



BOOK CHAPTER :

Prospects of Communication for Development in The Digital Era

Achmad Arman Subijanto, Adinda Fitriya, Ahmad Muhaimin,
Ahmad Sayfi'i Siregar, Ahsan Khan, etc.



Editor:
Alfarabi & Lisa Adhrianti

Book Chapter :

Prospect of Communication For Development In Digital
Era

Writers :

**Achmad Arman Subijanto, Adinda Fitriya, Ahmad Muhaimin,
Ahmad Sayfi'i Siregar, Ahsan Khan, etc.**



“Book Chapter : Prospect of Communication For Development In Digital Era”
Copyright © Achmad Arman Subijanto, Adinda Fitriya, Ahmad Muhaimin, Ahmad Sayfi'i Siregar, Ahsan Khan [dan 85 lainnya], 2022.

Diterbitkan Pertama Kali oleh :

Penerbit Zara Abadi

“Publish Your Creations”

Jl. Aru Jajar Gang Jambu IV No 50 RT. 15 RW. 04
Kelurahan Pekan Sabtu Kecamatan Selebar Kota Bengkulu
Email : Zara.Abadi65@yahoo.com Telp. 081271001120

Penulis :

**Achmad Arman Subijanto,
Adinda Fitriya, Ahmad Muhaimin,
Ahmad Sayfi'i Siregar,
Ahsan Khan [dan 85 lainnya].**

Editor :

Al Farabi & Lisa Adhrianti.

Desain Cover:

Arif Hidayat

Perpustakaan Nasional : Katalog Dalam Terbitan (KTD)

Bengkulu : Zara Abadi, Oktober 2022

viii + 433 hlm. ; 21 x 29,7 cm

ISBN : 978-623-88319-1-3

Hak Cipta, Hak Penerbitan, dan Hak Pemasaran pada Penulis

Pelanggaran Hak Cipta diatur

Pasal 113 ayat (3), dan ayat (4)

Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta:

- (3) Setiap Orang yang dengan tanpa hak dan/atau tanpa izin Pencipta atau pemegang Hak Cipta melakukan pelanggaran ekonomi Pencipta sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf a, huruf b, huruf e, dan/atau huruf g untuk penggunaan secara komersial dipidana dengan pidana penjara paling lama 4 (empat) tahun dan/ atau pidana denda paling banyak Rp.1.000.000.000,00 (satu miliar rupiah).
- (4) Setiap Orang yang memenuhi unsur sebagaimana dimaksud pada ayat (3) yang dilakukan dalam bentuk pembajakan, dipidana dengan pidana hak penjara paling lama 10 (sepuluh) tahun dan/atau pidana denda paling banyak Rp.4.000.000.000,00 (empat miliar rupiah).

PREFACE

Considering that Indonesia's land area is only one third of Indonesia's area which reaches 1,926,337 km², the population's needs cannot be fully met by land natural resources (Dahuri 2000). Considering that Indonesia is the largest archipelagic country in the world, with 17,506 islands with a coastline of 81,000 km and a sea area of about 3.1 million km², the fisheries and marine sector have great potential to be developed. This includes human resources commonly known as coastal communities, namely people who live their own lives and are directly exposed to sources of life that depend on harsh ecological conditions and the use of coastal marine resources.

The low standard of living in coastal areas and limited access of small-scale fishermen to assets and financial resources are the main problems that occur in coastal areas. Fishermen are also very vulnerable to pressure from capital owners. Development activities in coastal areas are inherently related to environmental resilience and the sustainability of natural resources and are coordinated by various stakeholders with a focus on improving the welfare of local communities.

A study of the coastal community expansion approach (Amanah et al. 2004) found that each community is unique and different in terms of values, orientations, self-development needs, groups, communities, and the carrying capacity of the physical environment. Of course, in developing development, both infrastructure and building good coastal communities, the right strategy is needed to get the desired results.

The strategy that can be used is to use development communication. According to Peterson, development communication is an organized effort to use communication processes and media to improve the social and economic level that generally takes place in developing countries. Communication can create a climate for change by requiring values, mental attitudes, and forms of behavior that show modernization. And development is very important in a community group. Because the existence of development indicates that the community group continues to develop. In development, communication serves as a bridge. Its job is as a means of exchanging information for the components involved and as a liaison tool involving information about a relationship with various parties.

Communication in development also aims to complete important tasks for the necessities of life in order to create good relations with various groups. Success in development can be seen

from the components involved in a good communication strategy. Good communication will create great opportunities for the success of a development in various ways.

One of the groups of people who need development communication with a full strategy is the coastal community which incidentally has a minimal level of quality of resources, access, and economic factors and can be said to be still classified as a traditional society so that in managing its development, external parties need appropriate development communication. With the character of the community in the coastal area as a bridge to develop the coastal area for the better.

CONTENTS

PREFACE	iii
CONTENTS	v
A. CULTURAL & POLITICAL CATEGORY	
Analysis of the Effectiveness of Da'wah Through YouTube at the Al-Hikmah Ta'lim Assembly, Sukamerindu, Bengkulu	1
Communication Management in Interreligious Life in Rama Agung Village, Bengkulu Utara Regency	4
Critical Discussion Analysis of Reports of the Dissolution of Hizbut Tahrir Indonesia (HTI) in Online Media suaramuhammadiyah.id and nu.or.id	11
Dragon Village: A Tourism Destination In West Java, Indonesia and The Impact of Modernity Due to Migration.....	19
Education on The Management of Lake Sipin Tourism Objects in Jambi City through Community-Based Tourism Communication.....	25
Hutan Larangan: Local Knowledge, and Environmental Communication	29
Intercultural Communication Between Arabic Description and Original People of Palembang in Building Harmony.....	39
Middle in Serawai Women an Artifactual Communication Analysis.....	45
Perceptions of the Muslim Community of Semidang Alas Seluma Towards the Traditions of Beniat and Nazar.....	51
Sengkure Culture Tradition in Kaur Community in Intercultural Communication Perspective ...	58
Society Awareness of Earthquake Disaster Information in Bengkulu City	63
The Effect of Symbolic Violence in the Pesbuker Program on Teenage Behavior (Study on Students of Class VIII SMPN 17 Bengkulu City)	71
The Effect of Outside Political Advertising in the Election of Regional Head on the Participation of Beginner Voter in SMAS 4 Muhammadiyah, Bengkulu City.....	77
The New Era of Political Communication of TikTok Era	86

Welcome to My Playground, Building Family Communication through K-Pop (Building Family Communication through K-Pop Makassar).....	93
---	----

B. MEDIA & DIGITALIZATION CATEGORY

AISAS Model in Facebook and Instagram Promotional Communication on Car Sales Second in Bengkulu City (Case Study on Account @jualbelimobilbengkulu).....	104
Analysis of the Application of the Journalistic Code of Ethics Article 3 on Reunion Action Reporting 212 in Online Media RMOL.ID December 2018 Periode	115
Analysis of the Phenomenon of Using the Clickbait Technique in News in Online Media Kompas.com	122
Comparison Analysis of Web Content on News Sites Online Bengkuluexpress.com and harianrakyatbengkulu.com	134
Digital Communication Management Planning, Activities, and Evaluation West Sumatera Provincial Government in Inclusive and Sustainable Economic Recovery in West Sumatera...	145
Digital Marketing Halal Food Home Products “Bacinkie”	154
Digitalization Model in the Development of Natural Tourism Destinations in Bangkalan Madura (Case Study of Tlangoh Beach, Tanjung Bumi District, Bangkalan Regency)	162
Digitalizing Museum Communication Information for Tourists in Palembang Post Covid-19..	169
Integrated Marketing Communication Strategy in Increasing Tourist Visits in Kuala Jambi District, Tanjung Jabung Timur Regency	176
Lifestyle Factors, Digital Marketing Communication, Price Perception, and Influencer in Affecting The Purchase Decision Process (Lavenrice La Scoop La Petit Bengkulu Restaurant Marketing Communication Study)	184
Making Short Movies as Information and Educational Media for Visitors of Harau Tourism in The Implementation of “Safe Tourism in The New Normal Era”	199
Phubbing Phenomenon on the Communication Process Bengkulu University Communications Students.....	204
Political Personal Branding of Female Legislators on Instagram Media.....	216
Relationship Between Motivation and Students Satisfaction in Watching Local Television (Uses and Gratification at Student Communication Department of Bengkulu University)	224
Role of Rintik Sedu Audio Podcast as Information Distribution Media (Study of Self Development on Communication Science College Students in Bengkulu University).....	234

Social Media Branding, Strategy in the Era of Media Disruption	241
The Effect of Kendari Dandim Removal News on Social Media on The Neticket Level of Generation X at The Navy Wives Association “Jalasenastri” LANAL Bengkulu	247
The Influence of Instagram Social Media Accounts @visitbengkulu on Visit Interest in Tourism Objects in Bengkulu Province (Study on Followers of Instagram Social Media Accounts @visitbengkulu).....	253
User Activities of Ruang Guru Applications in Meeting Learning Information Needs (Qualitative Descriptive Study of 1, 2 and 6 High School in Bengkulu City)	262
Uses and Gratifications: A Source of Covid-19 Vaccine Information in Mass Media on Adolescent Mosques in Indonesia	271
Using TikTok as A Tourism Promotion Media	279

C. PUBLIC RELATIONS CATEGORY

Communication Empowerment Farmers Group Subur Makmur	289
Communication Model of Land Dispute Conflict Between Companies and Communities in Pelalawan District	297
Communication Planning of The Task Force for The Prevention and Handling of Sexual Violence on Campus	307
Communication Strategy in Socialization Two-Wheel Motor Vehicle Tax Bleaching Program by The Regional Financial Management Agency (BPKD) Bengkulu Province	314
Community Participation Communication in Managing Religious Tourism in Rama Agung Village	323
Content Analysis of The Republic of Indonesia Presidential Debate in the 2019 General Election.....	332
Cyber Public Relations For Good Governance Development (Study the Website www.bengkuluutara.go.id Communications and Information Office of North Bengkulu Regency).....	348
Empowerment of Solidarity Members and Family Welfare in Supporting Communication for Village Development, Health and Economy	355
Implementations of Manggala Agni Communication in Controlling Forest and Land Fires During The 2020 Covid-19 Pandemic in Dumai City	361

Interpersonal Communication of Community Counselors For Children Faced with the Law (ABH) in the Guidance	370
Lubuklinggau's Society Perception on The Role of Political Parties in Performing Political Functions.....	379
Marketing Public Relations Strategy of PT Bank Mandiri (Persero) Tbk in Marketing Livin by' Mandiri E-Channel Products (Study at PT Bank Mandiri (Persero) Tbk KCP Bengkulu Ahmad Yani).....	384
Persuasive Communication of Teachers on Moral Development of Distant Local Students at South Sumatera's Rawas Ulu State Vocational High School.....	389
Ritual Communication with the Family (Description of the Educational Process of Parents to Children in Conducting Congregational Prayers and Reading the Qur'an at Lubuk Sirih Ulu, Manna, South Bengkulu	395
Roland Barthes Semiotics Analysis of Body Shaming in the Imperfect Film	403
The Effect of Brand Equity and Price on Iphone Smartphone (Case Study on Students of the Department of Communication Science, Bengkulu University)	411
The Meaning of The Movement of 35 Pencak Silat Persaudaraan Setia Hati Terate Bengkulu City.....	416
The Role of Natural Volunteers on Therapy Adherence of Type 2 Diabetes Mellitus Patients Performing Self-Surrender Practice.....	427

ANALYSIS OF THE EFFECTIVENESS OF DA'WAH THROUGH YOUTUBE AT THE AL-HIKMAH TA'LIM ASSEMBLY, SUKAMERINDU, BENGKULU

Nela Natalia

University of Bengkulu

ARTICLE INFO

Corresponding author:

nelanatalia95@gmail.com

Citation:

ABSTRAK

Dalam penelitian ini berjudul Analisis Efektifitas Dakwah Melalui Youtube di majelis Taklim Al Hikmah Sukamerindu Kota Bengkulu, Nela Natalia, Jln. Merawan 22, Sawah Lebar Kota Bengkulu. Dalam penelitian ini masalah yang dikaji adalah bagaimana efektivitas dakwah melalui youtube di majelis taklim al hikmah sukamerindu kota Bengkulu. Untuk mengungkapkan persoalan tersebut penelitian ini menggunakan metode kualitatif deskriptif dakwah melalui youtube. Penelitian ini menyimpulkan bahwa dakwah melalui youtube adalah efektif. Karena konten ceramah yang terdapat dalam youtube bervariasi dan audiens yang mendengarkan paham dengan sajian atau konten yang diampaikan serta tidak mempengaruhi status pendengar sebagai makhluk social. Selain itu mendengarkan ceramah melalui youtube tentu banyak memberi efek yang baik bagi audiens baik dari segi pemahaman, status social, bahkan dapat meningkatkan spiritual serta meningkatkan akidah.

ABSTRACT

In this study entitled Analysis of the Effectiveness of Da'wah Through Youtube at the Taklim Al Hikmah Sukamerindu assembly in Bengkulu City, Nela Natalia, Jln. Merawan 22, Sawah Lebar Kota Bengkulu. In this study, the problem studied was how the effectiveness of dakah through Youtube in the taklim al hikmah sukamerindu assembly in Bengkulu city. To reveal these problems, this research uses a descriptive qualitative method of proselytizing through Youtube. This study concluded that proselytizing through Youtube is effective. Because the content of the lectures contained in Youtube is varied and the audience that listens to the presentation or content that is interpreted and does not affect the listener's status as a social creature. In addition, listening to lectures via Youtube certainly has a lot of good effects on the audience both in terms of understanding, social status, and can even increase spirituality and increase akidah.

