible for each one of us, anytime.

On the web, the convergence of digital devices and channels is leading to new avenue for online advertising. Digital advertising can reach customers anywhere where they can access the web. While we have become used to the internet as a free medium where we can read and interact with any content we want, it is the fact that it is an advertiser's medium that keeps it free. That means that as technologies evolve and the way we interact with content changes. Besides,

The Internet allows advertisements to be targeted on an individual basis. *Behavioral targeting* (or personalized Internet advertising) is a method of directing advertisements at consumers based on their previous online behavior.

The Internet has given retailers a mechanism for broadening target markets, improving customer communications, extending product lines, improving cost efficiency, enhancing customer relationships and delivering customized offers through their multichannel operations. consumer audiences have access to tools which can help them disseminate their levels of satisfaction and dissatisfaction far and wide. On the other hand, consumer service providers have a wealth of consumer-oriented data, which could enable them better to predict their customers needs and requirements and in doing so create more effective advertising.

Advertising strategy is an importance part to fill in advertising objectives. In the digital advertising, the advertising strategy should be based on digital culture, which is emphasizes on interactivity and network through two way communication. Furthermore, considering the characteristic of digital audience and digital media as basis for the advertising strategy may become a best way to win the competition in the digital era.

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THE MEDIA AND CELEBRITY INVOLVMENT IN HUMANITARIANISM: FROM MORAL COMPELLING TO LIFESTYLE ENDORSMENT

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Abstract

Media has an important part of humanitarian communication, particularly in terms of its ability to show and describe the situation of people in other parts of the world. Humanitarian agencies and media or journalists, as direct spectators, now act as agents to convey the message of the unfortunates in order to engage with the emotion and moral empathy of uninvolved spectators. The stories told by humanitarian agencies and journalists are designed to take uninvolved spectators through different stages of emotions, namely sadness, anger, pity, empathy and compassion. Media has created an opportunity for a wider form of solidarity. In the past, solidarity was viewed as narrow communitarianism; it was limited to a sense of belonging, nationalism and territory. Simultaneously, the humanitarian agencies and media use the celebrity endorsement to act on behalf of humanitarian actors. The popularity of celebrities is an important asset in gaining attention from an audience and convincing people to care about distant suffering. The merger of humanitarian media and celebrity fame aims to amplify the moral message to the audience; however, in some cases this kind of communication strategy has failed to serve its major goal. This paper will analyse the merger of humanitarianism, media and celebrity. But this merger has been on the receiving end of various criticisms for many reasons. The figure of the celebrity, as an entertainer, creates bias of intention on the celebrity's part in terms of any broadcasted charity actions he or she performs. Moreover, although celebrity endorsement has a similar function to a humanitarian campaign, namely to generate moral social action, the results of celebrity endorsement have been far less satisfying in comparison with campaign. This paper first aims to show that the media does have the power to generate moral actions in society through broadcasting the images and stories of distant suffering, and how these celebrities have created new trends in humanitarianism, and ultimately generating an 'it's cool to care' attitude.

Keywords: Humanitarianism, Celebrity Humanitarianism, Moral Compelling, Lifestyles, Media

INTODUCTION

Globalization has blurred boundaries and brought even the most distant parts of the world closer together. Through media broadcasting and technology, information of events or cases around the world can spread everywhere at any time. Media has thus become an important part of humanitarian communication, particularly in terms of its ability to show and describe the situation of people in other parts of the world. For example, the images of people suffering in Biafra, Ethiopia and Rwanda reached the Western World through newspapers and television news programs. Such images, when displayed on the media, aim to draw attention, elicit emotion and inspire the mobilization of relief action regarding the situation.

Simultaneously, the growing role of celebrity endorsement of international humanitarian actions has indirectly made celebrities humanitarian actors. The popularity of celebrities is an important asset in gaining attention from an audience and convincing people to care about distant suffering. Celebrities such as Bob Geldof, Bono, Oprah Winfrey, Audrey Hepburn, George Clooney, Madonna and Angelina Jolie are just some of the Hollywood celebrity figures that have been active in campaigning for the issues of humanity, poverty, HIV/AIDS and development. The celebrity not only conveys the message of humanitarian events as a witness, but also endorses the moral obligation to provide relief to the distant suffering.

The merger of humanitarian media and celebrity fame aims to amplify the moral

message to the audience; however, in some cases this kind of communication strategy has failed to serve its major goal. Celebrity humanitarianism can misguide its audience by portraying moral values as a kind of lifestyle featuring self-centric humanitarian action and by stereotyping the Global South as passive and helpless victims. This paper first aims to show that the media does have the power to generate moral actions in society through broadcasting the images and stories of distant suffering. This paper examines the involvement of celebrities like Jolie, Madonna, Bono and Geldof and how these celebrities have created new trends in humanitarianism, such as volunteer tourism and consumptive charity, ultimately generating an 'it's cool to care' attitude.

MEDIA AND MORAL COMPELLING ATTEMPTS

The relation between the fortunate and the unfortunate, Christian compassion and charitable value formed the beginning of humanitarianism (Barnett, 2011). The principal catalyst of compassion is direct contact with suffering individuals; seeing the suffering face to face can generate emotions of pity from the witness, and from that emotion, there is a possibility that the witness will choose to get involved in the situation and commit to alleviating the suffering (Boltanski, 1999). This is referred to as the transformation of pity: at the sight of the unfortunate, the witness becomes committed to charity. Boltanski (1999) also explained the politics of pity, which state that via local action people in the same community are bonded, and that the unfortunates are never just stranger. Since early compassion and pity are generated through direct interaction, it was originally a challenge to evoke pity and compassion from the fortunate, or from 'uninvolved spectators', for distant suffering.

Humanitarian agencies and media or journalists, as direct spectators, now act as agents to convey the message of the unfortunates in order to engage with the emotion and moral empathy of uninvolved spectators. The stories told by humanitarian agencies and journalists are designed to take uninvolved spectators through different stages of emotions, namely sadness, anger, pity, empathy and compassion (Merchant, Ford and Sargeant, 2010). At the end, the purpose of the story is to transform that emotional journey into action that helps relieve the suffering through donation and social mobilization regarding humanitarian issues.

Appealing to the imagination helps direct spectators to get uninvolved spectators to empathize with the unfortunates (Boltanski, 1999). Visualization of human suffering allows uninvolved spectators to grasp the reality of unfortunate people across the country. Humanitarian organizations and journalists use the visual images to convey the message that the suffering people need attention from the other fortunate citizens of the world. Shocking images of people suffering in other parts of the world can form an emotional relationship between the unfortunates and the viewers. Chouliaraki (2013) argued that the image of vulnerability has the power to move us from sympathy to action.

In their campaigns, humanitarian organizations use visual media that are rooted in the social imagery (Wilkinson, 2013). Taylor (2004) argued that the social imagination concerns how people imagine their social existence, relationships, expectations and normative values. The normative values in social life can be understood as the conceptions of 'moral order' or appropriate behavior toward others. Humanitarian agencies use the social imagination as a tool to shape the public opinions, institutional behaviors and social actions regarding the conditions of suffering people. Calhoun (2004) argued that the mediatized spectacle of human suffering is used to promote the sense of an emergency that requires immediate efforts to manage the damaging effects of a natural or man-made disaster. The response to a disaster or crisis is recognized as a moral experience that relates to a sense of responsibility to others in terms of relieving human suffering. Smith (1759) emphasized that moral feeling or 'social sympathy' can

be provoked through the visual experience of witnessing the human suffering.

Media has created an opportunity for a wider form of solidarity. In the past, solidarity was viewed as narrow communitarianism; it was limited to a sense of belonging, nationalism and territory. But since the media has opened access to information from around the world, solidarity has begun to expand in meaning to include the concept of universal solidarity, which means that people can help each other regardless of territorial distance or nationality differences (Boltanski, 1993). Solidarity itself is something that has to be established between individuals on the basis of similarities with respect to pain (Rorty, 1989). Solidarity is generated via the ability of viewers to imagine the pain of the people suffering as if it was the viewers' own pain. Solidarity with 'strangers' is now possible thanks to the media, which can now share knowledge about distant suffering. Through photographs, news and television broadcasts, 'moral relations between strangers are mediated in the modern world' (Ignatieff, 1985). The stories broadcasted by the media give knowledge to the viewers about the places, people and conditions of foreign lands without the viewers having to go there. For example, the news of the Ethiopian Famine informed spectators about the conditions in Ethiopia and the people who were starving there. The spectators thus received not only knowledge, but also awareness of their moral obligation to help other human beings and inhabitants of the 'global village' of the world (Smith, 1759; Ignatieff, 1985).

Photography in particular played a powerful role during the campaign to relieve the Ethiopian Famine. Disturbing images of starving, suffering people filled the media during the Ethiopian Famine in 1984 and 1985. Suffering children looked into the camera and by extension looked into viewers' eyes. The negative images established a dialog between the suffering and the audience, making the horrors at play a driving force for reply from the audience in the form of aid (Tester, 1994; 2001). The negative images used by the media and humanitarian agencies were meant to generate feelings of guilt (for enjoying good conditions while others suffered) and fear (of the misfortune) (Tester, 2001). The dialog through the images promoted moral awareness and moral obligation to respond to the suffering of others. As Butler (2005) argued, the photograph 'can and must represent human suffering, teach us how to feel across global distances, establish through the visual frame a proximity to suffering that keeps us alert to the human cost of war, famine, and destruction in places that may be far from us geographically and culturally'.

In April 1989, the General Assembly of European NGOs adopted the Code of Conduct on Images and Messages Relating to the Third World (CONCORD, 2006). The Code of Conduct was designed to respect humans' dignity and prevent the images and messages used by NGOs or the media from having a damaging impact on victims. Indeed, in addition to delivering information and generating emotions and compassion, images can also leave a lasting impression on people (Benthall, 1993). Benthall (1993) critiqued the use of negative images of suffering, as these can create generalizations and stereotypes that undermine humans' dignity. The responses of audience members vary regarding negative images. Some may feel pity while others may prefer to maintain ignorance of the circumstances in the image. Since negative images could have a counterproductive effect, The Code of Conduct encouraged the use of positive images in the media. Similarly, Dyck and Coldevin (1992) encouraged the use of positive images because images of people smiling can generate compassion on the basis of rationality, good intention and love rather than on horror and guilt. The researchers found that more people made donations for positive images because donors felt that 'the appeal was likely to have a tangible beneficial effect'. Media have long standing position as moral indignation whether through positive or negative image, to generate emotions and moral awareness (Cohen, 2002; Tester, 2001). Tester (2001) added that positive

images generate compassion through stimulation of love, while negative images stimulate compassion through stimulation of sorrow.

COMPASSION FATIGUE

Pictures of starving kids and suffering people in refugee camps could move were intended to move the empathy of the audiences. However, there were changes of reaction toward the images of the sufferings from the empathy into apathy of the spectators in which they stop noticing. This apathy of people often called compassion fatigue that caused by the exhaustion of towards the reports and news of the sufferings, and mindset among the audience that there is nothing can be done to improve or alleviate the suffering (Moeller, 1999; Tester, 2001). There is debate whether images can compel moral action, or if they actually numb the audiences to suffering and cause compassion fatigue. Moeller (1999) argued that media contributed to the emergence of compassion fatigue as the result of broadcasting the news of tragedy, wars or crisis in repetitive way. Instead of compassion and pity, the images of misery and suffering were only instigated the feeling of uncomfortable or even boredom in which people start to turn away from those images. The repetition of news broadcasted by the media has transformed the extraordinary events such as famine, war, disaster, to be stories that all sound alike and less appalling to the audiences (Moeller, 1999). Television and newspapers were flooded by the images of suffering purposed to give shock effect and arouse the emotion of the audience, however, the emotion has its limit when people getting numb, as they bored or as preemptive way toward unbearable image, people just can turn off the television and turn away the page of the newspaper (Sontag, 2003).

The news of suffering others were meant to attach the emotion of the audiences with the distance suffering, to evoke the sense of pity which lead to charity. Sontag (2003) argued that even though the images of war, famine, or sufferings aimed to educate the spectators – or she referred them as the West – about

varies of world's conditions and to promote universal value of compassion, the spectators found that it was difficult to see the atrocity s real event and to attach themselves with the condition of wars or suffering thousands miles from them. The West who have the privilege of not experiencing the wars in Middle East or the famine in Ethiopia, found it was hard to relate themselves with the events. The famine in Ethiopia has nothing to do with the life of people in Europe or America, to be cynical.

Airing the same pictures, broadcasting the similar news were resulting the indifference attitude of the audience about the suffering events at the other side of the world. Media companies and editors needed news that sellable and attract the attention of the audiences. The journalists should create stories that can move the interest and even the emotion of the spectators. Moeller (1999) argued that news about atrocity or sufferings were just part of entertainment that made people interested in watching television thus could increase the program's rating. People got bored with news about realities of wars or hunger, but people loved the stories surrounding those realities, about who are the good and the bad guy in certain war. People need to be related with the reality in the news by putting some figures inside the stories: celebrity (Sontag, 2003). Watching Westerner walked into the battlefield, talked to the soldiers, gave attention to the refugees in the camps in the television was more interesting rather than watching the suffering of unknown people from the other continent. The stories of West become the savior in the crisis situation was more likely worth-telling story and also increase the rating of the news (Moeller, 1999; Sontag, 2003; Chouliaraki, 2006).

THEATRICAL COMMUNICATION AND CELEBRITY ENDORSMENT

The broadcasting of distant suffering through media has been seen as a theatrical form of communication. The theatrical arrangement of humanitarian communication not only shows images of suffering people, but also provides narration and stories about

actions that, in the end, will allow people to help (Chouliaraki, 2013). The performativity in the media is intended to give a moral education to or cause a moral transformation of the audiences, as the performativity is part of a cultural process in which audiences are 'trained how to respond and to participate' (Tester, 2001). The arrangement of theatrical humanitarianism aims to separate 'those who watch and those who suffer and [to] use the aesthetic resources of language and image so as to mobilize the power of imagination' (Chouliaraki, 2013). The stories about helping distant people involve the archetype of the travelling hero; such heroes include NGOs, foreign reporters or even celebrities. This archetype is the embodiment of western heroic action, which aims to save victims from misfortunes in a faraway land, and the stories typically have a happy ending, wherein the western agencies are portrayed as glamorous and successful in saving lives (Benthall, 1993).

Celebrities have become a part of theatrical humanitarianism, often portraying themselves as saviours. The communication strategy of the media is to case a celebrity as an icon of humanitarian action; the aim is to generate wider moral concern from the audience. The endorsement of celebrities as humanitarian spokespeople is linked to their attractiveness, popularity and likability (Becker, 2012). The greater the celebrity's capacity in these three areas, the more persuasive and positive will be the impact of the celebrity's involvement on audiences. Media coverage in magazines, newspapers, television and internet broadcasts create a theatrical narrative story portraying the chosen celebrity as the centre or representative of people helping each other in the context of the global village (Chouliaraki, 2012).

The Live Aid movement in the mid-1980s is one example of the mutual relation between the media and a celebrity in generating moral reactions and behaviours among audiences (Tester, 1994). The movement was initiated by Geldof, a rock singer, after he learned about the Ethiopian Famine on television. Geldof held music concerts in London and Philadelphia and broadcasted them internationally. These concerts got massive responses from people around the globe, were watched by some 1.5 billion people and raised over 110 million GBP for relief in Ethiopia (BBC, 2006). This movement also marked the beginning of high visibility of celebrities in humanitarian actions and media informing (Chouliaraki, 2008b; Yrjölä, 2012). Audrey Hepburn, Madonna and Jolie are additional examples of celebrities who have provided humanitarian endorsements. In 2001 Jolie was appointed as the Goodwill Ambassador for the UN High Commissioner for Refugees (the UNHCR), and in 2012 her role was expanded to Special Envoy of the UNHCR; in both positions she advocated for human rights and the welfare of refugees (UNHCR, 2012).

The logic of marketing in celebrity endorsement in the humanitarian agenda highlights the power that celebrities possess to amplify messages; in particular, this power has been applied to amplify messages concerning poor people in the Global South. The strategy of celebrity endorsement is to make the advertisement of humanitarian work believable to the audiences. Making people believe in the celebrity's cause is related to the celebrity's ability to appear authentic. Authenticity is related to the celebrity's performance in front of the media; it is not something inherent in a person. The most important factor is simply whether or not the audiences accept that performance as authentic (Goffman, 1990; Scannel, 1996). In order to make the performance believable, aid agencies or other organizations like the UN have to match the celebrity with the right cause in order to create the impression of a deep relation between the persona and the humanitarian issue at hand (Jerslev, 2014). One example of how this has been accomplished successfully is the pairing of the persona of Jolie in her movies, which reflect her as a heroic character doing dangerous work, with her representation in UNHCR as a representative who visits conflict areas and refugee camps as well as her adoptions of a children from Third World countries, which

reflect her personal life as a nurturing mother (Cooper, 2008; Jerslev, 2014).

The way that news about celebrity humanitarianism is presented also plays a significant role in conveying the message of moral compassion and the cause of the humanitarian events. Jerslev (2014) pointed out that the media coverage of celebrities doing work for good causes through entertainment news sections may distract the focus of the audiences far from the causes. Articles from the internet with open access for readers to leave comments are also accused of the same issue, as such articles primarily serve to spread gossip from the proponents and opponents of the celebrity (Jerslev, 2014). The debates generally concern the celebrity as a personal or entertainment figure rather than the cause of the humanitarian works done by the celebrity. For example, an article was written In January 2015 about Jolie visiting a Kurdish refugee camp; the article was published in *People*, a famous entertainment magazine, and it allowed open discussion. The discussion showed how the moral message about the suffering of others could be transformed into a debate about love and loathing for the celebrity as an individual. In the comment section, some people support her mission, but many others question Jolie's intentions for visiting the camp and critique her personal life. One account user named *Really* stated, "OMG give me a break. You're an actress, get off your soap box, don't you have more homes to wreck?" Another comment from *Aussie Cathie* stated, "I say hail Angelina Jolie-Pitt…. Beautiful, talented and a true inspiration" (People, 2015). These responses from the audience challenge the authenticity of the celebrity and fail to grasp the gravity of the issue she advocates. They also challenge the idea that moral obligation regarding the suffering of people in a humanitarian crisis can be transferred via a celebrity, as the audience paid little attention to the humanitarian matter. The celebrity status, which as Rojek (2001) defines it is "the attribution of glamorous or notorious status to an individual within the public sphere", has outshone the humanitarian activity and

humanitarian message that the celebrity is supposed to raise up in the public sphere.

Another failure of celebrity endorsement in terms of its ability to inspire moral action among audiences is the phenomenon of *celebrification* (Jeslev, 2014). Jerslev (2014) argued that celebrification is a process of producing and reproducing celebrities. Celebrification may transform ordinary into extraordinary through media performance and usage. It is a cultural transformation that involves ordinary people watching or using media information and copying a celebrity in an effort to achieve a similarly glamorous status (Couldry, 2004). Celebrity humanitarianism spread celebrification through consolidating fan communities that may have not otherwise been interested in or aware of certain global humanitarian events had the celebrity not promoted the events (Driessens, 2013; Jeslev, 2014). Cultural transformation can be seen in the case of the 'coloured' children adoptions by Madonna and Jolie. The message of the adoption process was that adopting different coloured children from various countries indicated a 'globalized sensibility and a cosmopolitan caring' (Litter, 2008). Jolie adopted three children from Ethiopia, Cambodia and Vietnam, while Madonna adopted a baby boy and a baby girl from Malawi. After the adoptions of these celebrities, there was an increasing number of US adoptions of African children. "After Angelina Jolie adopted a kid from Ethiopia, agencies got a spate of calls from parents wanting to know how to adopt a kid from Ethiopia" (ABC News, 2005). Intentionally or not, the message received by the audiences was that universal affection and an impressive social life could be demonstrated by adopting coloured children, just like the celebrities did. This interpretation of the adoptions has since undermined the meaning of humanitarian work and the causes that work serves

Another phenomenon that has arisen due to celebrity humanitarianism is the increase of volunteer tourism. In short, the pop culture of philanthropy has led tourists to pay to participate in development or conservation-oriented programs (Wearing,

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2001; Guttentag, 2009). The structural components of the emergence of volunteer tourism include culture, politics, NGOs, celebrities and the media (Mostafanezhad, 2014). Volunteer tourism, as it was dubbed in the article "Vacationing like Brangelina" in *Time* magazine, can be traced to a humanitarian trip done by Jolie and Brad Pitt; this trip served as encouragement for people to do their own mixture of volunteering and sightseeing (Time, 2007). The same article stated that volunteer tourism helps to provide self-redemption for the guilt of enjoying overpriced and 'just for fun' vacations, allowing people to feel good about themselves afterwards. A psychological analysis suggested that charity or philanthropic action can indeed make people feel good about themselves (Bekkers, 2009). Ambivalent between solidarity and narcissism of the humanitarian action occurred where it supposed to be the relief of the sufferings is the centre of action instead of self-satisfaction of the givers (Chouliaraki, 2013).

A third critique of the misguided efforts to compel moral action through media and celebrities is that these efforts lead to the commodification of poor. Mostafanezhad (2013) stated that taking pictures with coloured children during volunteer work is key for the volunteer tourism industry. Images of Madonna with her Malawian babies and of Jolie with her adopted daughter became symbols of the commodification of children in humanitarianism. In her research in Northern Thailand, Mostafanezhad highlighted the habit of volunteer tourists to take pictures with children and then upload these photos to Facebook or other social media networks. By uploading these kinds of images onto social media, such volunteer tourists try to form a self-representation of their experiences and thus to practice celebrification by mirroring portraits of female celebrities who did the same (Rojek, 2001; Mostafanezhad, 2013). The construction of the image of western volunteers holding darker-skinned children is also part of a continuing colonial legacy (Kapoor, 2013). The relationship shifted from one of morality, compassion and care to a power relation based on the subordination of the Global South to the lifestyle of Global North citizens.

As part of global humanitarian actions, celebrities employ their fame not only to promote certain values, but also to design an ideal figure of humanity (Yrjölä, 2012). Media framed the celebrity as the 'ideal of cosmopolitan humanitarian individuals – altruistic, self-sacrificing, apolitical world citizens promoting equality and empathy for Africans' (Repo and Yrjölä, 2011). Bono and Geldof's humanitarian movement, called Make Poverty History, is rooted in the alleged superior morality of the West (Yrjölä, 2012). The construction of Africa and the Global South as inferior was perpetuated by the media, politicians and celebrities during their campaigns to promote liberty and freedom for the South. Celebrity humanitarianism, which appears to be altruistic and heroic on the surface, gives new meaning to aid dependency: the Third World is dependent on humanitarian aid, and the West is addicted to aiding the Third World in order to feed its superiority complex (Kapoor, 2013).

The commodification of suffering brought about by celebrity humanitarianism is reflected in its campaign in increasing consumptive level of society as strategy to raise donation for the poor. (RED) is an organization founded by Bono and Bobby Shiver in 2006 to engage with business sectors and people in combating HIV/AIDS in Africa (RED, 2006). The (RED) strategy to generate 'public awareness' is to use commerce, so people can buy goods such as sunglasses, cell phones, and iPods while at the same time donating to charity. The message of this campaign is 'buy consumer brands and save Africans from dying of AIDS' (De Waal, 2008). Thus, rather than emphasizing the distribution of condoms or drugs to prevent the transmission of the disease, the campaign emphasizes buying cell phones and other fashion products. This campaign has been criticized as misguiding in terms of moral values, and the website www.buylesscrap.org specifically rejects the notion that promoting shopping is a reasonable way to address human suffering;

the website advocates a different message with the tag line "Shopping is not a solution: Buy (Less). Give More" (buylesscrap.org, 2015; De Wall 2012). The commerce strategy has generally been accused of being a neoliberal practice focused on encouraging a consumerism lifestyle disguised as a reaction to a humanitarian and social issue (Haenfler, Johnson and Jones, 2012).

Conclusion

Media is capable of informing viewers about the conditions of distant suffering and of inspiring action regarding that suffering. Thanks to media, the communication of charitable works and compassion that could traditionally only be done within a local area can now be accomplished across a global range. Through images and narrative stories of humanitarian crisis, an audience can feel pity toward others and mobilize relief action to help relieve suffering. Media transform the emotions of audiences into a moral obligation to help. Cosmopolitan value, which exists because we live in the same world and can pity the suffering that others feel, is now the fundamental base for inspiring an audience to do humanitarian actions (Chouliaraki, 2013).

Celebrity endorsement is one of the many ways that exist to draw the public's attention to humanitarian actions. This strategy can successfully generate and amplify public awareness regarding the suffering of others. The celebrity, due to his or her popularity as a public figure, gathers public opinions about politics and humanitarian agendas through consolidating their fan communities. However, the merger of humanitarianism, media and celebrity has been on the receiving end of various criticisms for many reasons. The figure of the celebrity, as an entertainer, creates bias of intention on the celebrity's part in terms of any broadcasted charity actions he or she performs. Moreover, although celebrity endorsement has a similar function to a humanitarian campaign, namely to generate moral social action, the results of celebrity endorsement have been far less satisfying in comparison with campaign. For example, the persona or the popularity of celebrities can outshine the focus of the charity. Additionally, people can practice celebrification or try to draw attention to their own philanthropic experiences for selfish reasons; adopting coloured children from Third World countries, joining volunteer tourism projects and taking pictures with coloured children during philanthropic work are some examples of celebrification in society that often occur without knowledge of the humanitarian cause and that have a further negative impact on Third World countries. Finally, celebrity endorsement can also cause a shift in focus from charity to buying consumer goods. Such charity is in fact the commodification of self-satisfaction and self-redemption for people feeling guilty about stereotypes or other violations of humans' dignity. The consumptive behaviour of the Global North citizens reflects the paradox of celebrity involvement in humanitarian work.

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IMPRESSION MANAGEMENT & PUBLIC DIPLOMACY PRESENTED BY THE PRESIDENT OF THE REPUBLIC OF INDONESIA: A COMPARATIVE ANALYSIS ON THE IMAGE MANAGEMENT STRATEGY OF SBY AND JOKOWI AT APEC CEO SUMMIT

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Abstract

The researcher have conducted a comparative research on several speeches of the former Indonesian President Susilo Bambang Yudhoyono (SBY) and the current Indonesia President Joko Widodo (Jokowi) at the APEC CEO Summit. Joko Widodo gave his speech in Beijing, China, 2014, while Susilo Bambang Yudhoyono delivered his speech in Bali, October 6th, 2013. Those political leaders speeches have constructively examined as image management strategies to build an impression management at the APEC (Asian Pacific Economics Community) CEO Summit. APEC is one of crucial forum to build international relationships, draw the investment opportunities from various countries and demonstrate their competencies as leaders. Therefore, it was important to analyze how political leaders presented himself in front of the international public, in order to build a positive image and identity. This study used a qualitative approach with the content analysis as the method. The researcher incorporated a taxonomy of Jones and Pittman which divided into five categories: Self-promotion, Ingratiation, Exemplification, Intimidation and Supplication. In regard to the data and related setting, this study had eliminated intimidation and supplication category. Thus, the researcher found that either SBY and Jokowi applied impression management in their public diplomacy in different ways. SBY applied self-promotion more frequently than Jokowi. SBY tended to display his image as a worldwide leader, a systematic, a charismatic and a competent person. SBY's impression management in his public diplomacy was conducted in formal and normative way rather than being persuasive and proactive to attract investors. As for Jokowi, he was considered a confident, a straightforward and an egalitarian as well as an authoritative leader. The impression management of his public diplomacy was conducted in more aggressive, detailed and informal way in order to gain foreign investment.

Keywords : *Impression Management, Public Diplomacy, President of The Republic of Indonesia, APEC CEO Summit*

INTRODUCTION

Impression management was conceived and developed by Erving Goffman in 1959 in his Presentation of Self in Everyday Life. Impression management is closely related to a play, where the actor's behavior shaped by environment and target audience. It focuses on people's communicative behaviors to create desired images of them. Goffman's other objective is to provide a consistent message based on the actor's intended goal. In supporting roles, actors, including political leaders would show their self-image that he will be able to lead the minds of others regarding these actors. Each leader would present self-image differently. Similarly, situation and public as the target of the message are diverse as well.

This researcher conducted a comparative study regarding speeches, which were delivered by SBY and Jokowi, at the APEC CEO Summit. President Joko Widodo's speech was delivered in Beijing, China in 2014. Meanwhile, the former President Susilo Bambang Yudhoyono's speech was presented during the APEC meeting in Bali on October 1st to 8th , 2013.

APEC, or Asia-Pacific Economic Cooperation (APEC) is a cooperative effort of 21 countries with the aim of increasing free trade in the Asia-Pacific region. APEC is an important forum and a strategic partnership in the world, its members should represent a gross domestic product of 19 trillion US

dollars and covers 45 percent of world trade. In the last decade, the economic cooperation forum established as a dynamic economic region and contributed to 70 percent of world growth. Indonesia has become one of the members of the 12 APEC member countries since APEC was founded in the year 1989 in Canberra, Australia.

In the APEC CEO summit, the president of Republic of Indonesia got an opportunity to deliver his speech. On the occasion, the members might to build relationships, promote investment opportunities and demonstrate their competence as leaders of a nation. Therefore, the president would create an image management strategies to obtain positive perception and opinion as expected from other delegations. As a form of public diplomacy, the president's speech at the forum was considered significant to be observed. The question of this research study was SBY and Jokowi performed image-management strategy at the APEC CEO summit.

Furthermore, Landtsheer, Vries & Vertessen (2008) explained that over the past decades, politics turned into perception politics. This modernization of politics must be understood as a trend toward commercialization, globalization, and visual culture in which mass media—television in particular—and new media play an important role. This trend is responsible for turning politics into perception politics. Perception politics encouraged voters to shape intuitive impressions of political candidates based on certain cues such as language style, appearance characteristics, and nonverbal-behavior instead of well-considered opinions based on arguments.

Charisma, personality, style and the impression, which were shaped by the politicians to the public seems to be a composition for opinion construction. Through the modernization of media culture and the influence of globalization, and commercialization, language, personality and appearance of politicians dominated the formation of perception.

RESEARCH QUESTION

Based on the above explanation, the research question in this study is: How did the image management perform in SBY's and Jokowi's public diplomacy at the APEC CEO summit?

LITERATURE REVIEW

Impression Management and Public Relations in Politics

Impression management is a process in which people affect their image of others (Rosenfeld, Giacalone, and Riordan, 1995). Impression Management cannot be separated from the study of dramaturgy. Futhermore, dramaturgy is widely known and used as another form of communication in everyday life. Action in dramaturgy would be explained as an unstable identity of human. Human identity may be vary depending on the interaction with other people. In dramaturgy, social interaction is interpreted as a performance in a theater.

Mulyana (2003, p.112) confirmed that the man is an actor who seeks to combine the personal characteristics and goals to others through "drama performances themselves". In achieving these goals, according to the concept of dramaturgy, humans develop behaviors that support the role. The aim to create a good impression on the opponent interaction and pave the way for achieving the goal. Furthermore, by managing the information that we give to others, we might be able to control the meaning of others towards ones. It tells others who ones are.

Impression management focuses on the front stage and the back-stage (behind the stage) of an actor. The actors behave differently at the front and the back stage. A front stage is the moment when the actors and the audience are being together. In contrast, the back stage is where the actors are behind the stage, with no viewer thus the actors can act freely without concerned about how he should perform.

Dramaturgy basic premise is that "the meaning of actions can be seen from the way they express themselves in interactions

with others equally expressive". Therefore, "meaning" is the product of human interaction, it defines the quality of "social behavior." The adherents dramaturgy also confirmed that "a good human behavior and based on rhetoric; individual persuasive and influential in mobilizing the behavior of others". (Brisset & Edgley, 1990, p. 4). Furthermore, the main focus of dramaturgy is how people express themselves in building relationships with others, in regard to create meaning and influence.

Although the impression management presents an idea of presenting the self, public relations (PR) has coined the term to describe the process of how they shape the public image. Allen and Cailouet (1994) argued that organizations, like individuals, are "actors" engaging in "performances" in various 'settings' before 'audiences'. Studying and understanding the impressions of PR companies are important since "these messages potentially build and shape public perceptions of legitimacy" (in Johansson, 2007, p. 278).

Jones and Pittman identified five major categories of management behavior suggested that self-promotion, ingratiation, exemplification, intimidation and supplication. Self-promotion is when people demonstrate their ability to obtain recognition of their competence; Ingratiation, is when individuals use flattery or praise to gain a sense of attention and sympathy; Intimidate, explains a condition when people give an indication as having authority to impose penalties on the other; finally, the supplication, describes an event when individuals show weakness or lack of them in order to acquire the attributes of a person in need of attention.

Public Diplomacy As International Communication Activity

Edmund Gullion of the Fletcher School of Law and Diplomacy at Tufts University first applied the term public diplomacy as a process whereby international actors trying to achieve their foreign policy objectives by involving the public abroad. (Cull, 2008). Tuch (1990) defined public diplomacy as "the

government's efforts to form a communication environment abroad, to reduce misperceptions and misunderstandings that will complicate relations between nations."

Manheim (1994) explained the term "public diplomacy strategic" as "a manifestation of style information management in a new international communication" In the academic world, public diplomacy strategic is a type of political communication that combines "the use of knowledge such as attitudes and preferences structure, cultural trends, and the patterns of the media use to shape and set a target of messages in order to maximize the intended impact and minimize unwanted effects "(Manheim, 1994).

Signitzer and Wamser (2006) pointed that public relations and public diplomacy are both "strategic communication functions of either

organizations or nation-states, and typically deal with the reciprocal consequences a sponsor and its publics have upon each other." They also highlights the differences between public diplomacy, cultural diplomacy, and media diplomacy. Public diplomacy consists of direct communication between the government and foreign public; cultural diplomacy relies on favorable attitudes toward a nation's culture to facilitate diplomatic relations ; and media diplomacy utilizes news media channels to conduct open diplomacy. Public diplomacy and media diplomacy extend international communication beyond the realm of professional diplomats and other government officials to anyone with access to the Internet or global news media.

According to Gregory (2008), public diplomacy conducted by states, state associations, and non - state actors to understand the culture, attitudes, and behaviors; build and manage relationships; and influence opinions and actions to advance the interests and values. Public diplomacy conducted by political actors to understand the risks of policy, set the public agenda, influence the discourse in civil society, and establishing agreements of a strategic nature. Currently, the concept of public diplomacy is usually defined as "international

actors attempt to manage the international environment through engagement with foreign public" (Cull, 2009).

Qualitative Content Analysis As a Mixed Methods in Content Analysis

In the last decades, the movement of mixed methods research has evolved as a new alternative, as a "third way" in social and behavioral science. Models of a combination of qualitative and quantitative research approaches have been developed. This movement, however, has not led to a new methodology; it puts together different steps of analysis with their different logics, mainly following a pragmatic theory of science. The methodology is adequate if it leads to the solution of the research question (Marying, 2014).

Qualitative content analysis is used to examine primarily on the characteristics of language as communication with attention to the content or contextual meaning of the text Qualitative content analysis is defined as a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. This type of design is usually appropriate when existing theory or research literature on a phenomenon is limited. Researchers avoid using preconceived categories, instead allowing the categories and names for categories to flow from the data. Researchers immerse themselves in the data to allow new insights to emerge (Kondracki & Wellman, 2002) which is also thought as a development of inductive category.

METHODOLOGY

The method in this research was a content analysis. Content analysis is a method that may be used with either qualitative or quantitative data. Furthermore, it may be used in an inductive or deductive way. Each way determines the purpose of the study. If there is not enough knowledge about the former phenomenon or if this knowledge is fragmented, the inductive approach is recommended (Lauri & Kyngas 2005). The

categories are derived from the data in inductive content analysis.

Qualitative content analysis examines the characteristics of language as communication with attention to the content or contextual meaning of the text. As a mixed methods, qualitative content analysis is conducted differently from quantitative content analysis. The qualitative content analysis emphasizes the subjective interpretation of the content of the data through the systematic classification process of coding and identifying themes or approaches patterns. Thus, the researcher will examine explicit communication and inferred communication to provide knowledge and understanding of the study.