1. INTRODUCTION

Background, Etymologically, proselytizing comes from the Arabic language, da'a. yad'u, da'watan. Which is defined as inviting, calling, calling, calling, pleading, and requesting. Nowadays, proselytizing activities are often interpreted in the middle of society only in the form of lectures, namely clerics as preachers conveying their message in front of the audience. Proselytizing is not only the authority of scholars

or religious figures because proselytizing has various forms, methods, media, messages, perpetrators, and partners of proselytizing. One of the elements of proselytizing is the material of proselytizing, which is the content of the message conveyed to the mad'u dakwah. In this case, the message of proselytizing is the teachings of Islam itself, the core of religious teachings. The indictment is an individual obligation, and Islamic proselytizing is the process of conveying the

teachings of the Islamic religion to the masses of mankind. The space and opportunities in the media are used to promote the understanding of Islam and useful matters. The most popular proselytizing media today is online media. And one of the media that can access proselytizing content is Youtube. Youtube is part of the new media that presents shows that can be watched anytime and anywhere. Listening to proselytizing via Youtube is certainly very easy because bjsa chooses what themes we want to convey. Likewise, the mother of the assembly, Taklim al-Hikmah Sukmaerindu, did, was interested in listening to lectures via Youtube.

Problem formulation:

1. Whether listening to proselytizing through YouTube can give more understanding to the community?
2. How is the effectiveness of proselytizing through youtube media?

Research objectives:

Based on the background of the above problems, this study aims to determine the effectiveness of proselytizing through Youtube media to the people of Bengkulu.

Research methods:

In this study, the author used research with a qualitative approach method. The method used by this prenelitian is a descriptive method. Quality research is a study that produces findings that are not obtained by statistical procedural tools or other tools. This research was conducted using a quality approach that takes place in a natural setting whose process takes the form of a cycle and does not depart from hypotheses or theories to be tested for validity, but researchers go directly to the field to collect data from real situations.

Theoretical foundations effectiveness the meaning of succeeding or appropriate. Effective is a basic word, Effendy (1989) defines effectiveness as barikut; " communication whose process of achieving planned goals following the budgeted costs, the time set and the specified number of personnel" (Effendy, 1989;14). Another reason, according to Susanto, is effectiveness is the power of the message to influence or the level of ability of the messages to influence. (Susanto, 1975;156). Public sector performance management defines "effectiveness as the relationship between output and objectives, the greater the contribution of output to the achievement of goals, the more effective the organization, program or activity" (Mahmudi, 2005;92).

2. RESEARCH METHOD

In this study, the authors used a qualitative approach to research. The method used in this study is descriptive. This research was conducted using a qualitative approach that takes place in a natural setting whose process takes the form of a cycle and does not depart from hypotheses or theories to be tested for validity, but researchers go directly to the field to collect data from real situations. The collection techniques in this study used tools, namely:

- Observations

Observation is the collection of data carried out by observing and systematically recording the symptoms of the symptoms investigated.

- Interviews

The interview is conducted or conduct a direct question and answer between the researcher and the source of data on respondents. In this case, the researcher did the mothers of the al Hikmah ta'lim assembly visit the city of Bengkulu.

- Documentation

To obtain documentation of writings that have something to do with the author of the skripsi as well as data that supports the thesis such as not wanting to listen to lectures through the pulpit, data on the mother of the ta'lim assembly which is used by YouTube.

3. RESULT AND DISCUSSION

Youtube is part of the new media. New media is a communication medium that refers to content that can be accessed anytime, anywhere, on every digital device, and can interact between information providers, and the possibility of creative participation from various things. This is certainly very different from the understanding of the mass media that seeks to disseminate information simultaneously to various groups, but it is not possible to participate from other parties other than sources that distribute information. And youtube is an example of an audiovisual show which is a new medium. Nowadays it is undeniable that proselytizing through Youtube is the choice of many da'i. proselytizing in the form of writings by my mother, Newspapers, magazines, TV, Radio, and the most prominent today is proselytizing using the internet. This advance in science and technology will be very beneficial in proselytizing if it is mandated wisely by proselytizing actors, because initially in proselytizing the perpetrators of proselytizing use traditional media which later developed by using a touch of modern technology to always demand all parties, especially proselytizing actors (da; i) creative and innovative in utilizing technology for the benefit of mankind, especially Muslims. Youtube as a medium for proselytizing is an application and utilization of modern technological results, wherein the use of technological results it is hoped that all proselytizing actors can

achieve more optimal goals. Based on the findings of research in the field with the title of analysis of the effectiveness of da'wah through Youtube at the ta'lim sukamerindu assembly in Bengkulu city, it has been found in the form of data on the effectiveness of da'wah listening to lectures through Youtube, namely in terms of understanding, behavior, and status as a social creature, it turns out to have a good influence. The delivery of religious messages through technology today has undeniably helped the spread of proselytizing, because of the large number of people who use internet media to access anything. as da'i in the current era, of course, they must be good at making a movement and utilizing it in their own media. Listening to lectures via Youtube, of course, can be watched anytime and anywhere, based on the data obtained, it shows that listening to lectures through Youtube is effective and provides a good influence on the audience both in terms of understanding, social spirit and daily behavior (akhak). On the other hand, listening to mealau youtube lectures can add insight into a broad knowledge of religious science, besides that it can increase devotion, and strengthen one's creed, both from worship, morals, and one's psychology.

4. CONCLUSION

From the results of the study entitled "Analysis of the Effectiveness of Da'wah through Youtube at the Majelis Ta'lim Al Hikmah Sukamerindu Kota Bengkulu, the researcher concluded that people today are familiar with YouTube. And listening to lectures via Youtube is effective because the audience who listens to it understands the content or presentation of the lecture delivered and does not affect the listener's status as a social creature.

REFERENCES

- Ahmadi, Rulam, Understanding Qualitative Methods. Unfortunate ; State University of Malang, 2005.
- Ali Aziz M, The Science of Da'wah. Jakarta : Prenada Media, 2004.
- Amir, Samsul Munir, Da'wah Science. Jakarta : Sawo Raya : 2009.
- Arsi. Tanti Dani, The Effectiveness of Mass Media as a Message of Da'wah (Comparative Study of Novel Negeri 5 Menara) thesis on a bachelor's degree in communication science at the Communication Study Program, Faculty of Da'wah and Communication, Sunan Kalijaga State Islamic University Yogyakarta: unpublished, 2013. Aziz, Ali, Ilmu Dakwah, Jakarta : Kencana Predana Media Group, 2004.
- Bachtiar, Wardi, Da'wah Science Research Methodology. Jakarta : Logos, 1997.
- Basri, Hasan, The Science of Da'wah Development of Society. Surabaya : UIN Sunan Ampel Press, 2014.
- Department of Religion. The Indonesian Translation of the Qur'an, 2016.

- Divine, Revelation, Proselytizing Communication. Jakarta ; UIN Syarif Hidayatullah, 2013.
- Moleong, Lexy J, Qualitative Research Methodology. Bandung : PT Remaja Rosdakarya, 2014.
- Sugiyono, Qualitative Quantitative Research Methods and R&D. Bandung; Alfabeta, 2014.
- Yusuf, Yunan, Dakwah Management, Jakarta : Prenada Media, 2006.

COMMUNICATION MANAGEMENT IN INTERRELIGIOUS LIFE IN RAMA AGUNG VILLAGE, BENGKULU UTARA REGENCY

Putri Rizki Agustina¹, Alfarabi²

¹Student of FISIP Communication Science From Bengkulu University

²Department Of Communication Science at Bengkulu University

ARTICLE INFO

Corresponding author:

putrizkia20@gmail.com

Citation:

ABSTRAK

Penelitian ini bertujuan untuk menganalisa bagaimana masyarakat Rama Agung menjaga harmonisasi dalam kehidupan antaragama. Metode yang digunakan dalam penelitian ini adalah penelitian lapangan dengan menggunakan pendekatan deskriptif kualitatif. Peneliti menggambarkan bagaimana masyarakat Rama Agung mengelola Komunikasi antar agama sehingga tercipta kerukunan dan harmonis. Data penelitian di peroleh dari 5 informan yang peneliti tetapkan menggunakan teknik purposive sampling yang mana mengambil 1 dari setiap tokoh agama ssebagai perwakilan setiap umat. Teknik analisis data dilakukan dengan cara mereduksi data lalu penyajian data dan verifikasi data serta uji keabsahan data menggunakan triangulasi data sumber. Hasil penelitian menunjukkan bahwa adanya faktor dan upaya yang dilakukan oleh masyarakat dan Tokoh Agama dalam mengelola komunikasi untuk mencapai harmonisasi kerukunan. Adapun faktor yang dimaksud adalah faktor penanaman nilai dari intern agama masing masing dan faktor historis yang sama rasa dalam pembentukan kerukunan sampai saat ini, serta upaya-upaya dari masyarakat itu sendiri dengan tidak lagi mengaitkan identitas agama dalam kehidupan bersosial (konvergensi).

Kata kunci: *Manajemen Komunikasi; Kerukunan Antaragama; Akomodasi*

ABSTRACT

The aim of this study was to analyze how the Rama Agung community maintains harmony in inter-religious life. The method used in this research was field research using a qualitative descriptive approach. The researcher describes how the Rama Agung community manages inter-religious communication so as to create harmony. The research data was obtained from 5 informants which the researchers determined using a purposive sampling technique which took 1 from each religious figure as a representative of each community. The data analysis technique was carried out by reducing the data and then presenting the data and verifying the data and testing the validity of the data using triangulation of source data. The results of the study indicate that there were factors and efforts made by the community and religious leaders in managing communication to achieve harmonization of

harmony. The factors in question are the factors of inculcating values from each other's internal religions and historical factors that have the same pain in the formation of harmony until today, as well as the efforts of the community itself by no longer linking religious identity in social life (convergence).

Keywords: Communication Management; Inter-Religious Harmonization, Accomodation

1. INTRODUCTION

Intercultural communication is the process of exchanging thoughts and meanings between people of different cultures (Maletzke in Mulyana, 2005). The exchange process is also closely related to an acceptance, especially related to the culture in a group. Rama Agung Village is a village located in Bengkulu Province, precisely in the District of Arga Makmur City, North Bengkulu Regency. Rama Agung Village is currently known as a miniature village of religious harmony which is indicated by a decree, establishing Rama Agung Village as an exemplar village of religious harmony in Bengkulu Province (radarutarakyatbengkulu.com).

Social relations that occur dynamically involve the relationship between individuals to individuals, individuals to groups as well as groups to groups that are connected with each other. The diversity that exists in Rama Agung Village certainly leads to intercultural communication, especially among the followers of different religions.

For the people of Rama Agung, religious buildings such as buildings of worship are an important aspect of pluralistic life. The building of worship is not only a place of worship as a religious ceremonial center but also has other roles such as a center for social activities. In cultural sociology, the Rama Agung village community in general is dominantly influenced by the heritage of values, regulations, and customary laws of the ancestors, as well as past traditions that were brought and adopted from various ethnic groups. Communication will be more established when one can see broadly and openly the contexts of tolerance in diversity. In essence, all behavior is always accompanied by language and symbols as a medium of communication. The use of language and symbols is closely related to the culture of the community in other words language and symbols are born from culture and are a reflection of the life, circumstances and nature of society.

Based on the information described above, it can be seen that there are many external cases that started because of religion and turned into ongoing conflicts and unrest, but if we look at

the situation in Rama Agung, behind the harmony of the Rama Agung village community who are culturally religious. there has never been a conflict between religious communities, which means that the relationship between communication and culture is very close and strong in their lives. So to know and understand their communication, the question arises of how the Rama Agung community manages the differences in daily communication, so researchers are interested in studying more deeply about the management of religious differences in Rama Agung Village, North Bengkulu Regency.

Research Question

How do the people of Rama Agung maintain the harmony between religious communities?

Research Objective

This study aims to determine the intercultural communication of the Rama Agung community to maintain harmony between religious communities

2. LITERATURE REVIEW

Communication Management

Mark Fletcher suggests that communication management is the management of the form, content, and context of information that aims to provide specific results (Indarto, 2004). In management, communication refers to certain forms of what has been said. The form of communication, how to use language that is in harmony with the meaning of the sentence, the use of special words, and so on, strongly influence good communication. Communication management is the process of using various communication resources in an integrated manner through planning, organizing, implementing, and controlling the elements of communication to achieve the goals that have been set (Diwan in Indarto, 2004).

Hasmawati (2018) said that communication management that combines a management approach with communication management allows us to create harmony in the communication that we do. Communication management is synonymous with social interaction. In certain situations, people can position

themselves appropriately, not only by adjusting but also by cooperating without involving outside interests. The concept of management itself in the field of communication science can be understood as a process of influencing others, in communication management we are also expected to understand how to communicate with others to produce effective communication.

Heterogeneous Society

Gans in Astra (2014) explains that a heterogeneous society is a society that has the following characteristics:

The basic or primary institutions originating from the culture of the ethnic groups which are the basis for various patterns or atmospheres of life for the wider community as well as in some conditions of ethnic life have been standardized by the national government, whose uniformity is carried out based on the style and nature of the national culture of the community.

The political power of ethnic groups has been weakened by the national system, especially land belonging to ethnic groups which is usually the main basis of the power of a nation's politics by controlling these lands by the state for the public interest or becoming the private property of citizens in general and prohibiting the organization of power. politics based on ethnic solidarity so that ethnic culture functions more in ceremonial and ritual life (both social and religious) than functions in political life or as a political force at the national level.

1. Institutions, alternatives that accommodate differences and diversity, are more varied and numerous found in a plural society.
2. Heterogeneous societies are usually also characterized by a high level of progress in their economic and technological life, which has actually been possible to develop through the development of these alternative institutions.

Inter-Religious harmony

Lubis (in Paramita, 2014) the basic word harmony is "quite" which means calm and peaceful, safe (communication, friendship), not fighting, unity which aims to help, while the meaning of harmony is about living in harmony, agreement, feeling of harmony (united heart). Lee (in Paramita, 2014) "posits that the focus on harmony originates from a concern for preserving harmonious relations with the universe and one another in society as a fundamental philosophy of life". universe and society as the basic philosophy of life).

Inter-religious harmony is a form of harmonious relationship in the dynamics of social life that strengthens each other in the form of :

1. Respect each other in carrying out worship according to belief.
2. Collaborating with fellow religious follower, interreligious and responsible for the actions taken.
3. tolerance each other by not forcing.

Therefore, religious harmony is one of the main element in maintaining good, peaceful relations, not fighting, not moving, united in heart and agreeing between religious people of different religions to live in harmony (Liliweri in Tamburan, 2018).

Interreligious Tolerance

According to Casram (2016) religious tolerance is tolerance that includes issues of belief in humans related to the faith or God that they believe in. Religious tolerance cannot be interpreted when someone already has his belief and then moves or changes his belief in purpose of appreciating.

Interreligious conflicts that occur often have an impact on violence that starts from vertical issues to become pieces with horizontal issues. Cases that have occurred throughout life are sometimes because people are detached and forget the meaning of tolerance itself until one group makes judgments for another group. It should be underlined that within the scope of religious communities can respect and respect the freedom of others and must be aware that in differences there is a right way that is unifying, not become a barrier in uniting.

Accommodation Theory

Howard Giles introduced the theory of accommodation, which is based on the premise that when speakers interact, they adapt speech, vocal patterns, or actions to accommodate others. Giles and colleagues believe that when the speaker has various reasons to accommodate others (West & Turner, 2008: 217). This theory refers to interpersonal adaptation. Everyone who communicates will make accommodations to achieve his goals. Howard Giles (2005) states that accommodation theory focuses on patterns of convergence and divergence of communication behavior, especially those related to people's goals for social approval, communication efficiency, and identity. Convergence refers to how individuals adapt to communicative behavior to reduce social differences. A person who carries out the convergence process tends not to reveal his cultural identity too much to compensate for his interlocutor. While divergence refers to where individuals highlight verbal and non-verbal differences and still show their identity.

3. RESEARCH METHOD

This research was field research, a research conducted in the field, which aims to accurately describe the characteristics of an individual, symptom state, or certain group or to determine the frequency of a certain relationship between a symptom and its surroundings, as researcher state before, this research located at the village community of Rama Agung, District of Argamakmur City, North Bengkulu Regency.

This study uses a qualitative research approach. Qualitative research method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects, where the researcher is the key instrument of data collection techniques carried out by triangulation (combined), data analysis is inductive or qualitative, and research results emphasize meaning rather than generalization (Sugiyono, 2019:9).

The selection of informants was also the main thing and must be done carefully by considering the informants with the following criteria:

1. Local people of Rama Agung.
2. Permanent residents of Rama Agung village (not moving for a minimum period of 5 years).
3. A Preacher in worship Building.

Because this study focused on how the Rama Agung community manages daily communication in inter-religious life, the researchers decided the most appropriate informants were religious figures from each religion in the village of Rama Agung; Islamic, Christian, Hindu, Buddhist, and Catholic.

4. RESULT AND DISCUSSION RESULT

Interreligious Life of Rama Agung

The communication process will certainly never be separated from all activities in life, especially in life in which there is a variety of diversity. Like the village of Rama Agung which is currently recorded as having 5 religious adherents in it who live side by side with each other. The communication process certainly occurs every day with a fairly high intensity of communication in it as social beings, it because the location of their houses which are close to each other. In neighborly life, there was an awareness of diversity in life, this awareness was the point in respecting the beliefs of others and not discriminating and not interfering with the lives of others regarding any matter in establishing good communication and relationships.

The Process of communications carried out in an effort to maintain the harmonization of religious harmony in Rama Agung Village. The role of religious leaders was very important in tolerance in Rama Agung. Religious figures are the highest pillars in the Rama Agung community in carrying out daily life who became the exemplar and role models as well as intermediaries for every religious community.

Mutual Cooperation as the Form of Solidarity of the People in Rama Agung

The form of coordination carried out was clear through coherent and directed stages, to minimize confusing news. Pak Gede's (Hindu's representation) statement explained that the village stakeholders provided information to special organizations in Rama Agung. FPUB as an organization with the task of being a forum for managing religious harmony in Rama Agung. mutual cooperation social activities have become a big awareness for the people of Rama Agung in their daily activities. Horizontal communication that was carried out makes the structure of the communication process effective in carrying out activities. The sense of kinship that was implemented in gotong royong activities was one of the community's efforts as a form of togetherness and solidarity in maintaining religious harmony.

Awareness in Maintaining Inter-religious Feelings

The people of Rama Agung did not make religion as an important reference in socializing so that the communication that was established also becomes effective. In the big event of marriage and death, awareness of tolerance has been carried out continuously and has become a culture in Rama Agung. Researchers also found evidence in the field, where at the time of the death ceremony, the event was attended by people of different religions. The form of respect in guaranteeing inter-religious trust was seen as the main thing in these activities. The people of Rama Agung try to be open-minded in trust issues and minimize forms of suspicion against other people.

There are other things that were the community's efforts to maintain balance in social life, generalizations to people who ate pork and were not still being developed, but this does not necessarily make it as a problem. Quoted from the informants, it could be concluded that Buddhists also feel the impact when the food is informed beforehand. Religious diversity has always been the main value in maintaining the harmony of the village community, awareness of the rules and regulations that exist in other religions raises its own awareness for the people of Rama Agung who have become entrenched.

Respect each other Religious Celebration

The communication carried out by each people itself included in the internal management of the religion itself. The communication behavior of the community was getting better, this was evidenced by the situation where they try to mingle and establish good relations with all religious people in the village of Rama Agung. In celebration of major holidays, researchers found very interesting results, where the community both participated in celebrating each other's religious holidays.

Instilling the Values of Religious Harmony in the Family Environment

The value embedded in every human being is how the perspective is implanted in the individual to be further implemented in everyday life. The concept of life that is built starts from the first thing in society, namely the family. The awareness and understanding that was formed in the family become the basic value for socializing in a religious life like in Rama Agung Village. The religious principles that have been instilled by each individual in Rama Agung have been formed and occurred since childhood and are carried out continuously from generation to generation, so that the cultivation of the value of mutual respect has become entrenched by itself in the social life of the community.

Parents have taught about openness in accepting differences in their children's early life. Even so, the openness in question remains within the corridors of their respective beliefs. Parents realize that every religion has its own rules, so the task of the older person was to remind them to carry out these obligations, regardless of the religion of the child. In addition.

DISCUSSION

Convergence is a strategy that is sometimes unconsciously carried out by the community to balance the interlocutor. What the people of Rama Agung currently doing was an implementation of this form of convergence itself. The people of Rama Agung try to make adjustments to things that were different from their orientation to the religion adopted by the local community. It aims to create mutual respect and mutual care for each other's feelings.

In this context, individuals interacting with other individuals of different religions will feel empathy for the beliefs of other religions. This can be seen by how the people of Rama Agung respect other religious celebrations when a religion was celebrating its big day. Like the celebration of Christmas and Eid Mubarak. When Christians celebrated Christmas, people from other religions were happy to visit their homes as a form

of respect and appreciation for the Holy and sacred day of Christians and so on in other religions.

These differences can be seen as a necessity that can foster tolerance for each believer. Therefore, people were aware of and care about these differences. The high sense of concern for the people of Rama Agung can be seen again when they make a celebration that invites the general public. Wedding parties and traditional ceremonies of death as the example, in the life of religious principles. The people of Rama Agung hold celebrations and cook food containing pork, when they want to eat pork they serve the food in a closed place which is only enjoyed by people at home and people who want to eat pork. However, for those who did not eat pork like Muslims, there was no worry about the mixing process of making halal and non-halal food for Muslims, they order catering with the background of the catering person was a Muslim. This is called accommodation, they try to accommodate people who consume pork and still consider and respect people who do not consume pork, so in enjoying the food that was served, everyone can feel comfortable without any suspicion and vigilance about the halalness of the food served. In this case, it could also be seen that there is a balance that occurs in the process of accommodating the community. The community feels that no one is harmed in this condition.

In addition, beside to convergence by adjusting to diverse lives, the Rama Agung community also maintains the religious values that exist in the beliefs of each of them. That was, in their lives they try to adjust to adherents of other religions, but also on the other hand they still hold on to the values that exist in the teachings of their religion. This, in accommodation theory, is called divergence. Divergence is where communicators still show their original identity, in other words, people do divergence and decide to associate themselves with other people for certain reasons.

Identity does not merely want to show from what was owned but is also determined by the recognition of other people for the differences that exist to become important. This was the same to an acknowledgment of the compatibility between what is expected and what happens in the existing reality. In this context, the divergence occurs when the people of Rama Agung in their social life, continue to instill their respective religious values without hurting other religions. The people of Rama Agung continue to worship according to their respective rules without being disturbed by each other. Like when Hindus celebrate *Nyepi*, the activities at Rama Agung continue as usual. Hindus are aware that when they are in an environment of various beliefs, they continue to carry out the worship

according to existing rules regardless of the people who do not celebrate *Nyepi*.

When they are different, but still make adjustments and stand on their respective identities, the accommodation process occurs. The Rama Agung community can accommodate everyone. When you are in a difference and get what you want without the aggrieved party, this is the process of accommodation. In this case, the accommodation theory was able to answer and explain why the differences that exist in Rama Agung are not a deep problem with the sensitive differences in them. This was because all parties accommodate each other. All parties try to build comfort together with the rules and regulations that apply to each religion, without questioning the rules themselves so that they become harmonious. A harmonious life without friction and significant problems in this difference is called harmony. Harmonization can be formed when every community no longer has a problem with differences so that the life they live was interwoven in harmony. harmonization arises when there is a conformity of values embedded and implemented in a social environment such as the value of openness, the value of tolerance, the value of caring for each other's feelings, and having a high sense of solidarity. In differences, they are able to work together in a way that each party follows or adapts to what is embraced and what is desired from the other party and this happens with acceptance by both parties.

Harmonization is the result of harmonizing efforts which meant that as social beings who live side by side, of course, we need to live in peace without any conflict or division in all aspects, especially religion. Belief in religion will form a separate social space between each religious adherent. However, in that space religion can also create harmony in life so that there is order. Accommodation theory was able to explain how the people of Rama Agung who live in religious diversity can maintain their harmony to make their lives harmonious without any negative friction. The harmonization that was manifested in the life of the Rama Agung community itself is formed and maintained as a result of the values that they each apply even from childhood. The history that led to life as it was today was able to maintain its harmony with the values and efforts that are continuously implemented in social life.

5. CONCLUSION

Diversity is a gift from the God of the universe, where with differences the world becomes more complex and colorful. In this study, the Rama Agung community was able to manage this diversity by instilling the values of virtue, openness, tolerance, and sharing love for all creatures.

There are efforts from the people of Rama Agung to make adjustments to convergence in communicating in purpose to care about each other feelings, and divergence to maintain their respective religious identities, making the atmosphere of religious harmony in Rama Agung increasingly strong. In this case, the local governments also took an active role in maintaining inter-religious communication with the Religious Unity Forum. because of these efforts that maintaining the village of Rama Agung becomes a harmonious environment in religious harmony.

6. ACKNOWLEDGEMENT

In the name of Allah, the Beneficent, the Merciful, praise be to Allah, Lord of the world who has blessed the writer in completing this research. *Sholawat* and *Salam* are given upon our prophet Muhammad SAW, who has guided us the way of truth and brought us to the light of life.

From the sincerity of the writer's deepest heart, she realized that if there were support and motivation from people around her, she could not finish this research. Therefore, she would like to express her gratitude and give her best appreciation to Dr. Alfarabi, S.Sos., M.A and Wahyu Widiastuti, S.Sos., M.Sc for their time, guidance, advice and, correction during completing this research. And the writer's parents, mom and dad, this thesis is dedicated to them who have given the writer the big opportunity to experience the study and support throughout their life, his moral support, guidance, and experience to survive the world.