This study derived the elements of Impression Management theory by Jones and Pittman (in Bolino & Turnley, 1999). The theory has been applied because of the breadth of the theory. Moreover, the theory of Jones and Pittman also provides a more appropriate basis for developing the impression management measurement than the others as well as its focus on specific behaviors.

Self-promotion:
1. Make people aware of the accomplishments
2. Try to make a positive event that the actor is responsible for Appear better than it actually is.
3. Try to take responsibility for positive events, even when the actor is not solely responsible
4. Try to make a negative event that the actor is responsible for Appear less severe than it actually is.
5. Display your diplomas and / or awards that you have received.
6. Let others know that you have a reputation for being competent in a particular area.
7. Make public the actors talents or qualifications
8. Declare that the actor has other opportunities outside the actor's current job
9. Talk about important people know that the actor
10. Try to distance the actor from negative events that the actor was a part of

Ingratiation:
1. Praise people for Reviews their accomplishments
2. Do personal favors for people
3. Offer to do something for someone that the actor is not required to do
4. Compliment people on their dress or appearance
5. Agree with a person's major ideas or beliefs
6. Take an interest in a coworker's or supervisor's personal life
7. imitate others' behavior or manner
8. Spend time listening to people personal problems even if you have little interest in them

Exemplification:
1. Let others know how much hard / dreams the actor has (let others know how great an actor's dream)
2. Try to act like a models of leader (trying to act as a model leader)

Intimidation :
1. Speak in confidence
2. Threaten the audience
3. Treat the audience just alike

The researcher did not apply all variable measurements of Impression Management by Jones and Pittman in this study. Given the context of the research, intimidation would be eliminated variable to be measured. In contrast, the qualitative content analysis methods would bring other variables derived from existing data. In this study, researcher found another category, which was communication style. This category should be included to be examined.

Communication Style :
Gesture :
1. Informal
2. Procedural/formal
Pattern of speech :
1. Stucture
2. Unstructu

FINDINGS AND ANALYSIS

Based on a the transcript of Former President Susilo Bambang Yudhoyono and President Jokowi's speech at the APEC CEO summit, the researcher described the research as found in table 1

**Table 1. Self-promotion
Category in SBY's and Jokowi's speech**

Cate-gory	Indicator	Susilo Bambang Yudhoyono	Joko Widodo
Self Pro-motion	1. Make people aware of the accomplishments	√	√
	2. Try to make a positive event that the actor is responsible for appear better than it actually is.	√	√
	3. Try to take responsibility for positive events, even when the actor is not solely responsible	√	√
	4. Display your diplomas and/or awards that you have received.	√	√
	5. Let others know that you have a reputation for being competent in a particular area.	√	√
	6. Declare that the actor has other opportunities outside the actor current job	-	√
	7. Promoting his super vision and mission	√	√
	8. Try to distance the actor from negative events that the actor was a part of	√	-
	9.Talk about important people that the actor know	√	-

Sources : researcher's data (2015)

Table 1 shows that SBY had more seriously performed self-promotion than Jokowi. In their speeches, both were showing achievement, which had been gained during their position as state officers but portrayed in a different emphasis. In this case, Jokowi showed achievements in managing the issue of evictions in the past, when he was a Governor of DKI (Daerah Khusus Ibukota). As history noted, the problem of evictions was a complex issue because it involved the allocation of a number of people into certain area. One of Jokowi's achievements was successfully held evictions without any demonstrations and anarchism. The following was Jokowi speech regarding the evictions issue,

> "I had experience with land acquisition, when i was a governor, we have a project of Jakarta Outer ring road. started 15 years ago but is stop 8 years ago. Because we had a problem here, 1.5 kilometers unfinished. Because there is 143 family do not accept with the compensation price. So last year, I invite them, I go to the ground, and I invite them for lunch and dinner, 4 time. ah, this is me, I invite them and then we talk about the problem, 4 time, 4-time meeting and the problem is clear. And now, the toll road has been used a 7 month ago. "

In showing self-promotion, Jokowi also demonstrated his competency as a businessman. Thus, understand the ins and outs of business and investment. It was stated openly in his speech,

> "Because you know, I was a businessman, a years ago. So, this morning I'm very happy Because We can talk about business, about investment with all of you. "

Jokowi's statement also confirmed that he had a chance of success beside his capacity as the president of The Republic of Indonesia. As an entrepreneur, Jokowi convinced heads of state and CEOs at the APEC forum that he understood properly the needs and attractiveness of investment opportunities. Therefore, in the following explanation, Jokowi's speech was emphasizing more review of investment opportunities in Indonesia.

Self-promotion of SBY had shown in different way. His self-promotion was emphasized on his existence as a senior politician in the international political stage. As shown in his statement,

> "As a final point, Excellency, ladies and gentleman, Also in my capacity as the chief sales person of Indonesia incorporated, I invite you all to see the business and investment opportunities in Indonesia."

SBY explicitly mentioned his self as the chief sales person or the leader of RI. SBY's statement represented that he is a significant person and the responsible one for the development and progress of economic growth in Indonesia. Indonesian capacity in APEC in 2013 and 2014 were different. Indonesia was the host of APEC 2013, while at APEC 2014, Indonesia was one of participants at the meeting. As an entrepreneur as his previous occupation, Jokowi utilized the forum to show Indonesia's profile for the sakes of national interests. Jokowi explained more detail regarding certain sectors as an opportunity for CEOs to stimulate investment.

SBY, who also known as a military man, had a long immersed in Indonesian politics. He presented himself as the leader of the country and the Asia-Pacific regional leaders. SBY did not convey the vision and mission of the development as well as national interests in detail. Instead, in his speech, SBY more concerned on the future of APEC. As described in his speech,

> "Mackenzie predicted that Indonesia business opportunity will increase of up to 1.8 trillion US dollars in 2030. This opportunity ranges from consumers services, agriculture and fisheries, industry resources to education and infrastructure. We continue to create a better business and investment environment and addressing many of the challenges ..... In the next 14 years, we are targeting to reach over 460 billion dol-

lars of investment in 22 games integrated economic activity in each program. Reviews These include agriculture, mining, industry, energy, marine, tourism, and telecommunications. Therefor the master plan overs a great deal of opportunities for international investors. "

From one of his speech, the President SBY mentioned a well-known investment institutions, Mackenzie, that predicted the growth of business opportunities in Indonesia was approximately to US $ 1.8 billion in 2030. The statement was an assurance, verification and confirmation for SBY to build an image that under his leadership, Indonesia would become a country with a progressive economic growth.

Table 2. *Ingratiation* Category in SBY's and Jokowi's speech

Category	Indicator	Susilo Bambang Yudhoyono	Joko Widodo
Ingratiation	1. Praise people for their accomplishments	√	-
	2. Do personal favors for people	-	√
	3. Offer to do something that the actor is not required to do	√	√
	4.Offer " the future of us"	√	-
	5. Deliver promises of services	-	√

Sources : researcher's data (2015)

Based on the table 2, SBY did ingratiation in doing "*praise people for their accomplishments, offer to do something that the actor is not required to do and offer 'the future of us"*. SBY's ingratiation represented that he wanted to attract public's sympathy and closeness in order to do persuasion easily. Robert Levine (2006, p.7) revealed that the psychology of persuasion emanates from three directions: the characteristics of the source, the mind-set of the targeted person, and the psychological context within which the communication takes place.

SBY was known as a skillful leader, who considered public as part of his image management strategy. The win-win solution was a strategy that is often offered by SBY in facing problems. APEC CEO summit was the appropriate meeting to show his image as a senior politician, who understood the challenges and the future of APEC. The following example shows SBY speech that ingratiation : ,

"At present APEC economics account for 54 percent of global gross domestic product and 44 percent of global treat. Which moreover inter-region trade has grown sevenfold since 1989 reaching over 11 trillion dollars in 2011. In the past 25 years, average tariff Declined by APEC have closed to 70 percent. The cost of conducting business across borders Decrease by two successive rounds of 5 percent tariff reduction, the resulting in nearly 59 billion US dollars of savings for business. all this shows that it combine with potential, APEC is in the ideal position to held the recovery of the global economic. "

"Indonesia will work with APEC leaders and all stakeholders, to advance these 3 priorities."

"I believe that if physical focus and improve institutional, and people to people connectivity will held integrate our region. Also it will facilitate the flow of good services, capital and people of the Asia Pacific. Those we must work together to Strengthen

connectivity through infrastructure development and the promotion of infrastructure investment. "

Based on Ingratiation category, the researcher found that Jokowi did indicators of ingratiation that were "*do personal favors for people, offer to do something that the actor is not required to do and deliver promises of services*". As detailed in the following :,

"*Many investors, a lot of invertors, when they come to me, almost of them, they always complain about land acquisition. I will push my Ministers, my Govenor, my major, to help clearing this problem. "*

"*When I was a governor, we have a project of Jakarta Outer ring road. started 15 years ago but is stop 8 years ago. Because we had a problem here, 1.5 kilometers unfinished. Because there is 143 family do not accept with the compensation price. So last year, I invite them, I go to the ground, and I invite them for lunch and dinner, 4 time. ah, this is me, I invite them and then we talk about the problem, 4 time, 4-time meeting and the problem is clear. And now, the toll road has been used a 7 month ago. "*

"*Now we talk business permit. We have national one-stop service, the national one-stop service office that can help you, that will serve you, that will facilitate you, that will give you, your business permit. For example, the principal business permit need 3 days to process "*

The ingratiation conducted by Jokowi strategically intended to attract interests of CEOs in order to do investments in Indonesia. As the current president of Indonesia, Jokowi personally guaranteed matters concerning land acquisition for infrastructure development would be under control of his power. Jokowi also introduced his term *diplomasi makan siang* as his good will to solve problems related

to land acquisition problem. At the end of his speech, ingratiation was done by giving a commitment that the Indonesian government would provide convenience in business permission for investors. He ensured that the superstructure was an important factor and priority for infrastructure development.

Table 3. Exemplification Category in SBY's and Jokowi's speech

Category	Indicator	Susilo Bambang Yudhoyono	Joko Widodo
Exemplification	1. Let others know how much hard/ dreams the actor has	√	√
	2. Try to act like a model of leader	√	√

Sources : researcher's data (2015)

The table 3 showed that both SBY and Jokowi intended to build an image as a leader, who had influence and authority as well as future dreams for Indonesia. The following excerpts showed Jokowi's statement to "*let others know how much hard / dreams the actor has* and *try to act like a models of leader*",

"*We want to channel our fuel subsidy to the farmer, for seeds, for fertilizers, and Also for irrigation. And we want to build the dams, 25 dams in 5 years, from our fuel subsidy, to maintain the water supply to the farming area. In 5 years, we want to build 24 seaports and deep seaports, as you know that we have 17,000 islands, so we need deep seaport and seaport. and this is your opportunity, 24 seaports and deep seaports. "*

"*I had experience with land acquisition, when I was a governor, we have a project of Jakarta Outer Ringroad. started 15 years ago but is stop 8 years ago. Because we had a prob-*

lem here, 1.5 kilometers unfinished. Because there is 143 family do not accept with the compensation price. So last year, I invite them, I go to the ground, and I invite them for lunch and dinner, 4 time. ah, this is me, I invite them and then we talk about the problem, 4 time, 4-time meeting and the problem is clear. "

In his presentation at the APEC CEO forum, *Diplomasi makan siang* was Jokowi's strategic term to get impression as an egalitarian leader, humanist and emphasized dialogue or two-way communication in solving problems.

One of Jokowi's achievements during his tenure as governor of DKI Jakarta was his ability to promote dialogue with the public to have mutual understanding between society and government. In the process of the dialogue, the government would understand a crucial points of issue from the public's perspective. Jokowi wanted to share that the public were invited to participate in the realization of the government program. It was the essence of democracy. This kind of the attitude was a truly leader represented in his speech at the APEC CEO summit.

In the category of exemplification, SBY's speech highlighted two important points. First was about the dominant review of APEC in SBY's speech to impress CEO's that SBY was a leader who understand and had control on the root of APEC problems. SBY presented himself as one of the leaders in the Asia Pacific region. Futhermore, It was not excessive when he had big dreams for the community of APEC countries. It was to assert his debut regionally and even internationally. Here were excerpts of his speech,

"First and for most we all need to do our part to Prevent protectionist policies and continue ... .We must Also Ensure that our trade relations are not only strong but balanced Also. Second, we need to Intensify effort to stimulate investment within our region, so as ...... There is tremendous opportunity for this as we are experiencing a rapid growth of the middle class. Third, we need to develop more and better infrastructure as an essential element of our connectivity ......We have to make it Easier, cheaper and faster ... ..We welcome public-private partnership to develop needed infrastructure. Fourth, to Ensure growth with equity, we must embrace the SME's that form the backbone of all our economies. Fifth, we must work

together to Ensure the financial stability the which is an absolute requisite for sustainable all economic activities, Including treat and investment. "

"...... Also in my capacity as the chief sales person of Indonesia incorporated, I invite you all to see the business and investment opportunities in Indonesia."

At the end of his speech, the president SBY referred himself as the chief sales person of Indonesia incorporated. The labeling was his image management strategy to demonstrate his great role in Indonesia. That was SBY, the person who had a big responsibility to bring Indonesia into the sustainable growth, economic development and democratization. It was the same position as the other CEO's had in their companies, to promote development on their busin

Table 4. *Communication style* category in SBY's and Jokowi's speech

Category	Indicator	Susilo Bambang Yudhoyono	Joko Widodo
Gesture	1.Informal	-	√
	2.Procedural/formal	√	-
Pattern of speech	1.structured	√	-
	2.unstructrured	-	√

Sources : researcher's data (2015)

Communication style was drawn from the data found by the researchers that the two leaders had different communication styles. In the APEC CEO forum, Jokowi was the only leader of APEC's members that made a presentation with slides and without using text. That style was attractive for the public. English pronunciation used by Jokowi tended to be informal and not standardized for international speech. Even acquiring criticisms from Indonesians because the speech did not meet the high standards of international meetings, Jokowi communication style gave the impression since it was straight to the points, clear and not more ramble. The following is Jokowi's opening speech,

"Ladies and gentleman, all CEOs, good morning. First On Behalf of Indonesian government and the people of Indonesia, I would like to thank you for your coming to my presentation. Today, I'm happy, very happy. I'm, to be among with you ".

Unlike Jokowi's speech at the APEC CEO summit in Beijing, communication style and language chosen by SBY were too formal, procedural and represented his image as a political elite. The following excerpt opening speech SBY,

"Your Excellency, the minister of APEC economy, adorable governor of Bali. Distinguished CEO from the Asian Pacific region and other parts of the globe, ladies and gentleman. I am pleased to welcome you to Indonesia and I trust that all of you are enjoying the island of Bali, the which is Also known as the island of the Gods. It is indeed a great honor for me to address this APEC CEO Sum-

mit. And I am pleased to see such participation used by the richer and world corporate community here today. Also I wish to thank my fellow APEC leaders, many of Whom Also would have the honor to speak to this forum. "

SBY's communication style more commonly known as high-context culture, using symbols that implied serious, formal, structured and systematically. SBY's communication style was inversely with Jokowi's. On the one hand, SBY was highly displaying his image of influential, careful and charismatic but the other hand, SBY's speech tended to please and satisfy many parties. He tended to avoid conflict and arguments as well as provide a cover for bad events.

CONCLUSION

Based on the data, the impression management of SBY emphasized on his self-promotion and ingratiation. In the APEC CEO forum, SBY tended to display his image as a worldwide leader, systematic, charismatic and competent person. SBY's impression management in his public diplomacy was conducted in normative and formal way rather than being persuasive and proactive to attract investment for Indonesia. In the era of SBY's leadership, political imagery was a crucial to gain public attention and sympathy. As a politician, SBY was known as a proficient person in formulating political imagery.

The focus of SBY's speech was dominated by the dynamics of APEC than the aspects of national opportunity and growth. The finding was explained in two reasons. First, it was related to the position of Indonesia

in 2013 as the host of APEC summit. Thus that impression management was intended to build his image as a good host for all of CEO's. Second, the exposure speech of SBY about Indonesia was described in short and abstract information. The speech was constructed to build Indonesia's image as a stable and progressive country both in politics and economics.

Speech delivered by Jokowi throughout a slide presentation and with no text, Jokowi was considered a confident, a straightforward, an egalitarian and an authoritative leader. The impression management of his public diplomacy was conducted in an aggressive, detailed, and informal to gain investment. Jokowi acted such as a truly marketing who introduced a product rather than presidential performance. This kind of impression management style probably would win the hearts and minds of foreign investors further emerging engagement of the public. The impression management as a part of management process which is organized by a political actor through purposeful communication and action, seeks to influence and to establish, build, and maintain beneficial relationships and reputations with its key publics. All of the action is to support its mission and achieve its goals (Strömbäck & Kiousis, 2011, p. 8).

With regard to the main objective of the public diplomacy which was to influence policy and public opinion abroad for the national interest, Jokowi's impression management was more promoted to achieve attention and awareness of public than SBY's. In international context, speech would be easily interpreted by foreign audience if delivered and encoded directly, concretely and simple. Those ways are useful to gain mutual understanding, mutual trust and mutual benefit between the Indonesian government and the CEO's at APEC summit.

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IMPLEMENTATION OF OPEN SOURCE SOFTWARE POLICY: STATE MINISTRY OF RESEACH AND TECHNOLOGY

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Abstract

Advances in information technology and communication in public life will be unavoidable in the current conditions. Information technology is a means to facilitate the activities so as to encourage communication between individuals, groups and countries are becoming more rapidly so as to boost the economy. In adopting or using information technology course must follow the rules that apply so as not to cause problems that would interfere with the rights of others. Based on data regarding infringement of intellectual property rights Indonesia is a country that is included in the list of the top 10 in the world and the highest among the countries in Southeast Asia. To protect the number of violations of intellectual property rights and encourage the independence of the nation, the Indonesian government issued a policy of Act No. 19 of 2002 and then through the Ministry of Research and Technology together with the four ministries to follow up with the declaration IGOS (Indonesia, Go Open Source!). In an effort to realize the common good, the Ministry of Research and Technology implement software policies open to several locations: local governments, universities, communities and small and medium businesses. In the implementation of the OSS to several locations, of course, there are successful and unsuccessful. One of the most successful local government in the implementation of Open Source Software is Pekalongan city government so getting an award from the central government. Seeing this success, researcher are moving to do research into Pekalongan city. The theory that researcher use to measure performance in implementing the OSS policies using indicators of Donald Van Meter and Carl Vorn Horn. The indicators include standards and policy targets (target size and policy), resources, the characteristics of the implementing organization, communication between the organizations concerned with the implementation activities; implementing attitudes; conditions conomic, social and political. So that the results of this study could provide motivation and example for local government and other locations so as to realize the true national independence in the field of information technology-based open.

Keywords: Open Source Software (OSS), IGOS (Indoensia, Go Open Source!), Policy Implementation.

INTRODUCTION

Background of the problem

The existence of the government's efforts is to provide solutions to their problems in the field of ICT (*Information and Communication Technology*) to the community as a recipient of the potential policy or polemic detrimental to all parties.

This is in line with the national strategic policy fields of ICT, which is one government program that aims to reduce the digital divide is to provide an alternative software which is free and can provide opportunities big enough for the growing developer and a group of local software industry (Indonesia), which is through the Open Source Software (OSS).

Form of policy is a program IGOS (*Indonesia, Go Open Source!*), together with national and local governments as well as community ICT is driven to use and take advantage of OSS.

Indonesian society is encouraged to use open source background of several issues namely:

First, the global issues regarding ICT in an effort to minimize the gap between the communities in the country with developed countries, through the use and development of software based on open source.

Second, the enactment of legislation

or the Law on Intellectual Property Rights, which requires a real action government and communities to cope with the increasing use of illegal software by enhancing innovation and creativity in information technology in order to accelerate the development of national software industry.

Third, in order to accelerate, develop, and create government programs in information technology on a national scale that have broad impact in governance (acceleration program of e-government), the economy (savings of foreign exchange in the procurement of licenses, stimulating the development of SMEs in ICT), social (increase in the number of computer users, training in improving ICT skills, increasing access to information), science and technology (increasing the capability of R & D and Human Resource information technology), and others in an attempt to reduce the gap in information technology between developing countries and developed countries and between regions that have facilities different.[1]

Formally, the open source began to be adopted by the government in 2004 through pencanganan movement "Indonesia, Go Open Source!". IGOS is a movement launched by the government to cultivate the use of open source software and legal. This movement originated from IGOS declaration on June 30, 2004 by 5 (five) ministries namely the Ministry of Research and Technology, Ministry of Communications and Information Technology, Ministry of Justice and Human Rights, Ministry of State for Administrative Reform and the Ministry of National Education.

Notice of the problems that exist in the field of ICT in the country, and the government responded by creating and issuing a policy alternative namely Open Source Software which is one of the solutions to get out of problems in the field of information technology, it refers to:

(1) The agreement with the World Summit on the Information Society (WSIS) in December 2003, which is one of the basic and essential principle once a common thread in the development of the information society in the context of poverty alleviation assisted through information and communication technology, which is based on strong partnerships between government, the private sector, civil society organizations (civil society), and other international organizations; (2). Results of the study The United Nations Conference on Trade and Development (UNCTAD) in 2003 which stated that developing countries recommended to adopt OSS. So that the government together with the private sector to work together in the development of OSS and free softwar. Current conditions, OSS has evolved in many countries, both developed and developing countries, accounting for over 30 countries in Asia, Europe, and Latin America (Chuong, 2003). These countries have encouraged government agencies to use OSS for reasons that include: *Cost Advantage, Robustness, Reliability & Security; Bridging the Digital Divide within a Short Time Frame at a Low Cost,* dan *Potential for Development of Locally Relevant Software* (UNCTAD, 2003).

From the field of economy, development of ICT contributes a sizeable and the country loses in terms of revenue by the number of cases of piracy. Senior director of Anti-Piracy software BSA Asia Pacific (Business Software Alliance - BSA)[2], which is a trade association nonprofit founded to advance the goals of the software industry and partner devices severity, said that the piracy of software on computers of individuals (Personal Computer-PC) is global approaching 42%, with the potential loss reached $ 63.4 billion.

Utilization of OSS becomes very relevant because Indonesia is still considered to have not been successful in addressing the piracy of computer software. Based on data from BSA (The *Business Software Alliance*) in Global Software Piracy (July 2004) revealed

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1 Pengembangan *Open Source Software* Indonesia 2025, *Grand Scenario OSS Indonesia* 2010-2014, hal. 2-3.

2 BSA is the foremost organization dedicated to support the legal digital world safe and headquartered in Washington, DC, BSA is active in more than 80 countries, have dedicated employees in 11 offices around the world: Brussels, London, Munich, Beijing, Delhi, Jakarta , Kuala Lumpur, Taipei, Tokyo, Singapore, and Sao Paulo.

that Indonesia is one of the four (4) countries piracy largest software namely 88%, behind China 92%, Vietnam 92%, and Ukraine 91%.

This **high rate of piracy, making Indo**nesia proposed by IIPA (*The International Intellectual Property Alliance*) of the United State Trade Representative (USTR) to be included in the list of priority countries to be supervised (*Priority Watch List*). This is a warning that should not be ruled out, because it will give a negative impact to the economic development of the nation as a whole. The countries listed in the Priority Watch List will lose facilities generalized system of preference (GSP), namely a special facility for developing countries in the form of exemption in the export.
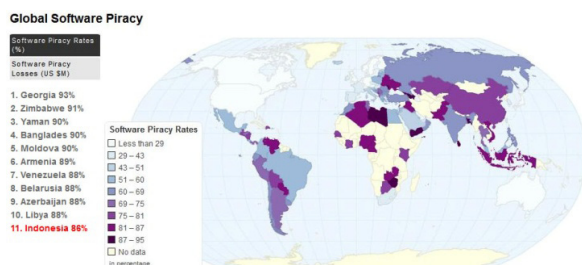
Sumber: Business Software Alliance – BSA
Gambar 1. Daftar Negara Pengguna Aplikasi *Illegal*

From 166 countries put Indonesia in the top position in terms of violations of Intellectual Property Rights ASEAN region, the second rank is occupied by Vietnam (81%), Thailand (72%), the Philippines (70%) and Malaysia (55%). (Source: Digital Life Style-June 18, 2013).

The high level of use of pirated software, of course is detrimental to many parties. Not only business people in the field of IT (*Information Technology*), but also a country has lost potential tax revenue.

The Government encourages optimize the use and utilization of Open Source Software by issuing multiple regulations to support OSS program, namely:

1. UU No. 19 of 2002 concerning Intellectual Property Rights, the Indonesian government's commitment in combating piracy of intellectual property.
2. Intruksi Presiden (Inpres) No. 6 of 2001 on the Development and Utilization of Telematics in Indonesia in order to give

special attention to the efficient use of Open Source Software.
3. Peraturan Presiden No. 7 of 2005 on RPJMN 2004-2009 contained in the document "Program for Increasing Use of Open Source Software to all Government institutions and Walks of Life"
4. IGOS Declaration containing the agreement made by 5 (five) of the Ministry in an effort to support the use of software based on open as supporting the development of information technology in public life associated with the growth of the economy, so the need for self-reliance, competitiveness, creativity and innovation as key to the success of the development of the Indonesian nation.
5. Surat Edaran Menteri Komunikasi dan Informatika Nomor: 05/SE/M. KOMINFO/10/2005, containing advice to all central and local government agencies to use legal software with intelligent choice of using open source software.
6. Surat Edaran Nomor: SE/01/M. PAN/3/2009, explicitly appealed to the Head of Central Government and the Regions to check the use of software in their environment and remove all the software is not legal, and further use of Free/Open Source (F/OSS) which is a freely licensed and legally as a substitute software is not legal.
7. Surat Menristek No. 030/M/04/2009 on Follow-up Migration Open Source in the Government.

In support of government policies on the use of open source, the Ministry of Research and Technology has made a program in support of the open source policy.

In driving the success of IGOS, the roadmap drawns up by the Ministry of Research and Technology by observing a model drawn up by the Ministry of Communications. Therefore, within the framework of synergy programs and activities, the activities are transformed follow Achievement Strategy developed by the Ministry of Communications as follows:[3]

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3   Departemen Komunikasi dan Informasi, Roadmap Perangkat Lunak Sistem Terbuka / FOSS

Tahun dan tema	2010	2011	2012	2013	2014
ROADMAP TARGET CAPAIAN IMPLEMENTASI					
Migrasi/Adopsi	Pemerintahan Fase I	Pemerintahan Fase II			
	Pendidikan Fase I		Pendidikan Fase II		
	Kesehatan Fase I		Kesehatan Fase II		
	Industri Kreatif I		Industri Kreatif II		
	UKM Fase I		UKM Fase II		
		Korporasi Fase I		Korporasi Fase II	
Pemasaran Global		Pemasaran produk dan jasa unggulan ke negara target terpilih (pilot project)		Pemasaran produk dan jasa lain (sekunder) ke negara tujuan terpilih dan negara target sekunder	

ROADMAP TARGET FAKTOR-FAKTOR PENDUKUNG					
Kebijakan	Penyusunan kebijakan: ODF, Kelembagaan dan terkait langsung dengan model pengembangan				
Training dan Sertifikasi	Training & Sertifikasi Personel TI Pemerintahan (I)	Training & Sertifikasi Personel TI Pemerintahan (II)			
	Training & Sertifikasi Personel TI di Lembaga Pendidikan (I)		Training & Sertifikasi Personel TI di Lembaga Pendidikan (II)		
	Training & Sertifikasi Personel TI di perusahaan swasta (I)		Training & Sertifikasi Personel TI di perusahaan swasta (II)		
	Training & Sertifikasi Personel untuk umum				
Pendidikan Formal	Penguatan konten FOSS di kurikulum dasar dan menengah				
	Adopsi FOSS sebagai enabler teaching dan learning	FOSS sebagai konten utama dalam program-program studi yang ditujukan untuk menghasilkan SDM TI berkualifikasi global			
Awareness & Promosi	Annual IGOS Summit				
	IGOS Competition & Award (lembaga pemerintahan, perguruan tinggi, BUMN, perusahaan swasta, UKM, product/service of the year untuk berbagai kategori)				

Gambar 2. Open System Softwar Roadmap

In supporting the OSS program, the Ministry of Research and Technology has implemented and work to improve the quality of the resources within the government (central and local), universities and communities with the knowledge of information technology based on open source through the following activities: (a) Develop Open Source Directory Indonesia; (b) Develop Guidance Document Research Open Source Software; (c) Developing Local distributions (Ubuntu Linux, Dwiwarna, IGOS Nusantara, and others); (d) Establish the business community and application developers; (e) Use of Software Training OSS (Open Source Software); (f) Establish Network POSS (*Pendayagunaan Open Source Software*) in Higher Education; (g) Telkom-Research and Technology Award; (h) Guidance Document Series Utilization of Open Source Software; (i) Support activities pemeritah migration in the region; (j) Human Resources Development with the training and equipping of knowledge-based applications Open Source Software; (k) To develop applications based on Open Source Software in cooperation with LPNK and Communities.

Indonesia, Versi Draft 1.0

LITERATURE REVIEW

Analysis of Open Software Implementation

In the process of a public policy, public policy implementation is one of the stages that must be passed after the stages of policy formulation in a cycle of policy system. Implementation activity is a process of applying the law after the law is adopted. (Winarno, 2012: 147).

The activity begins with the identification of problems, setting the agenda of policy formulation; then proceed with the formulation of policy proposals, and followed the process of legitimizing the policy, and then implement its policy, and the last is the process of evaluating the policy.

According to John in the Hill and Hupe (2002: 7) implementation is the stage in the "policy process", which relates to changing the policy concern into action "to change policy into action".

In a real sense, according Nugroho (2002: 539) states that policy implementation is an activity implementers in government bureaucracy that interprets macro policy in the form of legislation, into public policy that is downward again, in the form of regulation, the Governor Regulation, the Regent Regulation, The mayor and other regulations. And then by officials under the Minister, Governors, Regents, Mayors policy is further elaborated in the form of policy that is micro, and finally the policy by officials on the ground is translated in the form of program or project activities.

Van Meter and Van Horn in Wahab (2001) suggests that Implementation is the actions performed by individuals/officials or groups or private government aimed at achieving the objectives outlined in policy decisions.

View of Van Meter and Van Horn that the implementation of an action by an individual, official, government agencies or private groups aimed at achieving the objectives that have been outlined in a specific decision. These bodies carry out the tasks of government that have an impact on citizens-country.

Implementation of the new activity is a device that is expected to obtain changes

to the objects that will be addressed and the implementation must be in accordance with the wishes of changes in society as a target group policy.

According to Nugroho opinion, there are two characteristics of public policy, namely: 1) public policy is something that is easy to understand, because the meaning is things are done in order to achieve national objectives; 2) public policy is something that is easily measured, because the size is obviously the extent to which progress towards the ideals has been taken.

One policy experts that Thomas R. Dye (1978: 3) argues that "Public policy is whatever government chose to do or not to do". This means that policies should not conflict with the values and social practices that exist in society. If the policy contains the values that are contrary to the values that live in the community, then the policy will have constraints when it is implemented. Instead, a policy must be able to accommodate the values and practices that live and thrive in the community.

Implementation is a very important stage in a series of policy processes. Three series of processes that policy, formulation (policy formulation), Implementation (application or implementation of policies) and Evaluation (evaluation of the formulation and implementation of policies).

Many experts tried to examine and seek to identify the critical factors that affect the level of acceptability of policy implementation, one Nugroho (2008: 495) states that the implementation of the policy can be implemented well three important elements that absolutely must exist: (1) the implementor; (2) the program, (3) the target group.

In the model approach to the implementation of policies formulated Van Meter and Van Horn called A Model of the Policy Implementation (1975). This model assumes that the implementation of the policy runs linearly from political decisions, implementing public policies and performance. This model explains that the policy performance is influenced by several interrelated variables, these variables are: standard and policy targets/size and policy objectives; resource; characteristics of the implementing organization; The attitude of the implementers; Communication between relevant organizations and activities and the implementation of social, economic and political.

Schematically, the model of public policy implementation Van Meter and Van Horn can be explained in the following picture:
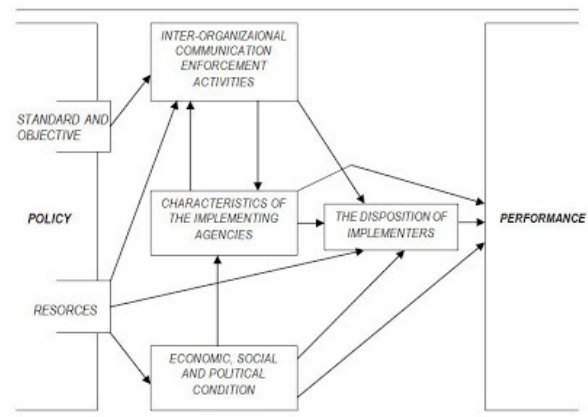
Sumber : Hill and Hupe, 2002:47

Picture 3. Model of public policy implemen-
tation Van Meter and Van Horn

The Philosophy of Open Source Software

1) **Proprietary Software**

Proprietary Software is a term that is initiated by the advocacy of The Free Software Movement to describe computer software that legally belong (patents) of one of the parties. The use of software by the other party must be established through a contract or license agreements. For the use of (using), distribution (redistributing) and change (modifying) of this software is prohibited, restricted or require a permit.

While the source code, a wholly-owned company that release of the software. Generally, this type of software are commercial, because it is usually developed by a business which aims to make money from the use of the software that created it.

2) *Open Source Software*

Open Source Software in the opinion of Esther Dyson is defined as software that is developed in mutual cooperation with no formal coordination, use program code is freely available, and distributed over the internet.

According to Richard Stallman, a culture of mutual aid software development, it has been around since computers were first developed. However, when judged to have commercial value, the software industry began to impose their concept concerning the ownership of the software. The original definition of open source is as stated in the OSD (*Open Source Definition*) along with an explanation. Package contents is the condition that must be met to be said that the software is open source, which are: *Free Redistribution*; *Source Code*; *Derived Works*; *Integrity of the Authors Source Code*; *No Discrimination Against Persons or Groups*; *No Discrimination Against Fields of Endeavor*; *Distribution of License*; *License Must Not Be Specific to a Product; License Must Not Contaminate Other Software License Must Be Technology-Neutral*.

Logical Framework

The policies that are implemented will generate a consequence. The consequences of the policies that have been implemented in the form of output and impact.

Form of policy output is goods, services, or resources received by sararan group or groups of recipients. To determine the success of policy implementation open source, in this study see from (1) standards and policy targets (target size and policy), (2) resources, (3) the characteristics of the implementing organization, (4) communication between the organizations concerned with the implementation activities; (5) implementing attitudes; (6) Environmental conditions conomic, social and political on the target group and a group of recipients (benefeciaries). Pekalongan city success in implementing the OSS can be used as a model for other cities.

RESEARCH METHODS

In this study, researchers used a qualitative descriptive approach to describe, summarize a variety of conditions, various situations or various phenomena of social reality. The use of a qualitative approach is also intended as a research procedure that produces descriptive data, of speech, writing, or the observable behavior of an individual, group, community and / or organization in a specific setting anyway. All of them studied from the point of view of the whole, comprehensive and holistic (Bogdan and Taylor or Fatchan quoted Basrowi Sukidin, 2002: 3).

Creswell (2002: 136) and then summed up the views of various experts that the qualitative approach is more emphasis on the process and meaning of descriptive obtained through words or images as well as inductive where researchers build abstractions, concepts, hypotheses and theories of the details. Where the researcher is the principal instrument that physically connect with people, background, location or institutions to observe or record the behavior in a natural setting.

RESULT AND DISCUSSION

Indicators of successful OSS policy implementation

In finding out the success of a policy implementation process required in-depth analysis of government policy implementation process ongoing in this case is an open source implementation of the policy in Pekalongan City Government with a view of the factors that affect the implementation of the policy. The indicator which is measured in terms of:

Standards and policy targets (size and policy objectives), in the implementation of a policy, not off the standard size and policy objectives should be clear and measurable to measure the level of success in implementation. If the standards and vague policy goals, it happens multiple interpretations and easily lead to conflict between the agents of implementation.