REFERENCES

- Astra, I Gde Semadi. (2014). Pluralitas dan Heterogenitas dalam Konteks Pembinaan Kesatuan. *Jurnal Kajian Budaya*. 10(20). 8-11.
- Casram. (2016). Membangun Sikap Toleransi Beragama dalam Masyarakat Plural. *Jurnal Ilmiah Agama dan Sosial Budaya*. 1(2). 187-198.
- Hasmawati, F. (2018). Manajemen Dalam Komunikasi. *Al-Idarah*, 5(6), 76-86
- Indarto, M. J (2012). Manajemen komunikasi pemerintah dalam kebijakan transparansi informasi studi evaluasi komunikasi keterbukaan informasi public pada kementerian komunikasi dan infromatika). Universitas Indonesia.
- MAE (2020) SBN Bantu Proses Penetapan Rama Agung. <https://radarutara.rakyatbengkulu.com/sbn-janji-bantu-proses-penetapan-rama-agung/> [Diakses pada 6 Januari 2022]
- Mulyana, D. (2005). Komunikasi Efektif Suatu Pendekatan Lintasbudaya. Bandung: Remaja Rosdakarya
- Paramita,Sinta. Purnamasari, Wulan. Komunikasi Lintas Budaya dalam Menjaga Kerukunan antara Umat Beragama di Kampung Jatun Minahasa. *Jurnal Pekommas*, 1(2), 153-166.

- Sugiyono, 2019. Metode Penelitian Kuantitatif Kualitatif, dan R&D , Bandung: Alfabeta.
- Tamburan, Daniel. (2018). Komunikasi Lintas Budaya Masyarakat Dayak dalam Menjaga Kerukunan Hidup Umat Beragama. Jurnal Komunikasi, 10(1),77-86.
- West, Richard dan Turner, Lynn H. 2008. Pengantar Teori Komunikasi Analisi dan Aplikasi. Jakarta : Bumi Aksara

CRITICAL DISCUSSION ANALYSIS OF REPORTS OF THE DISSOLUTION OF HIZBUT TAHRIR INDONESIA (HTI) IN ONLINE MEDIA SUARAMUHAMMADIYAH.ID AND NU.OR.ID

Wedo Setiawan

Student Master Communication Science, University of Bengkulu

ARTICLE INFO

Corresponding author:

wedosetiawan@gmail.com

Citation:

ABSTRAK

Tujuan dari penelitian ini untuk mengetahui bagaimana wacana pemberitaan pembubaran Hizbut Tahrir Indonesia (HTI) di media online suaramuhammadiyah.id dan nu.or.id pada level teks, kognisi sosial, dan konteks sosial. Penelitian ini merupakan penelitian deskriptif kualitatif, teori yang digunakan pada penelitian ini adalah Teori Wacana Kritis Teun A. Van Dijk. Penelitian ini menggunakan paradigma penelitian kritis pada pemberitaan pembubaran HTI di suaramuhammadiyah.id dan nu.or.id. Dalam paradigma kritis media tidaklah dipandang sebagai saluran yang netral, melainkan dikuasai oleh kelompok-kelompok tertentu dan digunakan untuk mendominasi kelompok minoritas. Teknik pengumpulan data dilakukan dengan cara observasi teks, melakukan wawancara kepada informan dan pengumpulan dokumentasi. Hasil penelitian melalui tiga elemen ini, maka dapat ditemukan bahwa wacana pemberitaan pembubaran HTI, dikonstruksi oleh suaramuhammadiyah.id dan nu.or.id dengan melakukan pemilihan kata dan penekanan terhadap makna pada teks berita. Secara kognisi sosial terlihat dari kognisi wartawan suaramuhammadiyah.id menunjukkan sebagai partner kritis kepada pemerintah dan nu.or.id yang menunjukkan dukungannya kepada pemerintah. Kemudian dilihat dari konteks sosial, wacana pembubaran ini berkembang dimasyarakat Indonesia sebagai sebuah isu nasional dengan pro dan kontra. Terjadi pro dan kontra pada organisasi Islam terbesar dan tertua yang ada di Indonesia, yaitu Muhammadiyah dan NU dalam menanggapi peristiwa pembubaran Hizbut Tahrir Indonesia (HTI) oleh Pemerintah.

Kata Kunci: Analisis Wacana Kritis, Teun A. Van Dijk, Pembubaran HTI, Media Online, suaramuhammadiyah.id, nu.or.id

ABSTRACT

The purpose of this study is to find out how the discourse on the disbandment of *Hizbut Tahrir Indonesia (HTI)* in online media *Suaramuhammadiyah.id* and *nu.or.id* at the level of text, social cognition, and social context. This research is descriptive qualitative research, the theory used in this research is the Critical Discourse Theory of Teun A. Van Dijk. This study uses a critical research paradigm on the news on the disbandment of *HTI* in *Suaramuhammadiyah.id* and *nu.or.id*. In the critical paradigm, the media is not seen as a neutral channel but is controlled by certain

groups and used to dominate minority groups. Data collection techniques were carried out using text observations, conducting interviews with informants, and collecting documentation. From the results of the research through these three elements, it can be found that the discourse on the dissolution of *HTI* was constructed by *Suaramuhammadiyah.id* and *nu.or.id* by choosing words and emphasizing the meaning of the news text. In social cognition, it can be seen from the cognition of the journalist *Suaramuhammadiyah.id* showing that he is a critical partner to the government and *nu.or.id* who shows his support for the government. Then viewed from the social context, the discourse of dissolution is developing in Indonesian society as a national issue with pros and cons. There were pros and cons to the largest and oldest Islamic organizations in Indonesia, namely *Muhammadiyah* and *NU* in response to the disbandment of *Hizbut Tahrir Indonesia (HTI)* by the Government.

Keywords: Critical Discourse Analysis; Teun A. Van Dijk; Dissolution of *HTI*; Online Media; *Suaramuhammadiyah.id*, *nu.or.id*

1. INTRODUCTION

The events that occurred some time ago surprised the Indonesian government to officially dissolve the *Hizbut Tahrir Indonesia* Organization, the Coordinating Minister for Political, Legal and Security Affairs Wiranto at that time explained three reasons the government dissolved *HTI*. First, as a legal organization, *HTI* does not play a positive role in taking part in the development process to achieve national goals.

Second, the activities carried out by *HTI* are strongly indicated to have contradicted the objectives, principles, and characteristics based on *Pancasila* and the 1945 Constitution of the Republic of Indonesia as stipulated in Law Number 17 of 2013 concerning *Ormas*. Third, the activities carried out by *HTI* are considered to have caused clashes in the community that could threaten public security and order, and endanger the integrity of the Unitary Republic of Indonesia. The government's decision reaped the pros and cons in the community. (<http://national.kompas.com>)

The event of the dissolution of *HTI* became the main topic discussed in electronic media, not only that but online media also made this phenomenon a news item that was often published on online media sites. The development of media technology is currently in the midst of increasingly widespread social life, and the use of internet networks in everyday life has become a major need in disseminating and seeking information.

Based on this, the researchers were interested in seeing how the online media with the Islamic genre, *Suaramuhammadiyah.id* and *nu.or.id*, reported on the events of the Disbandment of *Hizbut Tahrir Indonesia (HTI)*. As we know *Muhammadiyah* and *NU* are the oldest and largest Islamic organizations in Indonesia.

To look in-depth, the researcher will use the discourse analysis of the Teun A. Van Dijk model as a common thread in conducting the analysis. According to van Dijk, research on discourse is not enough just to be based on an analysis of texts alone, because texts are only the result of a production practice that must also be observed, here we must also look at how a text is produced so that we gain a knowledge of why a text can be like that. (Eriyanto, 2001: 221). And researchers are interested in studying critical discourse analysis of the news of the disbandment of *Hizbut Tahrir Indonesia (HTI)* in online media *Suaramuhammadiyah.id*, and *nu.or.id*. at the level of text, social cognition, and social context.

2. LITERATURE REVIEW

Previous Research

After the researchers conducted a review of previous research, the researchers obtained research on discourse analysis, namely research conducted by Sumarlin Surya Winata, majoring in Communication Science and Islamic broadcasting, Faculty of Da'wah and Communication Studies, Syarif Hidayatullah State Islamic University Jakarta, with the research title "**Critical**

Discourse Analysis of News Australian Wiretapping Against Indonesia in *Republika Online* "

The purpose of the study was to find out how *Republika Online* discoursed on reporting on Australia's wiretapping of Indonesia at the level of text, social cognition and social context, then what kind of media ideology *Republika Online* included in reporting on Australian wiretapping against Indonesia. This research uses critical discourse theory by Teun A. Van Dijk.

The second research is research conducted by Siti Fitria Aprilliani, Communication Studies Program, Faculty of Social Sciences and Humanities, State Islamic University of Sunan Kalijaga Yogyakarta with the research title "**Critical Discourse Analysis of Newspapers in Kompas Daily (Qualitative Descriptive Study of Reporting on Budi Gunawan's Nomination as Police Chief of the Republic of Indonesia) Indonesia 7-16 January 2015**".

The purpose of this study is to find out the discourse of the Kompas Daily Newspaper in reporting on the candidacy of Budi Gunawan as the Chief of Police of the Republic of Indonesia on 7-16 January 2015. This study uses a critical paradigm by using Van Dijk's discourse analysis model.

The research conducted by Sumarlin and Siti provides a very large contribution as a comparison and reference material for researchers. There are several similarities between the two studies and the research that will be studied by researchers, namely they both use the theory of discourse analysis of Teun A. Van Dijk. However, the difference between research and careful researchers lies in the object of research and the subject of the unit of analysis.

Policy for the Dissolution of Hizbut Tahrir Indonesia (HTI)

Through Government Regulation instead of Law Number 2 of 2017 concerning Amendments to Law Number 17 of 2013 concerning Social Organizations (*Perppu* No. 2 of 2017), the government has textually indicated that there is a compelling urgency so that a *Perppu* must be formed. Coordinating Minister for Political, Legal and Security Affairs Wiranto and Minister of Communication and Information Rudiantara give a press statement at the Coordinating Ministry for Political, Legal and Security Affairs, Jakarta, on 12/7/2017. The government has officially issued Government Regulation instead of Law (*Perppu*) Number 2 of 2017 concerning community organizations to regulate the activities of mass organizations that are contrary to *Pancasila* and the 1945 Constitution.

Furthermore, *HTI* filed a lawsuit with the Administrative Court regarding the decision, and the State Administrative Court (*PTUN*) rejected all claims by the supporters of *Hizbut Tahrir*

Indonesia (HTI) against the decision of the Ministry of Law and Human Rights (*Kemenkumham*). This makes the Decree of the Minister of Law and Human Rights Number AHU-30.AH.01.08 of 2017 concerning the Revocation of HTI Legal Entity Status remain valid.

(<http://national.kompas.com>)

Online Media

Online media, also known as digital media, is media that is presented online on the internet. Understanding Online Media is divided into two meanings, namely in general and specifically, Understanding Online Media in general, namely all types of media formats that can only be accessed via the internet containing text, photos, videos, and sound. In this general sense, online media can also be interpreted as a means of online communication.

Understanding Online Media in particular is related to the notion of media in the context of mass communication. Media is an abbreviation of mass communication media in the scientific field of mass communication which has certain characteristics, such as publicity and periodicity. (Romli, 2012: 34).

Online Journalism

Online journalism is a journalist on online media such as websites, blogs, forums, social media or other online media. Just like conventional journalism, online journalism must also obey the journalist's code of ethics, and perform the duties of journalists in general. The difference is only in the media used to present the news.

(<https://pakarkomunikasi.com>).

Mike Ward in Journalism Online (Focal Press, 2002) in the book Journalism Online by Romli, (2012:14) mentions several characteristics of Online Journalism as well as what distinguishes it from conventional media (advantages), namely:

1. Immediacy, freshness or speed of delivery of information. Radio and TV can indeed convey news quickly, but usually, they have to interrupt current events (breaking news). Online journalism is not like that. Every minute, even in seconds, a story can be posted.
2. Multiple Pagination can be hundreds of pages (pages), related to each other, and can also be opened separately (new tab / new window).
3. Multimedia presents a combination of text, images, audio, video, and graphics at once.
4. Flexibility Delivery Platform, journalists can write anytime and anywhere, even in bed.

5. Archiving can be grouped by category or keywords, also stored long that can be accessed at any time.
6. Relationship with readers, contact or interaction with readers can be directly on the spot through the comments column and others.

News as editorial construction

News not only describes reality, not only shows opinion source news but is also constructed from that medium alone. Past various the instruments he owns, the media follow shape presented reality in news. What is presented in the news and our read every time day, is a product of shaper reality by the media. A medium is an agent whom active interprets reality for served to the audience. The media chooses reality which one to take and which one not to take. News is no reflection of reality He is only construction from reality. In the view of positivists, the news is information. He presented to the audience as a representation of reality. The reality that written returns and transformed past news. But in the view of constructionists, the news is like a drama. He no describes reality, but a portrait of the battle arena Among various related parties with the event. (Eriyanto , 2002:25)

Critical Paradigm

The critical paradigm mainly comes from the thought of the Frankfurt School. The media is full of prejudice, rhetoric, and propaganda. The media is a tool of the government to control the public. Roger in Eriyanto (2012:23) states that it turns out that the media is not a neutral entity, but can be controlled by a dominant group. Analysis discourse critical is a type of study discourse that studies the method of abuse of power social, domination, and inequality that occurs is reproduced and reviews text and talks in the context social and politics. With so study analysis discourse critical take position more explicit, and want to understand, expose, and review inequality social happened (Teun van Dijk, 2002:352). Habermas also discloses analysis discourse critically, he says that analysis discourse critical aim to help analyze and understand the problem social in the relationship Between ideology with power (Yoce Aliyah D, 2009: 45).

Discourse Analysis of Teun van Dijk's theory

Discourse by van Dijk is described as having three dimensions/buildings: text, social cognition, and social context. The essence of van Dijk's analysis is to combine the three dimensions of discourse into one unified analysis. In the first dimension of the text, what is examined is how the structure of the text and discourse strategies are used to emphasize a certain theme. At the level of social cognition, the process of producing news texts involves the individual cognition of

journalists. While the third aspect is studying the discourse building that develops in society about a problem. These three dimensions are an integral part and are carried out together in Van Dijk's analysis (Eriyanto, 2001: 225).

3. RESEARCH METHOD

This research is a type of qualitative descriptive research using critical discourse analysis of the Teun van Dijk model. This study aims to describe the data in the form of text structure discourse, social cognition, and social context contained in the online media *Suaramuhammadiyah.id* and *nu.or.id*. In this study, the research informants were the language editor, the online media journalist *Suaramuhammadiyah.id* and the Managing Editor at *nu.or.id*.

Research Subjects and Objects

Research Subjects, in this study the subject of research is the online media *Suaramuhammadiyah.id* and *nu.or.id*. **And** the object of research is the news about the disbandment of *Hizbut Tahrir Indonesia (HTI)* in the online media *Suaramuhammadiyah.id* and *nu.or.id*. (July 2017 edition and May 2018 edition).

Collection and Data analysis

- a. Observing the text, the researcher observed texts related to news regarding the disbandment of *Hizbut Tahrir Indonesia (HTI)* in the online media *Suaramuhammadiyah.id*, and *nu.or.id*. (*suaramuhammadiyah.id* July 2017 edition and *nu.or.id* July 2017 and May 2018 editions).
- b. Interview, the researcher also conducts
- c. The interview method is a data collection method used to obtain information directly from the informant.
- d. Documentation is to collect data about the things that the researcher will discuss, which relates to the object to be studied.

The data obtained from various sources will then be interpreted by researchers using qualitative methods using a critical discourse analysis framework of van Dijk's model by dividing it into three dimensions, namely: text, social cognition, and social context. The essence of this model is to combine the three dimensions (text, social cognition, and social context) into a single unit.

4. RESULT AND DISCUSSION

Online media *Suaramuhammadiyah.id*

A. Text Level Analysis

News Analysis I Title: *Ini Pernyataan Abdul Mu'ti dan Busyro Muqoddas Terkait Perppu Pembubaran Ormas* (July 13, 2017 Edition)

The theme of this news is that *Muhammadiyah*, represented by the General Secretary of *PP Muhammadiyah*, Abdul Mu'ti and Chairman of *PP Muhammadiyah* for Law, Human Rights and Public Policy, Busyro Muqoddas, gave a statement and critical stance regarding the *Perppu* on the Dissolution of *Ormas* to the government.

News Analysis II Title: *Yusril Ihza Mahendra: Perppu Ormas Ciri Pemerintahan Otoriter* (July 14, 2017 Edition)

The theme of this news is the statement of an expert in constitutional law, Yusril Ihza Mahendra, who stated the *Perppu Ormas* and the disbandment of *Ormas*. This theme was raised to respond to the government's policy.

News Analysis III Title: *Klarifikasi dan Penjelasan Utuh Din Syamsuddin, Antara Khilafah Modern dan Vatikan* (July 15, 2017 Edition).

The theme raised from this news is the explanation of a religious figure, Din Syamsuddin explaining the concept of the caliphate and the Vatican. This theme was raised to respond to the concept of caliphate adopted by *HTI*.

B. Social Cognition Level Analysis

From the results of the researcher's interview with the editor of the *Suaramuhammadiyah.id* language, Lutfi Efendi, emphasized how *Muhammadiyah* online saw and understood the *HTI* disbandment event, *Muhammadiyah* online understood the event by the opinions and attitudes of the *Muhammadiyah* organization itself.

Muhammadiyah's point of view is that if the policy regarding the disbandment should be by the court's decision if it violates it, it must be proven in court, if it is just accusations, you can't. then the rules must be clear, right or not legally.

In social cognition, it can be seen that *Suaramuhammadiyah.id* online has a strong social cognition motivation in an attitude that is not in line with the government's policies and acts as a critical partner for the government, from news texts and the results of interviews with researchers to the editor of *Suaramuhammadiyah.id*.

From the background that *Suaramuhammadiyah.id* has, this will ultimately affect the content of the online media, which is based on *Muhammadiyah* principles and attitudes in responding to these events.

C. Social Context Level Analysis

The construction of the practice of power in the dissolution of *HTI* is the practice of power by the State in making policies. In this incident, the government's power was highlighted in the disbandment of *HTI* in online media which was described in the news on *Suaramuhammadiyah.id*. The power of the media owner influences the discourse of news content that is presented on the online *Suaramuhammadiyah.id* media in conveying the attitudes of *Muhammadiyah* to show this is the attitude of *Muhammadiyah*.

The researcher sees that in the context of access to *Muhammadiyah* organizations within government circles, *Muhammadiyah* positions itself as a critical partner organization for the government. This is illustrated from a journalistic perspective from news texts that are displayed through sources from the *Muhammadiyah* central leadership and the results of interviews of researchers with language editors and journalists of *Suaramuhammadiyah.id* and as we all know within this *Muhammadiyah* organization some figures always criticize the current government. such as Amien Rais and Din Syamsuddin.

media nu.or.id

A. Text Level Analysis

News Analysis I Title: *Pengamat Politik Islam: Pemerintah Sudah Tepat Bubarkan HTI* (July 20, 2017 Edition)

The theme of this news is that an observer of Islamic politics, Muhammad Sofi Mubarak, stated the disbandment of *Hizbut Tahrir Indonesia (HTI)*. I want to convey a message to the readers that the government's policies are correct.

News Analysis II Title: *Ketua PCNU Surabaya: Pemerintah Telat Keluarkan Perppu Ormas* (July 30, 2017 Edition)

The theme adopted from this news, nu.or.id reporters described what was conveyed by the informants regarding the *Perppu* on mass organizations which the government considered late in taking the policy. This theme was raised about the dissolution of *HTI* by the Government.

News Analysis III Title: *PBNU Nilai Putusan PTUN Tolak Gugatan HTI Sudah Tepat* (May 07, 2018 Edition)

The theme of this news was the *nu.or.id* reporter, namely about *PBNU* responding to the *PTUN* decision. This theme was raised in connection with the rejection of the *HTI* lawsuit by the Administrative Court and attitude *NU's* support for the decision.

News Analysis IV Title: *Ajukan Banding, Pengamat: Bukti HTI Tidak Konsisten* (May 07, 2018, Edition)

The theme of this news was the *nu.or.id* reporter, namely the submission of an appeal by *HTI* regarding the *PTUN* decision which was then responded to by observers as an inconsistent attitude. and *NU* shows attitude counter to *HTI* steps.

B. Social Cognition Level Analysis

From the perspective of the Government, as a media based on the media of the *NU* Organization with an Islamic ideology, *nu.or.id* in seeing this incident, wants to convey *NU's* attitude and response to the readers to show its alignment with the government's policy. It can be seen from the results of the researcher's interview with the managing editor of *nu.or.id* Mahbib Khoiron, emphasizing how *NU* online saw and understood the *HTI* disbandment event, *NU* online understood the event by the principles and values held by the *NU* organization itself. And from the news editors that are highlighted, always show the attitude of *NU* which is a supporting partner for the government in the event of the dissolution of *HTI*.

NU's attitude in the context of *HTI* and the caliphate understands events based on the results of text observations and interviews of researchers on how *NU's* views already exist in *NU* online, such as how *NU* defines caliphate, how *NU's* attitude towards *HTI* is legally in this country. It shows that *NU* does not agree with and is in line with *HTI*. *NU* considers that it touches on matters that are substantially *NU's* principles, especially the principles of nationality.

C. Social Context Level Analysis

The construction of power practices in the dissolution of *HTI* is the dominance of the state in making policies, described in *NU* online and also described by *HTI* as an organization that has the power to influence

state ideology, so it needs to take a firm stand. The power of media owners influences the discourse on news content presented on *NU* online media in conveying *NU's* attitudes towards the *HTI* disbandment incident. In influencing the discourse, the implementing editor of *nu.or.id* Mahbib Khoiron revealed that all editorial policy principles did not go out of the frame to *NU*.

The researcher sees that in the context of access to *NU* organizations within government circles, *NU* positions itself as a supporting partner organization for the government. This is illustrated by the news texts displayed through the sources of *NU* administrators and the results of interviews with researchers with the *NU* executive editor online, meanwhile, we know that in In this *NU* organization there are also figures who always show support for every current government policy, such as KH Ma'ruf Amin as chairman of the *MUI* and KH Said Aqil Siroj as a member of the *Badan Pembinaan Ideologi Pancasila (BPIP)* which was formed by the government.

5. CONCLUSION

The conclusion that the researchers obtained in this study are that *Suaramuhammadiyah.id* and *nu.or.id* have different emphases on taking sides and discourse on the news of the disbandment of *Hizbut Tahrir Indonesia*. *Suaramuhammadiyah.id* in discussing the news of the disbandment of *Hizbut Tahrir Indonesia* always emphasizes government policies issuing *Perppu Ormas* which are considered too imposing and criticize government policies, while *nu.or.id* always emphasizes *Hizbut Tahrir Indonesia* which is considered to be violating regulations that apply and threaten national sovereignty and criticize *HTI* as an organization that is contrary to *Pancasila*.

Furthermore, *Suaramuhammadiyah.id* and *nu.or.id* in reporting the disbandment of *Hizbut Tahrir Indonesia* through sources published in the news, the researchers saw a basic important point, namely about the *Khilafah*, *Suaramuhammadiyah.id* from the news text through the resource person Din Syamsuddin stated in the perspective of the caliphate which understanding *HTI* as power politics is not an agreement of the majority of scholars, in the modern era it is not valid and realistic. *Pancasila* state is the agreement of the Indonesian nation, *nu.or.id* through the chairman of *PBNU* H Robikin Emhas stated that *HTI* promoted an Islamic state and did not recognize *Pancasila* as the ideology of the Indonesian state which had become an agreement with the founding fathers of

the nation. *Muhammadiyah* and *NU* both agree that the *Khilafah* as understood by *HTI* is not appropriate to be implemented in the Unitary State of the Republic of Indonesia because it is considered not by the constitution or state ideology prevailing in the Unitary State of the Republic of Indonesia which has been mutually agreed upon.

The results of these findings the authors found through the critical discourse analysis of Teun A. Van Dijk with three levels of analysis, as follows:

1. From a text perspective, the discourse on the disbandment of *Hizbut Tahrir Indonesia* was constructed by *Suaramuhammadiyah.id* and *nu.or.id* with an emphasis on meaning and the choice of words or sentences that were highlighted differently so that *Suaramuhammadiyah.id* was always seen as a critical partner and did not support government policies, as seen from The news editor shown while *nu.or.id* supports government policies and criticizes *HTI*. This can be seen from the title, the theme raised, the sources or the content of the news presented, there are differences in emphasis and the context that is highlighted.
2. In terms of social cognition, journalists *Suaramuhammadiyah.id* and online *nu.or.id* in viewing the disbandment of *HTI* had a different attitude. *Suaramuhammadiyah.id* with a contra or unsupportive attitude towards government policies in the issuance of the *Perppu* on mass organizations related to the dissolution of *HTI*, and would like to convey that accusations from both the government and the community should be proven in court and then the process of dissolution must be based on clear rules not impressed by force. Meanwhile, *NU*'s attitude was conveyed by *nu.or.id* reporters in their reporting that *NU* Online journalists wanted to express their alignment and support for the government's policy, *HTI* had been proven to have violated the state's basis which threatened the nation so that the government took a stance to dissolve this in line with the attitude of *NU*.
3. In terms of the social context, after the issuance of the *Perppu* on mass organizations and the government's policy of disbanding *HTI*, it became a national concern for both the community in general and mass organizations or organizations in particular. This made the disbandment of *HTI* a national issue in media coverage. this incident is a policy of the Indonesian state in the eyes of the public so the incident reaped the pros and cons of all Indonesian citizens and

Islamic organizations or organizations to respond to these events, especially the Muslim community in Indonesia.

From the context described by *Muhammadiyah* and *NU* through their online media, the researcher saw that the two organizations in discussing the actual social context that the researchers identified were not *HTI* and the concept of caliphate which they understood, but rather the pros or cons of current government policies, of course. there is a political element that is illustrated through the attitudes that are highlighted by each of these organizations.

From this phenomenon, it can be seen that there are not only pros and cons in society in general for each individual, but also pros and cons for the largest and oldest Islamic organization in Indonesia, namely *Muhammadiyah* and *NU* in response to the disbandment of *Hizbut Tahrir Indonesia (HTI)* by the Government.

SUGGESTION

1. As a reader of news coverage in the mass media, it is hoped that they will be able to interpret the news by digging deeper into the true meaning and intent conveyed by the media, including *Suaramuhammadiyah.id* and *nu.or.id* by positioning themselves as critical readers so that they can conclude an event that becomes a topic. major in the news.
2. From a journalistic perspective, sources in reporting are more appropriate if both parties, the Government and *HTI* are present, with direct interviews, not highlighting sources from their respective media owners or sources who are only in line with the attitude of the organization on one side. This is useful for finding facts and not just looking at one point of view or emphasizing one side.
3. The researcher hopes that there will be further research on the attitudes conveyed by *Muhammadiyah* and *NU* through their media, namely *Suaramuhammadiyah.id* and *nu.or.id* related to events involving Islamic issues.