Goals or objectives defined policy

based on documents that investigators get that from the condition of the pre-launching of the program IGOS 2004, generally IGOS have targets or goals to be achieved, namely: (1) Making OSS as an alternative software for users (users) as well as to developers; (2) Improving the competitiveness of the developer, R & D institutions and industry in the global arena, thus providing employment opportunities in information technology; (3) Increase the capacity of human resources in information technology; (4) In order to achieve these objectives Research and Technology has a target, then the target and achievement that wants to come through our program policies IGOS (Indonesia, Go Open Source) is as follows: (a) Contributions program IGOS against the government's efforts to seek a decrease in software piracy from 88 % (data BSA and IDC in 2004) by half, or about 50% to 70% in 2010; (b) Contribution IGOS program against the government's efforts in improving the utilization of software from about 0.1 to 0.4 per 1,000 population in 2005 to 0.5 to 1.5 per 1,000 population in 2010; (c) Contributions program IGOS against the government's attempt to increase the number of skilled human resources, experts, and software developers from 31,000 people in 2005 increased to 330,000 in 2010; (d) Contribution program IGOS against the government's attempt to increase the number of local software developers from 100 companies in 2004 to 500 companies in 2010.

Targets to be achieved for the years 2004 - 2009 with what has been done by the Research and Technology based data have been able to reduce the level of piracy seen from the figure below.
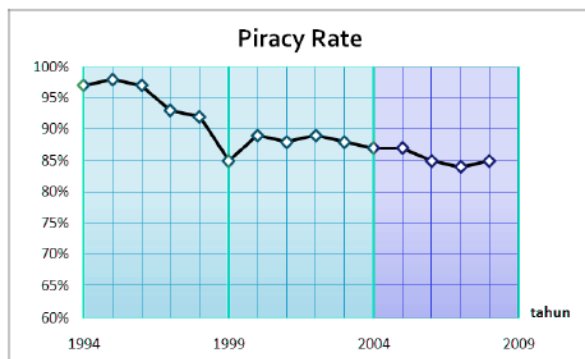
Picture 4. Piracy level in Indonesia

According to the analysis of the author of the standard indicators and targets of this policy or policy implementation successfully fulfilled seen an increase, or when the target of the program are achieved. In the output of activities within the first 5 years is in conformity with the plan it is seen with the guidelines for the implementation in the field. From interviews with informants (Head of ITC Pekalongan'City 09/2015) stated that:

> "Already formed a team of helpdesk, if now our focus is the integration between applications based on open source, if the migration of the early stages, actually migrating the only bridge that actually wants us united in fact a platform that can facilitate integration between systems, our goal is actually the integration between systems, now we have entered the specific applications. Constraints open source occur at the beginning of the migration. "

From the analysis of the author that the government already has the right goals and targets in an effort to encourage the use of open software and give a clear direction for future development.

The output of the activities of the program IGOS such as: (a) the development of policies, procedures, and standards, (b) Infrastructure and supporting facilities OSS, (c) Development of human resources and institution, (d) Development of content OSS-based, (e) dissemination and awareness raising OSS, (f) national and international cooperation programs and others.

Based on the implementation of activities in the realization of the targets to be achieved and the graph shows the changes in the graph decreases consistently as well as the results of interviews, the authors analyze that Ristek able to realize the policy objectives in the form of the planned output.

Resources, development of Open Source Software Policy in the Ministry of Research and Technology runs and produces output activity, certainly not terlepasa of the available resources. Resources are inputs for the implementation of the OSS policy,

while inputs policies that encourage the implementation of these policies include: (a) the documents legally issued both central and local governments, (b) Human Resources, which for Human Resources in implementing the policy of Research and Technology as a government institution and as the development of the concept of governance, which is currently implementing agency is not monopolized by the government in this case the Research and Technology, Kompinfo, LIPI and other agencies and are still helping the because the government still has limitations in terms: the budget, human resources, technology, and capacity management. So Ristek helped by the involvement of community and NGO (Non Government Organization) both from individuals and groups. In terms of human resources in the implementation of policies, Indonesia does not lack human resources and has the potential to be able to accelerate the development of OSS in Indonesia. (c) Budget, for Pekalongan city government for the existing budget by sharing with Research and Technology for the period 2004-2009 provide incentives that are not little value to communities and SMEs to support the development of open source with a value that varies in addition to the socialization to better educational environment formal and non-formal others.

For incentives provided to SMEs in the form of program activities SUCP (Start Up Capital Program) by selecting the proposal and has provided incentives to 17 companies. As for POSS (Efficient Use of Open Source Software) are currently around 21 POSS scattered throughout Indonesia.

For the period 2010-2014, the Research and Technology provided assistance (sharing) and incentives provided to the educational environment (universities, boarding school, SMK, SMP) and local authorities (City Provincial, City District), although not as much a given budget year-on-year earlier because it is more focused on the training of other applications such as GIS (*Geographical Information System*) -based OSS conducted at the Regional Government of Indonesia. (d) source other means.

For sources other means, namely Ristek provide floor space in the facility means 23 as a training site for people who want to learn OSS at no charge, space Laboratory Test Bed IGOS Floor 23, Building II BPPT. Hopefully with this training will accelerate the implementation of IGOS program in government institutions, particularly in the Constitutional Court; Provide support 3,084 computers to schools in Riau who cooperate with AOSI, and Caltex with mendistribusian computers to various schools and educational institutions in the province of Riau. Research and Technology to work with the community to help provide training assistance to local government, schools and boarding schools in the form of installation training, grants and other computers.

Characteristics of Implementing Organization, the results of the field that to implementers of policy implementation have the expertise and skills that are rarely dominated by others. To factor the implementing organizational characteristics seen from the seriousness of the implementers on the ground in making or implementation of the program to run properly. Here researchers see the seriousness of the OSS program will be implemented.

In organizations in the implementation of the policy, assisted by the Pekalongan city government as well as community colleges. Cooperation activities undertaken hybrid models in an effort to improve the quality of service has resulted in the implementation of the guidelines in the form of documents to the public and to the migration effort. The organizational structure set up by the Research and Technology involving cooperation with SCOs (*Civil Society Organizations*) has extended the role of government in an effort to accelerate the expansion policy of OSS by issuing the documents are complete which can be used as guidelines in an effort to migration or displacement systems from proprietary to open source software.

Communication etween the organizations Concerned with the implementation activities*,* communication between agencies is one determinant

of the success of the process of policy implementation. Implementation will be effective when the measures and objectives understood by individuals who are responsible in the performance of policies, Ristek communication and coordination with local governments either by government pekalongan. This can be seen from every coordination meeting between officials or in any event expected to officials at the level of the underlying directed to use OSS. Moreover in every e-mail sent by him, on his footer always promote OSS.

Application of the use of OSS in the Research and Technology can be realized at the time, because it is fully supported by the helm of the Ministry. To prove prove whether it is true in the workplace Research and Technology already using OSS platform, there are visits from outsiders to look directly at the Research and Technology working space, there appear that the PC is used already using OSS. For communication ektsernal, Research and Technology, Communications and Informatics and community activists from universities and OSS frequent collaborations joint implementation to local government and to the world of education both formal and non-formal. At that time the activities carried out are exhibitions, namely the Ministry of Research and Technology followed Technology Exhibition and the National Electronic Creation Competition organized by the college. At this cast KNRT introduce Desktop System National IGOS and also promote the site KNRT to the visitors which consists of students, school students and the public.

Implementing attitudes, in general, policy implementation OSS together central and local governments, colleges in universities, the private sector which are activists of the open source movement that developers can implement all the targeted activities, namely in the form of program output as IGOS Center, SUCP, manual migration and guidance, poss as well as socializing.

From the data obtained, the authors analyze that attitude implementers still adhere to existing policies for the community and the private sector in the field of ICT services is still constantly moving dissemination through workshops, training at universities and at other locations, although very minimal support from government center.

Conditions economic, social and political, things to consider in assessing the performance of public policy implementation in the other perspective is the extent to which the external environment helped in pushing for the policy set.

The impact of economic conditions, social and political public policy is the center of considerable attention during the last decade. The interest in comparative politics and public policy are specifically interested in identifying the influence of environmental variables on policy outcomes.

Economic environment, social and political of the implementing organization will affect the implementation of programs to achieve the targets, both in terms of organizational structure, vitality and expertise that exists in the administrative bodies and the level of political support that is owned.

In economic terms, from interviews with several informants who say that open source is very helpful at all economically because of the use of OSS licenses free of cost. The author analyzes that the economic policy of open source is very helpful to the expenditure in the field of ICT, both personally and agencies as a result of interviews and observations in the Local Government Pekalongan that the city of Pekalongan able to save billions of rupiah, both on the expenditure side application server, desktop and application support. Favoring open source does not mean favoring one vendor. Not to be confused between the alignments to open source means the same as alignments to one of the "vendor" open source software. Alignments to open source over the alignments on the freedom to determine what the public will be used in the present and the future.

From the social side because of the nature of the open OSS policy in which each has the ability to learn the language in the application, then there is communication going on to exchange information leading

to the transfer of knowledge. This resulted in emerging or established in several OSS communities and local universities. As the embodiment of the community is the community gathering activities

For politically, we as a nation of Indonesia is at least able to stand sediri to independently develop application systems in the event of a boycott of applications from foreign manufacturers. Opinions from users stating that:

> "Open source encourages the name of creativity and innovation why is because the program is open source is open possibilities for us quotes for "mengoprek" itself to develop others based on existing ones because the source code is not locked, then the other other languages pushing for independence technology and in the end it can also anticipate to sustain public services who knows that software licensed owned by the other State will be supported sustainability ahead if a conflict of political conflicts between countries who ensure that public services are has been supported licensed. "

This is consistent with the primary objective of the open source policy is to reduce the technology gap with the developed countries, and this has been done by other developing countries. Developing countries with limited financial and human resources and have not started the growth of the domestic IT industry is choosing open source because of low license price considerations. This is done by countries like Estonia, Vietnam, Malaysia, Argentina, Peru, and Brazil.

CONCLUSIONS AND SUGEGESTIONS

Conclusion

Based on the results of research and data analysis has been conducted by researchers, concluded that open source software implementation of the policy of the City of Pekalongan shows that:

1. The city government pekalongan involves supervision of municipal police in enforcing the local rules.
2. Public officials become role models to encourage the public to follow the open source software usage significantly.
3. OSS Policy Implementation in Pekalongan city administration has managed to exist even without the full assistance of the central government by obtaining an award in the field of ICT.

SUGGESTION

The suggestions as a result of research are:

1. Central administration synergy together assist local governments in implementing the policy.
2. To increase the independence of the need for strict rules.

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E-GOVERNMENT AND PUBLIC COMPLAINT: HOW LAPOR! IMPROVE THE CITIZEN – GOVERNMENT RELATION

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ABSTRACT

The development of information and communication technology (ICT) has become the global phenomenon. Private organization became the first to tap the ICT in the form e-commerce. Realizing the potential of ICT, public organization has started to take advantage of the ICT development through the establishment of e-government. The application of e-government in public organization is aimed at enhancing the government performance in providing public services and to ensure the wealth of the citizen is the ultimate goal. E-government takes up in various forms, from the e-budgeting, e-voting, e-procurement and e-participation. In e-participation, government imitated the way private organization manage its external relation with the customers, through the establishment of Program Layanan Aspirasi dan Pengaduan Online Rakyat which is abbreviated into Lapor! means report. This is the newest complaints management system set up by the government to accommodate complaints from the citizen all over Indonesia. LAPOR! serve the purpose as a forum in which citizen can interact with government more easily, as well as to actively participate in supervising the work of government in providing public services and all other aspects of good governance. Government, on the other side can exploit LAPOR! to enhance citizen participation which is necessary to improve its performance. it can also be used a democratic measure. Early finding showed that LAPOR! is beneficial for Bandung Municipality. It is found that there is a substantial level of government response to public complaints through LAPOR!. Bandung Municipality through the department of Information and Communication is actively introducing LAPOR! as the new public complaint system. Further, it is evident that the role of local government leader (the mayor of Bandung Municipality) is significantly advance the use of LAPOR! by the citizen. This research aims at analyzing all of the encompasing factors contribute to the successful of LAPOR as a complaint handling system in a public organization. The analysis will be based on the elements of e-government success developed by (Mohsen A. Khalil, D. Bruno Lanvin, and Vivek Chaudry) which cover aspects such as process reform, leadership, strategic investment, collaboration and civic engagement. This research is a qualitative research with a case study research design. It will study LAPOR! of Bandung municipality. By analyzing the factors of the success of LAPOR!, this research will shed light on other similar research of e-government performance evaluation. Hence, the ICT application in government business will enhance the government performance in providing public goods and public services and improve the citizen-government relation.

Key words: Information Communication and Technology (ICT), E-Government, Public Complaints. Citizen, Government

INTRODUCTION

The rapid developments in technology and the global environment is a phenomenon which we cannot avoid. This phenomenon also requires each country to adjust in order to be a party that is not retarded. One form of adjustment to the development of information and communication technology and globalization there is the utilization of information and communication technology (ICT) in the field of public administration.

E-government is one manifestation of the use of ICT by governments which continue to be developed in order to achieve effective governance and efficient, productive and accountable.

With e-government community can now easily deliver their aspirations to the government. One form of benefits of e-government is when people want to give the aspirations of the form of complaints or suggestions, they no longer need to come

directly into government offices. People only need to access the service through a government website that has been provided. This of course can shorten the bureaucracy, minimize public costs and save time.

Forms of ICT use by government can clearly be seen from the websites of government and public services online. In this case the Government of Bandung utilize ICT to facilitate public participation and dialogue, one of which is through the use of Program Layanan Aspirasi dan Pengaduan Online Rakyat which is abbreviated into Lapor! means report. At first, the application LAPOR! spearheaded by the Presidential Working Unit for Supervision and Control (UKP4) and managed in coordination with the Ministry of Administrative Reform and Bureaucratic Reform (KemenPANRB) and involving all government agencies as providers of public services that will follow every aspiration and public complaints.

Government and the public would want every program to work effectively, especially when it comes to development and public services that have an impact on many people. A program can be said to be effective if the achievement of goals or targets as predetermined. This is in accordance with the opinion of H. Emerson quoted Soewarno Handayaningrat S. (1994: 16) states that "Effectiveness is a measure in the sense of achievement of predetermined "[1]

Since the Government of Bandung formally adopt LAPOR! around mid-October 2013, this program can be fairly effective. It is based Ridwan Kamil statement saying that of 3,700 complaints since it was first launched until May 5, 2014, which are already resolved the problem as much as 3,200, so the response of the Government of Bandung on public statements by 88% [2] . Besides Ridwan Kamil, one of the staff of the Department of Communication and Information Bandung

LAPOR! management section! also said that LAPOR! effective in relieving stiffness government bureaucracy insulated so as to increase the proximity of government and society [3] . In line with the statement Ridwan Kamil, a report evaluating the implementation LAPOR! years 2013 - 2014 also showed that per September 2014 as many as 4104 or by 86% report has been completed, while 228 reports or equal to 5% is still in the process of completion and 412 or 9% report has not been acted upon [4] . In the concluding part of the report also says that with LAPOR! alignment occurs understanding and positive cooperation between the government and the public. In addition, the relationship that exists communication can also bring together the distance between government and society.

RESEARCH PURPOSE

- Analyze the factors that drive the effectiveness of LAPOR!

RESEARCH METHOD

This study used a qualitative method with case studies LAPOR! Bandung. Data collection techniques used through observation, interviews and document study. In a sampling of research, the technique used is purposive sampling. Then the interview is done to the respondents who were divided into two target groups, 16 Management Team LAPOR! Bandung and 30 people who had used the Program LAPOR! Bandung.

LITERATURE REVIEW

This study consisted of two theoretical concepts, namely the concept of e-government and e-government concept of effectiveness according to Mohsen A. Khalil, Bruno D. Lavnvin da Viveck Chaudry (2002). The effectiveness factor is that the reform process, leadership, strategic investment, collaboration and civic engagement.

1   http://repository.unhas.ac.id/bitstream/handle/123456789/1672/BAB%20II.pdf?sequence=2 diakses pada tanggal 05 April 2015 pukul 18.32
2   h t t p : / / r e g i o n a l . k o m p a s . c o m / read/2014/05/13/1833324/Ridwan.Kamil.Senang. Program.Lapor.Efektif diakses pada tanggal 29 Maret 2015 pukul 21.41

3   Wawancara dengan Ibu Hanna, staf Diskominfo Pemerintah Kota Bandung pada tanggal 17 Maret pukul 11.00
4   Laporan Evaluasi Pelaksanaan LAPOR! tahun 2013 – 2014 Dinas Komunikasi dan Informatika Kota Bandung

International Conference
on Social Politics

a. E-Government

E-government is briefly the application of information and communication technologies for the public sector to make it better. Then, a number of international organizations have expressed an explanation of e-government, including the World Bank saying that e-government is:

'... The use by government agencies of information technologies (such as Wide Area Networks, the Internet, and mobile computing) that have the ability to transform relations with citizens, businesses, and other arms of government. ' [5]

Other agencies regarding the proposed definition of e-government is the United Nations and the OECD (Organisation for Economic Co-operation and Development). E-government according to the United Nations refers to the use of information and communication technologies - such as Wide Area Networks, the Internet and mobile computing - by a government agency. Meanwhile, according to the OECD e-government refers to the use of information and communication technologies, and particularly the Internet, as a tool to achieve better governance[6] .

The utilization of information technology in management systems and work processes within the government includes two related activities, is [7] :

1. Data processing, information management, management systems and work processes electronically;

2. Utilization of advances in information technology so that public services can be accessed easily and inexpensively by communities across the country.

To achieve this goal, the Government of Bandung utilize e-government through

Program Layanan Aspirasi dan Pengaduan Online Rakyat (LAPOR!) In terms of services of public complaints, LAPOR! is a service of public complaints were originally pioneered by the Presidential Working Unit for Supervision and Control (UKP4). On this program, people can distribute their complaints through three channels, there are SMS, mobile applications, and the official website LAPOR! . Fact that the government needs to use Information and Communication Technology (ICT) is no longer questioned. ICT is recognized globally has been promoting good governance and clean government from corruption. The impact of the implementation of ICT in Government Sector, the following description of the benefits of ICT according to the OECD [8] :

- **E-Government improve efficiency**: ICT helps improve the efficiency of mass processing tasks and operation of public administration. Internet-based applications may lead to savings collection and transmission of data, as well as the provision of information and communication with customers. Significant efficiency in the future is done through a process of sharing data between governments.

- **E-Government improve service**: Adopting a customer focus is the core of the current reform agenda. Managed services is built on an understanding of customer needs. Customer focus implies that users do not need to understand the structure and relationship of government to interact with the government. Internet can help achieve this goal by bringing up the government as an integrated organizations that provide online services smoothly. Together with all the services, e-government services should also be developed on the basis of demand and user value.

- **E-government helps achieve specific policy outcomes**: ICT can help stakeholders to share information and

5   Nixon,Paul G. dan Koutrakou ,Vassiliki N. *E-Government In Europe*. Routledge. USA. 2007. Hal. xix

6   http://www.unpan.org/Library/ MajorPublications/UNEGovernmentSurvey/ PublicEGovernanceSurveyintheNews/tabid/651/mctl/ ArticleView/ModuleId/1555/articleId/20840/Default. aspx diakses pada tanggal 25 April 2015 pukul 21.18

7   Instruksi Presiden No. 3 Tahun 2003 tentang Kebijakan dan Strategi Nasional Pengembangan e-Government

8   http://www.cimsaig.com/index. php?option=com_content&view=article&id=67&Itemid= 82&lang=id diakses pada tanggal 26 April 2015 pukul 14.52

ideas, to contribute in determining policy outcomes. For example, information may encourage the use of training and education programs as well as the process of sharing information between central and local governments to facilitate environmental policy. Nevertheless, the process of sharing information on individuals, will bring up the issue of privacy protection, and compromises have to be considered carefully.

- ***E-Government contribute to the objectives of economic policy***: E-Government helps reduce corruption, increase transparency and confidence in the government, as well as contribute to the objectives of economic policy. Specific impacts include a reduction in government spending through more effective programs, business efficiency and increased productivity through administrative simplification made possible by ICT and the increase in government information.

- ***E-Government is a major contributor to reform***: The majority of countries are facing the issue of modernization and reform of public management. Current developments mean that the reform process must be sustainable. ICT has supported reforms in many areas, for example by increasing transparency, facilitating the process of sharing information and highlighting internal inconsistencies.

- ***E-government helps build trust between the government and its citizens***: Building trust between government and its citizens is fundamental to good governance. ICT can help build trust by enabling citizen engagement in the policy process, promoting open government and responsible and help prevent corruption. In addition, if the constraints and challenges addressed properly, e-government can help people to project sound more widely debated. This process is done by utilizing ICT to encourage citizens in order to provide constructive suggestions regarding public issues and assess the impact of the application of technology to open up the policy process.

- ***E-Government improve transparency and responsibility***: ICT helps improve transparency in the decision making process easier for information to be accessible - publish debates and meetings, budgets and expenditures, results and reasons for the government to take an important decision.

As in the world of e-Commerce applications are often classified into two types, namely the type B-to-B and B-to-C, in the concept of e-Government also known as four types of classifications, namely: G-to-C, G-to-B, G-to-G and G-to-E [9] .

GOVERNMENT TO CITIZENS

Type G-to-C is an e-government applications are most common, that the government develop and implement a broad portfolio of information technology with the main objective to improve interaction with the community. In other words, the main purpose of the construction of e-government applications of type G-to-C is to bring government closer to the people through the canals of diverse access so that people can easily reach the government to fulfill the various needs of everyday services.

GOVERNMENT TO BUSINESS

One of the main tasks of a government is to form a business environment that is conducive for a country economies wheels can run properly. In performing daily activities, private enterprise entities such businesses require a lot of data and information held by the government. In addition, the question also must interact with various state agencies as it pertains to the rights and obligations of the organization as a profit-oriented entity. The need for good relations between the government and business circles not only aims to facilitate business practitioners in running the company, but furthermore many things that can benefit the government in case of good relationships and effective interaction

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9   Ibid

with private industry.

GOVERNMENT TO GOVERNMENTS

In the era of globalization is evident the need for countries to communicate in a more intense day by day. The need for interaction between the government and the government every day is not only about the things that smelled of diplomacy alone, but further to facilitate cooperation among countries and cooperation between countries entities (people, industries, companies, and others) doing matters relating to the administration of trade, political processes, mechanisms of social and cultural relations, and so forth.

GOVERNMENT TO EMPLOYEES

In the end, the application of e-government is also intended to improve the performance and welfare of civil servants or government employees who work in a number of institutions as a public servant. Various types of applications can be built using the format of the G-to-E include career development system government employees but aims to ensure the improvement of the quality of human resources required as well as supporting the process of movement, rotation, demotion, and promotion of all employees of government ,

LAPOR! which is a bridge between the government and the people included in the classification of G2C (government to citizen). LAPOR ! , With the expected interaction between government and society for the better and effective in addressing the needs and problems that exist in society. To see how far LAPOR! effective, there are five elements that can be used as a reference by Mohsen A. Khalil, D. Bruno Lanvin, and Vivek Chaudry[10].

1) Process Reform

The reform process according to Branko Dimensions is plans to undertake serious measures and activities for strengthening public administration professionalism, elimi-

nating political party employments, increasing the efficiency and quality of the public sector, decreasing the corruption and involving the Macedonian public administration within the European space of public administration. [11] While J. Satyanarayana revealed that the reform process triggered by the need to introduce new services and to provide the existing services in a new way to the citizens, in a manner that is convenient and cost effective from the citizen's viewpoint[12] .

Critical to the success of e-government transformation is the understanding that e-government is not just about the automation of existing process and inefficiencies. Rather, it is about the creation of new processes and new relationships between governed and governor.. [13]

The use of ICT is not merely a cost or labor saving tool, to be achieved simply by giving government officials computers or automating manual records. Rather, if conceived and designed correctly, e-government is a solution that can genuinely revolutionize the process of government itself. Therefore, government leaders planning e-government projects should first examine the function or operation to which they want to apply ICT. For example, governments should use ICT to bring transparency to problems, where the transparency represents a new way of addressing the problem. [14]

2) Leadership

According Northouse leadership is the process whereby an individual influences a group of individuals to achieve a common goal [15] . Another understanding according

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10   A Project of InfoDev and The Center for Democracy and Technology, 2002, The E-Government Handbook for Developing Countries, Washington DC, The Universal Copyright Convention

11   Branko Dimeski, *Public Administration Reform Process In Macedonia: Between Politics And Good Governance*, (St. Kliment Ohridski University, Macedonia : 2011) Hlm. 8
12   J. Satyanarayana, *e-Government The Science of Possible*, (Prentice-Hall of India Private Limited, New Delhi : 2004) Hlm. 112
13   A Project of InfoDev and The Center for Democracy and Technology, 2002, The E-Government Handbook for Developing Countries, Washington DC, The Universal Copyright Convention Hlm. 5
14   *Ibid*
15   Northouse dalam Global Journal of Management and Business Studies. 2013, *Leadership Management: Principles, Models and Theories*. India: Research India

to Stephen Covey in his book Principle-Centred Leadership is leadership focus more on people than on things; in the long term rather than the short term; on the values and principles rather than activities; on mission, purpose and direction rather than on methods, techniques and speed.[16]

In order to achieve the e-government transformation, elected officials and administrators are needed at all levels of government who understand the technology and the policy goals and who will push reform.[17]

The scope of leadership in an e-government project boils down to the ability to manage three things, there are:

- Various political pressures that occur on e-government projects are taking place both from the optimistic or pessimistic;
- A variety of resources required and allocated by the e-government projects are concerned, such as human resources, finance, information, equipment, facilities, and so forth; and
- A number of interest from various parties (stakeholders) of the existence of e-government projects are implemented.

Leadership plays an important role in the implementation of reform because it involves two of the most important aspects of reform: change and people. Changing organization is really about changing people's behavior, so organizations undergoing reform need leadership. Leaders can help diffuse and maintain the new values necessary for public sector reform. [18]

3) Strategic Investment

Governments will need to prioritize some programs over others to maximize available funds in view of tightly limited resources. This will necessitate clear objectives for programs and a clear route to those objectives.

Developing nations must choose projects carefully in order to optimize their investment of time and resources. Projects should have clear value in terms of enhancing transparency, increasing citizen participation in the governance process, cutting bureaucratic red tape, or saving money. Standards and benchmarks must be established to measure the relative success of these projects. For example, in Gujarat, India, the automation of toll checkpoints resulted in a significant increase in revenue normally lost to corrupt border agents, so that the system paid for itself within a year [19] .

4) Collaboration

Governments will have to explore new relationships among government agencies as well as partnerships with the private sector and NGOs to ensure quality and accessibility of e-government. Agencies may have to overcome traditional reluctance to work with each other to maximize benefits of scale in e-government projects. Collaboration among government entities, private enterprises and NGOs can assist policymakers in crafting meaningful reforms and can expedite the implementation of e-government. Collaboration is the involvement of individuals in a coordinated effort to solve problems together. Understanding other collaboration is collaboration reflects a concerted effort by all the players based on the assumption that there is a common political interests that can be realized through collective action. [20]

Based on Thomas (2003), we have identified three major players in the cross-sectoral collab- orative process: (1)

Publications, hal 310.

16   United Nations Department of Economic and Social Affairs and International Association of Schools and Institutes of Administration. 2007. EXCELLENCE AND LEADERSHIP IN THE PUBLIC SECTOR: THE ROLE OF EDUCATION AND TRAINING. Austria. United Nations Publication. Hal 133.

17   A Project of InfoDev and The Center for Democracy and Technology, 2002, The E-Government Handbook for Developing Countries, Washington DC, The Universal Copyright Convention Hlm. 7

18   Developing Public Service Leaders for the Future, OECD, 2000 dalam *Pavel Pavlov, Ph.D., Polya Katsamunska.* The Relationship of Leadership and New Public Management in Central Government: Bulgarian Specifics. Hlm 1

19   A Project of InfoDev and The Center for Democracy and Technology, 2002, The E-Government Handbook for Developing Countries, Washington DC, The Universal Copyright Convention Hlm. 7

20   Tang, 2005; Thomas, 2003 dalam Eran Vigoda Gadot. 2008. Collaboration Management In Public Administration. Information Age Publishing. Hal 49.

governments and public administration; (2) busi- nesses and the private sector; (3) citizens, communities, and the third sector.

(1) Government and Public Administration (G&PA): G&PA is the major player in the public sector arena. This category refers to all formal agen- cies at the local, state, or federal levels with constitutive public standing and authority. These agencies are fully or partly governmental or govern- ment owned and include all government ministries, government authori- ties, public companies that are government owned, or other institutions where the government holds a major share in the budget or in the man- agement. G&PA also includes local authorities and agencies that work under the supervision and control of these bodies (Nalbandian, 1999). In addition, the category covers the management boards of national projects created ad hoc for local-level or state-level tasks (e.g., in the fields of transportation, energy, infrastructures, welfare, etc.). G&PA also repre- sents all individuals who work for these bodies and are paid by them directly.

(2) Businesses and the Private Sector: The next category of social players that deserves special attention when studying collaboration is the power- ful business/ private sector. This is perhaps the largest and most influential sector in every open democracy and free-market society. It accounts for most of the economic activity and growth on the national and federal level and serves as a laboratory for many organizational and managerial experiments and reforms later applied in other organizations and in the public sector. Included in this sector are all firms, companies, and busi- nesses that are primarily privately owned, privately sponsored, and pri- vately managed and transact business based on the profit motive. Furthermore, it refers to individuals who work in such bodies. This sector, like the public one, is also highly structured and formal, but it is much less centralized and thus is more open to

innovative entrepreneurial approaches.

(3) Citizens, Communities, and the "Third Sector": The public and the third sector represent a third important player in this mix. In many respects, this group is more complex than the group of governments and public administration due to its lack of formal structure and its mass orientation. Three sections or subgroups should be distinguished in this context: (1) citizens as individuals; (2) citizens in small and unorganized groups; and (3) citizens who are part of larger groups or communities that are usually more formal, long lasting, and may be defined as third sector bodies or the civic society (Gidron, Kramer, & Salamon, 1992). While the civic soci- ety has some characteristics of a formal, organized group, the other two subgroups represent short term, ad hoc actions by individuals or small, informal groups of individuals that are more difficult to study and exam- ine.

5) Civic Engagement

Civic engagement means working to make a difference in the life of civil society and developing a combination of knowledge, skills, values and motivation to make the dif- ference [21] . Community involvement can be understood as well as knowledge, discussion and interest in public affairs as well as direct participation. [22]

The success of e-government programs depends also on community involvement in it and for it, the effort to encourage community involvement is very important. E-government is not just a question of cost-cutting or effi- ciency, but rather aimed at improving the lives of ordinary people. In order to develop the vision to consider the citizens in their mind when designing the system. If possible, policymakers should encourage stakeholders both government and non-government to par-

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21   Thomas Ehrlich dalam Glenn Bowen. 2010. Civic Engagement In Higher Education. USA. 2010, hal. 1

22   Norris dalam Mossberger, Karen , CAN E-GOVERNMENT PROMOTE INFORMED CITIZENSHIP AND CIVIC ENGAGEMENT? A STUDY OF LOCAL GOVERNMENT WEBSITES IN THE U.S., (University of Illinois at Chicago, Chicago : 2010) Hlm. 3

ticipate in defining what they wish to achieve the vision of the e-government program. If the vision is clear, the leader must communicate in all sectors, not only for those who will apply.

DISCUSSION

E-Government and Public Complaint: How LAPOR! Improve the Citizen – Government Relation

This section will analyze what are the factors that influence the effectiveness of the program LAPOR! Bandung is seen from five elements, there are (1) Reform process, (2) leadership, (3) Strategic Investment, (4) Collaboration, and (5) Community Involvement.

Reformation Process

LAPOR! that adopted by the Government of Bandung is expected to create the new way or process that is easier for people to distribute complaints. Progress in delivering complaint can be seen from the reduced number of public complaints related to the expression of aspiration or complaints after LAPOR! used in Bandung municipality. Prior to the program LAPOR! , people mostly come directly into government offices in give their complaints. However, since the LAPOR! , more people use SMS on the canal LAPOR! because in addition to a much simpler process, follow-up report was faster than the report via government offices.

In addition, the ratio of the number of public complaints between 3 canals LAPOR! (websites, mobile applications, and SMS) and complaints manual (coming directly to the government office) shows that each month, more people reported through the program LAPOR! compared to the manual method. If seen from the monthly comparison, people who come directly to the government offices of less than 10, while if it passes LAPOR! could reach 10-20 per day report.[23]

Process reform can be seen also from the time takes by government in resolving public complaints. People who previously gave reports directly through government offices, more takes a long time for the government to manage the report. That's because the

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[23]   interview with IP, October 1st 2015

process through which the government (Diskominfo) starting from the time they set aside to listen to public complaints. The report then studied by them and then disposition advance through a written letter to the authorities. Furthermore, the signature and stamp related parties by the head office and the waiting time for the receipt of the report to the authorities. While in the program LAPOR! , people no longer need to come to the government offices directly. They just send an SMS or visit official website, then admin LAPOR! immediately open the report, then immediately disposistion to the authorities. To see evidence of whether the report has been resolved or not, related agencies provide reports and photos related to the complainant.

Furthermore, the LAPOR! also facilitate communication between government departments in managing public complaints. After LAPOR! used in Bandung , every department in the Government of Bandung has their admin. Thus, the complaint communication to each department so more quickly. In addition, each month the admin also conduct evaluations. So if there are errors, they can rapidly improved and better monitored. Matters discussed in evaluation are usually talking about the pace of the follow-up to be faster, dispose obstacle in the report is not official until the agencies are less responsive in managing public complaints.

LAPOR! also provides benefits in eliminating the constraints of the government in managing public complaints. In dealing directly by the people, governments face difficulties in their attitudes and uncontrolled emotions. In addition, before LAPOR! exist the government is also difficult to dispose of the report. In that sense, many agencies who rejected the reports because they feel there is no authority for the report so that the report was not resolved properly.

b. Leadership

To make e-government programs effective, it takes the role of leader with a strong political will. In his role as mayor of Bandung, Ridwan Kamil demanded to mobilize all elements of both society and government

and private sector to jointly success of the programs that have been designed to the "Bandung Juara". Talk about LAPOR! Ridwan Kamil have rules or policies are supporting the success of LAPOR! , the policy is in a Smart City concept is defined as the utilization of information and communication technology (ICT) to connect, monitor and control the various resources available in the city effectively and efficiently in order to maximize service to the citizens. So the concept of Smart City, a variety of integrated programs and support each other in it, such LAPOR! , Open the data, BCC, etc. LAPOR! also entered into one of the programs that go to BCC. To map the problem in Bandung, Ridwan Kamil use LAPOR! as one source.

As a leader, Ridwan Kamil also routinely conduct joint leadership meeting with SKPD, district, village in Bandung each week. In this forum, discussed all programs and Bandung issues including LAPOR! , he is more focused on statistics where not yet acted upon the complaint report, SKPD most can be complaints, what factors get most complaints, etc.[24]

Then, Ridwan Kamil also taking the time to provide direction or guidance or motivation directly to the team manager LAPOR! , motivation or guidance carried out at least 2-3 times a year. It discussed more generally to enlightenment. Ridwan Kamil said that all employees should be technology literate and do not hesitate to learn. It is because government in Bandung must be familiar with the gadgets and technologies that can transform the way work is manually into the workings of a more hi-tech. The workings of government by using ICT would be expected that the government's performance more effectively and efficiently in order to maximize service to the citizens as a description of the Smart City concept above.