6. ACKNOWLEDGEMENT

Alhamdulillah praise gratitude writer climbs up the presence of Allah SWT because blessing Grace and The gift of the writer could complete writing This one is entitled "Analysis Discourse Critical news Dissolution *Hizbut Tahrir Indonesia*

(HTI) in online media *Suaramuhammadiyah.id* and *nu.or.id*".
Saying accept love to all parties who help, guide, and support
from the beginning until on solution writing this.

REFERENCES

- Aprilliani, Fitria, Siti., (2015), *Analisis Wacana Kritis Pemberitaan pada Surat Kabar Harian Kompas (Studi Deskriptif Kualitatif Pemberitaan Pencalonan Budi Gunawan Sebagai Kepala Polisi Republik Indonesia Tanggal 07-16 Januari 2015)*. Skripsi. UIN Sunan Kalijaga Yogyakarta.
- Darma, Aliyah, Yoce., (2009), *Analisis Wacana Kritis*. Bandung : Yrama Widya
- Dijk, Van, Teun., (2002), *Aims of Critical Discourse e Analysis: A sociocognitive Approach*. London: Sage.
- Eriyanto., (2001), *Analisis Wacana: Pengantar Analisis Teks Media*. Yogyakarta: LKiS.
- Eriyanto., (2002), *Analisis Framing, Konstruksi, Ideologi, dan Politik*. Yogyakarta: LKiS.
- Ivony.,(2017), *Jurnalistik* online.
(<https://pakarkomunikasi.com/jurnalistik-online>. diakses 08 Maret 2018.)
- Moleong, j, Lexy., (2006), *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Movanita, Ambaranie, (2017), *HTI Resmi Dibubarkan Pemerintah*. (<http://nasional.kompas.com/hti-resmi-dibubarkan-pemerintah>, diakses 19 Februari 2018)
- NU.,(2018), Berita Tentang HTI. (<http://www.nu.or.id/>. diakses 9 Mei 2018)
- Nuryah, Sjafirah,Asri., (2008), *Komunikasi & Informasi*, volume 7 Nomor 1.
- Romli, M, Syamsul, Asep., (2012), *Jurnalistik Online : Panduan Praktis Mengelola Media Online*. Bandung : Nuansa Cendikia.
- Sobur, Alex., (2006), *Analisis Teks Media*. Bandung : Remaja Rosda Karya
- Suaramuhammadiyah.,(2017), Berita Tentang HTI. (<http://www.suaramuhammadiyah.id/>. diakses 9 Mei 2018)
- Sugiyono., (2017), *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Winata, Surya, Sumarlin., (2014). *Analisis Wacana Kritis Berita Penyadapan Australia Terhadap Indonesia di Republika Online*. Skripsi. UIN Syarif Hidayatullah Jakarta.

DRAGON VILLAGE: A TOURISM DESTINATION IN WEST JAVA, INDONESIA AND THE IMPACT OF MODERNITY DUE TO MIGRATION

Felisianus Efrem Jelahun¹, Yosef Emanuel Jelahun²

¹ Department Of Communication Science, Faculty Of Social and Political Science, University Of Nusa Cendana, Indonesia

² Department Of Sociology, Faculty Of Social and Political Science, University Of Nusa Cendana, Indonesia

ARTICLE INFO

Corresponding author:

*felisianus.efrem.jelahun@staf.undana.ac.id

Citation:

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan dampak migrasi anggota masyarakat dari Kampung Naga Kabupaten Tasikmalaya sebagai kemungkinan untuk mencapai dan memasuki Modernitas. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan jenis penelitian deskriptif. Hasil penelitian menunjukkan bahwa ada dua hal yang memotivasi orang untuk bermigrasi, yaitu kepadatan penduduk dan pendidikan. Kedua faktor ini masing-masing menyebabkan penetrasi modernitas sebagai sesuatu yang selalu dihindari oleh masyarakat kampung Naga. Buktinya dapat dilihat dari kesaksian masyarakat sendiri bahwa karena padatnya bangunan di kawasan Kampung Naga, ada yang dipindahkan ke luar kawasan desa dan yang di luar kawasan disediakan charger untuk smartphone yang digunakan warga di desa tersebut. Dari faktor pendidikan itu sendiri, anak-anak yang berasal dari Kampung Naga yang merantau ke tempat belajarnya berdampak pada penyebab masuknya modernitas yang meliputi gaya komunikasi beberapa masyarakat berupa komunikasi lisan dan tulisan.

Kata kunci: Migrasi; Modernitas; Kampung Naga; Pendidikan; Pariwisata; Perubahan Budaya

ABSTRACT

This study aims to describe the impact of migration of community members from Dragon Village, Tasikmalaya Regency as the possibility of reaching and entering Modernity. The method used in this research is a qualitative method with a descriptive research type. The results showed that two things motivate people to migrate, including population density and education. These two factors each led to the penetration of modernity as something the Naga village people had always avoided. The proof can be found from the testimony of the community itself that due to the density of the buildings in the Naga village area, some were moved outside the village area and those outside the area provided chargers for smartphones used by the people in the village. From the educational factor itself, children who come from Naga village who have migrated to their study places have an impact on the causes of the entry of modernity which includes the communication styles of

several communities in the form of oral and written communication

Keywords: Migration; Modernity; Dragon Village; Education; Tourism; Cultural Change

1. INTRODUCTION

Modern times are examined in terms of philosophical development thoughts that start from time 'Renaissance' and 'Aufklärung' when knowledge, philosophy, and ideology develop so fast. This development can't regardless of the thinking of the French philosopher named Rene Descartes (1596-1650). Through his argument Cogito Ergo Sum, make rationalism superior to sensory impressions which are considered an illusion that only ability can overcome owned by the ratio. Rene Descartes pioneered a school of philosophy that It has a big impact on development science (Adian, 2011).

Current scientific developments this has come to the creation of technology man-made to lighten the burden of humans at work. Smartphones were created by humans to facilitate human communication motorized vehicles were made to facilitate human transportation and still much more. In short, modernity is identical to advances in scientific knowledge and technology. All countries in this hemisphere keep competing to be at the fore in response to the currents of modernity, including also the State of Indonesia. In fact, the country Indonesia is now one of the countries that have breathed the fresh air of modernity, regardless of the traditional aspects assessed as 'backwardness' in development (Nurmayanti et al., 2017). In the midst of the current of modernity penetrated almost all corners of Indonesia, it turns out that there are still certain areas that maintain the culture and customs and then refuse modernity which is considered a polluter of local wisdom in the area. One of that areas is Dragon Village which is located in the village of Salawu Regency Tasikmalaya.

Dragon Village is a traditional village that still exists in Java West other than Baduy. This Naga village tourist spot according to one version started during the guardianship of Sheikh Syarif Hidayatullah or Sunan Gunung Jati, a servant named Singaparana was assigned to spread the religion Islam to the West. Then he came to the present Neglasari area became Neglasari Village, Salawu District, Tasikmalaya Regency (Wiradimadja, Rakhman, et al., 2018). In place, In this case, Singaparana by the people of Dragon Village is called Sembah Dalem. Singapore. One day he received ilapat or instructions to meditate. In his meditation, Singaparana got a hint, that he should inhabit what is now called Dragon Village. Dragon Village is administratively located in the Neglasari Village area, Salawu District, Tasikmalaya Regency, West Java

Province. Village Location Naga is not far from the highway that connects the city of Garut with the city Tasikmalaya. This village is located in a fertile valley, with territorial boundaries, in the West of Dragon Village is bordered by a sacred forest because it is in the forest There is the tomb of the ancestral people of Dragon Village. In the south bordered by the rice fields of the population, and to the north and east it is bordered by the Ciwulan river whose water source comes from Mount Cikuray in the Garut area.

Figure 1. Dragon Village



Source: Researcher document

The flow of modernization is unavoidable, sooner or later it must have influence and cause various changes in social life, not least in even remote villages and dragon villages that never used to be touched by the flow of modernization, now it is seen that the flow of modernization has begun growing in various fields in the life of the Naga village community, namely the field of livelihoods, technology, and daily life and arts. The arts which are the ancestral heritage of the Dragon Village community are: flying, angklung, outs, and rengkong. In the field of arts, the village community Dragons have taboos or taboos on performing arts types from outside Dragon Village like wayang golek, dangdut, pencak silat, and other arts which use a musical instrument similar to the goong. However, for now, Dragon Village residents are allowed to watch the Puppet show or other arts such as dangdut origin outside Dragon Village. Even those who The most prominent thing is that at this time, the life of the people of Dragon Village is very good close to modern life. The proof, when entering the Kampung area Dragon, we can see some towering Television antennas. Some houses already have a Television, a radio, and cell phone (Wiradimadja, Ilmu, et al., 2018).

In terms of livelihood in Dragon Village, it is most of his livelihood is obtained from farming, gardening, and raising fish and goats. Apart from agriculture, plantations, and animal husbandry, The people of Dragon Village have a side livelihood, namely: making handicrafts or woven items from bamboo, the results are not only sold to the visitors of Dragon Village but sold to various areas outside Dragon Village and even abroad. With more tourists visiting this village, the residents of Dragon Village also sell snacks and drinks in front of their homes. The development of this Dragon Village tourist attraction cannot be separated from the assessment of tourists to tourist objects, especially the assessment of the Dragon Village tourist attraction has an important role that can determine the development of the tourist attraction alone. Because the forward or backward of an object originates from the opinion of others. Changes to a forest full of beautiful trees and untrodden by whoever becomes the place for this Dragon Village tourist attraction causes very rapid changes, be it social changes or other changes.

This society is still proven to reject various modernities such as development with the aim of tourism responded negatively as the forerunner of fading local wisdom in the village(Nugraha et al., 2018) The social changes that occur in Dragon Village as a response to modernity, it is unavoidable when the increasing population due to marriage and births that have an impact on an excess number of residential buildings in the village it required some families to migrate out of the village boundaries this. Even though their house is not far from the boundaries of the Naga village, this will then have an impact on the entry of modernity.

One example, is the use of smartphones by some residents who live in the village, when interviewed, they said that the electronic goods are only used by them, and when the battery runs out, it can be charged again at the house of residents outside the village, even though Smartphone is a modern technology that they have responded negatively. Social change in terms of needs will also provide education for the community coloring the forerunner of the influx of current modernity. Children are schooled in Educational institutions far from the village that, when you go home, you will definitely bring a modern style that will influence community life. In terms of communication, the community in the village have use Indonesian with dialect good and logic while defending culture requires society to keep the local language in accordance with the culture of their culture. In addition, writing culture also writes to draw characters that are seen on television also becomes evident that the need for formal education, has ridden modernity to enter and pollute Dragon Village culture. This

research aims to describe the impact of migration of members of the Dragon Village community Tasikmalaya Regency as a possibility penetrated and entered Modernity.

2. LITERATURE REVIEW

Cultural diffusion theory

Some cultural experts put forward the theory of diffusion is the process of spreading culture brought by people who migrate from one place to another. Migration is the process of moving a group or groups of people from one place to another. In the process of moving, humans bring their culture and are imitated by the people they meet. According to Grabner and F. Ratzel, (Qiang et al., 2019) adherents of the diffusion theory, the result of this migration is that there is contact between different cultural groups of people. Culture is spread through cultural contact with the communication medium, namely language. In today's era, cultural contact is not always followed by physical contact because the transfer of a culture can be done through media that continues to grow.

At the beginning of human development in ancient times, humans lived hunting and gathering forest products so that they were always moving and moving. At first, they only moved within a certain limit, but because of the increasing number of game animals and forest products, humans moved beyond the boundaries of their forest area. Therefore, migration initially moves very slowly it may not even be noticed. There are various factors that cause migration, namely natural disasters, disease outbreaks, population density, inconvenience due to cruel rulers, differences in living standards in an area/country with other regions/countries, and other factors (Pierotti, 2013)

Along with the spread and migration of human groups, there is also the spread of cultural elements. The history of the process of spreading cultural elements called the diffusion process is one of the objects of research in anthropology, especially the sub-discipline of diachronic anthropology. This process can also occur without any movement of people, but because these cultural elements are deliberately brought by certain individuals such as traders and sailors (Coşkun, 2021)

The diffusion process can take place in various ways. The first way is a relationship where the form and culture of each are almost unchanged. This relationship is a symbiotic relationship, for example in the interior of the Congo, Togo, and Cameroon countries in Central and West Africa. There are African tribes who live by farming and there are Negrito tribes who live by hunting and gathering crops. They do barter because they need each other but do not influence each other (Miller, 2015)

Another way is the relationship in which each other's forms and cultures change. The elements of foreign culture are brought by traders into the receiving culture unintentionally and without coercion. This relationship is called the penetration Pacificque, meaning "peaceful income". Non-peaceful entry is found in the form of relations caused by wars and conquests (Adedoyin et al., 2022).

The phenomenon of the spread of the world's major religions can be understood through the process of diffusion. Although in the case of the spread of religion, it may not be through the migration process. This can happen with the displacement of religious propagators or traders who carry out activities beyond the boundaries of their cultural area. The existence of migration causes us to find cultural similarities that are shared by various communities living in separate areas. This migration process does not move in a linear manner but in a spiral. This means that human movement cannot be interpreted as a movement from the origin area to the destination area like a straight line, but as a back-and-forth and irregular movement, thus forming a spiral motion (Kutor et al., 2021)

In the context of this study, the researcher uses literature and theories related to cultural diffusion, because this theory is very suitable to see how the migration of members of the Kampung Naga Village community has the potential to be affected by modernity as a result of the migration of community members.

3. RESEARCH METHOD

The method used by researchers in This research is a qualitative method with a Descriptive study type. According to (Patton, 2002), the qualitative-descriptive research method is research that does not seek or explain the relationship and does not test hypotheses or make predictions. Characteristic This research is focused on naturalistic observation and atmosphere settings. Researchers act as observers, categorize behavior, observe symptoms, and recorded it in theirtheir observation book. Descriptive research requires qualification adequate. First, the researcher must have receptive properties. It must always seek, not test. Second, he must has integrative power, the power to combine various kinds of information acceptance into a unified interpretation. So descriptive research is not only described (analytical) but also combine (synthesis). Based on the features of the research, the researcher comes to the object of Naga village tour and interviewing community leaders (kuncen) with several topics of later interview questions From the results of the interview, the researcher associated symptoms that will be seen as an impact.

4. RESULT AND DISCUSSION

Table 1

Results of interviews with kunchen (dragon village elders)

Num	Question Researcher	Resource Person's Answer
1	How many whole member Public dragon village?	Total number Naga village community is 101 households consisting of 296 people (Already including women and children)
2	Is there any member of the people who has migrated?	Some members Naga village community someone migrated and live outside the area of dragon village. They are called Sanaga (they provide facilities and electricity for the community in the village)
3	How are territorial boundaries in dragon village?	There are certain limits the village according to I (Kuncen) is a border symbol whose physics is clearly in the way influence (modern) of outside. These limitations include, the East is a restricted Forest, the western part is a delimited river, the north is bordered by mountains, and the south is restricted to quite a steep cliff.
4	How general description building in dragon village?	There are several village public buildings the meeting hall, Mosque, and 'Bumi Patamor' according to sources is a home special meeting for Naga village residents special residence outside village boundaries due to density reasons people and buildings
5	How are the rules which are given to members of the people who want to continue out education dragon village?	In terms of education, no there are restrictions or limits for members ready community and able to continue their education at all levels

Modernization is closely related to social change. According to (Rosana, 2011), modernization is part of planned social change. Here it is seen that the goal of modernizing Naga village can come from elements of certain people who want to take advantage of the wisdom local Dragon Village as a business field for individual needs. When the suspicion This researcher is right, it can be said that social changes that occur in the village Dragon, not only naturally but already planned. Dragon Village has wisdom extraordinary local when examined by tourism and nature observers. Thing This in addition to having a positive impact as an introduction to the public of local

wisdom but can also be 'ridden' by the person who is not responsible for special interest.

According to researchers, this is what the community itself is guarding by fortifying oneself from the influence of modern, but needs attention to information circulating from within the community so that it is not misinterpreted as an invitation to dissolve this existence. This is where the researchers see the flaws that the Dragon village itself in some next year will experience degradation local wisdom due to the entry of this modernity. It is important for the community to pay attention to this. Kuncen is a character representing the whole of society. In the process of observation, the researcher saw that kuncen plays an important role in communication by talking to guests who came to visit. Can be said that actors who hold traditions and customs Naga village community are the keys alone. It is important for kuncen to play a major role in being wary of the currents of modernity that are judged negatively for the community they lead. All information obtained by researchers is generally credible because comes from Kuncen's own testimony. Kuncen is a character that is highly trusted by Naga village community. According to (Majdah Zawawil and Noriah Ramli, 2016) kuncen influences social and political life Naga village community.

The public himself made kuncen as the representative of the top them when transacting with the public outside so that even this can be used as support to the truth of the information obtained by researchers about society migrate due to education and population density. Education comes as real evidence which supports the researcher's own argument that it is related. In the journal of works (Wiradimadja, Rakhman, et al., 2018) with the title 'Sundanese Character Values' Dragon Village Wiwitan as Ingredients Social Science Learning' discussed about how local wisdom Dragon village becomes the foundation formal learning of students who come from the village. From this paper, the argument researchers on education who attended as reasons to migrate when associated with the results of the interview get real evidence which supports. Apart from education, development population over time will serious impact on cultural degradation this. Residents migrating out village by reason of the density of buildings would be a good entry point for avoided modernization. Sooner or later, technology will penetrate the lifestyle of this village community. Introduction to modern culture obtained from the media will have an impact on the growth of ancestral and ancestral heritage within newborn children up to finally Naga village itself 'flooded' modern influences that tend to destroy a culture.

In the end, migration becomes the main cause of the entry of modernity into the dragon village. According to (Agung Stiyawan, Adi Dwi Susanto, Bhian Rangga JR, M.Khanif Mahmudin, Ricky Fitriyana, 2010), migration itself is one of three basic components of demography. Migration is related to the density and unequal distribution of the population. Uneven population development in Dragon Village due to birth and marriage can cause society then choose to migrate out of the village. Of the umpteen impacts that are present everything is for the benefit Naga village people to be aware of anything that can cause a clash of cultural idealism and modernity. This collision can also lead to the degradation of local wisdom. According to (As'ari & Hendriawan, 2016) culture is a product of knowledge of humans as social beings and a form of culture This is a local wisdom-owned community, and according to the researchers themselves, this is very important to the public interest in Indonesia.

5. CONCLUSION

The conclusions of this research are there are two things behind community migration, among other factors: population density and education factors. These two factors each cause the pervasiveness of modernity as always avoided by the villager's Dragon himself. The proof can be found from the community's own testimony that because of the density of buildings in the village area Dragon, then some are moved outside this village area and those outside the area provides a place for chargers for Smartphones used by the community in the village. From the education factor themselves, children who come from the village The dragon that has migrated to the place his studies have an impact on the cause the entry of modernity which includes style communicate some good people form of oral and written communication.

From this research, the researcher wants to provide suggestions for the sustainability of the life of the people of Dragon Village to maintain its existence in the middle of the stream of Modernization. That's modernization is a current that may be unavoidable by the current human life, perhaps a bit difficult for the people of Naga village to survive while maintaining wisdom locally. But things to note as an effort to do continuously is the maintenance of communication between people by society Naga village itself. In addition, the Migration settings community that is the entrance to modernization can be overcome by the use of this communication. That migrating communities must first communicate the cultivation of values and meaning about traditional teachings that cannot be tainted by the impact negative of modernity. All of this for the interests of the Indonesian people in protecting the diversity of existing local wisdom

6. ACKNOWLEDGEMENT

For the completion of this research, the researches would like to thank all relevant parties such as members of the Kampung Naga Community who were interviewed by the researches and the university of Nusa Cendana where the researchers obtained their knowledge.

REFERENCES

- Adedoyin, F. F., Erum, N., & Bekun, F. V. (2022). How does institutional quality moderates the impact of tourism on economic growth? Startling evidence from high earners and tourism-dependent economies. *Tourism Economics*, 28(5), 1311–1332.
- Adian, A. Y. L. & D. G. (2011). *Pengantar Filsafat Ilmu Pengetahuan “Dari David Hume Sampai Thomas Khun”* (D. Muhammad (ed.); 1st ed.). Penerbit Koekoesan. Redaksi@penerbitkoekoesan.com
- Agung Stiawan, Adi Dwi Susanto, Bhian Rangga JR, M.Khanif Mahmudin, Ricky Fitriyana, Y. S. D. (2010). Teori dan konsep migrasi. *Program Pendidikan Geografi, Fakultas Keguruan Dan Ilmu Pendidikan Universitas Sebelas Maret*. <https://doi.org/10.1520/JAI102532>
- As’ari, R., & Hendriawan, N. (2016). Kajian Nilai Kearifan Lokal Masyarakat Adat. *Prosiding Seminar Nasional Geografi UMS*.
- Coşkun, G. (2021). Cultural Diffusion Theory And Tourism Implications. *International Journal of Geography and Geography Education*, 43, 358–364.
- Kutor, S. K., Raileanu, A., & Simandan, D. (2021). International migration, cross-cultural interaction, and the development of personal wisdom. *Migration Studies*, 9(3), 490–513.
- Majdah Zawawi1 and Noriah Ramli. (2016). Pengaruh Kuncen Thd Masy Kampung Naga. *Skripsi*.
- Miller, R. L. (2015). Rogers’ innovation diffusion theory (1962, 1995). In *Information seeking behavior and technology adoption: Theories and trends* (pp. 261–274). IGI Global.
- Nugraha, A., Baiquni, M., Ahimsa-Putra, H. S., & Priyambodo, T. K. (2018). Respons Masyarakat Kampung Naga Terhadap Pembangunan Pariwisata di Desa Neglasari, Kecamatan Salawu, Kabupaten Tasikmalaya (1975-2010). *Patanjala*, 10(2), 203–2018.
- Nurmayanti, Y., Dwi Wulandari, L., & Murti Nugroho, A. (2017). Perubahan Ruang Berbasis Tradisi Rumah Jawa Panaragan Di Desa Kaponan. *Langkau Betang: Jurnal Arsitektur*. <https://doi.org/10.26418/lantang.v4i1.20393>
- Patton, M. Q. (2002). Qualitative research and evaluation methods. In *Qualitative Inquiry*. <https://doi.org/10.2307/330063>
- Pierotti, R. S. (2013). Increasing rejection of intimate partner violence: Evidence of global cultural diffusion. *American Sociological Review*, 78(2), 240–265.
- Qiang, M., Shen, M., & Xie, H. (2019). Cultural diffusion and international inbound tourism: Evidence from China. *Tourism Economics*, 25(6), 884–903.
- Rosana, E. (2011). Modernisasi dan Perubahan Sosial. *Jurnal TAPIs*.
- Wiradimadja, A., Ilmu, F., Universitas, S., & Malang, N. (2018). *Kearifan Lokal Masyarakat Kampung Naga Sebagai Konservasi Local Wisdom of Kampung Naga Community As a Natural*. 3, 1–8.
- Wiradimadja, A., Rakhman, M. A., & Pratiwi, P. (2018). Nilai-Nilai Karakter Sunda Wiwitan Kampung Naga sebagai Bahan Pembelajaran Ilmu Pengetahuan Sosial. *Jurnal Pendidikan Sejarah Indonesia*, 1(1), 103–116.

EDUCATION ON THE MANAGEMENT OF LAKE SIPIN TOURISM OBJECTS IN JAMBI CITY THROUGH COMMUNITY BASED TOURISM COMMUNICATION

Yusnaini¹, Eraskaita Ginting², Putri Citra Hati³

¹²³Islamic State University Raden Fatah Palembang

ARTICLE INFO

Corresponding author:

yusnaini.oke@gmail.com

eraskaitaginting_uin@radenfatah.ac.id

putricitrahati_uin@radenfatah.ac.id

Citation:

¹Program Studi Ilmu Komunikasi, Universitas Nurdin Hamzah Jambi Indonesia,

²Prodi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, UIN Raden Fatah Palembang Sumatera Selatan, Indonesia

³Prodi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, UIN Raden Fatah Palembang Sumatera Selatan, Indonesia

ABSTRAK

Kota Jambi adalah salah satu kota di Indonesia yang tergolong minim destinasi pariwisata, sehingga Kota Jambi belum mampu menjadi salah satu tempat tujuan destinasi. Minimnya objek wisata ini diantisipasi oleh Pemerintah Kota Jambi dengan melihat potensi sumber daya alam yang dapat digarap dan dibentuk lebih menarik dan menjadi magnet bagi masyarakat kota Jambi maupun di luar kota Jambi. Pemerintah Provinsi (Pemprov) Jambi dan Pemerintah Kota (Pemkot) Jambi kini sudah menata kawasan wisata Danau Sipin, Kecamatan Telanaipura, Kota Jambi menjadi tempat tujuan destinasi wisata yang dapat menarik minat pengunjung. Penelitian ini bertujuan untuk mengetahui bagaimana komunikasi pariwisata berbasis masyarakat dalam pengelolaan objek wisata Danau Sipin. Dasar kepariwisataan berbasis masyarakat adalah menempatkan masyarakat sebagai pelaku utama melalui pemberdayaan masyarakat dalam berbagai kegiatan kepariwisataan, sehingga manfaat kepariwisataan sebesar-besarnya diprioritaskan keberuntukkannya bagi masyarakat. Penelitian ini menggunakan pendekatan penelitian kualitatif dengan jenis penelitian deskriptif. Sumber data penelitian ini berupa sumber data primer dan sekunder dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi. Hasil penelitian ini didapati bahwa keterlibatan masyarakat lokal melalui edukasi pariwisata dalam rangka pencitraan objek wisata Danau Sipin menjadi bagian yang sangat penting dalam pengelolaan objek wisata Danau Sipin. Dengan mengedukasi masyarakat lokal melalui komunikasi pariwisata menumbuhkan semangat, antusias dan partisipasi masyarakat lokal serta terciptanya kegiatan usaha masyarakat.