In the utilization of information channels for the distribution of information concerning LAPOR! Ridwan Kamil most to maximize the use of social media. Moreover, he has been active on twitter even before becoming mayor. So that people notice his presence in social

media it did not take long to spread programs that he stretcher. An then, based on findings shows that people have trust over Ridwan Kamil as a good mayor, very caring and attentive with communities. Thus, community are more easier to "invited" in using LAPOR! because they believe Ridwan Kamil will follow up the report to its conclusion.

c. Strategic Investment

Use of ICT in government must have the aim that the existing resources can be used effectively and efficiently. With the implementation LAPOR! in Bandung, transparency and accountability can be realized by the Government of Bandung. This is because, people are now able to track each stage of the report they provide. Each stage is reported by admin LAPOR! and also SKPD related to the existence of the complaint became clear. This condition is certainly different from the complaints manually. The public can not find out easily about their report. Society must first come to a government office to ask already to where they worked on the report.

Then, LAPOR! also resulted in an increase in people's satisfaction with service complaints. With the process cheaper and faster, people find it more convenient to give the complaint. In addition, the disclosure complaint and the response of the government response also factors that make people satisfied with this program.

Furthermore, LAPOR! also plays a role in saving time and costs in managing public complaints. The savings seen from two sides. First from the government side, with LAPOR! The government can safe money and time to the affairs of the disposition of the report. Now, no longer need to go through stages of bureaucracy which is quite time consuming as requested signature and stamp of the head of the relevant office. Not to mention if the agency refuses to accept complaint with reasons not of their authority. Thus, the completion of the report became increasingly longer. In addition to saving time, the government can also be cost-effective. The government could

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24   Interview with FH, October 1st 2015

save in terms of operational costs such as transportation costs and the cost of eating in order to deliver a letter to the reporting agency or agencies. The second in terms of society. LAPOR! certainly reduces the time and expense that people spend in delivering the complaint. People no longer need to set aside their time and energy to come directly into government offices. Then, the transportation costs can also be eliminated.

In managing LAPOR! officers must be alert for 24 hours to receive complaints and conduct distribution to all relevant SKPD. Incentives for admin LAPOR! so far has been good. In addition to the given honor each month, the administrators also received prize plaque or plaque as Best Admin. So, these things can certainly spur them to work harder and swiftly in response to the report.

In the management report, LAPOR! use the system admin, so that the number of employees required is just a little bit, which is numbered 10 people. For admin themselves, they have no benchmark in the amount of handling of the report. The system is who quickly he can. They also while racing because there are statistical admin. The statistics show the number of reports that are managed by each admin. All administrators have each computer, and they manage all channels of the 3 channels available, there are SMS, website, and mobile applications.

Additionally, LAPOR! also improves the performance of the government in response to public complaints. This is because the community and Ridwan Kamil able to directly monitor incoming complaints. So that SKPD or agencies also feel the responsibility and the fear is greater.

d. Collaboration

The Government of Bandung so far no cooperation with the private sector for LAPOR!. This is because the program is no need for the private sector. In addition, the government also wants to show the public that they are capable and self-sufficient in managing the aspirations of the people, so the presence of private not needed so far. Collaboration happens in LAPOR! contained in Bandung City

Government interdepartmental relationships and community. In the management report, the Management Team LAPOR! interact with all SKPD and agencies, district, and village heads as the city of Bandung. Moreover, the greatest collaboration was with the public. Because LAPOR! intended for the public to make it easier to denounce the report as well as jointly monitor the construction and public services in the city of Bandung. The Government is still continuing to hold socialization either in direct encounters with the public as well as through other media such as radio, television, and social media. It is expected that more and more people are familiar with LAPOR! and the benefits can be felt by the citizens of Bandung. In addition, the Bandung municipal government is also actively disseminate LAPOR! via twitter.

On 11th November 2015 Bandung municipal government jointly #RANCANG (Rabu Berbincang) along LAPOR! in Jakarta. In a conversation on twitter, Bandung municipal government much describes the development of LAPOR! as well as the current state of the city of Bandung. Among them is discussed on priority programs carried Bandung city administration together with the Mayor, the Thematic Park, Fun Days, Biopori Million Movement, Transparent Local Budget Management, Action Prevention and Combating Corruption and Transparency Public Info. Then, the Bandung municipal government saw public participation is very helpful in supporting the program Ridwan Kamil through 3 pillars of development, namely innovation, collaboration, and Decentralization. Utilization LAPOR! in support of programs in Bandung municipal government made public an active role in building the city of Bandung as well as performance benchmarks on education.

At the briefing also show the statistics that the public interest in reporting fairly active. Until 11 November 2015 the number of reports received as many as 9803. In addition, the verification rate reached 3.67 weekday report. Number of follow-up reports completed by 8406 and the average reporting rate of follow-up reports around 7.91 working

days. Bandung City Government also explained that the implementation of reward and punishment in the public service and complaint management in Bandung municipal government. The reward is a tribute to SKPD an active role in following up on any public complaints. While punishment will give red report cards for SKPD that less responsive in following up on any public complaints. Bandung municipal government also added that the public report data is very useful as a material for improved performance, decision-making and improved public services. Bandung municipal government also hopes that LAPOR! can be bring togehther distance (familiar) between the community and the government and vice versa. At the end of the conversation, the Bandung municipal government ordered that the public does not hesitate to take advantage of LAPOR! in delivering the aspirations and complaints for the realization of Bandung Champion.[25]

e. Civic Engagement

High community involvement in the LAPOR! can be useful for governments as input to improve development and public services to be better. But unfortunately, people who have used this program are reluctant to use it again [26] . This is due to several factors. First, follow a less rapid and impressed tantamount to complaints manually. Second, the government does not deliver a comprehensive explanation related to the decisions taken in responding to public complaints so that users are not satisfied with the government's performance in managing its report. In addition, people are less satisfied because of the problems they complain are not resolved properly. LAPOR! which is expected to enhance public trust in government was apparently not so visible. The level of public confidence in the government due to the lack of the government's inability to solve the problem which they complain. But on the other hand, people willing to tell the program LAPOR! to others in order to

help the problems perceived by the public. In addition, people also feel the savings in time and cost incurred due to no longer need to directly come into government offices. Then they also said that stages through the channel complaints become shorter because disposition directly report to the relevant agencies. They also have the confidence or belief that LAPOR! is a service that is appropriate to lodge complaints, suggestions and information related to services and development in Bandung. If only managed properly, they are very confident that LAPOR! can be a public space for grievances and sharing various problems that exist in society.

Based on the findings show that more people prefer to use LAPOR! compared with the manual because LAPOR! there is no direct interaction with the government so that people feel less Intimidated and feel more comfortable because it is more safe, especially if the report of a sensitive nature such as corruption and sexual harassment..

CONCLUSION

This research has showed one example of best practice in the application of the concept of e-government and public complaint. . It is evident from the finding that LAPOR! is a good program to transform public complaints became more modern manually through the use of ICT. Convenience and time savings as well as the perceived costs in terms of both the government and the community is very significant perceived benefit. However, in order LAPOR! running more effective, the government must be more responsive in managing public complaints.

RECOMMENDATION

To maximize the utilization of LAPOR! , The government is expected to focus more on one of the canals of the most easy to use. Based on the findings, more people using SMS in the LAPOR! because the process is much simpler. The government is also expected to provide education and understanding of the public about the problem that takes a long time such as roadwork.

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THE UTILIZATION OF ELECTRONIC PETITION (E-PETITION) AS THE CHANNEL FOR PUBLIC ASPIRATIONS IN INDONESIA

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Abstract

In the era of communication technology today, a petition can be presented in various ways, including through the use of social media. People from various realms may submit their petitions to gain online support through social media. The utilization of electronic petitions (e-petition) as a means of voicing the aspirations of the people has been done in some countries. Scottish Parliament for the first time in 2000 was using e-petition as the official channel for the public to voice their aspirations (Lindner and Liehm, 2009). This move then followed by parliaments of other countries, such as Germany and Norway. Even in 2006, the British government applied the e-petition system for its citizens. One social medium that focus on facilitating e-petition for public is Change.org. which was founded by Ben Rattray, a student at Stanford University, United States (US), in 2007. Change.org established in Indonesia in 2012. Since its existence in Indonesia, there have been 754 petitions posted in change.org related to some current issues in Indonesia. However, the number of petitions that reached their goals; influencing the public policies, was still very low, only 41 out of 754 (5.4%) (based on data as of March 31, 2015 at Change. org). To that end, this article will explore the utilization of e-petition through change.org in Indonesia as an interesting democratic phenomenon to be primarily related to its function as a medium of public aspirations in Indonesia.

Keywords: E-Petition, Public Aspirations, Indonesia

INTRODUCTION

Participation of all people in various fields, including the readiness to be critical and convey their aspirations to the government has been a requirement to pursuit of civil society. One strategy that could be carried out by the people to express their aspirations is through a petition to the government or other related parties.

Along with the increasing number of Internet users, a petition was developed in the form of an online petition or electronic petition (e-petition). Panagiotopoulos, et. al. (2011: 22) explained that online petition emerged from internet users, mainly through mailing lists (mailing list) or a web site that acts as a hosting portal.

Alathur, Ilavarasan, Gupta, (2012), interpreted online petition as a formal tool that is employed to represent the impotence of the petitioners to the government that seeks to find solutions to social injustice faced by the petitioners.

According to Panagiotopoulos, et. al. (2011: 21) petition is part of the official political participation in the form of a document addressed to public authorities to require consideration of certain issues, either delivered individually or in groups.

Emphasizing on the function of e-petition, Macintosh, et. al., (2002) explained that through online petition citizens acquire a medium to sign a petition, receive feedback on their complaints and requisition the government to hear their inputs on particular issues.

In Indonesia, a variety of websites that facilitate online petition are able to be accessed by people, e.g. change.org, avaaz.org, care2 (thepetitionsite.com), ipetitions.com, moveon.org, and greenpeace.org.

Change.org site and greenpeace.org, both provide Indonesian language facility and a representative office in Indonesia. Greenpeace.org is specifically focused on environmental issues, while change.org represents various online petitions with a variety of issues with a membership of about

125.369.137 people, spreaded across 196 countries in the world (change.org per-2015).

This article elaborates the utilization of online petition as a medium of voicing public aspirations in Indonesia. The focus of this article is change.org as an e-petition channel with social media platform. This article is elaborated based on the results of research by using qualitative descriptive method with data collection in the form of observation, interviews and literature studies.

ONLINE PETITION AS A MEDIUM FOR VOICING PUBLIC ASPIRATIONS

Petitions are possibly conveyed by anybody. Every citizen has the right to convey a petition regarding to particular issues that attract his attention. This petition right is stipulated in Article 44 Act No. 39/1999 on Human Rights, which reads: "Everyone either individually or jointly entitled to submit opinions, requests, complaints, or suggestions to the government in the implementation of an effective, efficient, and good governance, both orally and in writing in accordance with the legislation".

In line with that, Palmieri (2007) stated that a petition to the government is the right of citizens of the most fundamental aims to voice the injustice.

The increasing utilization of social media in Indonesia has become an important part in the development of an online petition. Twenge (2013: 17) explained that the use of social media does not lead to more social action or empathy, even according to him, in some cases it shows tend to give birth to a lack of empathy, except for online political engagement (such as online petitions). Social media may make it easier for someone to be able to provide political support through social media.

In the meantime, Briassoulis in the Journal of Qualitative Research (1020 vol. 10: 716), explained that an online petition includes all the things that might be of interest in a global, local, and individual level. Online petition is created and promoted by a special group of international and online communties, professional organizations or jobs, special

interest groups and individuals. Most petitions include some texts that present a request or demand related to an issue that is supported together.

According to Briassoulis (2010: 716), online petitions often attract a large number of signatures that range from a few hundred to tens or hundreds of thousands. The signatories come from different kinds of backgrounds, gender, nationality, education, income, professional, work, cultural and special interest groups.

Lindner and Liehm (2009) explained that the use of an online petition as a means of voicing the aspirations of the people has been articulated in some countries. For example, the Scottish Parliament for the first time in 2000 using an online petition as a formal channel for people to speak out. Followed by parliaments of other countries, such as Germany and Norway. Even in 2006, the British government also officially started to apply online petition system (e-petition) for its citizens.

To provide an illustration on how an e-petition works in England in conveying the voices of people, Panagiotopoulos, et al. (2011: 22) describes it in the following flow.

Figure 1. Petition Process Flow
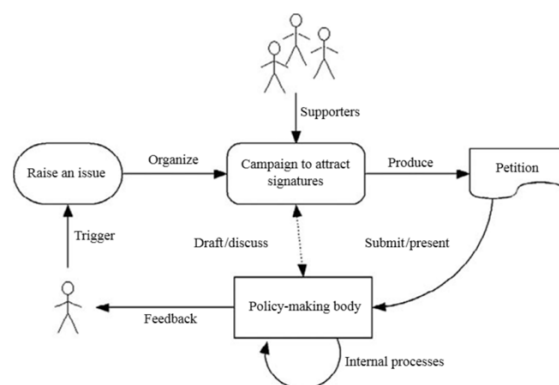
Source: Panagiotopoulos, at. al. (2011: 22)

Figure 1 shows a general overview of the process of a petition. Starting from an interest in initiating a petition to raise an issue for consideration. Afterward, the initiator of a petition could take two alternatives, whether he would like to start a campaign to attract supporters or send the petition directly via

email or channel directed to policy makers. The submitted petitions subsequently will be discussed and assessed in accordance with internal processes (for example, at a meeting of the board). Once the decision is made, the applicant (petitioners and their supporters) will receive official feedback from policymakers.

ONLINE PETITION IN INDONESIA

Online petition in Indonesia began to develop in 2012 since change.org inaugurated a representative office in Indonesia. Various cases rotated through online petitions circulated via social media began to attract the attention of the government and people of Indonesia. Even some petitions succeeded in influencing government policy, namely the petition of "the President and the Supreme Court: Impeach Garut Regent HM Fikri". This petition is supported by 920 signatures and successfully gained the victory with the approval of the recommendation of the Garut Parliament, about impeachment of HM Aceng as a Garut Regent by the Supreme Court.

Change.org existence in Indonesia is very well-welcomed by netizens in Indonesia. According to Arief Aziz (tha Campaign Director of Change.org Indonesia) since its emergence in Indonesia in 2012 until mid 2015, Change.org users in Indonesia has reached the number of 1.5 million users.

Several issues related to recent conditions in Indonesia mostly from the perspective of social and politic are articulated through Change.org. Here are the Top 10 Online Petition in 2015.

Figure 2. Top 10 Online Petition in Indonesia in 2015
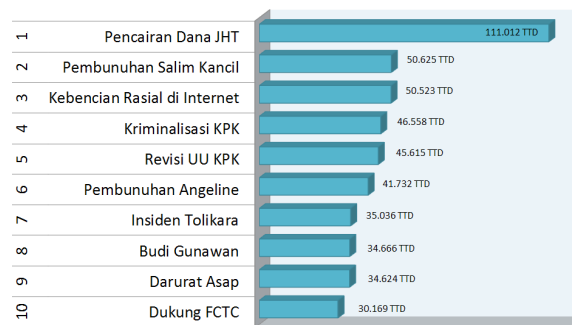
Source: MetroTV. 21 Oktober 2015 14:03

The observation also shows that in 2015, there were about 754 petitions related to the issues of Indonesian published through change.org. The petitions generally sent by the Indonesian people themselves.

Out of 754 petitions, there were 38 petitions succeeded in influencing government policy or obtain a positive response from the targeted parties (in the term of change.org, the succeeded goal is called as a "victory" (Change.org: March 31, 2015). The remainder, about 713 petitions have not gained the victory as expected by the sender or starter of petition (www.change.org).

The big 10 petitions with the biggest supporters and procure victory are listed in Table 1.

Table 1. The big 10 petitions with the biggest supporters

| No.	Petition Tite	Number of Supporters
1.	People Refuse the Election of District Officials by the Parliament	118.970
2.	Jokowi, don't close your eyes, cancel the candidacy of corruption suspect as the Head of the Police of the Republic of Indonesia!	34.658
3.	Stop the Impairment of the Commission of Corruption Eradication (KPK), withdraw the draft of the regulation from the Parliament!	21.231
4.	Mr. @SBYudhoyono, Mr. @Zul_Hasan: Cancel the logging permit in Aru Island Forest	15.110

5.	Jangan angkat Sophie Rickmers, selamatkan perairan Sabang dan sejarah Indonesia.	15.059
6.	Submit the case of POLRI Corruption to KPK! Stop the Impairment of KPK!	15.013
7.	Malaysia Court: Free Wilfrida from Death Penalty! @NajibRazak	13.278
8.	Insist Commission 3 of Parliament to thwart Daming as the candidate of supreme court judge	11.027
9.	Do not damage Trowulan, thwart steel mill, set Trowulan as cultural heritage! #saveTrowulan	10.309
10.	Governor Zaini, keep your promise. Enforce the law. Stop the exploitation of Rawa Tripa.	10.240

Source: Hermawati and Asih (2015)

The amount of supporters for victory is very diverse. This indicates that there is no limit of number of support a petition to gain the victory. Yet despite that, Arief Aziz (Campaigns Director, Change.org Indonesia) explained that if the numbers of supporters are too low, a petition becomes less reverberant. Therefore, the starter of petition should campaign the petition in order to gain more supports.

In addition to the amount of support to obtain victory very diverse, period of time necessary for victory were varied indeed. The analysis of the 32 petitions in 2015 shows the following data.

Figure 3.
The percentage of time period for victory of petitions in 2015
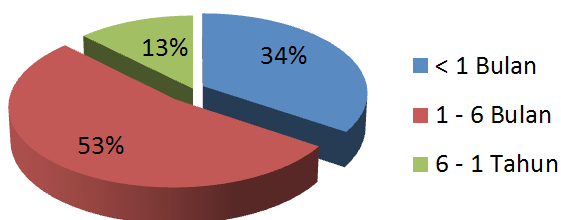
Source: Hermawati and Asih (2015)

From Figure 3 it could be seen that there is 53% of petition that managed to obtain

victory in a period of 1-6 months, 34% petition gained the victory with maturities of less than one month, and the rest 13% petition gaining victory in a period of 6 months - 1 year. This indicates that there is no time limit to earn the victory. However, some strategies are required to obtain a victory.

HOW TO MAKE AN EFFECTIVE ONLINE PETITION

Composing messages to be delivered on social media or on an open platform, depends on the creativity of message makers. Makers can freely express the message, either in the form of text, images, or video and so forth, including a message in the form of an online petition. To make an online petition, the starter can be freely design his message. However, freedom of the course will be limited by the rules, both the rule of law and social ethics. In addition, to design a petition, of course, the starter needs to consider a variety of information and experiences of the various parties to make the petition successful and effectively build the expected changes.

Briassoulis (2010: 716) describes that a petition may be written in the form of informative texts, offering historical documentation and facts, an explanation of the problem and what can be done to resolve the issue. Petition text can be supported with video, photos or other relevant documents.

As according to Hamid (2014: 262), the potential victory of a petition can be greater if the petition is designed with attention to the following points:

1) The text arranged in short, dense, and clear. The first paragraph should contain the most important thing and to be conveyed. Express the related crises and the opportunities that exist and point readers to immediately think "so what can I do?". In the second paragraph, readers are invited to take an action, for example, sign a petition, to share with their social media, go offline by taking the issues by protesting down in the streets, and so forth.

2) Demands clearly stated in the title, for example: "The mayor of Bandung,

Cancel the IMB of PT. EGI on Forest City Babakan Siliwangi" or "Jokowi, don't close your eyes, cancel the candidacy of corruption suspect as the Head of the Police of the Republic of Indonesia!".

3) Provide an accurate and complete data/facts. Petition starter should know how big the problem that is described through data or facts since the credibility of the petition will decrease if presented with incomplete and inaccurate data or facts.

4) Present an attractive personal story to arouse empathy. Petitions must be presented clearly by adding information indicating the urgency of conveyed issue so readers will be triggered to do something immediately.

5) Equipped with a picture or video. Picture or video could be chosen according to the issues presented in the petition. Picture or video is an essential part to attract the reader's attention.

In addition to the design of a message from a petition, to increase the amount of support and the success of an online petition, initiating a petition should also be doing some of the following activities:

1) Sharpen the contents of a petition by discussing them with the competent parties. It is also a possible way for petition starters to request change.org for assistance to meet up with relevant parties.

2) The petition can be supported by a campaign launched via the internet, taking the issues to the lawsuit in court, and go offline by street demonstrations.

3) Determine the right time to launch the petitions.

4) Work closely with the competent parties related to the raised issues, for example by community residents, youth associations, the Indonesian Legal Aid Foundation, WALHI, GreenPeace and other communities or institutions related to the conveyed issues.

5) Request the petition supporters to spread the petition through their social media.

6) Go offline by convening a meet up with supporters and other relevant parties.

Invitations could be submitted via email or the website of change.org.

The use of online petitions as a public aspirations in Indonesia could be described in the following plot.

Figure 4. The Design Plot of Online Petitions
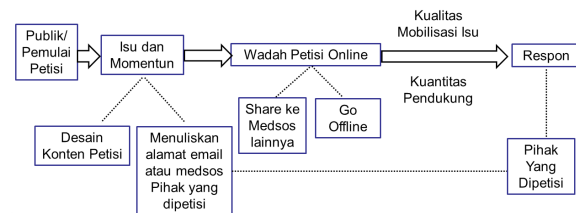
Source: Hermawati and Asih (2015)

CONCLUSION

There is an emergence of digital democratization in Indonesia through the utilization of online petitions as the medium of conveying public aspirations to related parties particularly in the field of social and politic issues in order to make a change movement.

Online petitions could be functioned as the openly-managed channel of public's aspirations. The online petitions are able to attract readers if they are well-written with interesting and evocative points, while the victories depend on the performance of the petition starters, namely their ability to continue to attract the supporters by both online and offline strategies.

The existence of social media focused on encompassing online petitions is very important to increase public participation in ensuring good governance. However, it would be better if the government provides the feature of online aspirations on their website officially in order to gain faster aspiration and give feedback to the public.

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PERSONAL BRANDING OF ANIES BASWEDAN THROUGH FACEBOOK AND TWITTER ACCOUNT: STUDY OF IMAGE GRID ANALYSIS IN BANJARMASIN SOCIETY AGE 17 – 24 YEARS

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Abstract

This research aimed about the personal branding image of Anies Baswedan through Facebook and Twitter account on Banjarmasin society.This research used quantitative approach with descriptive type. The population was Banjarmasin society aged 17-24 years old. Sample that taken was 399 people, sample retrieval techniques used cluster random sampling. The method of data collection used questionnaire and observation, while the method of data analysis used image analysis grid by Kotler with the degree of trust was 95%.The results of the research, personal branding image of anies baswedan on familiarity scale is 74,44% or 297 respondents from 399 respondent of total samples, categorized on less know about Anies Baswedan. That means only 25,56% or 102 respondents who know him. Based on favorability scale there were 76,25% or 77 respondents from 102 respondents who know Anis Baswedan, categorized him as a good image of personal branding. Based on grid analysis model Anis Baswedan Personal Branding are less kown and good image. That means personal branding image of anies baswedan was located on grid B, that was the assessment of respondents about Anies Baswedan was he does not well known but he has a good image.

Keywords : Personal Branding, Image, Grid Analysis, New Media

INTRODUCTION

The Internet was originally created for the purposes of information exchange among United States military, but in further development recently the whole society in the world could access, development of the Internet rapidly and gave birth to a new medium for Internet users to share and interact with one another , namely social networking is often called socmed - social media. There are a wide variety of social networks, like facebook, twitter, youtube, path, instagram and much more. According to the MBA Rank Ebiz per September 2013, today there are two very popular social media and pick the most active users in the world, facebook and twitter.

The rapid growth of social networking users is to make a change in which social networking was originally created as a medium to interact with one another between users has now turned into a promotion of goods or services to self-marketing. self marketing is known as personal branding, according Kupta in Susanto (2009) is a personal image that represents a set of skills, a brilliant idea, a belief system and the value equation that are considered attractive by others. There are many persons who manage to do personal branding in social networks and some are failing, these successful individuals have a very strong brand, the brand is not only adhered by a product but also an identity that is inherent in each of them. Among ofmany people who are currently doing personal branding through social networks, the researchers are interested in Anies Baswedan as a subject of research.

Anies Baswedan is a young leaders in Indonesia who have achievements both nationally and internationally, he is among of 100 intellectuals the world by Foreign Policy magazine, among of 500 Muslims were influential in the world by the Royal Islamic Strategic Centre and among of 20 people are striving in the next 20 years. *Twitter* account which is located in @*aniesbaswedan* and *Anies Baswedan* fan page on *facebook*. His *Twitter* account registered in 2010 it has many

followers as 494 thousand and a facebook account registered in 2011 also has followers more than 100 thousand, here it can be seen that the messages disseminated or submitted by Anies Baswedan with social networking media will be read and known by hundreds of thousands of followers.

This study will use a walker grid image analysis of Kotler, the assessment by dividing the grid assessment into the grid, the grid A where a person is very well known and has a good image, grid B where someone less well known but has a good image, grid c where someone less known and has a bad image and grid d where a person is very well known but has a poor image

Mass Communication

According to Effendy (2000: 20), mass communication is communication through the mass media. The example of mass media are newspapers, magazines, radio, television or film. Because of reading newspapers and magazines, listen to radio or watch television and movies generally done by so many people that can even be done simultaneously. According to Joseph A Devito in Ardianto (2004: 6), mass communication is a communication that addressed to the masses, and to the enormous audience. Referring to the above definition, mass communication is a communication addressed to the audience a lot to be done through mass media, such as television, radio, newspapers, magazines, movies and books.

Media

The mass media is a secondary socialization agents that impact most widely spread than the other socializing agents. Although the impact of a given mass media does not directly take place, but quite significant in affecting a person, both in terms of cognitive, affective and behavior (Gabner 2007: 8 in Zuhra, 2012: 3). The mass media has an important role in self imaging. Mass media can form a certain image of an event or a group and be understood as a general truth in society. Symbols or terms are repeated constantly creates its self image of something

in the public view(Zuhra, 2012: 3). Thus, the mass media are not only considered important in the dissemination of information but the mass media play an important role in the formation of the existing image that can be seen in the community, although it does not influence directly influence after the communication yet significant enough to affect a person, both in terms of cognitive, affective and behavior.

According to DeVito (2010) in Zuhra (2013: 4), there are some important function of the mass media, namely:
a. Entertaining
b. Convincing
c. Confirming
d. Changing
e. Stirring
f. Offering ethical or certain value system
g.   Informing
h. Conferring status
i. Anesthetizing

New Media

According to Flew (2005: 2), the new media is a term to describe the convergence between digital communications technology which digitalized and connected to the network. Examples of media represents a new medium is the Internet. According to Setiawan (2013: 8), the power of new media is the communication technology involving computers, in order to simplify and accelerate in getting information from the Internet as well as its characteristics are easy to access that is easy to use anywhere without having to go to a computer, but now can be through mobile phones that have the capability Internet connection was enough. So the new media is a media communications network utilizing the Internet using a computer or device that can access the Internet to interact with other users and can be done anywhere and anytime.

Public Relations

(British) Institute of Public Relations (IPR) in Jefkins (2004: 9), public relations (PR) is the overall effort made in a planned and sustainable in order to create and maintain goodwill and mutual understanding between

an organization with the audience, while according Jefkins (2004: 10), public relations is all well organized forms of communication, whether it is inside or outside, between an organization with all of the audience in order to achieve specific objectives, which is based on mutual understanding. Thus, public relations is all over the efforts made are well planned, whether it is intended for internal and external audiences organization in order to create and maintain goodwill, mutual understanding and achieve certain goals, which is based on mutual understanding.

Grid Analysis of Image

According Krisyantono (2008: 10), image (image) is an image in the public mind about the company. The image is the public perception of the company regarding its service, product quality, corporate culture, the company's behavior or the behavior of individuals within the company and others. According Argenti (2010: 78), the image is a reflection of the identity of a company. The identity of a company is the actual manifestation of the reality of the company as the company's reputation. Thus, the image is public view of the company's good product quality, service culture and behavior of individual firms of the company that would affect the public attitude towards the company, if it supports, hostile or neutral.

Grid analysis of image model is an analytical tool used to measure the audience of the assessment or knowledge of a particular object. Model grid image analysis initiated by Philip Kotler cited by Rosady Ruslan (2006: 81) it has 3 stages in the assessment, familiarity scale, favorability scale and grid-scale of image analysis.

Grid analysis of image is the withdrawal of familiarity scale and favorability scale, in this image analysis Kotler grid divides the image into 4 grid like this:
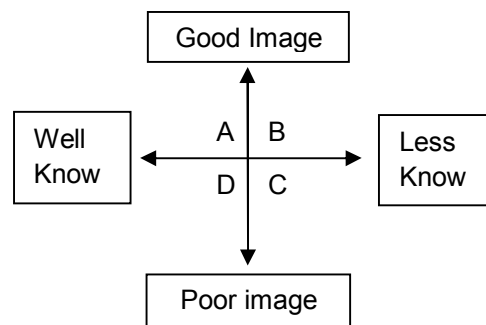
Source: Ruslan (2006 : 83)

Figure 1. Grid Analysis

On the grid A is the ideal position, which has a positive image and is well known by everyone, customers or target audience, the grid and the position of the object of study has a positive image, but only preferred or recognized by a particular audience or less known, on grid C considered to have a negative image and are less well known by everyone or the audience, while the D has a negative image, but very well known by everyone, either customers or target audience.

Personal Branding

According Kupta in Susanto (2009), Personal Branding is everything that is in you that differentiate and sell, such as your messages, innate self and marketing tactics. Meanwhile, according to Montoya and Vandehey (2008: 271), Personal Branding is something about how to take control over other people's judgment against you before directly meet with you. So, Personal Branding is an interesting thing that a person, who distinguishes with others so that it becomes more and makes a person stand out from others.

According to Montoya (2002) in Setyastuti (2012), there are three levels of influence in which one does personal branding: Advocate, Trendsetter and Icon

According to Peter Montoya (2002) in Susanto (2009) there are eight things in the main concept is the reference in establishing a person's personal branding. It is
1. The Law of Specialization
2. The Law of Leadership
3. The Law of Personality

4. The Law of Distinctiveness
5. The law of Visibility
6. The Law of Unity
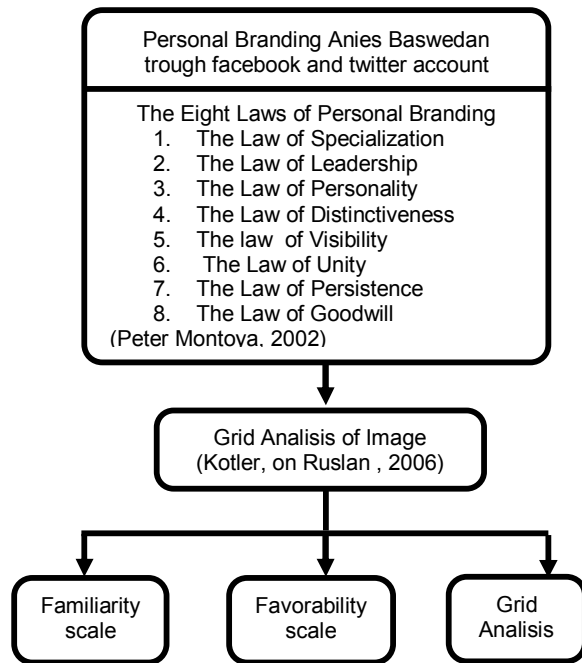7. The Law of Persistence
8. The Law of Goodwill


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┌────────────────────────────────────┐
│  Personal Branding Anies Baswedan   │
│  trough facebook and twitter account│
├────────────────────────────────────┤
│  The Eight Laws of Personal Branding│
│    1.  The Law of Specialization    │
│    2.  The Law of Leadership        │
│    3.  The Law of Personality       │
│    4.  The Law of Distinctiveness   │
│    5.  The law  of Visibility       │
│    6.  The Law of Unity             │
│    7.  The Law of Persistence       │
│    8.  The Law of Goodwill          │
│  (Peter Montova. 2002)              │
└────────────────────────────────────┘
                 │
                 ▼
      ┌────────────────────────┐
      │  Grid Analisis of Image │
      │  (Kotler, on Ruslan , 2006)│
      └────────────────────────┘
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| Familiarity scale | Favorability scale | Grid Analisis |

Figure 2. Reseached Framework

Hypothesis

Ha: Personal Branding Anies Baswedan twitter and facebook are in grid B

Ho: Personal Branding Anies Baswedan through twitter and facebook accounts are not on the grid B

RESEARCH METHODS

Approach and Research Type

This study uses quantitative methods in order to get an idea of personal branding assessment Anies Baswedan image which he did through facebook and twitter accounts it has.

This type of research is descriptive. According Sukmadinata (2006: 72), is a form of research that aimed to describe phenomena that exist, both natural phenomena and man-made phenomenon. In this objective of study is to obtain an overview assessment of how the image of Anies Baswedan Personal Branding through facebook and twitter accounts.

Research Locations

This research was conducted in Banjarmasin, Banjarmasin is one of the major cities in Indonesia and also the capital of the province of South Kalimantan with the balanced ratio between male and female is 1: 1 according to the association of Indonesian Internet service provider in 2012.

Population and Sample

Population. The population in this study are all people of the city of Banjarmasin. Respondents' criteria are the people who have twitter and facebook account and and age-appropriate active Internet users between 17-24 years because according to data from Socialbakers, largest Internet users in Indonesia are in that age range, according to data from the BPS 2012 the number of people aged 17-24 years are 114.712 people.

Samples. According to Arikunto (2002: 109), sample is number of representative of the population studied. Samples will be taken using the formula Slovin, namely:

Description: n = number of samples
N = Size of population
e = margin of error = 5%
Then the number of samples obtained are:
n = 114 712 = 398.6
1 + 114 712 (0.05) 2

Slovin formula obtained through the calculation of sample size of 398.6, the figure is rounded up to 399 people as samples. The sample selection using r cluster andom sampling, research conducted in 5 districts and selected samples at random in accordance with the characteristics predetermined by the researcher. The characteristics of the samples referred to here is the people who live and move in the city of Banjarmasin, internet users aged 17-24 tahun who have twitter and facebook accounts with the help of technical screening questions on the questionnaire.

n = 399 : 5 = 79.8

Thus, each region will be taken a sample of 79-80 people in accordance with

the above calculation.

Variable Operational Definition

Personal Branding. According to the Kupta in Susanto (2009) Personal branding is a personal image that represents a set of skills, a brilliant idea, a belief system and the value equation that are considered attractive by others. Personal Branding is everything that is in you that differentiate and sell, such as your messages, innate self and marketing tactics. According to Peter Montoya (2002) in Susanto (2009) there are eight things in the main concept is the reference in establishing a person's personal branding. It is

1. The Law of Specialization, is a great personal branding which has a specialization that makes it different both in terms of strength, skill or particular achievement.
2. The Law of Leadership, a leader who comes to power and credibility will be able to position themselves as the perfect leader to be relied upon by the public.
3. The Law of Personality, a great personal brand should have a good personality, but is based on the figure of personality is and comes with all the imperfections.
4. The Law of distinctiveness, effective personal branding need to be displayed in a manner different from the others in order to be unique and different from other brands.
5. The Law of Visibility, in order to be known, the branding process should continue by promoting and marketing and also using every opportunity to find and have some luck for a person or product.
6. The Law of Unity, personal life in line with the moral ethics and attitudes that have been determined in the process of personal branding.
7. The Law of Persistence, one must remain firm at the beginning Personal Branding which has been formed, without ever hesitating and want to change.
8. The Law of Goodwill, with a judgment or good image generated from personal branding will give a better results and long lasting.

Data Collection Techniques

Data collection techniques used in this research is to use: Primary data is data that comes from the original source or the first. This data is gathered directly by researchers of the field, they are: Observation, Questionnaire and Interview. Secondary data is additional data that contains information related to research, such as information from facebook and twitter pages of Anies Baswedan.

Determination of Scores

Scoring technique used was Likert Scale. Answer every item instrument that uses a Likert scale has gradations from very positive to very negative. With the score of the following guidelines:

1. **Familiarity Scale**
   Never heard of it   = 1
   Heard of it   = 2
   Know a little   = 3
   Know a fair amount = 4
   Know it well   = 5
2. **Favorability Scale**
   Very unfavorable   = 1
   Somewhat unfavorable = 2
   Indifferent   = 3
   Somewhat Favorable   = 4
   Very Favorable   = 5

Data Analysis Techniques

The data analysis used in this research is the quantitative descriptive analysis based on the value of the category average of each indicator research. In this study, researchers used Grid Kotler image analysis in analyzing the data. According to Kotler (2000) in Ruslan (2008: 81-83) there are 3 scale in determining the level of Anies Baswedan personal branding through social networking accounts, as follows:
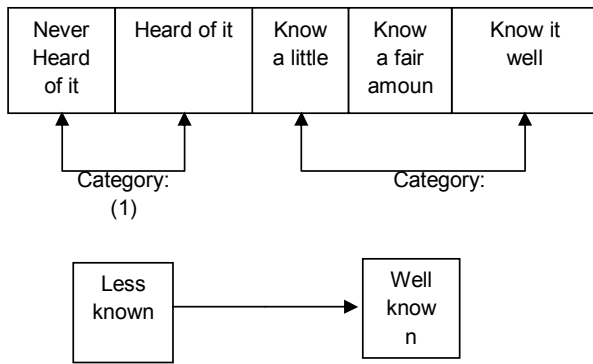
1. The familiarity scale

Never Heard of it	Heard of it	Know a little	Know a fair amoun	Know it well

Category: (1)   Category:

Less known	→	Well known

Figure 3. Category Score of Familiarity Scale

unfavorable   unfavorable   unfavorable

Category 1: If the majority of respondents rating in the category 1, then Anies baswedan is not well known by public

Category 2: If the majority of respondents rating in the category 2, then Anies Baswedan is well known by the public

2. Scale favorability scale

Very Unfavorable	Somewhat unfavorable	indifferent	Somewhat unfavorable	Very unfavorable

Kategori : (1)   Kategori : (2)

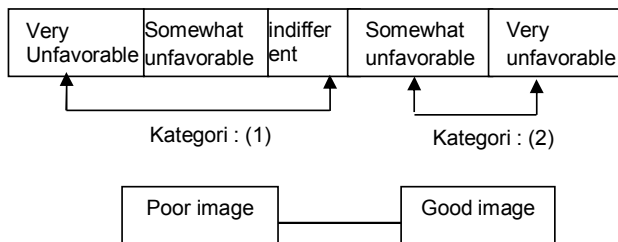| Poor image		Good image

Figure 4. Category Score of Favorability Scale

Category 1: If the majority of respondents rating in the category 1, then Anies Baswedan has positive image

Category 2: If the majority of respondents rating in the category 2, then Anies Baswedan has poor image

3.   Image analysis (audience response)
   - Grid A, respondents rate Anies Baswedan well known and has a good image
   - Grid B, respondents rate Anies Baswedan less well known and has

a good image
   - Grid C, respondents rate Anies Baswedan less well known and has a poor image
   - Grid D, respondents rate Anies Baswedan famous and have a poor image

DISCUSSION

Characteristics of Respondents

In this study, researchers took account of respondents who have a facebook and twitter accounts aged 17-24 years and is a good Banjarmasin people who indulge and resides in London.

Gender. Based on the survey results revealed that the respondents consists of 246 men and 153 women. There were 61.7% of male respondents and 38.3% of women, aged 20-22 years with the highest percentage of 49.62%.

Location. Division of the sample of respondents according to the division of the cluster random sampling method is to divide the study area into smaller clusters, researchers divided according to the number of districts in Banjarmasin city which has 5 districts. The number of respondents is 80 people from West Banjarmasin, South Banjarmasin 80 people, 80 people subdistricts Central Banjarmasin, Banjarmasin East 80 districts and sub-districts of North Banjarmasin 79 people.

Age. Based on the results, from the 399 respondents, there were 94 respondents (23.56%) were aged 17-19 years, 198 people (49.62%) of respondents aged 20-22 years and 107 people (26.82%) of the respondents aged 23- 24 years old.

DESCRIPTIVE ANALYSIS

Familiarity and Favorability Scale on Grid Analysis.

Based on researched, the result of Familiarity and Favorability Scale on Grid Analysis was in table 1.1.

Table 1.1 Familiarity and Favorability Scale on Grid Analysis

Indikator	Familiarity scale			Favorability scale		
	Less Known	Well known	∑	Poor Image	Good Image	∑
Specialization	294/ 73,7%	105/ 26,3%	399	22/ 21%	83/ 79%	105
Leadership	289/ 72%	110/ 27,6%	399	28/ 25,5%	82/ 74,5%	110
Personality	289/ 72%	110/ 27,6%	399	36/ 32,7%	74/ 67,3%	110
Distinctivenes	320/ 80,2%	79/ 19,8%	399	15/ 18,9%	64/ 81,1%	79
Visibility	305/ 76,4%	94/ 23,6%	399	35/ 26,5%	69/ 73,5%	94
Unity	315/ 78,9%	84/ 21,1%	399	18/ 21,4%	66/ 78,6%	84
Persistence	307/ 76,9%	92/ 23,1%	399	26/ 28,2%	66/ 71,8%	92
Goodwill	257/ 64,4%	142/ 35,6%	399	22/ 15,4%	120/ 84,6%	142
Mean	**297/ 74,44%**	**102/ 25,56%**	**299**	**25,25/24,75%**	**76,75/76,25%**	**102**

Based on table 1.1 above, describe that Mean of familiarity scale of Anis Baswedan personal branding 74,44 % or 297 respondents categorized on Less Known, and only 25,56 % or 102 respondents categorized on well Known. Mean of favorability scale of Anis Baswedan personal branding 76,75 % or 76,75 from 102 responden who well known about Anis Baswedan, categorized on Good Image , and only 25,56 % or 25,25 respondents categorized on poor Image

Based on the results, from 399 respondents, 105 people rate on a familiarity scale of indicators of specialization, an indicator of the leadership rated by 110 people, an indicator of personality rated by 110 people, the indicator difference rated by 79 people, the indicators of visibility rated by 94 people, an indicator of the unity rated by 84 people, an indicator of persistence rated by 92 people and indicators of a good name rated by 142 people who claimed to know well about Anies Baswedan.

Grid Analysis Of Image

Based on researched, the result of Grid Analysis of image was in table 1.2.

Table 1.2 Grid Analysis Of Image

Indikator	Familiarity scale	Favorability scale	Grid Analysis
Specialization	Less Known / 73,7%	Good Image / 79%	B
Leadership	Less Known / 72%	Good Image / 74,5%	B
Personality	Less Known / 72%	Good Image / 67,3%	B
Distinctivenes	Less Known / 80,2%	Good Image / 81,1%	B
Visibility	Less Known / 76,4%	Good Image / 73,5%	B
Unity	Less Known / 78,9%	Good Image / 78,6%	B
Persistence	Less Known / 76,9%	Good Image / 71,8%	B
Goodwill	Less Known / 64,4%	Good Image / 84,6%	B
Mean	**Less Known / 74,44%**	**Good Image /76,25%**	**B**

Based on table 1.2, The mean of grid analysis model Anis Baswedan Personal Branding are less kown and good image. That means personal branding image of anies baswedan was located on grid B, that was the assessment of respondents about Anies Baswedan was he does not well known but he has a good image.

The study was conducted to determine how the image assesment of the Personal Branding in Anies Baswedan through facebook and twitter accounts by using familiarity scale, favorability scale and grid-scale image analysis. variable of personal branding has eight indicators, they are specialization, leadership, personality, difference, visible, unity, firmness and good name. Based on the level suggested by Montoya, Anies Baswedan is at a level Icon, where he was in personal branding do not follow the trends in the community, personal branding which happens for a long time and survived until now and has become an icon in the world of education thanks to programs *Indonesia Menyala* and *Indonesia Mengajar*.

Ha on the research hypothesis is Personal Branding Anies Baswedan through facebook and twitter accounts are on the grid B and can be received while H0 is rejected. The following description of the personal branding variables based on the indicators studied

1. Specialization

Based on the summary of respondents' personal branding assessment Anies Baswedan in the indicator suggests the familiarity of specialization on a scale of as much as 73,7% of respondents less know of a Anies Baswedan specialization. Based

on the summary of respondents' rating on a scale of favorability scale for Anies Baswedan show 79% of respondents stated they were quite happy with specialization owned Anies Baswedan. With the specialization Anies Baswedan on personal branding through scale variable recognition into the category through know scale in in not well known category and in category of a good image. So personal branding Anies Baswedan conducted through the medium of twitter and facebook on indicators of specialization are in grid B, the grid which specializes Anies Baswedan lesser known but has a good image. Through *facebook and twitter* account, he published his specialization as a rector who concerned in Indonesian education. He is faonder of 'Indonesia Menyala, Indonesia Mengajar and Turun Tangan " campaign program. But unfurtunatelly only few people who known about that.

Peter Montoya (2002) stated that specialization is a power, specialization and achievment that could made the distinvisness from another one. It focus of advantages and specialization that person. The oportunity to strength of personal branding was easy to achieve because the advantege and weakness was known.

2. Leadership

Based on the summary of respondents' personal branding assessment Anies Baswedan in leadership at familiarity scale indicators show as much as 72% of respondents had less known of the leadership of a Anies Baswedan. With this kind of leadership. The summary of respondents' rating on a scale of favirablility for Anies Baswedan show as much as 74,5% of respondents stated good image about leadership Anies Baswedan. Thus the leadership Anies Baswedan on personal branding through scale variables know like in the category of personal branding as good image. So, Anies Baswedan conducted personal branding through the medium of twitter and facebook on leadership indicators are on the grid and grid B is a grid in which the leadership of the lesser known but Anies Baswedan have a good image. The

leadership of Anis Baswedan as a Rector of Paramadina university, and as a head of KPK Etic Code. DelBlanco (2010) in Findha (2013) stated that a person need to eksplore the power, leadership and achievement that had been acomplished to influence the trust from people.

3. Personality

Based on the summary of respondents' personal branding assessment Anies Baswedan in personality indicators on a familiarity scale of the show as much as 72% of respondents had less known about the personality of a Anies Baswedan. Based on the results of respondents' assessment recapitulation Anies Baswedan show as much as 67,3% of respondents stated they were had a good image about Anies Baswedan personality. Thus personality variables Anies Baswedan on personal branding in the category of personal branding good image. So, Anies Baswedan conducted personal branding through the medium of twitter and facebook on personality in indicator grid B, the grid implies that the personality Anies Baswedan lesser known but has a good image. . Eisend, et al (2007) in Findha (2013) stated that the strenght personality impact to brand and bussines, that could be the advantage ot that brand. Anis Baswedan becames one of 500 the most influece muslim in the world. The rerspondents who known Anis Baswedan mostly like about his personality.

4. Distinctiveness

Based on the summary of respondents' personal branding assessment of Anies Baswedan the indicator shows the difference in familiarity scale of as much as 80,2% of respondents had less known about the difference a Anies Baswedan. Based on the results of respondents' assessment summary, Anies Baswedan show as much as 81,1 % of respondents stated that they had good image with distinction owned Anies Baswedan. Thus the difference owned Anies Baswedan on personal branding in the indicator variable difference through scale Anies Baswedan favorability scale is expressed in the category

good image. So personal branding Anies Baswedan conducted through the medium of twitter and facebook on the indicator difference is in grid B, the grid where the differences are owned Anies Baswedan lesser known but has a good image.

Peter Montoya (2002) stated that distinctiveness showing something different from another that could be the specialization of personal Branding. Anis Baswedan consist to actualisating his self to education things from he was young until now. That makes him different from other people. The program of Indonesia Menyala, Indonesia Mengajar and Turun Tangan also had a inovative program that different from another program.

5. Visibillity

Based on the summary of respondents' personal branding assessment Anies Baswedan in the indicator looks at familiarity scale of the show as much as 76,4% of respondents had less known of the indicator of looks Anies Baswedan. Based on the summary, respondents rating on a know like scale to Anies Baswedan show 73,5% of respondents stated they were have a good image about ihe visible indicators of Anies Baswedan.Thus the indicator shown on known variables in personal branding through scale like and in the category of personal branding has a good image. Thus, Anies Baswedan conducted personal branding through the medium of twitter and facebook on the indicator looks at grid B, the grid shows that Anies Baswedan lesser known but has a good image. Not every respondent lnown about the program from *facebook* and *twitter* account but the one who know about that Indonesia Menyala, Indonesia Mengajar and Turun Tangan program, mostly like it.

6. Unity

Based on the summary of respondents' personal branding assessment Anies Baswedan in unity aspect on a scale indicator shows that on the familiarity scale is 78,8% of respondents that the unity which is owned by Anies Baswedans was less known. Based on the results of respondents' assessment recapitulation Anies Baswedan show as much as 78,6% of respondents stated the unity which is owned Anies Baswedan had a good image. Anies Baswedan conducted through the medium of twitter and facebook on unity indicators are on the grid and grid B is a grid in which Anies Baswedan less known but has a good image. Peter Montoya (2002) stated that unity is brand that was created consist wit etics, mores, and attitude in natural life of the person. Respondent who known about Anis Baswedan and his program, mostly stated that his branding consist with his natural of personal life.

7. Percistance

Based on the summary of respondents' personal branding assessment Anies Baswedan in indicators of percistances on the indicates the familiarity scale of 76,9% of respondents sate that the firmness of Anies Baswedan was less known.. Based on the summary of respondents' assessment Anies Baswedan shows 71,8% of respondents stated they the firmness of Anies Baswedan had a good image So, Anies Baswedan conducted personal branding through the medium of twitter and facebook on firmness indicators are on the grid B which Anies Baswedan less known but has a good image. Montoya (2002) stated that percistance is what that became a brand from the begining has never been changes. Anis Baswedan consisted in Educational. He achieved ASEAN *Student Award* tahun 1998 dan Top 100 Public Intellectuals fom Foreign Policy Megazine in 2008.

8. Good Will

Based on the summary of respondents' personal branding assessment Anies Baswedan the good name on a familiarity scale indicator shows that 64,4% of respondents state the good name possessed by Anies Baswedan was less known. Based on the results of respondents' assessment summary of Anies Baswedan show that 84,6% of respondents stated that the good name of Anies Baswedan had a good image. So, Anies Baswedan conducted personal

branding through the medium of twitter and facebook on indicators of good names are on the grid B which Anies Baswedan less well known but has a good image. Montoya (2008) stated thati with a judgment or good image generated from personal branding, it will give a better results and long lasting. Nowadays Indonesia Mengajar program had more than 9000 voluntiers, Turun Tangan program had more than 25000 voluntiers, The voluntiers was known as a "Zero Rupiah Voluntiers" becouse they was not paid. That program and personal branding of Anis Baswedan made his image was more araise in public. (kompasiana.com dan edukasi.kompas.com, 2012). But unfutunatelly, only a few people that known about that.

CONCLUSION

Based on the analysis performed in this study it can be concluded that:

1. The study uses a model-familiarity scale of the majority of respondents (74,4%) claimed the personal branding of Anis Baswedan trough twitter and facebook account was less known

2. The study used a favorability scale state majority of respondents (76,25%) claimed that Anies Baswedan personal branding through Facebook and a Twitter account into the category of a good image.

3. The mean of grid analysis model Anis Baswedan Personal Branding are less kown and good image. That means personal branding image of anies baswedan was located on grid B, that was the assessment of respondents about Anies Baswedan was he does not well known but he has a good image. So Ha was accepted

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CHAPTER 3

THE DEVELOPMENT OF TOLERANCE VALUES IN ISLAMIC SECTS TO THE SOCIAL NETWORKING IN BANYUMAS DISTRICT

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Abstract

In the interactive society often influenced by culture, ideology, education, ethnicity, religion or philosophy of life. If their culture or ideology is equal, so they have a good relationship adhesiveness. But somewhat different in matters which are based on the interaction of the same religion, but different their ideology, so in general, the attachment of the groups is much more dominant than the religious sense. The objectives of this study are: to know the perception of the Islamic groups about some of social media, such as Whats App, internet, Face book, as a Media to realize tolerance's values in their groups. The method used in this study is a qualitative method with the aim to describe and analyze the perceptions, views, attitudes, behaviors contained in the Islamic groups. The result of its are: 1) all groups acknowledge that social media networking are tools that can be used as a medium of communication and dakwah for an organization; 2) For the Syahadatain, that the social media can not be used as a tool for the sake of dakwah, because the dakwah must to meet directly to the target, as exemplified by the Muhammad Prophet; 3) Social media can be used as a tool to develop the values of tolerance, democracy and moderation for the Islamic groups, because the media can help them to establish communication for their affection, so although different in religious views, but they still to give their affection among them.

Key words: Tolerance, Interaction, Social Media, Networking, Islamic Sects (Groups).

BACKGROUND

Social relations between human beings often influenced with a disharmonious relationship. Culture, ideology, education, ethnicity, religion, philosophy of life often affect those relations. People who come from the same culture, in general they have a good relationship adhesiveness. Likewise, if they originate from the same ideology, it will provide a strong emotional sense in their relationship. But the problem is somewhat different in the relationship between fellow members of the community at the same religion, but they different of groups. In general, the attachment of the groups is much more dominant than the religious sense.

Rohman (2009) when researching "Perceptions of the Islamic group Jemaah to Social Interaction in the South Purwokerto, Banyumas ", was said, that Islam Jama'ah community has its own perception of the social interaction, especially in the religious interactions. Religious teaching that should have universal space, followed by community only. It is also proved that the followers of Islam Jamaat does not want to follow Islamic studies are not provided by him leader. They will not to pray with other Islamic groups together, but which are believed by them, so that the person who invited congregation or a person who becomes a leader (imam) is a person who has sufficient religious knowledge.

Similarly, in terms of social interaction for the other Islamic groups. In religious activities, often a particular group does not want to follow the stream of religious activities outside the groups. Each group prefers organizes religious activities alone, was compared to confound themselves in the activities carried out jointly. When they interacted with their own group, they have a high concern and empathy. But when they interact with the other groups, it is not as intimate with his own group. These conditions can trigger the growth of the attitudes of antipathy in the social and religious life for the other groups or the other sects. Even some cases of social conflict was coused by

differences of interpretation often occur in people's lives, so as to disrupt the unity of the nation.

Muslims observe the phenomenon of the problem, generally derived from the human self, whether result of the ideas, interpretations, attitudes and behavior. Differences that occur among the people has not been addressed in a mature and intelligent. This is in contrast to the history of thought or interpretation that occurred during the Prophet's Companions, Tabi'in and tabiit tabi'in lifes.

With the development of science and technology, especially information technology, may be used as a media networking to foster awareness, friendship, fast communication, togetherness discourse, interaction and other activities, so as to spur the growth of the values of tolerance among them.

It's like I Putu Suhartika (2004) said, that was originally perceived information technology with a variety of things such as a large and expensive, sophisticated or modern form (the elite) and the like. But with socialization and vigorous campaign, the public perception of the technology information more clearly. Community ranging from children to older people already know and use the tools based Information Technology (IT) such as mobile phones, mobile remote, cable TV, internet and so on. Symptoms such as these show the public awareness of the importance of IT in various aspects of life.

In social life has been a lot of IT is used as a means to facilitate communication, improvement of public services, an increase in labor productivity, cost savings in business, facilitate the learning process, the creation of new jobs, the replacement of high-risk work and made as if the world is small and easy reach.

Seeing the fact that information technology provides benefits so great for human life, TI would also serve as a model to develop values of tolerance on religious sects in Islam.

METHODS OF STUDY

The methods used in this study is a qualitative method with the aim to describe and analyze the perceptions, views, attitudes, behaviors contained in the group Muhammadiyah, Nahdlatul Ulama (NU), Islamic Jama'ah or Indonesian Islamic Da'wah Institute (LDII), Syahadatain, Hizbut Tahrir Indonesia (HTI), Indonesian Islamic Da'wah Council (DDII), and Al Irshad.

Then the data collection was done through interviews were analyzed through interactive analysis technique, which is implemented with the following steps: 1) data reduction that researchers conduct the selection process, focusing, simplification, and abstraction of fieldnote. Then was made abbreviations, coding and memos, 2) data presentation to make the stories brief and systematic; and 3) conclusion.

ANALYSIS OF STUDY
1. Social Networking

Social networking is the term cyberspace as a form of development of information technology. Social networking as a medium of interaction is only related through the Internet which personally do not know directly the physical. Personal existence is confined to the status informed. Similarly, the materials that are informed have a status that is very "free", like a ball rolling endlessly, and headed in all directions.

Internet itself is short of interconnection-networking, which means the entire network of computers connected together using a standard global system Transmission Control Protocol / Internet Protocol Suite (TCP / IP) as the protocol exchange of communication packets (packet switching communication protocol) to serve billions of users around world.

As a communication tool that has a very wide range and limitless IT course can be empowered as a means to any desired human activities both personal and communal, good communication leads to actions that are beneficial and to act badly. Seeing the potential of such a high, if not anticipated by Muslims, even think of it as a technology that illicit use, then Muslims will be left far behind compared to other peoples. It could even be a community that is been run over by the times, as blind to its time journey.

Backwardness of Muslims in the field

of information technology is not only harmful, but can destroy the existence teachings. Hegemony structured efforts in developing all policies, rules and culture contrary to the teachings of Islam so remarkable. While Muslims are still in confusion to give legal value to the IT development.

Though IT can not be denied its existence. Influence on public life is also very pronounced. Warsita (2007) stated that in the future the national, regional and global development and utilization of computer information technology (ICT) serves as a guide or a trendsetter. Then how to make ICT as networking for the implementation and development of distance education in the future.

Thus it is time to optimize the IT facilities such as internet and its soft ware devices, to social interests, particularly in developing social networking Islam (Islamic social networking) to all religious sects. Through these networks, they can communicate, share, talk to each other, friendship, exchange opinions, ideas, perceptions and interpretations of religion that believes introducing and development of science. Because use of the Internet by Pathmantara (2007) had a positive impact, namely access to resources; access to sources; and as a medium for collaboration.

Communication network utilization by members of the religious sects in this era of globalization will further spur its users. Because they are in using information about the development religious issues, sufficient monitoring and follow it from wherever they are. This will lighten the effort, cost and time, but the idea and its opinions can still be distributed and accommodated by members scattered in any position or location. Discussion, brainstorming, analysis interpretation into atmosphere of Islamic social existence networrking. Thus mutual understanding, mutual grindstones, compassion and foster tolerance developed into the frame through the network.

2. The perception of Islamic groups in the Social Network.

Opinion on the social networks of the sects of the Islamic religion in general is identical, but slightly different to its emphasis. Here is a brief statement of them:

a. The Nahdlatul Ulama (NU)

For the NU, that the using of social media is "very effective, because able to break through the limitations of time and space. Than this media of information can be delivered from anywhere. In regard to the existence of sects or religious organizations, the media can be used as a media of interaction. But the media can be positive, however can be also negative. This means that if a positive can be to give tolerance, and the media can be negatively, because can to be used provocation. The danger of social media can occur effeck multi player. It means that social media is easy to be engineered that image or information hoaks, so we need to check and richeck "

In building the values of tolerance in Indonesia, the first is the relationship, but we have to understand each other, to understand each other we have to understand each other. Understand each other's position, understand their way of thinking. Because in Islam there is term *ikhtilaf* (deviation). Deviation was a difference of opinion and that different opinion necessity because God created people differently, put in different places, hanging out with people who are different, so that each person would have the backgrounds and different viewpoints different. When there is no breadth of knowledge and no breadth of relationships that will facilitate different attitudes, then that arises is hostility.

"I use the media, because I am very confident the benefits, so my relationship with my friends NU, NU chairman, and the chairman Ansor, and others to communicated (silaturahmi) ad to expand our relationship besides physical, verbal relationship", as stated by Drs. Chariri Shofa, M.Ag, former Chairman of NU Branch Banyumas, who now serves as Chairman of the MUI Banyumas.

b. The al Irsyad.

For group al Irshad, social media became an important part in the dissemination programs of the organization. Even very effective, because most are not able to break through the limitations of time and space. So we can not be limited to discussing only, but we can share information from anywhere "

However, the media can be positive and can be negative. If positive can to build tolerance values in social interaction, but can be negatively as a tool of provocation. The danger of social media can occur effeck multi player, because that social media is easy to be engineered, so as to build up a positive image and negative, everything can be. Associated with social media used as a medium to build the values of tolerance among sects, for the al Irshad placing it as a religious concept that is gathering. Then need to understand each other and the position and thinking of each. Because in Islam there is term deviation. Deviation was a difference of opinion and the difference opinion necessity because God created people differently, put in different places, hanging out with people who are different, so that each person would have the backgrounds and different viewpoints different.

The argument from head of al Irsyad to same from head of NU Chariman. And in fact by according to head of al Irsyad, that we interacted too with the leaders of the organization, as Muhammadiyah, NU, and others. As stated by the head of al Irshad Purwokerto Branch, Mr. Ir. Sharif Bashir on July 12, 2015.

c. The Syahadatain

The spokesman of Syahadatain group said that our group does not use social media at all, and then we do not assume that social media was a means of unification because we still stutter that direct communication was better.

But when asked about social media as a means to realize the values of tolerance, they stated that for social media in the other groups may already be done, but in our group of media are not to be implemented yet. We still prioritize direct communication, so that the values of tolerance, it can be felt. If the social media for using to propaganda (dakwah), my group uses to meet directly to target, because this is exemplified by the Prophet Muhammad. As stated by the spokesman, Drs. Ahmadi (Interview, July 9, 2015)

d. Muhammadiyah

"Informatics technology can not be dammed because it is already a requirement. Whatever the views or opinions of the fatwa even on the media, then let scrolling in accordance with the needs and interests of the community, the problem is to minimize the negative effects of information technology "

For Muhammadiyah in developing major organization is through the print media, and TV and next through social media. In the development of Muhammadiyah not know for sure about the effectiveness of social media in developing organizational programs. For certain circles of the social media effectively, but for other circles yet, because the social media is more oriented to the world of business and personal interests.

The function of social media as a media coordination, communication tools and even as the media synchronization between among organizations has not happened. Electronic media such as radio, television, each broadcasting a greater emphasis on the interests of their respective organizations. Furthermore, said of the relationship between religious sects in Islam to forward it is necessary and important, because so far there has been no forum to devote opinions, thoughts, interpretations and perceptions in order to formulate an organization to unify step in bringing Islam to the front. In regard to social media, this media can be utilized. But because of the religious

leaders (ulama) have not many are able to operate the social media, then steps should be to socialization. But in essence that social media can be used as a media relationship and communication between religious sects in Islam. As stated by Drs. Ahmadi Khifni, Muhammadiyah Regional Executive Banyumas.

e.   **Indonesian Islamic o Dakwah Institute (LDII)**

"I think IT developments should be utilized, but the IT can be positive and could be worth negative. If its positive value in accordance with the norms of Islam and not be used to attack both groups understood streams within Islam itself, as well as other groups, other religious and government. IT then it can be negative if it is used as a means of provocation or trigger other people angry, so it appears slander. Because Muslims have to master this technology, which can be used as a medium of propaganda (dakwah) and media of education.

For LDII social media is also used as a tool for development organizations. Even all the Islamic organizations are aware that social media was efficient in terms of time and cost to implement good charity. But effective or not depends on the individual and activeness in using social media. If active, then the media can be very effective in empowering people.

What difference occurs in the Islamic groups, social media can be a means to mitigate them. This can actually be, only problem is which party would start to pull through alignment, especially in the context of the belief and worship. Differences religious sects is still there, but in a way social media, such differences can be minimized or reduced. But this process must be actively read, because the information came too quickly changed. As stated by Dr. Hizbul Muflihin, administrators LDII Banyumas

f. **Hizbut Tahrir Of Indonesia (HTI)**

For the HTI, that the social media

tools, depending on how we use them. We use social media such as twitter, facebook, whats app, and the other almost all used. So we got the news that its panelists weekly, and monthly. If the news is only hard-copy course limited reach. Now, with the medsos that we perform the digitalization process in the social media. So it becomes a broader scope. "

Associated with the efforts of friendship, the HTI stated that it was very important, because it will reduce the level of suspicion, with each other to know about why one group believes the other. First the priest *madzhab* with the difference that each give praise. So appreciate the differences of opinion in the corridor there is the argument that is referenced. Unless a different opinion is not based on a clear proposition. So freedom of speech is allowed within the framework of SARA, which is in accordance with the shari'ah and there are arguments relied upon or catergories can still enter in the opinion of Islam.

g.   **Indonesian Of Islamic Dakwah Council (DD)**

Propagation Council Banyumas, his opinion can not be separated from the opinion of the same from the Central of Indonesian of Islamic Dakwah Council. Social media is part of the development of science and technology. Nature allowed but not required or allowed to be. So social media may be used for the media to be useful for human life, but if the media brings to badly (*madharat*), hence its use be prohibited.

Social media is just a tool, which can be used as a tool in speeding up communications. Social media is so advanced, the future can also be used as a tool to facilitate the activities of proselytizing and other social activities. DD for social networking is a tool created by the development of science and technology. This means may not to be dammed, and in fact what happens is in

accordance with the pace development of science and technology.

3. FGD and the Perceptin of Islamic Group

The results of the various figures stream interviews to social networking in general is to accept social media as a means of propaganda, with the exception of group Tablighis. But when held focus group discussions, they have identical views, that social media can be used as a means to facilitate propaganda. In the course of the FGD was also agreed that the Islamic sects in Banyumas has a group formation in social networks FACEBOOK and Group in Whats App. Both kinds of social media is to serve as a means of communication media in order to create and foster the values of tolerance, moderation, solidarity among the Islamic sects in Banyumas. In Group WhatsApp are all active. This shows that the members want to take advantage as a medium of communication and friendship together. With this communication further facilitate the growth of the values of tolerance and moderation among them.

4. Islam and developing of Tolerance 's Values

Islam as the last religion revealed God recognized his people as teachings are complete, perfect, comprehensive and universal. As a result of its properties that then Islam is true of all times, in all places, and are not limited by cultural barriers, cultural, geographic, and nation.

As a universal doctrine, many texts of a general nature, and not applicated on social issues that are highly technical and operational, raises problems of its own. Problems that often led to differences in interpretation, application and disharmony in the social life.

Islam in view of the development of technology, especially information technology, as a result of human creations. Existence as a tool that has a neutral position or allowed but not required (allowed) in law. Islam as a religion of the past have consequences will be dealing with the development of science and technology, so that this religion has the

flexibility of high value. Laws reach out to all the conditions and circumstances and time rolling.

In Islam there is a rule of usul fiqh which reads:

$$التَّحْرِيْمِ عَلَى الْدَّلِيْلُ لَّ يَدُ حَتَّى حَةٍ بَا الْإِ الْأَشْيَاءِ فِى اَلْأَصْلُ$$

Meaning: "On the origin of everything it should, unless there is proof that prohibits" (Rahman, 1976: 41).

Based on the rules of social networking media that is part of the development of IT in the teachings of Islam can be placed as a means allowed. This is because there are no arguments against it. Then the position of IT is not something that has been taught in al Qur'an and Sunnah, but the position of IT is at the level of worship 'ammah (general).

The use of IT as a means of social networking media Islam in this study is a means of empowerment as a medium to foster the values of tolerance among religious sects in Islam. This media is now becoming a reality that can not be avoided by Muslims, has even become part of the means of life that has been infiltrate in all areas of social interaction. Thus the importance of these facilities, so it is appropriate if the social media is to serve as a means to friendship and discourse intellectual religious sects in Islam, so that the growing awareness within the Muslims about the existence of sects in Islam and its teachings became the foundation of their in worship. Thus, if the existence of sects is communicated between the members of Islamic groups in the other stream, presumably the differences that exist not trigger hatred, aversion, antipathy, but is growing recognition of these differences, so that these conditions facilitate the growth of values of tolerance and moderation among sects in Islam.

If you see a difference in the struggle history of Islam, the real differences that exist among sects within Islam did not arise suddenly. It is none other than as a logical consequence of divine religions that most

end lowered, thus bringing the teachings of universal, flexible and supple. Then coupled with the result of this religious perkembanagn geographically, which eventually became acquainted with the culture, customs, where religion is growing and growing. From the condition of religion as a consequence that the subsequent emergence of a clerical religious interpretation to be more easily implemented teachings.

In the history of interpretation of human interpretation of the religious texts known is when uncovering a book entitled: *Madzahibul Arba'ah* (according to the four school of religious interpretation, namely Imam Hanafi, Maliki, Shafi'i and Hambali) works Abdurrahman al Jujairi. This book discusses the differences in the interpretation of religious and social issues. They always refer to the interpretation of the Qur'an and Sunnah. Therefore, anyone can take one of them in determining the interpretation of the law, without having to denounce other interpretations. Moreover, every mujtahid (rformer) (one who did the interpretation) always said: If my opinion you think is right, please you take. But if you find another interpretation is more shoheh (true), so take this interpretation. The statement expressed by all priests of this proves the recognition of relativity and relativity of interpretations performed by them.

Religion as a whole was as guidance for mankind, hudan lin nas. Abdurrahman (1995) to take the opinion of Weber, stated that in sociology, religion legitimiasi addition to functioning as a tool, it also serves as a critical controls, if able independent of the structure that might entrap him. For in every social development, the possibility of the birth of the religion trapping structure is still there, despite the beginning of religion became the initiator of change itself.

But then Abdurrahman (1995) adds, that we embraced Islam as a religion that teaches believed that absolute truth, as if only the owners of our own truth. Supposedly, when he believes there is only absolute truth in God's hands, then implicitly have to acknowledge about ourselves in the relativity

of capturing the truth of God. Because it is a human capacity as a relative, not God, so we should be tolerant to see any difference in relative it. It is therefore not appropriate if there is a group in the community life of religious sects who feel monopolize the truth and then impose on others in the name of God. If the entire group of religious sects in Islam are aware of the theory, presumably the values of tolerance will be easily applied in public life.

When there is a difference in the interpretation of religious beliefs, which are groups in society, then the best way to do is not a formal way as a court, the hegemony of the ruling to eliminate its existence, but the path of negotiations, careful approach, and the development of tolerance values is much more elegant. Because conflict is only a difference of interpretation is essentially the interpretation of sacred texts, so that means the solution is also done in a way that is good and holy too.

Puspitasari (2011) states that the fundamental religious tolerance should always be planted, such as in a living state known as a consensus national unity unity of all ethnic groups, languages and religions that exist in Indonesia. Then Suwarno (2005) said, that is based on the analysis of the efforts for the resolution of religious conflicts in Indonesia, which more suitable effort is an attempt to understand each other between groups of different religions. Then stressed that conflict resolution can be done through informal practices , such as friendship, deliberation and improvment .

If the return on the basis of the teachings of Islam that the Qur'an, so it is clear that Islam is a religion of mercy that upholds justice, humanity and equality. There are no cultural barriers, social, ideological let alone that separates social interaction. Islam was dropped in Arab countries, but its mission remains universal. Locus Arabic, both the culture and the language is just as authentic evidence of the existence of Muslim descent, but the mission and the message still has a universal foundation that permeates the Arab geographical boundaries (Hidayat , 2003).

This is confirmed by the Qur'an in Surat al-Anbiya ' : 107, which means : " And We have not to sent you, but to (be) a mercy to the worlds".

As a comprehensive religion and its applied until the end of time, so many verses that appear in general, especially in the *Mu'amalat* that are elastic-adaptable. It can therefore be interpreted in accordance with the times. Then for every interpretation is affected by the presence of location, cultural and scientific background, then every interpreter allows to differ with another interpreter, although the same verses. This has been exemplified in the book of the Arba'ah Madzahibul.

Thus an understanding of the differences in the interpretation of the verses of the Qur'an, should be recognized as a result of differences in viewpoint, social background, culture, politics, and the ability to understand the verse. These differences, if communicated, it would provide its own knowledge for each groups, which can cause awareness about the reality of differences, so that awareness of intellectual and rational tolerance can be realized by itself.

CONCLUSION

From the description above can be concluded as follows:

a. The Islamic sects (groups) are manifestation and reflection of interpretations of Islamic teachings, that are universal, felksibel and supple.

b. The exist differences of Islamic sects as a logical consequence of differences in interpretation to syari'at was made by the scholars of Muslims.

c. All groups within Islam in general accepted the fact of the existence of IT can be used as a communication tool for the friendship between in the Islamic groups, so that the communication can be expected to foster the values of tolerance and moderation among Muslims.

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MEDIA FRAMING OF SYRIAN REFUGEES: WHERE GULF COUNTRIES?

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Abstract

The migration of Syrian refugees to Europe becomes a worldwide attention as there plenty of those refugees. This is humanity tragedy in this century. No wonder this human crisis issue becomes a global issue including in Indonesia. Syrian refugees waving have been blooding Europe. The situation triggered a big question. Whey they didn't go to Gulf countries as like Saudi Arabia. It is reasonable because in geographic location closer than Europe countries, closer culturally and country. Due to migration of Syrian refugees, mass media both printed and online media intensively covered it. Media started to discuss why Syrian refugees prefer risking their life to escape to Europe instead of going to gulf countries? Refer to Shoemaker and Reese, how the media covered and framed the issue was influenced by individual factor, organizational policy as well as their ideology. Two local newspapers report different point of view towards how gulf countries take action towards this tragical situation. Kompas online (September 10, 2015 constructed that although Gulf countries such as Kuwait and UEA have donated a considerable amount of aids and that they also have contributed such a considerably support for Syrian refugees in Lebanon, Jordan and Turkey, what they have done are not sufficient compared to what Western countries like Britain and USA have already performed. Kompas online also stated that Gulf countries are attempting to maintain the political stability and it is believed that Syrian refugees will create the unstable condition. However, on the other side, Republika online (September 18, 2015 constructed that in fact as one of the Gulf countries, Saudi Arabia also has donated about 700 million dollars for Syrian refugees. Moreover, Saudi Arabia has also welcomed about 2,5 million Syrian refugees since 2011 and treat them as the same as other Saudi Arabian citizens. This fact is significant because Gulf countries have conducted a real action to support those refugees to work and achieve better than living in slum refugees camps. Therefore, by apprehending the two different frames on the same topic, this research aims at finding out how two different Media construct news pertaining how Gulf countries respond toward Syrian refugees' problem. Method used in this research is framing analysis using Robert Entmant model. Result of this research is that Kompas online frames Gulf countries fail to open doors and provide assistance to Syrian refugees. Meanwhile, Republika online frames portrayed Gulf countries have done the best that they could to support Syrian refugees. Implication of this research is that in order to understand the reality made by media, we need to know how media capture the fact and construct the news. Result of this research reminds us that every media has its own ideology and its definition of objective.

Keywords: Gulf Countries Position, Media Framing, Media Policy

INTRODUCTION

With no sign of end, four and a half years of Syrian civil war is intensifying. Thousands of Syrians flee the country every day, and numbers who suffer continue to rise (Fargues & FandWealthy, 2012). More than 11 million people have fled their homes since the start of the conflict, most of them women and children (UNHCR, 2015). In 2015, 7.6 million people are displaced inside Syria the number of those who fled in neighboring countries has now passed 4 million. According to data by UNHCR, most of Syrian refugees (4.263.020)

flee to their neighboring countries such as Turkey, Lebanon, Jordan, Iraq and Egypt (UNHCR, 2015). Subsequently, there are 524.388 refugees who flee to 13 countries in Europe (Martinez, 2015). Therefore, as there are thousands of Syrian Refugees have risked their lives to reach Europe or dried along the way, many asked what have Gulf nations (Saudi Arabia, UEA, Oman, Bahrain, Qatar, Kuwait) done to help those refugees.

Syrian refugees are the biggest refugee population from a single conflict in a generation (UNHCR, 2015) and the biggest humanitarian

crisis said by a former UN humanitarian chief (D'Urso, 2015). This war is also considered as one of the fierce wars. By June 2013, the UN said 90,000 people had been killed in the conflict. However, by August 2014 that figure had more than doubled to 191,000 - and continued to climb to 250,000 by August 2015, according to activists and the UN (Rodgers et all, 2015). Overall, an estimated 13.5 million are in need of humanitarian assistance (0CHA, 2015), including 5.6 million children (USA for UNHCR, 2015).

Many Syrians are suffered from adversity including detained arbitrarily, regularly subjected to ill-treatment and torture (Human Rights Watch, 2015), murder, rape and enforced disappearances, blocking access to food, water and health services, and targeted for chemical weapons (Rodgers et all, 2015). In addition, Syrian economy is a wreck: four out of five Syrians live in poverty and unemployment is over 50%. Over 4,000 schools have been damaged or repurposed. Nearly 3 months Syrian children no longer attend class (the economist, 2015). These severe conditions within the country cause many Syrian have been forced to move in neighboring countries and even Europe to achieve a new hope. Subsequently, Issue concerning Syrian refugee crisis becomes a world trending topic in recent time. In fact it became a major debate on US presidential candidates (msn, 2015).

In 2014, the number of refugees from Syria attempting to reach Europe, including through dangerous smuggling routes, has increased. (Human rights watch, 2015). Almost 3,000 have died trying to reach Europe by sea this year, but hundreds more attempt the same life-threatening journey with their babies and young children every single night (Akbar, 2015). From many of those dangerous voyages, there is one accident that shocks the world. An accident that made Aylan Kurdi, one of 12 Syrian refugees drowned when trying to reach the Greek Island of Kos leaving world with horror feeling (Smith, 2015). His face-down in the sand picture has ignited outrage over the continuing humanitarian crisis, sparking calls for the Government to take in more refugees (Withnall, 2015). Within hours it had gone viral becoming the top trending picture on Twitter under the hashtag #KiyiyaVuranInsanlik (humanity washed ashore) (Smith, 2015). This tragic incident encourages more people in the world push EU and UK to come together and agree to a plan to tackle the refugee crisis (Withnall, 2015).

As EU countries try to find the best way to deal with an influx of refugees that is unprecedented in recent years, the Gulf States have come under growing criticism for not doing enough to help out (Hurbard, 2015). Various opinions emerged regarding the role of Gulf countries.

Those who said that Gulf States have helped Syrians refugees claimed that these states had received Syrian refugees since the war began in 2011. It is stated that there are 95 per cent Syrians seeking out a meagre existence in neighbouring countries such as Turkey, Lebanon, Jordan, Iraq and Egypt. Amnesti said these countries were struggling to cope with the influx (Al Jazeera America, 2015). Arab Saudi, as one of the most criticized States claimed this State had received around 2.5 million Syrians since the start of the conflict in their country, an official source in the Saudi Ministry of Foreign Affairs (MoFA) has revealed, elaborating that the Kingdom has adopted a policy not to treat these Syrians as refugees, or place them in refugee camps "in order to ensure their dignity and safety." (Al Arabiya News, 2015). In addition Saudi Arabia and Qatar have donated funds, food, shelter and clothing to Syrians in Lebanon, Turkey and Jordan (Akbar, 2015). Furthermore, they have donated large sums of money to help homeless refugees. According to Relief Web, the UAE has funded an entire refugee camp in Jordan which shelters tens of thousands of Syrians (Akbar, 2015).

Nevertheless, some others argue that the problem lies not with the Gulf states' generous financial support but rather with their lack of willingness to host fleeing Syrians as refugees, while expecting other countries to do so (Euronews, 2015). In fact, in total, the Gulf States are thought to have given

over £589m to the aid effort - but it is four times less than the United States has (Akbar, 2015). Furthermore, none of these countries are signatories of the United Nations' 1951 Refugee Convention, which defines what a refugee is and lays out their rights, as well as the obligations of states to safeguard them. Thus, for a Syrian to enter these countries, they would have to apply for a visa, which, in the current circumstances, is rarely granted (Tharoor, 2015). Additionally, although, several Gulf States have received Syrian refugees, it was stated that Gulf Nations of Saudi Arabia, United Arab Emirates (UAE), Qatar, Kuwait, and Bahrain refused to offer sanctuary to a single Syrian Refugee (Akbar, 2015).

As the two opposite opinion above, Indonesian mass media is also diverse in reporting this Issue. There are media that pro and cons with Gulf States role on helping Syrian refugees. Because Indonesia is country which has the biggest Moslem populations in the world, the role of Gulf States toward Syrian refugees became significant. In this study, the researchers will examine two different media; Republika Online with Islamic background and Kompas Online which has a more national background. Each media has associated ideology and politics that affect the flow of news they write so framing the news media each may be different on the same issue. Subsequently, these two media are highlighting the issue from two different angles. Therefore, this study aimed to describe about framing the news to those two portals online on how they describe Gulf States role on helping Syrian refugees.

THEORETICAL FRAMEWORK

Theoretical framework section began with a concept of construction of social reality as a basis on explaining how the process of media framing in covering issues. Present study is based on a view that humans are not passive creature and their actions are not determined solely by specified environment/ environmental influences. A man is an active and actor in facing social reality. A human is a free creator in a social world. An expert

who viewed human being as an active human was Alfred Schutz. He viewed that people created social reality and were forced by existing social life and cultural structure of their collective ancestral creation (2004: 9). In addition he added that in the world, a human being not only had many aspects of collective life, but also a personal aspect. According to Schutz, social life should be focused on the dialectical relationship between individual's way to build social reality and cultural realities they inherited from their predecessors in the social world.

Furthermore, to explain how actors make the process of construction of social reality, present study refers to the thinking of Peter L Berger and Thomas Luckmann. In his book *The Social Construction of Reality, A Treatise in the Sociological of Knowledge*, According to Berger, reality is socially constructed. Social reality was found in everyday life. Due to social phenomenon found in experience of community that continuously proceed attention is focused on the forms of living life of society as a whole with all its aspects, namely cognitive, psychomotor, emotional and intuitive (1990: xv) Society as a group and individuals as members of society according to Berger always have three processes namely externalization, objectification and internalization, which is a dialectic process ongoing; although not always sequential.

Hence, in the process of individual internalization, Berger was influenced by objective reality that exists in society. For example, when he internalized object, which begins with interpretation of the object, he was influenced by what already exists in mind of object for him to socialize. Further, an important factor that also must be considered in this process is that an individual will identify a group that influential in obtaining subjectively coherent and plausible identity. This process is not necessarily means that the actor will simply identify but there is no dialectical process takes place within individual when he is identifying himself.

In internalization process, an individual performs externalization process in which he adjusts himself with socio-cultural world as a

human product. Additionally, externalization process is a must for human beings because instead of live alone, human beings live in a dynamic, changing and highly complex environment. Actors continue carry out an externalization through its activities and as social interaction. This externalization process is based on what has been internalized.

The next stage is the objectification. At this stage, a social product is in process of institutionalization, whilst individuals reveal themselves in human activities' products that is available to others as an element of the together world (1990: 49-50). Moreover, the most important thing in objectification is the creation of significance that is making signs by humans. A sign can be distinguished from other objectifications as it has an explicit goal which is used as a cue or the index for objective meaning.

Present study is based on the assumption that media constructed the social reality. Media does not only publish events or issues objectively, but it also has an interest in a political event. Media constructs social reality based on its interests; forming public opinion. Further, mass media conducts some strategies in forming the public opinion: (1) use language politics (2) framing strategies (3) agenda setting function.

The concept of framing (2002: 186-187) is used to describe the selection process and highlight certain aspects of reality created by media. Framing is a strategy to put information in the typical context so that certain issues get larger allocations than other issues. Related to this framing, Entman viewed framing in two substantial dimensions, namely selection of issues and protrude of certain aspects of reality / issues. The protrusion is the process of making the information more meaningful, interesting, or remembered by audience. Reality which is presented prominently is most likely to be noticed and influence audiences in understanding a reality. In practice, mass media framing is conducted by selecting a specific issue and ignore other issues using various strategies, namely prominent placement, repetition, the use of particular label when describing a

person or event, associating against cultural symbols, generalization, and simplification. All these aspects are used to create certain dimensions of the news construction so that it becomes meaningful and remembered by the audience.

Shoemaker and Reese in his book, *Mediating the Messages* (1996:60-61), described that news in the mass media influenced by many factors. He mentioned some level influences namely ideological level, extra media level, organizational level, media routines and individual level. Individual level or communicators' characteristics (such as gender, ethnicity, and sexual orientation), their personal backgrounds and experiences such as religious upbringing and their parents' socioeconomic status) not only shape the communicators' personal attitudes, values, and beliefs, but also direct the communicators' professional' backgrounds and experiences (such as whether the communicator goes to journalism or film school). These professional experiences (including those from communication jobs) then shape the communicators' professional roles and ethics. Additionally, professional roles and ethics have a direct effect on mass media content, whereas the effect of personal attitudes, values, and beliefs on mass media content is indirect, operating only to the extent that the individuals hold power within their media organizations sufficient to override professional values and/or organizational routines. In addition, communicators' characteristics are affected by several factors such as: backgrounds, experiences, attitudes, values, beliefs, roles, ethics, and power on mass media content.

Another factor which affects news in media is routines (1996:32). Routines have an important impact on the production of symbolic content. They form the immediate environment within which individual media workers carry out their jobs. If these highly interconnected routines constrain the individual, they are themselves functions of constraints. The audience has limited time and attention, the media organization has limited resources, and sources limit and

structure the material they provide. Yet those routines cannot be completely separated. The event focus of news, for example, is helpful to the organization in scheduling news but also helps the audience in providing a concrete focus for the message. Many of the same bureaucratic routines that are functional for the media organization are also used by external sources for their own advantage. Routines of news work provide levers that power centers on the outside can grasp to influence content. Some metaphors, in fact, describe the press as straitjacketed or handcuffed by its own routines. The more powerful sources can lead members of the press to adapt to their own bureaucratic structure and rhythms. Less advantaged sources must conform to the media routines if they are to have a chance of getting into the news.

Media policies factor is another important factor that needs to be considered (1996:165). The primary goal sought by most media organizations is economic profit. News organizations, in particular, have faced growing economic pressures that now play a greater role in dictating journalistic decisions. The way organizations are structured influences content by affecting occupational culture and by determining the degree of independence media organizations have from the larger corporate enterprises, of which so many are now a part. The growing complexity of media conglomerates means that the organizations composing them must now be more mindful of their effect on each other, and news organizations encounter many more potential conflicts of interest.

The last factor is ideology (1996:242). Like ideology, a paradigm is not static but is continually being renegotiated. Like ideology, the news paradigm contains self-contradictory oppositional values, such as diversity in the newsroom versus valueless reporting. These values must be managed and adapted to the ideological requirements of the society. A recent case illustrates the same process. In the fall of 1993, Mike Meadows, a photographer for the Los Angeles Times, captured an image of a fireman splashing himself with water from a swimming pool. In the background, flames engulfed a large home. Unfortunately for the photographer, his editor found that the image had been "staged"; Meadows had suggested to the fireman that he kneel down by the pool and splash water over his head. For this "firing offense" Meadows was suspended without pay and publicly humiliated by his paper. Of course, reality is altered by the very nature of reporting it with words and images. The over-reacting Times had to locate and punish a perpetrator in order to preserve the larger institutional myths about journalism in society. Both the Meadows and MacDougall cases help us appreciate that neither paradigms nor ideologies are imposed directly, but are constituted by the institutional, occupational, and cultural practices that make up the mass media. In neither the political economy nor cultural studies view are ideological influences considered conspiratorial. Ideology is not directed behind the scenes by a top television anchor, a publisher, or a board of directors. Rather, ideology happens as a natural outgrowth of the way the system operates, making it a true, societal, macro level phenomenon with which to conclude our hierarchy of influences.

METHOD

This research was based on constructive / interpretive paradigm, using framing analysis research methods. Framing is a qualitative content analysis method which aims to determine how the perspective or pandering way used by journalists to select issues and write news. Further, framing analysis used in this research was Robert Entman analysis model. This model used four elements in analysis: 1). Define problems 2). Diagnose causes 3). Make moral judgments 4). Develop a treatment recommendation. Objects of present research were online news produced by Republika online and Kompas online with topic of Syrian refugees which was published on September 2015.

FINDING AND DISCUSSION

Based on framing identification and analysis on Republika online and Kompas

online by using Entman model, researcher found that each media had different framing when they framed the same issue of Syrian refugee. The different framing found in the title of news, metaphor used and the picture they put to complete the news. Entman used four elements to identify how media framed the issue. On this Syirian refugees issue, Kompas online frame was that Gulf countries refused Syirian refugees; meanwhile Republika online constructed that Gulf country have been accepting Syrian refugees and already given fund to help Syrian refugees. As examples, researcher cited of one of news that Kompas online published on September, 10, 2015. Kompas online published the news with title of *Why Gulf Wealthy Countries Couldn't Do More for Refugees*?; Kompas Online stated:

When Western countries grappling with the most serious refugee crisis since World War II, most of them who travel very dangerous was coming from Syria, there are deep concerns related to the failure of Arab countries oil-Wealthy Gulf to open its doors for asylum seekers.

Syria is located close to Arabian Gulf countries, namely Saudi Arabia, United Arab Emirates, Qatar, Oman, Bahrain, and Kuwait. However, over the past few years, Syrian refugees crossed into Lebanon, Jordan, and Turkey, and now they go no further, Europe.

Completing the news, Kompas online put following picture in the news, titled *Why Gulf Wealthy Countries Didn't Much for Refugees?*

Source: Kompas online, September, 10, 2015

The picture showed how Europe countries accept of Syirian refuges and how Europe communities were welcoming them hospitality.

On the other hand, Republika online framed that Gulf countries had provide numerous of considerable attempts to support of Syrian refugees. One of the news entitled "Saudi Arabia Accepted 2,5 Million Syirian Refugees" (September,14,2015) Republika Online stated following statement:

The Ministry of Foreign Affairs of Saudi Arabia announced that Saudi Arabia has received 2.5 million displaced since the beginning of conflict Syria on 2011. Syrian citizens are not treated as refugees because they have been given freedom to carry out numerous activities together with citizens of Saudi Arabia.

"Syrian citizens have been granted a residence permit, they are given the right to receive free medical care, joining the labour market and receive education in schools and universities," said foreign ministry representatives revelation Saudi Arabia as reported World Bulletin Monday (14/9).

Constructing the issue, Republika online put supporting picture in each new. Several of them were as follows:

Source: Republika online, September, 14,2015

Source: Republika online, September, 29, 2015

The next description was written to explain how media carried out framing of Syrian refugees issues. In this section, titles and pictures chosen from both Republika and Kompas online were exhibited to describe the Syrian refugees. The phrases that were chosen for article titles by both Kompas online and Republika online already showed their support to different side. The titles were as follow:

- Why the Wealthy Arab countries did not carried anything substantial for Refugees?
- Europe is Assumed as a Safe Place for Refugees
- Why didn't Syrians flee to the Gulf Countries?

From those titles, it is indicated that Kompas online provide more support to European Countries. Kompas online constructed that Europe and their government such as German and France had a good policy to receive Syrian refugees to stay in European countries. In the news, Kompas online added statements with question, Why the Wealthy Arab countries did not carried anything substantial for Refugees and why didn't Syrian flee to Gulf countries.

On contrary, Republika online had different framing on Syrian Refugees case. Titles used indicated that Gulf Countries had been carrying out considerable support for Syrian refugee. Titles in Republika Online were as follows:

- Middle East Countries Participate in Supporting Syrian Refugees
- Being Criticized by the West, Gulf Countries Deny on Not Helping Migrants
- Waves of Syrians Migrants, a Western Backfire
- Saudi Arabia Receive 2.5 million Syrian refugees
- Being Accused of Rejecting Syrian Refugees, Here is Saudi Arabia's Defense
- Saudi Offers Help on Building Mosque, Germany Reply with Sarcasm
- Saudi Offer Wake mosque, Germany Reply with Satire Respond

A title published in Republika online to frame that Gulf countries had conducted considerable attempts for Syrian refugees are *Being Criticized by the West, Gulf Countries Deny on Not Helping Migrants* and *Saudi Arabia Receive 2.5 million Syrian refugees.* Two title are how Republika online constructed that Gulf countries had been attempting more on giving funds and accepting Syrian refugees in the situation.

In the other title Republika online stressed of the wave refugees fleeing to Europe was as a backfire. The condition was caused by a wrong policy conducted by the West in Syria; with the title *Waves of Syrians Migrants, a Western Backfire;* with the picture follows:

Source: Republika online, September, 5, 2015

Other articles in Republika online which indicated more support to Gulf countries in responding West Critics were as follows: *Being Accused of Rejecting Syrian Refugees, Here is Saudi Arabia's Defense; Saudi Offers Help on Building Mosque, Germany Reply with Sarcasm and Saudi Offers to Build mosque, Germany Reply with Satire Responds.* Furthermore, these were the pictures:

Source: Republika online, September, 21 2015

In this section, several points were discussed to indicate the framing of each media concerning the issue:

a. **Considering Gulf countries' location which is close with Syria, did Gulf Countries Responsibility on helping Syrian Refugees should be greater?**

In discussing this issue, Kompas online wrote:

> *"Syria's location is close to Gulf countries, namely Saudi Arabia, United Arab Emirates, Qatar, Oman, Bahrain, and Kuwait. However, over the past few years, the Syrian refugees prefer to cross into Lebanon, Jordan, and Turkey ".*

This phrase was written in the article *"Why the* Wealthy *Arab Countries did not carried out considerable attempts for Syrian Refugees?"* and repeated in another article entitled *"Why Syrians do not flee to Gulf Countries?".* This phrase might be written to emphasize the minimum role of Gulf Countries. Nevertheless, this statement was less precise because geographically, Syria lies closer with Lebanon, Jordan and Turkey than Gulf countries. In addition, contrary to the statement, those refugees did not have to cross any sea to reach those neighbouring countries. Furthermore, Kompas online also did not discuss Israel' role on Syrian Refugees considering the fact that Israel's location is closer to Syria than Gulf Countries. In fact, Israel refuses to open its door to Syrian refugees. Syria's border is Lebanon, Mediterranean Sea to the west. Meanwhile, Turkey is Syrian border to the north, Iraq to the east, Jordan to the south and Israel/ Palestine to the west. It can be indicated from this map that contrary with what Kompas online wrote, Syria's location with Gulf countries location is not close and separated by other countries.

Following is the complete map of Middle East. Gulf countries (Saudi Arabia, United Arab Emirates, Oman, Bahrain,

Qatar and Kuwait) were located in south. Syrians should cross Jordan and Iraq to reach Gulf Countries which means those countries are not located near Syria as what Kompas Online claimed.

Figure 2 Middle East map (Worldattlas, 2015)

On the contrary, Republika online wrote in article titled *"Waves of Syrian Migrants, a West Backfire"*:

> *"Waves of Syrian refugees had previously been flooded neighbouring countries such as Lebanon and Jordan. However, these countries had too many refugees and therefore decided to close their border (because they could not provide helps to more incoming refugees and that the humanitarian aids were dwindling).*

Phrase written in this paper indicated the clearer orientation of the region, which countries are Syria's neighbour. In addition, this phrase also implied that the reason of why those refugees fled to Europe became make sense. In order to get to Europe, they did not have to cross other countries borders (Iraq and Jordan) which full of Syrian refugees and just crossing the sea (although this choice is also dangerous). Thousands of refugees attempted to find a new hope by living in a place that is far away from their home country.

b. Do Gulf States Refuse to Accept Syrian Refugees? How Many Syrian Refugees who reside Abroad?

According to Kompas online, indeed Gulf countries refused to accept refugees because they want to maintain the political stability as they believe that refugees would cause instability. Although Kompas Online admitted that Gulf countries claimed that they received Syrians and treated them as their own citizens, this action was not the same with accepting refugees. According to Kompas online (which citing from the western media), there was a significant difference between accepting refugees and receiving labour force. Additionally, Kompas online (in its article *Why the Wealthy Arab countries did not carried anything substantial for Refugees?"*), also claimed that the six Gulf monarchies were never signed the international convention on the rights of refugees and people who do not have citizenship, whereas European Union is very kind-hearted to refugees. But Europe was not alone. The United States and Australia were also claimed by Kompas online as other generous countries because it was written in Kompas that Australia would accommodate 12,000 Syrian refugees. Whilst, Kompas online added that Syrian refugees faced difficulties in seeking asylum in the Gulf countries because officially, the Syrian people could apply for a tourist visa or a work permit to enter the Gulf countries. However, the cost was very expensive. In addition, Kompas also wrote that there is an unwritten rule that limits the Syrian citizens to get a visa

Nevertheless, Republika Online stated in its article titled *"Saudi Arabia Receive 2.5 million Refugees"* that Saudi Arabia as one of the Gulf countries has received 2.5 million Syrians from the beginning of the war. This number is four times higher than the number of Syrian refugees who reach European countries (534.388 refugees) and those five hundred thousand refugees were still divided into 13 countries in Europe. Additionally, Saudi Arabia also treats them properly as its citizens and gives them opportunity to work and earn education. According to Republika online, Royal decree in 2012 has instructed public schools to accept Syrian students and the public schools in this country had received more than 100.000 Syrian students (according to government statistics). Furthermore, Syrians are granted residence permit and given the right to receive free medical care, joining the labour market and attending schools and also universities. In Republika Online article, it is also stated by a professor in UEA, that Gulf countries also have received more than 160.000 Syrian refugees in the past three years. He claimed that Western Media's accusation toward Gulf countries were wrong. It was claimed by Republika on their news that Gulf countries also had received refugees from 2011 contrary to European countries who had just start receiving refugees since past few years and culminated in 2015. Yet, by receiving refugees that only a quarter from number of refugees in Saudi Arabia, European Union and other western countries claimed as if they had done everything. They became very busy on holding conferences, conducting press release, discussing of what to do to those refugees, blaming other countries etc. while, gulf countries help Syrians in a silence.

c. Gulf Countries' Humanitarian Aids for Syrian Refugees.

On this issue, Kompas online claimed on its news entitled *"Why the Wealthy Arab countries did not carried anything substantial for Refugees?"* that indeed Gulf countries (Kuwait and UAE) provided humanitarian aids to Syrian refugees. However, the amount of aids given by Gulf countries was still less compared to United States and United Kingdom's contribution. In the same article, Kompass online claimed

that funds given by Kuwait was 800 million dollars whilst the UAE was 364 US dollars. Whereas, the UK's gave 1 billion dollar whilst US $ 3 billion. In this article, Saudi Arabia's aid was not mentioned. Phrases that were used in Kompas Online tended to blame the Gulf Countries and simplified the case that the Gulf state did not conduct anything useful for Syrian refugees.

On the other hand, Republika Online wrote in its article entitled *"Being Criticized by the West, Gulf Countries Deny on Not Helping Migrants"* that although there were no large scale reports by the media, Gulf Countries had contributed significant amount of aids to Syrians through humanitarian organizations since 2011. Unfortunately Republika Online did not mention how much the aids they contributed to Syrians. In addition, in its article entitled "*Saudi Offer Wake mosque, Germany Reply with Satire Respond"* Republika Online also claimed that Saudi Arabia proposed to help building mosques for Syrian refugees in Europe, in spite of the sarcasm respond by European politicians.

d. Who is the Actor behind Syria's War? Why do they do not take any responsibilities?

Republika Online on its article cited a political science professor at King Saud University in Riyadh's statement. In the article entitled *"Being criticized by the West, Gulf Countries Deny on Not Helping Migrants"* he asked:

> *"Why people only question about Gulf countries role? Why don't they question about who is behind this crisis, who created a crisis?*

It was because at the time the news made, there were two foreign countries involved in Syrian civil war: Iran and Russia. Both countries were very supportive to one of the conflicting party Syrian President Bashar al-Assad. Although involved in the war, both countries refused to accommodate Syrian refugees. In fact no one criticize them.

This implied that these two countries should have taking a role in accepting Syrian refugees as a result of their contribution in increasing the number of Syrian refugees. Moreover, according to Republika Online in its article entitled *"Waves of Syrians Migrants, a Western Backfire"*, Europe should also be responsible for the Syrian conflict because this war was part of Western policy in the Middle East and Europe's failure to resolve the conflict in Syria.

On contrary, Kompas online did not discuss specifically about any other countries that should be responsible for the settlement of the Syrian conflict. They tend to minimize discussion of Countries involved in the Syrian war and further highlight what they believed as minimum role of Gulf Countries towards Syrian refugees. This confirmed the use of framing in the news because Kompas Online selected the information to be written and prefered to accentuate the Gulf countries error.

e. The Use of Languages and Images

In Kompas Online article entitled *"Why Syrians did not flee to the Gulf Countries"*, Kompas Online disclosed a cartoon meme that indicated an unwillingness of Gulf Countries in receiving Syrian refugees.

In the same article, the compass also used direct quotation from one of social media users in protesting Gulf Countries is

"Why do they run away from the territory of our Muslims brothers who should be more responsible, rather than fleeing to other countries which they refer to as Kafirs' territory '? "followed by" I swear in the name of Allah the Mighty, the Arabs themselves are the Kafir".

This quotation confirmed the Kompas Online's allegations against Gulf countries by indicating that they did not care about humanity. In addition, the phrase "kafir" was regarded as an expression of racism against other groups which indicated degrading meaning. Yet, the meaning of "kafir" term in Islam was only a name for non-Muslims without any further meaning.

In contrast, Republika Online always put the Gulf Countries as countries that had a heart and humanity. Republika Online expressed it in its article entitled *"Saudi Arabia received 2.5 million Syrian refugees"*. There, it was written that Gulf countries have received 100.000 Syrians in the past few years. In addition, Saudi Arabia as one of the Gulf countries also allows Syrians to stay in the country and treat them as citizens. Syrian refugees are given the opportunity to attend school, get free medical care, and work.

Thus, summarizing all the framing according to Robert Entman, following is a framing of the two media in the role of Gulf Countries towards Syrian refugees.

Table. 1.
Framing of Syirian Refugees : Republika and Kompas Comparison

	Kompas Online	Republika Online
Define problems	Gulf countries failed to help the Syrian refugees seeking protection and shelter.	Gulf states have attempted to help Syrian refugees as much as they can.
Diagnose causes	Gulf countries did not open the door to any Syrian refugees therefore they flee to Europe.	The number of refugees continues to grow as the war did not show any sign of end. Thus, some of refugees need to find a new hope in a place that is far away from their country.
Make moral judgment	Gulf countries were arrogant, hands-off, did not provide sufficient help to Syrian refugees.	Gulf countries eager to help refugees and treat them as citizens of their own countries.
Treatment recommendation	Gulf countries would accept Syrian refugees.	Gulf countries and European Union work together in addressing Syrian refugees with each own capacity.

INFLUENCES FACTORS ON REPUBLIKA AND KOMPAS

When media frame certain issues; media is influenced by several factors. Refer to Shoemaker and Reese, there are many factors of influencing media framing as like ideological level, extra media level, organizational level, media routines and individual level. In this case ideology is a factor that greatly contributes to the formation of the two media framing. Kompas Online is media which based on the liberal pluralist ideology. This media widely quotes western media for granted, because it is in conformity with their ideology. Meanwhile, most of the western media always puts Islam, Islamic states and Middle East Countries with a negative point of view. Additionally, in reporting on this issue, Kompas Online reported that the Middle East, especially the Gulf Countries is deemed to not contribute significantly to Middle East problem mainly on refugees Syria. On the one hand, Kompas Online which are often judged by Indonesians as a neutral media have shaped public opinion that the Gulf Countries were incompetent in handling the Syrian refugees problem. Furthermore, discussing of Middle East problems in which Israel is part of the region, there are no media which mention anything about Israel. In fact, this country refuses to open the door for Syrian refugees. Kompas Online which conforms the western media keeps blaming Gulf and other Moslem countries of any problems in Middle East so that this world indirectly accusing Muslims as the source of terrorism. Republika online

is a faith-based media, namely Islam. On the other hand, Republika certainly put a bigger proportion of Islamic associated issues and also use an Islamic perspective in each of their reporting, including the reporting on the role of the Gulf Countries in helping Syrian refugees. Therefore, in discussing this issue, Republika online tend to defend Gulf Countries.

Republika online puts Gulf countries as Islamic representation in the world. In addition, this media has been put their positioning in Indonesia as represent of Indonesian moslem as well as refer to Gulf country related on media policy when case or events happened in Gulf country.

CONCLUSION

Kompas online and Republika online represented *of "Gulf role on Syrian refugees"* issue in in the different frame. Media has the position of creating public opinion, they always insert their view, ideology in their news. In this case, these two media use framing strategies by selecting some facts to be highlighted and neglect other facts that are not fruitful for supporting their point of view.

Therefore, readers should understand that the facts presented by media are not only just the way they are. But readers also need to know each media's ideology. Hence, they will be wiser on understanding news from media. In addition, readers should learn the fact more comprehensively so that they will not be influenced right away whenever we read news from media. Moreover, readers should investigate any interesting issue comprehensively from many sources to get more balance information.

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EFFECTS OF KOREAN DRAMA IN AUDIENCE EXPECTATIONS ABOUT INTIMACY IN ROMANTIC RELATIONSHIP

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Abstract

Popular media such as romantic drama can make viewers entertained and felt the emotions. On the other hand, romantic drama can make viewers unhappy. It happened because they are not satisfied with the relationship they had in the real world, comparing to the relationship shows in the popular media (Shapiro & Kroeger, 2007). This research aims to find out how the audience interpret the values of intimacy in romantic relationships that exist in the Korean drama, My Love From The Stars. Are the interpretation make audiences expecting some kind of intimacy that they want to have in real life? This research is a qualitative descriptive with analysis receptions method. Five informants considered as Korean drama lovers who had been watching the drama My Love From The Stars and involved in a romantic relationship describes their interpretation and reception of intimacy exist in the drama. The result shows four out of five informants are in dominant position, one respondent is in negotiated position in interpreting intimacy values. Signification carried by four informants make them have expectations, while the other one does not have any expectation.

Keywords: Korean Drama, Drama Effect, Intimacy Expectations, Reception Analysis, Popular Media.

INTRODUCTION

South Korean pop culture massively hit the world, especially in Asia. Ranging from music, makeup, clothing, to drama. Korean dramas became so popular with the development of the pop culture. There are various genres of Korean dramas spread in the market. Romantic drama is a dominant genre in the Indonesian market. The number of Korean romantic drama series that screened on national television shows their popularity in Indonesia. Some TV stations like Indosiar, Rajawali TV, SCTV, B-Channel, Trans 7, RCTI, NET TV, and Trans TV airing Korean dramas. More than 63 Korean drama was aired in 2012 in Indonesia. One of Korean romantic drama that was so popular called My Love from The Stars. The drama is also known by the title of You Who Came from the Stars, it tell about the love relationship between Do Min Joon, a man who is an aliens coming from the comet and Cheon Song Yi, a top Korean actress. This drama has twenty-one episodes in total plus a special episode. This drama fans lined up from South Korea to Indonesia. In South Korea alone, this drama has a high rating based on the research of

AGB Nielsen Korea. The average rating of the entire episode of this drama stands at 24%, as the second most popular television show nationwide in South Korea. Besides popular in Korea, this drama also popular in Indonesia. Indonesian residents, especially young women who love Korean drama watching this drama through the website by streaming. In one website called gooddrama.com, My Love from The Stars is in the favorites list of the most watched movie. This drama is also broadcast on the national television station homeland, called RCTI.

In My Love from The Stars storyline there are a lot of romantic scenes between Do and Cheon Min Joon Song Yi considered intimate. With the variety of intimate romantic scenes in the drama, it would have caused certain effect to audiences who consume such drama, as found in Salam (2012) research. Salam (2012) research found that drama could affect audience behaviour. Intimacy is closeness between one individual to another, distance is one factor influencing the kind of intimacy according expectancy violations theory by Judee Burgoon. There are four types of intimacy, cognitive intimacy,

experiential intimacy, emotional intimacy, and sexual intimacy. All of this kind of intimacy exist in My Love from The Stars. The value of intimacy is largely more visible from non-verbal communication. However, verbal communication may also indicate intimacy.

A research conducted by Joan Shapiro and Lee Kroeger (2007) showed that individuals who are more often exposed to the popular romantic media either single or already married have unrealistic beliefs about intimate relationship. Women who had been married became less satisfied with their intimate relationship as a result of taking a romantic popular media. This research is in the journal titled Is life just a romantic novel? The relationship between attitudes about intimate relationships and the popular media. The findings of this research shows there are problem out there in the community because of romantic media.

Popular media containing romanticism turned out to be bad for the audience, shows in Shapiro and Kroeger (2007) research. With this we come to know that the media not only have positive impact, but also have neInformant 6ve impact. Korean drama My Love from The Stars is a popular media products containing romanticism. Because the Korean drama titled My Love from The Stars is a media product that contains the romanticism, this research want to examine what impact caused by watching the drama in Indonesian audience.

Most of this drama plots contains intimacy in romantic relationship between Do Min Joon and Cheon Song Yi. Intimacy shows by nonverbal communication can give birth to some expectations according to Burgoon. This research aims to find out how audiences interpret the values of intimacy in romantic relationships that exist in the My Love From The Stars drama. Are the interpretation make audiences expecting some kind of intimacy that they want to have in real life?

IMPACT OF POPULAR MEDIA PRODUCT TO AUDIENCES

Several previous research shown that the popular media products has influence in audience romantic relationship. Shapiro & Kroeger (2007) says that the popular media products influence the affective aspects of the audience. The more often audiences exposed to popular media products containing romance became less satisfied with their intimate relationships (Shapiro and Kroeger, 2007: 226). Segrin and Nabi (2006) and Cailin (2010) says that the popular media products influence the cognitive aspects of the audience. Cailin (2010) research showed when the audience watching television program, the program may affect their expectations of an interpersonal relationship. Segrin and Nabi (2006) research showed that the romantic television program related to the audience expectations about relationships. Based on the several research above, it is interesting to find out the impact of watching Korean drama in romantic relationship. It is more interesting because Korean pop culture currently hit in Indonesian society. Moreover, Salam (2012), Sari (2014), and Pradhaning (2013) research states that Korean drama had influence audience behavior. Korean drama affects audience how to dress according to theresearch above. Salam (2012) research also found that Korean dramas affect audiences lifestyle, including how to communicate and interact.

AUDIENCE EXPECTATION

Expectancy violations theory says that individuals will have when communicating with others, this theory developed by Judee Burgoon and her association since 1978. *Expectancy Violation Theories (EVT) suggest that people hold expectations about the nonverbal behavior of others* (West & Turner, 2007:148). Non-verbal communication is done by other individuals taking a large role in bringing one's expectations. Someone will interpret distances between himself with his interlocutor who then raises expectations. Studies on the distance or the use of space by individuals called proxemics. According to Edward Hall, proxemics divided into four zones. Namely intimate distance, personal distance, social distance, and public distance. Intimate distance exist in a range encompassing 0 to

18 inches. Personal distance exist in a range encompassing 18 inches to 4 feet, reserved for family and friends. Social distance exist in a range encompassing 1 to 12 feet, reserved for more formal relationship such as co-workers. Public disstance exist in a range encompassing 12 feet and beyond, reserved for every formal discuccions such as between professor and students in class (West & Turner, 2007:149-151).

Expectancy Violations Theory is rooted in how messages are presented to others and the kinds of behaviors others undertake during a conversation. In addition, three assumptions guife the theory:
1. Expectancies drive human interaction.
2. Expectancies for human behavior are learned.
3. People make predictions about nonverbal behavior (West & Turner, 2007:152).

Expectations that appear on an individual to another individual can be positive or neInformant 6ve. Expectations become neInformant 6vely or positively influenced by several factors, like:
1. Individual communicator factors; gender, personality, age, appearance, reputation.
2. Relational factors; prior relational history, status differences, levels of attraction and liking.
3. Context factors; formality/ informality, social/ task function, environment restrictions, cultural norms (Burgoon & Hale in West & Turner, 2007:153).

This theory says that the emergence of expectations on a person's behavior is learned. Individuals can learn them from seeing other individuals interact, either directly or indirectly. We can see a variety of direct human interaction in daily activities. Interactions between individuals that we are witnessing indirectly can we see through the scenes in the drama and in the video footage. By looking at it, the individual can study the behavior of other individuals. So that when an individual will experience the events that are similar to the scenes they have seen before, expectations may arise in accordance with the scenes they had witnessed. Intimate and romantic scenes in the drama My Love

From The Stars can make the audience has expectations as shown in the drama when they are confronted with their partner. Semblance of closeness relationship held between the two players in the drama and the audience with their partners making the possibility of the same interaction becomes high. thus, the audience can study the interaction in the drama. Interaction that audience learned from drama My Love From The Stars will bring up an expectation next when they are dealing with a partner.

INTIMACY IN ROMANTIC RELATIONSHIP

According to Brehm (in Karney, 2007) *romantic relationship* is also an *intimate relationship*. *Romantic relationship* is how a person perceives changes such as reciprocity relationship, emotional relationship, and erotic relationship, which is going on between them. Sternberg (1986) says that there is intimacy in a romantic relationship. Intimacy is usually described in terms of *connectedness, relatedness, bondedness*, or a desire to establish an intimate relationship. Two definitions of the experts stated that a romantic relationship is declared an intimacy in romantic relationships. *Intimacy is a process – not a thing, it takes place over time and is not stagnant* (http://www.counseling.ufl.edu/cwc/types-of-intimacy.aspx). Intimacy or closeness is a process that occurs in a given period of time and are dynamic. Intimacy is the process of mutual self-revelation that inspires us to give ourselves completely to another person in the mystery we call love (Kelly, 2005:9). Sternberg (1986:120-121) suggested elements of intimacy as follows:
1. A desire to promote the welfare of the loved one.
2. Experiencing happiness with the loved one.
3. High regard for the loved ones.
4. Being able to count on the loved one in times of need.
5. Mutual understanding with the loved one.
6. Sharing of one's self and one's possessions with the loved one.
7. Receive emotional support from the loved ones.

8. Intimate communication with the loved one.
9. Valuing the loved one in one's life.

From elements of intimacy that already mentioned, there are different aspects of intimacy that divides into several types. Intimacy is divided into four types based on its shape. First, intimacy cognitive or intellectual intimacy. This cognitive intimacy is intimacy in which two people exchange ideas, share ideas, like the similarities and differences between their opinion, and mutual understanding. If two people can do things above open and comfortable, they can be very intimate in the intellectual aspects. The next type of intimacy is experiential intimacy or actvity of intimacy. This kind of intimacy occurs when two people engage in non-sexual activity together. They can be just a bit in a word, do not share many thoughts and feelings, but so consistent in doing the activity. An example is when the couple cooking or eating together, although the couple did eat cooking activity or activity without conversing intimacy is happening when they do those activities together.

The third intimacy is emotional intimacy, where two people can comfortably share their feelings with each other. When a person to empathize with the feelings of others and try to really understand and be aware of people's feelings, it is also an emotional intimacy. Last type, sexual intimacy. This kind of intimacy includes all sorts of sensual activities such as hugging and kissing, and not only in the form of *sexual intercourse* (http://www.counseling. ufl.edu/cwc/types-of-intimacy.aspx). That sexual intimacy activity need a close dictance which told by Edward Hall, the more closer the individual with another they will get into intimate distance. Moreover, if there is no distance between individuals, because intimate distance exist between 0-18 inches (West and Turner, 2007:149).

METODHOLOGY

This research is qualitative descriptive research with analysis receptions as method

Reception Analysis

Reception analysis is a study that examines how audiences interpret a media products they consume. The assumption in the theory of reception analysis is that there will be no effect without a meaning. Reception analysis is an approach that tried to examine in depth how the actual processes through which the media discourse assimilated with various discourses and cultural practices audience. Methodologically, reception analysis refers to a comparison between textual analysis of media discourse and public discourse, which results interpretation refers to the context, such as cultural setting and context for the content of other media (Jensen, 2002: 135-139).

The reception analysis proposed and developed by Stuart Hall. Audience is a major concern in this theory. Hall said that wrong if you make assumptions about audience opinion, because the audience who consume media products are different individuals. They have different backgrounds, different environment, and different demographics. Hall argues that although the purpose of majority text is to gain acceptance from audience, audience can interpret it differently (Baran and Davis, 2010:304). There are three types of reception by the audience, the dominant position, negotiated position, and opposite position.

Dominant position occurs when the audience agreed with the values of meaning which is described in a text. Negotiated position occurs when the audience to form their own interpretation of the text. The audience interpret the significance of the text is slightly different from the dominant meaning. Counter Reception or opposite position occurs when the audience interpret value of X which turns out completely different from the dominant position (Baran and Davis, 2010: 304-305).

In this study, we will show how audiences interpret the values of intimacy that exist in the drama My Love From The Stars. Will we see any scenes that are considered intimate. Then we will examine whether they interpret these scenes in a dominant position, negotiated position, or opposite position. The values of intimacy will be examine is: the value of cognitive intimacy, experiential intimacy,

emotional intimacy, and sexual intimacy.

Table 1.0 Informant

Informant	Status	Relationship Period	Fans Status	Age	Occupation
Informant 1	In a relationship	1 years 8 month	K-Drama Lovers	19	College Student
Informant 2	In a relationship	2 years	K-Pop and K-Drama Lovers	19	College Student
Informant 3	In a relationship	7 years	K-Wave Lovers	19	College Student
Informant 4	In a relationship	3 years	K-Drama Lovers	24	College Student
Informant 5	In a relationship	9 years	K-Drama Lovers	27	Employee
Informant 6	Married	1 years	K-Drama Lovers	28	Lecturer
Informant 7	Married	2 years	K-Drama Lovers	29	Employee

Informant

Informants in this research is seven women had been watching the drama My Love From The Stars and in romantic relationship with a partner of the opposite sex.

Seven women informants describe their reception on the drama My Love From The Stars they watched. Informant 1, Informant 2, Informant 3, Informant 4, Informant 5, Informant 6, and Informant 7 is women who have differences in age, occupation, relationship status, relationship period, and interest in Korean pop culture. Judith is a 19 years old college student who is in a relationship. Informant 1 romantic relationship still and have been going on for 1 year 8 months. She likes Korean dramas recommended by her friends. Informant 2 is a 19 years old college student who is in a relationship. Her romantic relationship still and have been going on for 2 years. Love the Korean pop culture from music and drama korea.

Informant 3 is a 19 years old college student who is in a relationship. Her romantic relationship still and have been going on for 7 years. She likes Korean pop culture and actively follow the development of the pop culture from all aspects. Informant 4 is a 24 years old college student who is in a relationship. Her romantic relationship still and have been going on for 3 years. Informant 4 likes and fllows the development of Korean drama, though not follow the development of

others Korean pop culture. Informant 5 is a 27 years old woman who had been working, in a romantic relationship, and love Korean dramas. Informant 5's romantic relationship still dan have been goin on for 9 years. Informant 6 is a 28 years old married woman. Her marriage have been going for one year, working as a lecturer, and love Korean dramas. Informant 7 is a 29 years old married woman. Her marriage have been going on for two years, working as an employee, and love of Korean dramas.

ANALYSIS: WHEN THE AUDIENCE WATCHING MY LOVE FROM THE STARS DRAMA

1. Audience Interpretation about Intimacy in Romantic Relationships Shows in My Love From The Stars

Intimacy in romantic relationships can be seen in terms of cognitive, affective, experiential, and sexual. Seventh female informants above describes their interpretation about intimacy values that exist in drama My Love From The Stars. Informant 1 and Informant 2 interpret the kissing scene between the main characters as intimacy. For them, when the main characters is in close distance such as holding hands, hugging, kissing, and sleep next to each other is an intimate action. The value of this intimacy is considered as sexual intimacy that is influenced by the distance between individuals. Expectancy violations theory state intimate distance exist if one are at a distance of 0-18 inches from the other (West and Turner, 2007:149).

Five other informants apart Informant 2 and Informant 1 also in line with Edward Hall statement, that the more close the distance between indivual the more intimate they are. They admit that in terms of the physical contact the more closer the distance between individuals or even if there is no distance between individuals when making physical contact, the level of intimacy will be higher. Informant 7 interpret the scene when the main character of women asleep in the room of leading man as intimate thing, in this case Informant 7 interpret intimacy as physical

contact associated with sexual activity. For Informant 1 and Informant 2 intimacy in this drama shows the romance of the majority of Korean society in general, but Informant 1 said that physical contact such as kissing is not appropriate to do during courtship and incompatible with Indonesian culture. In this case Informant 1 is in the negotiated position because she interpret the scene compromised by the cultural values she believes.

Informant 5 and Informant 3 said that the scene where the male lead rescue the female lead who was in distress or danger is intimate. They interpret it as intimacy because the leading man is always there for the women. This corresponds with the element of intimacy Sternberg (1986:121) said, Being able to count on the loved one in times of need. Informant 3 and Judith said that the scene when the men saved the women from huddle of journalists is very understanding of him, that is intimacy. This concept was in line with one element of intimacy Strenberg (1986:121) said, there is a mutual understanding with the loved one. In this scene beside the understanding from the man, it is also indicate that the man can be relied upon in difficult circumstances. This kind of intimacy is cognitive intimacy that involves aspects of thinking. Besides, this scene also includes emotional intimacy because it involves feelings of worry and needs to protect from the man. The male lead help the women when she is in difficulty or danger conditions. The third of the informants agree that understanding is an aspect of intimacy in romantic relationship. It is also in accordance with Sternberg (1986: 120-121) element of intimacy that said: mutual understanding withthe loved one and being able to count on the love ones in times of needs.

Informant 6 interpret holding hands, hugging, kissing, and the scene when the leading man caring for the female lead when she is sick as a form of intimacy. She did not just interpret intimacy as physical contact, but also as a form of understanding of feelings towards the couple. She said that the two main players are highly in emotional intimate, they mutually understand one another's feelings. The example is the man know what cause the woman grieve. Again, according to the informant interpretation in line with intimacy elements said by Sternberg (1986:121), there is a mutual understanding of each other. Besides Informant 6, Informant 7 and Informant 2 also interpret the scene when the men treat the women when she is sick as an intimacy. It is one element of intimacy that Strenberg (1986:120) said, desire to improve the welfare of loved ones as well as reliable or being able to count on. It shows that he is trying to alleviate the difficulties of the woman so that she will feel better.

Informant 4 interpret the scene when the women always thinking and waiting for the male players to come back as one form of intimacy. In this scene there is lies cognitive intimacy and emotional intimacy, because it involves thinking and feeling. Experiential intimacy seen in this drama is also interpreted by five informants. Experiential intimacy is the kind of intimacy that can be seen from how synchronous individual activities with other individuals. Seventh informants stated that the male players and female players looked in sync while doing various activities featured in the drama, such in to prepare meals scenes, eat together scenes, and watching together scenes.

Other experiential intimacy recognized by informants is when the male cast and female cast wearing the same color. According to them when couples who are in a romantic relationship to wear clothes of the same color is a sign of intimacy. Informant 1 aware that the more closer relations between the two players in the story, the color of their clothes increasingly harmonious. According to Informant 1 and Informant 3, intimacy of the two cast also visible from the scene when they frequently visit one another place to stay with each other and communicate intensely. Informant 2 also stated that in terms of communication through chat alone, their intimacy is visible. Besides verbal communication, Informant 3 and Informant 2 said that the face-gaze scene of a non-verbal between the main character also shows intimacy. These activities are activities that show the intimacy of experiential and

in accordance with the intimacy elements Sternberg (1986) states, communicate intimately.

According to these seventh informants, the intimacy shows in My Love From The Stars not only demonstrated through physical contact so for interpreting inctimacy is not always viewed from the distances between the two characters. Sexual intimacy are less shown in this drama compared to the cognitive, emotional, and experiential intimacy. The informants stated that they can feel the the players emotions so that they can feel such a strong emotional intimacy being showed. The informant interpret the scene in drama fit Sternberg (1986: 120-121) elements of intimacy, it is expressed by mutual understanding and being able when a loved one is in need. Overall, all informants liked the intimacy in romantic relationships shown in the play and interpret the intimacy as cognitive, emotional, experiential, and sexual. The informants also interpret intimacy in accordance with Sternberg elements of intimacy. Only the interpretation position of the informants were different, there is negotiated position and dominant position. Informant 1 is in a negotiated position, while six other informants are in a dominant position, because they interpret the scene as same as shown in the drama.

2. Audience Intimacy Expectation

Expectation is hope that arises within oneself and want to be realized. The emergence of hope or expectation in a person can be caused by many things. Here will be discussed what expectations arise as the informants watching the drama My Love From The Stars. Four informants said that they had expected to be realized in their romantic lives after watching this drama. Three informants, Informant 4, Informant 6, and Informant 7 said that they did not have any expectation that they wish to achieve after watching the drama My Love From The Stars. Informant 4 really like the intimacy contained in the play, but she already that kind of intimacy with her current partner. With such conditions Informant 4 do not have any expectations after watching the

drama. Similar with Informant 4, Informant 7 did not have any expectations for her partner to change. Other informants named Informant 6 said that she did not have any expectations for her partner after watching this drama, she says that the romantic scenes from drama comes to mind, but she realized that the reality is not like drama. So she does not mind her partner to change or doing such a thing shown in the drama.

Fourth informants, Informant 1, Informant 2, Informant 5, and Informant 3 have expectations that they wish to achieve intimacy with their partner. The expectations are on the intimacy of cognitive, emotional, and experiential. Sexual intimacy shown in the drama My Love From The Stars did not make informants wanted a kind of intimacy in their romantic relationship, all informants interviewed no one has the expectation of sexual intimacy with their partners. Informant 3, Informant 5, Informant 1, and Informant 2 said that they had expected to have a level of intimacy in romantic relationships as shown in the drama, but not the sexual intimacy. They say the cognitive and emotional intimacy in this drama is so strong that made them look forward to having it with their partner. At first they imagined the scenes, then they begin to imagine doing things with their partners. At last they wish to achieve that kind of intimacy with their partner. This is in line with Segrin and Nabi (2006) and Cailin (2010) research results who found that a romantic program can influence audience expectations about relationships.

Expectation to have cognitive and emotional intimate shown in the drama born from comparison between their intimacy live with the intimacy shown in drama. They find that levels of cognitive and emotional intimacy exists in drama is more intimate than what they in real life. It makes them want it and expect their relationship could be moreintimate in terms of cognitive and emotional.Informant 1, Informant 2, Informant 5, and Informant 3 wish that their partner could be more care and understanding. Informant 3 and Judith said that they hope to meet and communicate with their partner as often as possible so that

the cognitive intimacy and emotional intimacy can be awakened in their relationship. Informant 3 said that she expects her partner can understand what she was thinking and feeling even though she do nothing. Not much different from what Informant 3 expected, Informant 2 and Informant 5 also expect their partners to be more attentive and understand themselves. Informant 3 and Informant 2 said that after watching the drama My Love From The Stars they feel that their relationship with the partner feels mediocre compared to the relationships that exist in the drama. They become less satisfied with their relationship because they were hoping to have a relationship like the one in the drama. These findings are similar to research findings Shapiro and Kroger (2007), the romantic popular media products affect audience satisfaction about their intimate relationships.

Beside the expectation of cognitive and emotional intimacy, informants also expect experiential intimacy from their partner. Three informants, Informant 1, Informant 5, and Informant 3 wishes to have experiential intimacy like showed in the drama. Informant 1 hopes to be able to visit each other homes as depicted in the drama My Love From The Stars. If Informant 1 wanted to visit each other residence, Informant 5 expect to visit an island where only she and her partner will be there alone. The expectations arose when Informant 5 watched the scene when the male lead rescue the female lead from huddled of journalists and bring her to deserted islands where there are only two of them. Different case from Informant 1 and Informant 5, Informant 3 expects she and her partner to wear matching outfits, for example a shirt with the same color or wear shoes of the same model. The kind of intimacy that most raises hopes and most longing for intimacy is manifested by informants is cognitive intimacy and emotional intimacy, followed by experiential intimacy. Intimacy coveted by this four informants is the element of intimacy said by Sternberg (1986:120-121), mutual understanding, can be relied upon when a loved one in need, and communicating intimately.

CONSCLUSION

The conclusion is all informants interpret every aspect of intimacy in a romantic relationship exist in this drama. Dominant kind of intimacy seen in this drama is cognitive intimacy and emotional intimacy. Two elements of intimacy proposed by Sternberg also strongly showed in My Love From The Stars based on informant interpretation. Intimacy elements strongly shown in this drama is mutual understanding and being able to count on the loved one in times of need. One respondent named Informant 1 is at negotiated position, while others are in the dominant position in their position when interpreting meaning of intimacy that existed in drama. From the results of the encoding process or the interpretation of four informants, namely Informant 3, Informant 5, Judith, and Informant 2 drama My Love From The Stars draw expectations that they want to achieve in their romantic relationships. Three informants, namely Informant 4, Informant 6, and Informant 7 did not have any expectations after watching the drama because they were already having enough intimacy and think that drama is just a medium of entertainment which does not merely have to be a role model.

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DEVELOPMENT OF MOTIVATIONAL VIDEO
FOR MEDIA LITERACY FOR SENIOR HIGH SCHOOL STUDENT
AS A DRUG FREE YOUTH MOVEMENT

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Abstract

The research aims to develop a work of video art in the form of motivational video that assembled in the study of media literacy for high school students as one of the real effort in creating a drug-free teens movement. Motivational video as a form of communication that can be utilized in meeting the needs of adolescents will be media literacy. The high level of drug abuse by teenagers as well as the tendency of young people to selfie (self videography) and upload video themselves through new media is the background of this study. Variants of experimental visual styles subjective motivational video by presenting youth as a motivator. The method used in this study is the experimental method with exploring visual composition and a motivating force. The chosen approach is a model of cultural studies and active audience models. Video of experimental results published through the new media that can be uploaded and downloaded globally. Implementation of the process of creation and dissemination of motivational video is designed in the form of media literacy activities. The implementation of media literacy is offered as a model for Anti-Drug Education Extra curricular school. This media literacy learning model planned to cover 1) basic knowledge about drugs, prevention and mitigation, 2) public speaking, 3) style of dressing, 4) the manufacture of artistic property, 5) operation of the camera, and 6) procedure of uploading video through new media. One expedient solution associated with the negative impact of the new media is vying to fill it with content that is positive. This model can be used as an alternative example of positive activism which continues to be carried out independently by teenagers and is expected to inspire other teens to participate.

Keywords: Motivational Video, Media Literacy, Youth, Drugs

INTRODUCTION

The success of video distribution and display 165 Ways ESQ and The Golden Ways on the screen shows an interesting phenomenon. Video motivation refers to the audio-visual recording that displays a message in the form of motivation for exercise of positive action and abandonment of negative action. The core of a person's motivation is intended to encourage positive behavior and live well. But there is no special series of videos that discuss their motivation solicitation stay away from drugs. Basically, everyone has the potential ability to motivate and present in an audio-visual recordings. So that everyone has the potential to be a motivator. This is supported by public ownership of electronic recording equipment, especially teenagers. Nature or desire narcissistic admiration toward oneself high in adolescents requires the distribution of positive activities. This idea inspired the development of a planned utilization of the phenomenon of serial works of video Harlem Shake. Video creation motivated by some teenagers are expected to ignite many other teens to create something similar in the various versions. New media become part of everyday adolescent as if it were the real world. The behavior of media can bring the audience to the positive and negative impacts. Negative spotlight on related new media content presented often not been followed by an offer solutions. The new media has

been transformed into a cultural agents who are ready to distribute a variety of benefits and the non-achievement through proximity. Purposing media messages are no longer focused in content but have switched to the medium itself as the message. Restrictions on the use until the closure of media access is sometimes used as an option of resistance against the inability users literacy.

One of the problems among teenagers that enough attention is widespread drug abuse. Surakarta or better known as the city of Solo, ranked highest in terms of circulation and drug use based on data Central Java Police Surakarta in 2009, 2010 and 2011. Drug abuse can impact the physical, psychological and social. Family factors, media and friendship as the reason for drug misuse. While on the psychiatric condition of adolescence is identity transition to adulthood in physiology and psychology. Adolescence is the time when the content-filling activity is passed, a period in the development of a person who lived when the end of childhood to early adulthood. Adolescence is the age range 12-21 years. The behavior of trial and error, imitation and identification into a special color for adolescents. Symptoms of failure to identify himself to an identity crisis is the emergence of feelings of anxiety and aggressiveness. So that in turn, the drug was found as the wrong solution to the problem. That requires the active participation of various parties, including family, educational institutions, government and adolescents themselves. One of the programs that need to be given a BNN is the formation of a cadre of anti-drug movement among teenagers. Based on the description of the background to match the learning model of media and anti-drug education are appropriately applied to adolescents as well as motivational videos produced teens drug-free movement, then the focus of the problem in the first year of this research can be formulated as follows:
1. How does the development of motivational video?
2. How is the embodiment of style enrichment motivation by and for teenagers?
3. Option style visual structuring and

motivating force in an effective motivational video in the delivery of drug abuse prevention messages for youth high school in Surakarta.

DEVELOPMENT OF MOTIVATIONAL VIDEO

This article uses a variety of main references related to media and culture, audio-visual media production techniques and psychology. Video creation motivation is nothing too new, but has not focused on the prevention and control of content loading of drugs for adolescents. More recently, its use as a method of creative media literacy activities. Motivational video was produced through the audio visual processing stages, ie pre-production, production, and paskaproduksi. Innovation in the creation of audiovisual works such as through the arrangement of visual composition that is designed in accordance with the expected motivation. Roy Tompson and Christipher Bowen (2004: 3) describes the arrangement of related visual on shot size and angle level, and the main thing is the type of equipment used, namely cameras and lenses. The use of shooting subjectively provide motivation closeness between the makers and the audience, thus the exposure of Arthur Asa Berger (1991; 23). Joseph Boggs (1992) explains that the focus of the audience focused on a point of interest is presented on each frame. Gibson (1992) in a book entitled Organization and Management describes the motivation related to (1) the direction of behavior; (2) the strength of the response after one chooses to follow a certain action; (3) resistance behavior, or some old people were continuously behave in a certain way. Motivation should focus on the factors that drive and direct the activities of a person. In terms terarahnya emphasis on specific goals is the key to the success of a motivation. Also explained that the motivation is closely related to how the behavior begins, strengthened, supported, directed, stopped and what kind of subjective reactions that arise in organisms when all this took place. An understanding of the use and exploration of techniques to motivate be important in this

research is to realize an innovative video work motivation. One technique is the affirmation of self-motivation.

Technique in composing affirmations high chances of success as proposed Rezawismail (2013) in the book Self Motivation with affirmation. Affirmations can run effectively when combined with strong emotions and pleasant shade of the sight, sound, smell, taste, or touch. The stages of affirmation techniques described in this book.

Media literacy according to Sonia Livingstone in his book assesing the Media Literacy of UK Adults: a review of the Academic Literature (2003) is defined as the ability to access, analyze, evaluate, and communicate messages in various forms of media. The method used in the development of this motivational video is an experiment. The measures undertaken Sukardi (2003; 36) is (1) examines the variety to be produced, (2) identify and define the problem, (3) determine the variables, (4) planning a study which also includes the following activities: (a) Identify external variables that are not required, but it allows the experimental process of contamination; (b) Determine how to control; (c) Selecting the appropriate study design; (d) Determine the population, selecting a representative sample, and select a number of research subjects; (e) Dividing the subjects in the control group and the experimental group; (f). Membuatinstrumen, validating instruments and perform a preliminary study in order to obtain instruments that meet the requirements to take the necessary data; and (g) Identify data collection procedures. (5) Carry out the experiment, (6) Collect raw data and the experimental process, (7) Organizing and describing data according to predetermined vaniabel. (8) to analyze data and perform statistical tests of significance with the relevant techniques to determine the significance of the results stage. (9) Interpret basil and formulating conclusions.

Experiments were carried out in order to produce a variety of visual structuring and enrichment penghadiran style motivation through adolescence as a figure motivator. Formation of focus group discussions in media literacy activities by using creative methods to find out about the visual style of the arrangement and style motivates adolescents choice. The purpose of this study underlies the urgency associated with the government program on combating drugs among adolescents. One apparent attempt by the government through the Ministry of Education and Culture policy is the inclusion of the Anti-Drug Education Extra curricular materials in school. This study targeted learning modules for activities for high school students. Dikreasikan audio-visual training in media literacy activities designed to provide skills for students to be able to realize the motivational video in each version on an ongoing basis. So that in turn, the fulfillment of new media content with a motivational video of prevention and control of drug into a drug-free teens movement. The students' extracurricular participants can act as an agent that inspires other students. Proficiency adolescents in meaning, selection, search and reproducing the media content can be used as an active defense against exposure to new media which is getting stronger. The positive impact is widely expected decrease in the level of drug abuse among teenagers. Results from this study can be accessed by the public, academia and stakeholders through publication in scientific journals. Media literacy can simply be defined as the ability to use the media wisely audiences. Various types of media has a code and each character associated with the form and content. The new media that can connect users globally often blamed as the cause for the occurrence of negative actions of a person. For example in the event of sexual intercourse of a young woman along with fellow new boys he knew through the social networking site facebook. A strong cause moral degradation that occurs in adolescents are easily pinned to the media. Changes in family dynamics and child health are considered terpengahui by the media. In this condition, the audience demanded selective in choosing impressions along with the development of the media industry that drove more rapidly. Learning about the wisdom of media is expected to

encourage critical thinking skills and the ability to use the media to provide alternative solutions to the various problems faced by adolescents.

An important note is the prevention and control of drug abuse within the juvenile, should be moved from adolescents themselves through the utilization means quite familiar to teenagers. One of the ingredients of the new media. Teens, drugs, and media are closely connected and interrelated problems in childbirth. Therefore, higher education is challenged to be able to provide alternative solutions through research results. For this reason this research proposal is made, in order to find the learning model of media and anti-drug education that can be appropriately applied to adolescents and produce innovative work in video form of motivation.

Proficiency mediated by several important reasons, as described in The Media Literacy of Children and Young People: A review of the research literature on Behalf of Ofcom, written by David Buckingham (2004), such as panic moral because the media is regarded as a source of various problems of moral degradation and the plug-in drug, the presence of the media is positioned to have an influence on the value of family dynamics and health of young children, especially in drug abuse action. Furthermore, Buckingham (2004), provides an alternative model of media education applied in this study, the model of cultural studies (cultural studies model) to position the rejection of anything negative as a culture. Teenagers as part of a social and cultural environment act as cultural subjects. One that can be applied to rejection of drugs (narcotics, psychotropic and other addictive substances) giving rise to a drug-free teens movement. The second model is active audience model (inquiry model) who believe that the teen audience is able to interpret media content based on the background knowledge of the cultural and social.

David Gauntlett (2007) in his book Creative Explorations: New Approaches to Identities and Audiences describes creative methods as a method that focuses on creative activities, or realize the work and reflect on the work process and the work. Eko Suprati (2012) on Media Literacy Training with Creative Methods for Youth, in the book Media Literacy Movement Indonesia using a photo (still image) as a form of creative methods. The development of creative methods in this research is through the use of audio-visual media. Creative methods used in the manufacture of learning model in this study, which is in line with the target that teens. The dynamics of creative methods which actively considered appropriate to the characteristics of adolescents. As well as the utilization of the results of the activities of media literacy is widely distributed using the new media.

An understanding of the characteristics of a juvenile audience psychological point of view is important in this research. A careful analysis of all aspects of development in adolescence, as described in the book Developmental Psychology: Introduction to the various parts by Hadinoto (2001), the global development of adolescents takes place between the ages of 12 -21 years, with the division of 12 -15 years: period early teens, 15-18 years: mid-adolescence, 18 -21 years: late adolescence. Hurlock (1999) in a book entitled An Approach Throughout Developmental Psychology Range explains Havighurst opinion that says there are development tasks to be fulfilled by a teenager, and when teens can not fulfill these tasks, there are some problems experienced by adolescents. The first issue related to the personal, the problems relating to the circumstances in the home, school, physical condition, appearance, emotional, social adjustment, duties and values. The second problem is a typical teenager, the problems arising from the unclear status in adolescents, such as the attainment of independence issues, misconceptions or false judgments based on stereotypes, the rights of which are larger and fewer obligations imposed by parents. Adolescents who are given the opportunity to grow into responsible adults who are more cautious, over-confident, and able to be responsible. Self-confidence and a sense of responsibility is what is needed as a basis for a positive identity formation in

adolescents. Through which adolescents can grow with a positive assessment on yourself and respect for others and the environment.

The basic concept is used to analyze the acceptance of the audience in this study triggered as Stuart Hall (1981) in writing Encoding-Decoding in the televisual discourse. Hall asserted that the audience actively interpret (producer of meaning) against a variety of things consumed. They have a reference frame (frame of reference) respectively which lead to differences in meaning. Through the meaning of that audience, identified three distinct positioning, including dominant hegemonic, Negotiation, oppositional. Positioning is what will be the main indicator in determining the effectiveness of the work of motivational video in conveying the message of prevention and control of drug abuse.

The research method used is the technique chosen for the experiment in the embodiment of motivational video for media literacy activities. It is adapted to the output of motivational video with the angle of the subjective and adolescents presenting as characters. Subjective shot an image composition that has motivated the content closer to the audience. The process of making a video that dikreasikan in the activities of media literacy is to apply the teaching of media with Cultural Studies Model approach that positions each audience as a culture. Teens as part of the audience and the socio-cultural environment act as cultural subjects. The second approach is a model that Active Audience believe that the audience is able to interpret media content based on the background knowledge of the cultural and social.

Experimental development motivational video for media literacy studies for high school students in Surakarta on this penelitiaan using creative methods. The method focuses on creative activities in realizing the work and reflect on the work process and the work. Experiments were run through several stages, the first stage is through the arrangement of visual experimentation. The next results of these experiments are presented in two groups of teenagers in a school FGD to choose which style of motivational video that most appeals to them.

Focused Discussion groups (FGD) playing the role of the elected technique can be used to train the growing confidence and trust so that a focused discussion becomes more fluid and running smoothly. Through this technique the participants were asked to express perceptions and act as an agent motivator. Each student is given the freedom to be creative and reflect the work and the working process. Documentation in secret during the discussion of the data collection stage to answer the third research question. It is intended to achieve a natural behavior so that recordings obtained becomes valid to be used as a data source. Focus group discussions conducted by a small group of people organized on a specific topic. Priority activity location selection based on the availability of equipment support, comfort and ease of access of the members. The power source and the tranquility of the environment is needed in the process of recording in audio visual. Schedule of activities adapted to the routine of high school students so as not to interfere with the learning process compulsory in schools. Each group was scheduled to undergo five sessions. The discussion process is guided by a moderator and assisted by facilitators. The first facilitator is a member of the research focus related to the field of psychology, while the second facilitator is a technical expert associated audio-visual equipment. Taken from a research assistant psychology students and the art of recording media is needed to assist the student in order to expedite the research process. Skills moderator is to create a discussion group is able to create unity in a short time, mutual trust, feel free to argue, agree or not with each other, learn about the background of each member, able to contribute and illustrate what is discussed. The data obtained is in the form of notes and transcripts moderator for the discussion by recording activities.

The study began with an inventory of the equipment required for the experimental visual style arrangement.

Variety of cameras for motivational videos :
1. Canon 60D camera
Produces sharp contras. Sensitive in selecting lighting. The lenses can play with sharp space (DOF). With manual focus camera and need preparation and soup right in the shooting. Internal character omnidirectional mic, the sound source in the effective radius of 1m towards the front of the mic. There are external audio input that can be installed Clip On, or other types of micropone desired sound character.

2. GOPRO Camera
Dynamic in the movement of the camera. Wide viewing angle, Wide depth so aimlessly panorama, With small body flexsible in the placement of shots, Auto exposure mode is less selective in setting light, Internal character omnidirectional microphone is the sound source in the effective radius of 1m towards the front of the microphone.

3. Zenphone 5
Alert in the moment because it is always close to its owner of cellphone, Auto exposure mode is less selective in setting light, Suitable for still video, because it still comes across

the effect of "rolling shutter" when the camera is moving / shaking, Sound is taken with internal microphene from cellphone.

Variety of lenses on 60D for motivational videos :
1. Fix 50mm
Standard human eye. Suggesting neutral. Objects closer to the background.Sharp narrow space.

2. 15mm
Distortions in the foreground or background. Give the impression area. Distanced object with backgruond. Provide perspectives on distance and size composition of the image. Give impression intimate but sometimes also lack normal.

Variety of level angles for motivational videos:
1. Eye level angle : The information gives the impression of parallel without emphasis. Objectively neutral impression.

2. Low angle : Giving the impression of submission. Create the impression of mastery.

3. High angle : Giving the impression of compliance. Discouraging impression

Variety of size shots for motivational videos :
1. Close-up shot : Shot size between the shoulders to the top of the head clarity of expression.

2. Medium Shot *:* Shot size between the waist to the top of the head. Revealing the movement of the hand and the appearance of expression

3. Shot size of the entire body. Revealing the movement of the whole body.

Variety Style Motivation for motivational videos :
1. Making the sentence through the statement
2. the Movement advance via Expression
3. Body movement through attractions

The next research step is the implementation of the Focus Group Discussion (FGD) involving six teenagers in order to determine the style and arrangement of the camera according to their favorite motivating force. Here is a summary transcript of FGD:
1. Handika Listya Anindita, aged 17, found visual arrangement that is suitable for the development of motivational video is a stylish eye-level and medium-sized. Eye level angle gives space to the motivator for expression and place them in line with the audience. Appropriate image size is medium shot because it looks more balanced between the background and motivator. Additional suggestions submitted is the importance of training on how to make a simple motivational video so that each can produce video with teenage self. And no less important is training uploading video content through new media.

2. Nila Wahyu Oktavia, 17 years old, found visual arrangement that is suitable for the development of motivational video is a stylish eye-level and medium-sized. Eye level is considered more convenient to be seen, obviously, as well was delivered motivational messages through clarity of style and gestures. Appropriate image size is medium shot because it looks more reveal facial expressions, force and motion motivator more comfortable to be seen, clear and easily understood messages that motivation is delivered more easily accepted and touching. Additional suggestions submitted is the importance of the addition of the ability to speak in public (public speaking) that the use of language and speaking style is the trend among teenagers. The use of force to motivate the use of slang today's teenagers make the appeal for the audience. Besides the appeal of a motivator can be added through attractive and expressive gestures.

3. Nur Sholihah, aged 18 years, argues that the visual arrangement that is suitable for the development of motivational video is a stylish eye-level angle as well as medium-sized and full. Eye level deemed suitable angle and more fitting to motivate in a crowded situation. Image size suitable to deliver a full shot is the motivation of a general nature while medium shot is more appropriate to support the motivational force that is long and uses a style of storytelling events. Thus submitted that the need for the provision of material on basic knowledge of the types of drugs, prevention and mitigation as well as direct testimony from former users. It is to provide an understanding of the drug.

4. Oktavia Putri K, aged 18 years, argues that the visual arrangement that is suitable for the development of motivational video is a stylish eye-level angle and close-ups and full-sized. Eye level angle considered suitable for development because the motivational video level with the eyes that look more pleasing. The image size is considered appropriate for motivational video is a close-up and full shot because it shows a full of motivator and motivational messages can be conveyed in detail. For the record, the third use of the visual composition must consider the circumstances and the place used. Additional suggestions submitted is the environmental importance of the addition of a drug user experience for a motivator through testimonials from former drug users.

5. Pramadika Nur Ainun Oktaviani, aged 17, found visual arrangement that is suitable for the development of motivational video is a stylish eye-level and medium-sized. Eye level is considered more appropriate to show the attitude in delivering motivational motivator thus giving the impression of a familiar, relaxed, and tend to be authoritative. Appropriate image size is medium shot because the composition is able to carry on a motivator and a closeness between the audience without diminishing the authority of a motivator. Additional suggestions submitted is the importance of expansion of knowledge about the arrangement of fashion and styling for potential motivators, it is intended to be a motivator to look more convincing and acceptable message motivation. These suggestions are based on the nature of teenagers who tend to like someone with a fresh and neat appearance.

6. Siti Sholikah, aged 17, found visual arrangement that is suitable for the development of motivational video is a stylish eye-level and medium-sized. Eye level considered suitable for use for motivational videos as they relate to the composition of the room so that the motivator has become closer to the audience and that's what makes a good motivational message conveyed to audience. The image size appropriate medium shot is more suitable for a motivator which not using too much movement in the delivery of the message motivation. However, with

the field of shooting, the audience can observe the expression and style with a good motivator. Additional suggestions submitted is the importance of the use of the property used to motivate, so the style motivations are more attractive and dynamic as that favored by today's youth.

CONCLUSION

Experimental visual style and style motivates arrangement has been made, and concluded that the type of camera, type of lens, camera placement and size level affects the image presented shot. Through the process of FGD followed by 6 teens suggests that teens love motivational video with eye-level visual arrangement angle, medium shot and a simple production method. To motivate their styles tend to like to use the phrase "Alay", expressive and attractive with the movement of hands and feet of the motivator. And the need for additional knowledge on 1) the types of drugs, ways of prevention and mitigation, 2) the ability of public speaking, 3) skills in structuring clothing and hairstyling, and 3) how a simple motivational video production

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NOTES

All successful papers will be published in a CD-based proceeding and an ISBN book. Selected papers will be published on Journal Government and Politics and Journal of International Relations.

PUBLIC RELATIONS & MEDIA RELATIONS
(CRITICISM ON THE ENVELOPE CULTURE IN MEDIA RELATIONS
OF EDUCATIONAL INSTITUTIONS IN YOGYAKARTA)

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ABSTRACT

Research Public Relations and Media Relations (Critique : Culture Envelopes on Media Relations In Educational Institutions In Yogyakarta) aims to determine how the media relations activities that have been done 10 Public Relations Higher Education, including the possibility of granting cultural envelope in media relations activities during this do. The object of this study is ten (10) Universities in Yogyakarta that consists of three (3) State University (PTN) and seven (7) Colleges (PTS) in Yogyakarta include Gajah Mada University (UGM), University Yogyakarta State (UNY), State Islamic University of Sunan Kalidjaga (UIN) Yogyakarta Muhammadiyah University (in St. Louis), State Development University "Veteran" Yogyakarta (UPN), Universitas Islam Indonesia (UII), University of Ahmad Dahlan (UAD), University of Atma Jaya Yogyakarta (UAJY), University of Sanata Dharma (USADAR) and Stikes Aisyiyah Yogyakarta (STAY). Variations and types of media relations activities have been conducted by 10 universities. The reason is because the electoral college to ten (10) college is a big college in the city of Yogyakarta who own Public Relations and media relations activities that have a systematic and well-planned. This study uses a case study provides a detailed overview of the background, characteristics and distinctive character of the cases studied how the implementation of media relations while sticking to the commitment to professional ethics Public Relations at the higher education institution / university in Yogyakarta. The results showed that nearly all universities in Yogyakarta which is the object of this research has been conducting media relations. In the course of media relations, Public Relations universities do culture accepting envelopes to reporters on the grounds reimburse the costs of transport and not as a "bribe" so that they publicized the news and as a means of imaging the institution. Publicist colleges feel that culture provides envelopes to reporters did not violate the code of ethics of their profession as a Public Relations, On the other hand for journalists, cultural granting envelope can interfere with the independence and constitute a violation of the code of ethics of their profession as journalists. Yet there are also journalists who will receive an envelope in their reporting activities. The discrepancies in the implementation of the code of ethics of journalism, is strongly influenced by the integrity of journalists and policies that apply to each media institution.

Keywords: Public Relations, Media Relations, Envelope Culture,

BACKGROUNDS

The era of information requires every public agency provide information in a transparent way to the society, one among the public agencies is educational institutions / universities. Transparency of the public information can encourage public participation in guarding and controlling all policies issued by the government through government agencies (Depkominfo: 2008). Through Law No. 14 year 2008 on Public Information, public agencies have an obligation to provide information according to categories as mentioned in Law No. 14 year 2008. Deliberate in keeping the information may be subjected to imprisonment of one year or a maximum fine of 5 million rupiahs. Based on that, press should be helped and press can give more quality information to the society (Depkominfo: 2008).

However, the law does not guarantee the safety of the press in performing their duties. There are still many cases of violence against the press, both physical violence and non-physical violence. We can see physical violence against the press as an act of beating the journalist, or the murder of journalist

named Udin which until today has not been handled properly. The non-physical violence happened when journalists are not able to perform their duties independently because of the provision of "envelope" that became a culture conducted by Public Relations in carrying out media relations. In this case, media relations are conducted by Public Relations as management representative of higher education institutions / universities.

According to Harlow (in Grunig, James E, 1984: 7) Public Relations is a management function which help e and establishing and maintaining communication links of mutual benefit, openness and cooperation between organizations and the society, involving the problems and issues management, helping management to keep informed and responsive to the public, while the main goal of Public Relations is to support the management to achieve the goals of the organization or company. Although the goal of every organization is different depending on the nature of the organization, but there are similarities in public relations activities that foster a harmonious relationship between the organization and the society in shaping a positive image. A good relationship or harmony in Public Relations contains a broad sense, a pleasant attitude (favorable), goodwill, tolerance, mutual understanding, mutual trust (mutual confidence), respect (mutual appreciation), and good image.

Role of Public Relations was first introduced by Broom and Smith, developed by Cutlip into 4 roles:

Public Relations Manager
Communication Manager Role

1. *Expert Prescriber* : PR practitioners assist management with the experience and skills to find solutions to the completion of the Public Relationship problems faced by the organization.
2. *Communication Facilitator* : PR practitioners assist management by creating opportunities to hear what the society want and create opportunities so that the society hear what management expected.
3. *Problem –Solving Process Facilitator* : PR practitioners assist management performance through a cooperation with other parts of the organization to find satisfactory solutions to the problems.

Public Relations Technican
Communication Technican Role

1. *Communication Technican* : Provide technical services for the organization while communication technical decision for communication to be performed is determined by the person or elsewhere in the organization.

In carrying out its functions, Public Relations of the higher education institution / university positioned themselves as a trusted source of information for the society and the media. Public Relations of higher education institution / university spread information about policies, programs, positive action and the promotion of higher education institutions / universities to the society through media relations activities.

Media relations, according to Yosal Iriantara (2005: 23), is part of external Public Relations that foster and develop a good relationship with the press as a means of communication between the organization and the society to achieve organizational goals. According to Frank Jefkins, a media relation is an attempt to achieve maximum publication or broadcast a message of information on society to create knowledge and understanding for the audience of the companies concerned. Also, according to Rosady Ruslan, a Media Relations (Relations press) is public relations activities with the intent to convey the

message or communication regarding the activity of which is institutional, corporate or institutional, products or activities that are need to be published in cooperation with the mass media to create publicity and image positively in the public eye.

The main objective of media relations is to create knowledge and understanding, not only to distribute information or message for the sake of a good image in front of the audience (Abdullah 2004: 4). Moreover, according to Nurudin (2008: 13), the purpose of media relations is not merely provide information only but create a positive image for an organization concerned. The better media relations we do, the better the image of our institution or company. In detail the purpose of media relations for the organization are as follows:

1. To obtain the widest possible publicity regarding the good activities of organization for society.
2. To obtain a place in the news media (coverage, reports, editorials, reviews) fairly, objectively and balanced (balance) on matters that benefit agencies and organizations.
3. To obtain feedback from the society about the efforts and activities of the institution or organization.
4. To enrich the data or information for the leadership of the institution or organization for the purposes in making the assessment of the situation or problem that affects the success of the institution or company.
5. Achieve a stable and sustainable relationships based on mutual trust and respect (Wardhani, 2008: 12).

As for the activities / events in media relations such as press briefings, press releases, press tours, press receptions and press interviews (Soemirat, 2007: 128-129). Through media relations activities, it will give a positive image to higher education institutions / universities. The mass media could be used by Public Relations practitioners to build a positive image of the organization because mass media is very effective as a maker of public opinion. The influence of the mass media as a source of information to society increasingly facilitate the work of the Public Relations practitioners who want to constantly preach to the audience about the success of the organization. Similarly, Abraham Lincoln said "public opinion is everything" then if the mass media express your good company then certainly the society will believe that your company is good, and vice versa if the mass media say the company is bad, then the society will believe that your company is bad.

However, not all practitioners of Public Relations of higher education institutions / universities aware of the role of media workers as a partner that can help achieve the goal of his organization to build a positive image in the community. Media relations activities that they understand confined to newspaper clippings and invited journalists coverage if needed. Most practitioners of Public Relations consider the best way to establish a good relationship with journalists is to provide facilities in the form of cash / envelope. Yet according to the code of ethics of journalists every journalist barred from receiving the money. Giving cash or "envelope" for journalists then entrenched in nearly all media relations activities conducted by the Public Relations from higher education institutions / universities in Yogyakarta.

From the explanation above, the authors wanted to examine how the media relations activities that have been done by ten (10) Public Relations in Higher Education institutions / universities, including the possibility of granting cultural envelope in media relations activities that have been carried out.

RESEARCH METHOD

This study is a qualitative descriptive research. Descriptive study by Whitney (in Nazir, 1988: 63), is a fact-finding study with a correct interpretation. Studying the problems in society, as well as the procedure for the public as well as specific situations, including on relations activities, attitudes, views and processes are ongoing and the effects of a phenomenon. The purpose of this research is

to create a description, picture or graphic in systematic, factual and accurate information on the facts, nature and the relationship between the investigated phenomenon. This research uses the case study method, the case study method is to give a detailed overview of the background, characteristics and distinctive character of the case, from the distinctive properties will be used as a matter of a general nature. (Nazir, 1988: 66).

For data collection techniques in this study, researchers used several ways:

a. Interview

The interview is the process of obtaining information for research purposes by way of question and answer face to face between the researchers to the respondent using an interview guide or interview guidelines (Nazir, 1988: 234).

b. Documentation

Documentation is an activity to collect data by utilizing all the important documents concerning the company in general, for example, company profile, company web site, internal media and others.

c. Literature Review

This research was conducted using books as a source of reference data and theories related to the research.

d. *Focus Group Discussion* (FGD)

FGD is a research method using a focused discussion groups by selecting those considered to represent a number of different public or population.

The data in this study will be analyzed qualitatively. Qualitative research is a procedure that produces descriptive data in the form of words written or spoken people or observed behavior (Moleong, 2001: 103). Analysis of qualitative data requires researchers to do activities simultaneously with data collection, data interpretation and writing research reports (Creswell, 1994: 145). Thus, the data analysis is not conducted separately by collecting data, but it is an activity that is done simultaneously. Technique performed in the test data validity is by triangulation techniques. According to Moleong (2001:

178), triangulation is a technique that utilizes data validity checking something other than the data for the purpose of checking or as a comparison against the data. In this study, researchers used a triangulation of sources. According to Patton (in Moleong, 2001: 178), triangulation of sources means to compare and check the source behind information obtained through the time and different tools in qualitative methods.

The authors chose ten (10) Public Relations practitioners from ten (10) universities in Yogyakarta and 5 journalists from national print media. The Public Relations practitioners are Wiwit Wijayanti (UGM), Nurhadi (UNY), RTM Maharani (UIN), Karina Utari Dewi (UII), Ratih Herningtyas (UMY), Dewi Soyuswati (UAD), Endar Martanto (UPN), Th. Dyah Wulandari (UAJY), Aquelina Yunaeni Mariati (USADAR) and Indriani (STIKES Aisiyah Yogyakarta). As for the five (5) print media journalists are reporters assigned to the desk of education at the time of this study conducted, they are Haris Firdaus (Kompas), Rahajeng (Kedaulatan Rakyat), Laela Rohmatin (Harian Jogja), Pristiqa A.Wirastami (Tribun) and Heditia Damanik (Radar Yogya).

RESULTS AND DISCUSSION

Role of Media Relations and Public Relations Activities of Universities in Yogyakarta

The position of the role of public relations at the university level, especially in the area of Yogyakarta, is more to the level of implementation or as communication facilitator and communication technician. Their role is not to be in a strategic position which is a position that is ideal for public relations as problem solving facilitator. Role of Public Relations Officer (PRO) in universities in Yogyakarta is more on publicity activities with the mass media (Media Relations) as invited the press, writing press releases, held a press conference, held a press tour and a press gathering. Overall, in Yogyakarta, Public Relations practitioners in universities are more focused on media relations activities, although sometimes they also carry out promotional

activities, preparing advertisements in public areas and also working with national and international parties, but they are dominated by the daily tasks of media relations activities.

All respondents agreed that they need to conduct media relations equivalent. It is delivered by Ratih Herningtyas as Head of Public Relations and Protocol in Universitas Muhammadiyah Yogyakarta (UMY), who agreed that the relationship between Public Relations and journalists is a symbiotic relationship mutualism because of mutual need.

> "Ideally, if we imagine the relationship with the media, it must be a partner. In the sense that there should not be one that is more important or there is a greater need among others. Because it takes the news reporter, while we as institutions require publication or news for our institutions. So, ideally no unequal relationship between institutions and the media." (Ratih Herningtyas, UMY)

The statement above is in line with what is delivered by Sam Black and Melvin L. Sharpe, media relations activities are more to the two-way communication link between the organization and the media (print, television, radio, and online media). Communication is a process of two-way communication so that the relation between the two must be balanced as between Public Relations and journalists / media. Media relations activities conducted by the Public Relations aimed at establishing mutual understanding, realizing a good relationship with the members of the press in order to carry out impartial publications in the mass media.

Whereas if traced from the organizational structure, the position of Public Relations in universities in Yogyakarta is more in the technical area, because of their position in the educational institutions are not in a managerial position. Their power in making decisions is limited to the case and technical issues while strategic issues and cases have been determined by their leaders. Their organizational structure is not directly under the policy makers, such as rector of the university, but is in a division with minimal interaction with policy makers. Universitas Gajah Mada (UGM), Universitas Negeri Yogyakarta (UNY) and Universitas Muhammadiyah Yogyakarta (UMY) is an example of the university that public relations does not directly into a division that is supervised by the supervisor as the Executive Secretary or the Secretary of the University who will then deal directly with the Rector.

Recruitment as Public Relations at the university, 6 of 10 Univeritas (Univeritas Gajah Mada, Universitas Negeri Yogyakarta, Universitas Islam Negeri, Universitas Stikes Aisiyah dan Universitas Pembangunan Nasional Yogyakarta) choose the criteria that if it wants to become a public relationsnya must have a bachelor's degree on Communication Sciences or at least have some knowledge and experience in the field of public relations. This could be a positive reference that graduates of Communication Studies is still considered to occupy a position as a public relations even if only at the university level and do the technical work.

Media relations activities conducted by Public Relations that regularly and continuously performed every day is to write and send releases to journalists. Such as UGM, they are relying on press release submission for delivery this release without charge, they just send releases via email, and the next day their news widely published in the mass media, even Wiwit Wijayanti as Head of Public Relations at UGM claims that those activity is the most successful. In line with Wiwit Wijayanti, RTM. Maharani as Public Relations of Universitas Islam Negeri (UIN) are well aware of the need for media relations activities is not even enough just to do a press release, she and Public Relations team at UIN also have to establish personal relationships with journalists.

> "Besides sending the release, we also established good personal relations that are more lasting relationship. Personal relationships can create a harmonious and eternal relation. For implementing media relations staff were all mandatory for me. So not only me as the head of

public relations division to run media relations or personal relationships with journalists, but all that is in the public relations shall also conduct media relations (RTM Maharani, UIN)

Observing the answers from respondents above also represent that a relationship with a journalist is not only limited to write press releases but also takes relationships that foster a sense of empathy. The journalist of media is also a human who has the right to be respected and honored so that the communication also has to do with human communication which full of empathy, humanity and respectful so this relationship continues to run well.

Additionally, the answers of the RTM Maharani also emphasized that the organization of educational institutions such as universities are still in need of publicity in the mass media which is consistent with an idiom "advertising telling people you're good, PR convincing them you're good". They are well aware that mass media is a great tool for creating a good or bad opinion of an institution. This is not surprising because the media has a big hand in disseminating information to the society so that they can be used as a credible reference for the public to assess the good / bad an institution.

According to Peter Henshall and David Ingram, press release is a story written by members of the press or public relations and sent to every newspaper and broadcast stations (Wardhani, 2008: 80). The hope is by sending the release, the more publications of the institution. The success of a press release is if the release is broadcast through the mass media because it is desired by society. To fulfill that desire, the public relations practitioners should be aware if they want to send releases, the information provided must be accurate, true and obey the rules of journalism.

Although Frank Jefkins judge that the press release was not solely in the form of news sheets, because the press release can be done by sending the photo or a unique photo and a unique caption so that it has news value to be broadcast in the media. However,

almost all Public Relations in universities in Yogyakarta understand the press release as a news article even though accompanied by a photo to complete the writing of the release.

Beside press releases, media relations activities that can be done is a press conference. Just as the press release, news conference activities are activities that meet the standards of the Public Relations role that is only limited communication facilitator or communication technician. They also invited reporters to attend press conference, accompanied fellow reporters during a press conference, then conduct interviews or listen to the press conference speakers.

The press conference is conducted in accordance with the requirements of the university if there is important information, announcements about international cooperation, or the discovery of the work of faculty and students at the university concerned. For most journalists time is an important aspect in the implementation of the press conference, they will be helped if the timing of the press conference as scheduled invitation. Because journalists work also based on deadline, time of exercise of the withdrawal of the press conference will also be implications for the resignation of their time to write the story in order to achieve the target. Another note is that journalists also need the freedom of time to do a photo shooting. In some institutions do not usually give opportunity for journalists to take pictures according to their needs.

Another possible mistake made by Public Relations at the university level is when the press conference took places; there is no clear information about how to write the name of a press conference speaker. Because moderators of press conference just to name which may result in errors writing, eg moderators mention his name "Suharto" should have been written "Soeharto" or sounds "Doni Rahayu" but should read "Dhony Rahajoe" so this causes the reporter made the mistake of writing the name of informant. In this case, Public Relations should prepare some sort of name tag for each speaker so that the press immediately

know how to write their names and preparing summaries / records that can be distributed to journalists associated with the contents of the press conference.

According to Wardhani (2008), there are two kinds of press conferences; they are planned and unplanned press conference. The planned press conference is usually a matter of delivery in the form of a new policy, launch new programs, business development, seminars, or special events. While the unplanned press conference is usually the result of clarifying an issue or policy that is sudden and wanted to get published.

In fact, the invitations of press conference conducted by the Public Relations in university level is planned, although activities or invitation was given less than a week, at least the information they provide is still positive and rarely clarify the issue that hits education institutions. Because universities, especially in Yogyakarta, is rarely exposed to negative issues.

Beside media relations activities described above, several Public Relations has to improvise to establish a positive relationship with the media personnel. This is because of their understanding of the importance of good relations with the mass media, as well as supported by the availability of funds to organize all the planning in media relations. Although the research team did not manage to get data on how much funding is needed to do all the activities, but it is further strengthening the team assumption that there should be standards for staff working as Public Relations at the university level.

Universities that have most striking media relations activities are Universitas Negeri Yogyakarta (UNY) and Universitas Islam Indonesia (UII). UNY are well aware of how many people that must be faced. Not surprisingly, then the Division of Public Relations of the former international relations ended in 2011 is divided into two stand-alone agencies, they are Kantor Urusan Internasional dan Kemitraan (KUIK) and Kantor Humas, Promosi dan Protokol (KHPP). Those two distinct divisions provide flexibility for Public Relations in UNY to arrange activities including funding issues. UNY even under KHPP have 4 divisions, namely internal divisions, the external division, promotion division and the division of protocol. In addition to do press conference, press releases, and press tour, UNY also do sponsorship for activities organized by association of journalists.

Just as UNY, UII also aware of the need of positive behavior for journalists because since July 2013, UII provides press room which has a work space, meeting rooms, a computer connected to the Internet, all of which are intended for the media. In fact, they are not only perform activities related to Public Relations function, but also has conducted audits and evaluations by distributing questionnaires to the media to give an assessment of the performance of their Public Relations. The evaluation results are expected to increase trust of the public relations and media because every journalist who became partners in publication will feel honored to have a voice and presence as a partner.

While the privilege offered by UGM is, they have a formal forum for any journalist who does coverage of UGM activities. Each journalist data will be recorded then they obtain daily information related to activities that will be held at UGM. Through this formal forum they will always get updated informations and make journalists as the first external party who knows because the information will always be updated via sms blasting, email blasting, even group on blackberry messenger (BBM).

Another important thing is that the reporter also needs Public Relations who can be contacted at any time. Reporters will always seek Public Relations to get information in order to complete the coverage that is restricted by deadlines so reporters need Public Relations who can be contacted directly and immediately. However, unfortunately, of 10 Public Relations only two, namely UGM and UII, who works as Public Relations, while the other serves as a lecturer so often communication should be delayed because the Public Relations sometimes must do their duty, to teach, because as a lecturer

whose main task is teaching not answering questions by journalists. It also needs to be taken into consideration in the management of the university because of the requirement, and then the criteria for selecting those who deal with the media should be that they only served as Public Relations.

A media relations activities is the relationship with the communication media for publicity or responding to media interests against the interests of the organization (Philip Lesly, 1991: 7). Thus, the media relations is built and developed relationships with media organizations to reach the society in order to improve imaging, trust and achieve the purpose and goals of the organization. In this case, the higher education institutions / universities use mass media as a medium messenger to society. Gained more access from society through mass media expected to gain greater level of trust.

In doing media relations activities, giving envelopes to reporters is still entrenched. All respondents acknowledged that in conducting media relations, giving envelopes to reporters is a natural thing. Ratih Herningtyas as Head of Public Relations and Protocol in UMY recognizes that giving the envelope to reporters is normal and does not violate the ethics of the profession of public relations.

> "Indeed, we still do envelope culture, but in our opinion the provision of envelopes to reporters was a natural thing, because we gave only a few money and it is only as substitute transport and has nothing to do with the elements of the news and it is not as bribe so that our news will appear on media." (Ratih Herningtyas, UMY)

Giving envelopes to journalists in media relations activities among journalists and among the Public Relations is still much debated. This is related to the category of gift envelope itself whether the envelope is the provision of accommodation or transport allowance coverage. Even the issue of the amount of money that will be subsidized transportation for journalists is also a special discussion among Public Relations. Based on the results of FGD, transport money given to reporter is diverse range IDR 50,000 – IDR 150,000 / activities / reporter. Even one of our respondents said the amount of money in the envelope is depending on the time of their invitation. If it's on weekdays the amount is IDR 100,000, while during holidays (weekend) they give larger amount, IDR 150,000 assuming during holidays (weekend) journalists will spend his time off to do reporting and should be appreciated.

The debate related to be whether journalists received an envelope is because of the Code of Ethics of Journalism, but there is a prohibition for journalists to receive bribes and abusing their profession. As for the Journalistic Code of Ethics consists of the following matters:

1. Indonesian journalists respect the public's right to obtain correct information.
2. Indonesian journalists take an ethical manner to acquire and broadcast the information and give identity to the resources.
3. Indonesian journalists respect the presumption of innocence, not to confuse fact with opinion, balanced and always check the accuracy of information and do not do plagiarism.
4. Indonesian journalists do not broadcast information that is false, slanderous, sadistic and obscene and do not mention the identity of the victim.
5. Indonesian journalists do not take bribes and do not abuse the profession.
6. Indonesian journalists have the right to refuse, respect the provisions of the embargo, background information, and off the record as agreed
7. Indonesian journalists immediately revoke and rectify errors in reporting serves Right of Reply.

Journalistic Ethics Code is a reference for journalists to do their job, but in field there's different implementation and interpretation. But in general, the journalistic code of ethics contains the following things that can guarantee the fulfillment of the responsibilities of a journalist in performing journalistic tasks

including the following (Yassin: 2014):

1. Independency: In carrying out their journalistic duties, journalists must be independent and are not impartial. Journalists must be able to prevent conflicts of interest, so journalists must be able to convey the facts as what they are.

2. Freedom: In carrying out their profession, journalists are given the freedom but full of responsibility. It means that journalists are also free to convey the reality of the society but remains full responsibility.

3. Truth: In carrying out journalistic activities, journalists must always maintain trust so the news must be accurate, balanced and free from bias.

4. Impartiality: news reports and opinions submitted reporters should be neutral. That is a personal opinion of journalists should not be in the news.

5. Fair: Journalists in carrying out journalistic duties must respect the rights of people involved in the news and the report must be true and fair.

6. Responsibilities: Duties or obligation of journalists is devoted to the public welfare by giving people the information that allows the public to make an assessment of the problems encountered. Reporters in this case should not be abusing his power as a reporter for a personal motive.

7. Worth of worship: Every event has newsworthyness; journalists should refrain from lift interest parties who want to manipulate the media. Journalists must have the value of worship. If this is the filter of journalists, reporters will undoubtedly noble task as a messenger of truth

The difference in interpreting the rules in the Jurnalistic code of Ethics \often create confusion to the Public Relations in addressing the culture of giving journalists envelopes in their media relations activities. This is due to the persistence of differences in perception between Public Relations and journalists. Public Relations considers that granting the envelope was merely an effort to provide an appreciation of the work of journalists as a partner. But for journalists it can affect the independence of journalists in performing his coverage and violating journalistic ethics.

The other thing that we found in this study, there has been no similar perception among the media about the provision of the envelope. There are some media institutions are regarded journalist as "unlawful" if they received an envelope from the source for some reason can affect their objectivity. But there are some also considered unclean origin does not affect the essence of the news. Regardless of the debate, the perception of "unlawful" or "kosher" of envelope culture for journalists is strongly influenced by the policies of media institutions and the integrity of the journalists themselves. As disclosed by Reporters of Kedaulatan Rakyat:

> "If the envelope does not affect the news being delivered to the society and not to bribe journalist, it does not matter to us. (Rahajeng, Kedaulatan Rakyat)

Different things actually delivered by Harian Jogja reporter:

> "There are clear rules in the Journalistic Code of Ethics, that journalists are prohibited from accepting envelopes of any resource, as it allows affects objectivity in news." (Laila Rohmatin, Harian Jogja)

Observing the answers from respondents above, the provision of envelope is a very sensitive matter among journalists. By accepting envelopes, journalists will have a conflict of interest, and it will have an impact on the journalistic profession. According to Fedler in his book, Reporting For The Media (1997) there are six forms of conflict of interest that could affect journalists in their profession. They are:

1. Gifts or freebies that is given to reporters that the provision could lead to biased news

2. Junkets or free holidays to the reporters covering an event with a facility that allows journalists to come without any cost

3. Engage in activities that are covered by journalists covering the activities of public office journalist could be involved. Involvement of journalists in these activities may lead to bias

4. Free Launching as the second job of the journalist. Aside from being a reporter they also have a job at another company. The problem is a journalist who has a second job in the organization / company generally used by organizations / companies to help their publicity

5. Pillow Talk, is a conflict of interest relating to the work of husband / wife journalists. A reporter would be difficult to apply objectively cover events related to his own family

6. Envelopes, are news sources that want to influence journalists by using envelopes.

Thus giving envelopes to reporters will impact directly or indirectly in the journalistic process which includes the process of searching, collecting data and facts, interact with sources in the form of an interview and then arrange them to be used as confirmation menu to disseminate news to the audience / society.

Criticism of Envelope Culture By Public Relations in Universities in Yogyakarta

The university as a higher education institution is right when using media relations activities as a means of publicity and positive image of the institution. Various activities are conducted in media relations such as press releases, press conferences and various other activities that can strengthen the harmonious relationship symbiosis mutualism with reporters. However, to realize the harmonious relations, Public Relations give envelopes to reporters as a substitute for transport. Though not as "bribes", but as an educational institution, this envelope culture can be removed, though gradually. Public Relations in universities should honor and respect the journalistic code of ethics as guidelines for journalists in performing their journalistic duties. And Public Relations also has a public relations professional ethics that

serve as guiding the public relation duties. Public Relations in educational institutions should be more creative, innovative how to manage events that have news value so that journalist will publish it eventhough without envelope because it is interesting and worthy of publication.

Envelope culture should be eliminated, because the provision of envelopes to reporters will impact directly or indirectly in the process of journalism which includes the process of searching, collecting data and facts, interact with sources in the form of interviews and confirmation and arranged to serve as news to the public / society. Journalists will have a conflict of interest when it received an envelope from the source, there is an element of "pekewuh" if in the Java language, or embarrassed if it had to write criticism. Journalists also feel bad if information and events about the resource institutions are not loaded. The existence of embarrassment will greatly affect the process of gethering the news and affect the professionalism of journalists. Does the envelope journalists can still be independent, impartial so as to convey the facts and reality in an accurate, balanced and free from bias and contains the truth and full responsibility to society, so that the integrity of the journalists maintained.

Although in its implementation, there are differences in interpreting the Journalistic Code of Ethics in the field. The existence of these differences, it is influenced by the policies that apply in the respective media institutions. There are media who strictly adhered to the rules of professional ethics of journalism organized by the Aliansi Jurnalis Indonesia (AJI), in Article 13 has been mentioned "Journalists are prohibited from accepting bribes" and the rules issued by the Persatuan Wartawan Indonesia (PWI), in Article 4 states that "Indonesian Journalists must reject rewards that could affect the objectivity of the news, so that the receiving envelope is prohibited." So if it is known there are journalists who received the envelope, strict punishment is dismissal may be made to the reporter concerned. Usually this kind of rules imposed on mass media institutions with

a large scale. In this case, media institutions have been able to provide a decent welfare to journalists. In this case, the reporter is not only earning a decent salary, but also given of other components in addition to the salary for example no transport allowance, communication, etc. that can support the activities of journalistic profession.

It is also influenced by the integrity of journalists. Journalists who have idealism to always maintain professionalism as a journalist, always wanted to tell the truth, critical, independent, so that it has the freedom to criticize, to convey the facts in a fair and responsible to the society. They will be very careful in conducting media relations activities with public relations practitioners, especially in receiving envelope. Journalist will refuse explicitly to accept the envelope.

CONCLUSION

- Awareness of the role of public relations in university is good, because all respondents have public relations division; even UNY has more integrated Public Relations Division divides into Internal Division and External Division.
- All universities understand public relations role, but is still limited to the communication fasilitator and communications so that the position is still at the technical level has not been entered at the managerial level.
- Ten of the university have an awareness of the importance of conducting media relations, it is still limited to the writing and sending press releases, press conferences and invitations coverage. Whereas, UNY, UGM and UII has more comprehensive media relations as providing sponsorship, organizing press tour even provide press room to set up a special forum for journalists in the institution.
- There are still differences in interpreting the Journalistic Code of Ethics among journalists, there are some journalists who think they should receive the envelope because it helps transport costs (not a bribe) and as long as it does

not affect the news, but there are also journalists who interpret acceptance of envelope is prohibited because it is not in accordance with the Journalistic Code of Ethics.
- Differences interpret the rules of the Code of Ethics of Journalism is strongly influenced by the policies of the relevant media institutions and the integrity of each individual journalist.
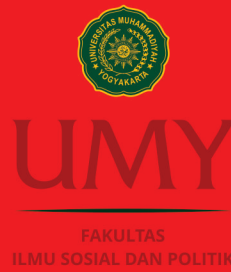
SUGGESTION

- Public Relations of higher education institutions should be more creative, innovative in managing events that have news value so it can attract journalists.
- Need for Public Relations in university level to form an association of public relations in order to gain knowledge, especially regarding the Code of Professional PR to f increase the professionalism of public relations in university level.
- Public Relations of Higher Education should not give envelope to reporters. This will have an impact on the integrity of the journalist in performing their profession.
- Currently, Public Relations of Higher Education does not have a forum to share their experiences and problems.
- Every media institution is obliged to improve the welfare of the journalists, by providing a decent salary, transport and communications money that can support journalists when they do their duty so that no more journalists who practice "envelope" when covering the field.
- If the Journalistic Code of Ethics is a reference of professional journalists, researchers suggested that AJI or PWI must be able to control the performance of the journalist.

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