Kata Kunci: Wisata, Komunikasi, Pariwisata, Edukasi

ABSTRACT

Jambi City is one of the cities in Indonesia which is classified as a minimal tourism destination, so Jambi City has not been able to become one of the destination destinations. The Jambi City Government anticipates the lack of this tourist attraction by looking at the potential of natural resources that can be cultivated and made more attractive and become a magnet for the people of Jambi city and outside the city of Jambi. The Jambi Provincial Government

(Pemprov) and Jambi City Government (Pemkot) have now arranged for the Lake Sipin tourist area, Telanaipura District, Jambi City, to become a tourist destination that can attract visitors. This study aims to determine how community-based tourism communication is in managing Lake Sipin tourism objects. The basis of community-based tourism is to place the community as the leading actor through community empowerment in various tourism activities so that the maximum benefit of tourism is prioritized for its use for the community. This study uses a qualitative research approach with a descriptive type of research. This research's primary and secondary data sources with data collection techniques are observation, interviews, and documentation. The results of this study found that the involvement of local communities through tourism education in the context of imaging the Lake Sipin tourist attraction became a crucial part of managing the Lake Sipin tourist attraction. Educating local communities through tourism communication fosters enthusiasm, enthusiasm, and participation of local communities and the creation of community business activities.

Keywords: Tourism, Communication, Tourism, Education

1. INTRODUCTION

Introduction: All areas have great potential to be used as tourist attractions. Especially in the city of Jambi, the management of tourism objects has not been maximized, and even though if it is managed optimally, it can be a source of income for one region, both in the provincial and city governments, which can be used to build infrastructure and other infrastructure.

Talking about tourism and its relation to communication studies is very interesting; almost all science can be associated with communication studies. An exciting form of communication to talk about is tourism communication. The phenomenon is now that many cities in Indonesia are competing to increase their tourism as an attraction for local and foreign tourists to come to their area. Many have realized that the regional advantages of a site are significant to note so that the development of tourist objects is being carried out.

One of the challenges in developing tourism communication is implementing planning principles in tourism, namely the first potential benefits of ecotourism and sensitivity to the natural environment in the impact of ecotourism development. This study emphasizes how tourism communication involves local communities participating by implementing Community-Based Tourism (CBT) as part of the development of tourist objects. The approach is to provide opportunities for local

communities to participate in the management and management of development of the Lake Sipin tourist attraction in Jambi City. Furthermore, the community can open businesses to get additional benefits from an economic perspective and can empower local communities.

This study aimed to determine community-based communication in managing Lake Sipin tourism objects, Jambi City. This research is expected to provide awareness and education to the local community that managing tourism objects through tourism communication is fundamental to attracting local and even foreign tourists to visit these attractions so that local people can also feel the economic benefits.

2. LITERATURE REVIEW

Many studies on tourism issues, such as that conducted by Elfie Mingkid, examined the use of tourism promotion communication media by the Manado city government. From the study results, it was found that the government chose and utilized the website to provide and provide information about tourism in the city of Manado, tourism promotion, and tourism agendas in the town of Manado (Minngkid, 2015). The following research on tourism communication in community-based tourism was carried out in the Dieng community of Central Java by Manik Sunuantari. This study concluded that tourism activities involving the community are grouped into

tourism-aware groups to raise public attention to the potential of culture and nature tourism, and the community can be empowered (Sunuantari, 2017). Research with the same theme was also conducted by FX Ari Agung Prastowo and Heru Ryanto Budiana regarding the development of tourism communication patterns based on local wisdom. This study found that the implementation of tourism communication by the Pangandaran Regency Tourism Office was carried out by exploring tourist object destinations not only from natural tourism but also from cultural tourism based on local wisdom.

In the implementation of this research, it was found that the tourism communication carried out involved three stakeholders, namely the Pangandaran community, tourists, and related internal services (Prastowo & Budiana, 2016). From the explanation of some of the references above, many discuss tourism communication to explore the potential of natural resources so that there are still opportunities to analyze the management of tourism objects through educating the public through tourism communication.

Tourism Communication

In line with scientific developments, there are two blends of unified knowledge in tourism communication: communication and tourism. Communication as a scientific discipline develops because its studies are very close to human life socially, for example, persuasive communication theories, mass communication, marketing communication, verbal and nonverbal communication, interpersonal and group communication theory, and many other ideas. Meanwhile, tourism links destinations, transportation, marketing, and resources, which in general have the potential to be in direct contact with communication.

Thus, the role of tourism communication is critical in the implementation of tourism which includes components and elements of tourism. Communication also plays an essential role in destination and resource communication. The world of tourism is currently an exciting thing to pay attention to because if the tourism sector increases, the income of a region will also increase (Prastowo & Budiana, 2016).

3. RESEARCH METHOD

The research was conducted using qualitative research methods with a descriptive approach. The descriptive approach is considered relevant in this study because it can describe and explore what happened, including answering questions about who, what, why, when, and where and relating to the characteristics of a symptom and social problem. Data collection methods used are interviews and observations, and literature study. This study will describe understanding

community-based tourism communication in managing the Lake Sipin Jambi tourism object. Qualitative research allows researchers to analyze field findings through interviews, observations, and data collection through literature studies.

4. FINDINGS AND DISCUSSION

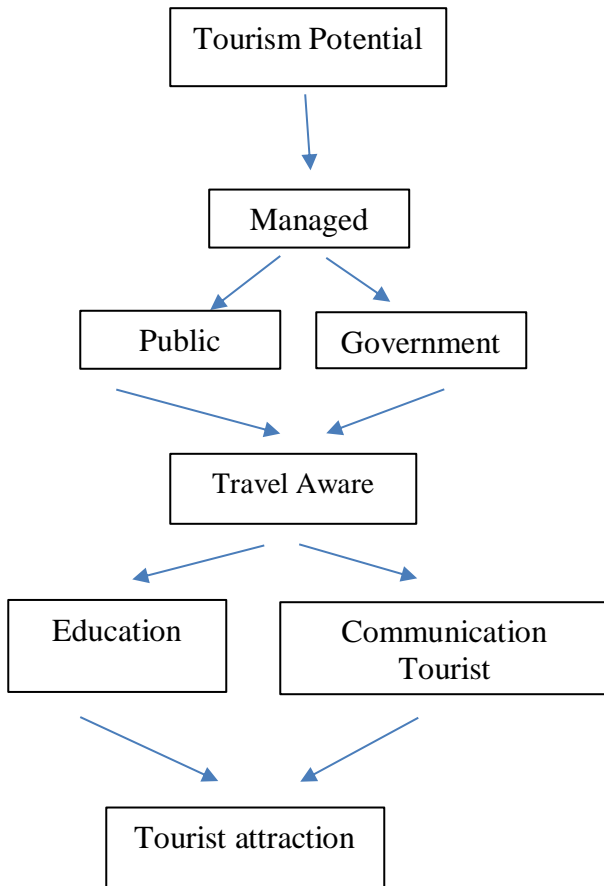
Utilizing nature as a tourist attraction is wise in developing the tourism sector. The Jambi city government realizes this to revitalize and optimize Lake Sipin, located at Jl. Ade Irma Suryani Nasution, Telanaipura, Legok, Kec. Telanaipura, Jambi City, Jambi 36361. Lake Sipin has an area of 40 ha with a depth of 10-14 m. In the rainy season, while in the dry season, the lake area is 30 ha and has a depth of 5-8 m. The socio-economic status of the community around the waters is around 50-70% as fish cultivators and fishermen (both permanent and seasonal fishermen).

Developing the tourism sector cannot be separated from the concept of branding and promotion. The idea of creating a locality can also be done with publicity and advertising (Shizue, Nakatani, Gomes, & Nunes, 2017). The concept of branding is a concept that aims to introduce the brand of a product to the public. Introducing and informing a product is expected to increase public interest in the product. If a product, for example, in this case, is the Lake Sipin tourist attraction, no matter how good and attractive it is, it is not introduced. The people will not know this tourist attraction of Jambi city, let alone people outside the city of Jambi.

Improving the branding of this tourist attraction can be done by using education about tourism communication to local communities carried out by the Jambi city government. This education is helpful for the initial stage of introducing the tourism potential of Lake Sipin so that awareness grows in the community that managing and utilizing Lake Sipin tourism objects can provide benefits and income for the Jambi city government but also for local communities.

The basic principle of community-based tourism communication is to place the community as the leading actor through community empowerment in various management and utilization activities of tourism objects. This community involvement and participation increase their desire and awareness to protect and preserve Lake Sipin.

Community-based Tourism Communication Model:



Source: processed by researchers

5. CONCLUSION

From the results of the previous discussion, it can be concluded that the involvement of local communities through tourism education in the context of imaging the Lake Sipin tourist attraction is an essential part of managing the Lake Sipin tourist attraction. Educating local communities through tourism communication fosters enthusiasm, enthusiasm, and participation of local communities, as well as the creation of community business activities. Tourism communication is one of the alternatives as a manifestation of the involvement of the surrounding community to develop the potential of natural resources.

REFERENCES

- Burhan bungin, *Komunikasi Pariwisata Pemasaran dan Brand Destinasi*, (Jakarta: Prenadamedia group, 2015) hlm. 92.
- Mingkid, E. (2015). Penggunaan Media Komunikasi Promosi Pariwisata Oleh Pemerintah Kota Manado. *Sosiohumaniora*, 17(3). <https://doi.org/10.24198/sosiohumaniora.v17i3.8334>

- Prastowo, A. A., & Budiana, H. R. (2016). Pengembangan Pola Komunikasi Pariwisata Berbasis Kearifan Lokal Development of Tourism Communication-Based on Local Wisdom Patterns. *Jurnal Komunikasi*, 7(1), 44–51.
- Shizue, M., Nakatani, M., Gomes, E. L., & Nunes, M. P. (2017). Different Views of Communication in Tourism: understanding three localities in Paraná/Brazil as a tourism destination and tourist product, 474–491.
- Sunuantari, M. (2017). Tourism Communication in Community Based Tourism in Dieng Community, Central Java, Indonesia. *Binus Business Review*, 8(2), 149. <https://doi.org/10.21512/bbr.v8i2.1894>

HUTAN LARANGAN: LOCAL KNOWLEDGE, AND ENVIRONMENTAL COMMUNICATION

Dian Maulina¹, Sari Bayurini²

¹ Faculty of Sosial and Political Science Islamic State University Raden Fatah Palembang

² Faculty of Sosial and Political Science Islamic State University Raden Fatah Palembang

ARTICLE INFO

Corresponding author:
dianmaulina_uin@radenfatah.ac.id

Citation:

ABSTRAK

Fokus Penelitian ini mengkaji dan mengukur perubahan peruntukan hutan di Desa Simpang Tiga, Kecamatan Simpang Teritip, Kabupaten Bangka Barat, Kepulauan Bangka Belitung yang mempunyai luas 62.647 hektar. Pada awalnya selain sebagai sumber air, hutan ini juga sebagai tempat penghidupan masyarakat sekitar dengan memanfaatkan kekayaan hutan seperti madu dan tanaman obat. Akan tetapi peruntukan hutan saat ini beralih menjadi area perkebunan sawit, karet dan akasia. Peralihan atau perubahan peruntukan lahan menyebabkan banyaknya ancaman ekologis seperti banjir, longsor dan perubahan iklim global. Lebih lanjut, penelitian ini juga untuk menjelaskan bagaimana pengetahuan lokal masyarakat terkait hutan dapat mencegah kerusakan hutan. Tujuan dari penelitian ini untuk menganalisis pengetahuan atau kearifan masyarakat terhadap hutan, seperti hukum adat (pantang larang), hutan adat, dan obat-obatan tradisional. Teori yang digunakan yakni ekosentrisme. Teori yang menempatkan seluruh subjek di alam semesta, baik biotis maupun abiotis, memiliki nilai, karena keduanya terikat satu sama lain dalam sebuah ekosistem. Penelitian ini menggunakan metode kuantitatif dan kualitatif. Data dikumpulkan dengan teknik kuesioner dan wawancara mendalam, serta FGD (Focus Group Discussion). Responden dalam penelitian ini sebanyak 50 orang, yang memenuhi satu dari enam kriteria; dukun, tokoh adat, petani perempuan, kepala desa, generasi muda, dan tengkulak. Tiga hipotesis diformulasikan dan diuji menggunakan Analisis Regresi. Sementara analisis kualitatif diambil dari interpretasi data dengan memberikan keterangan dan penjelasan. Hasil penelitian menunjukkan bahwa hukum adat (pantang larang), hutan adat, dan obat-obatan tradisional, masih ada di dalam masyarakat.

Kata Kunci: Hutan, Hukum Adat, Hutan Adat, Obat-Obatan Tradisional

ABSTRACT

This research aims to examine and describe changes in forest use in Simpang Tiga Village, Simpang Teritip District, West Bangka Regency, Bangka Belitung Islands which has an area of 62,647 hectares. At first, apart from being a source of water, this forest was also a place of livelihood for the surrounding community by utilizing forest resources such as honey and medicinal plants. However, the current forest use has turned into oil palm, rubber and acacia plantations. The shift or change in land use causes many ecological threats such as floods, landslides and global climate change. Furthermore, this research also explains how local community knowledge related to the forest can prevent forest destruction. The purpose of this study is to analyze the knowledge or wisdom of the community towards forests, such as customary law (abstinence), customary forests, and traditional medicines. The theory used is ecocentrism. The theory that places all subjects in the universe, both biotic and abiotic, has value because they are bound to each other in an ecosystem. This research uses quantitative and qualitative methods. Data were collected using questionnaires and in-depth interviews, as well as FGD (Focus Group Discussion). Respondents in this study were 50 people, who met one of the six criteria; shamans, traditional leaders, women farmers, village heads, the younger generation, and middlemen. Three hypotheses were formulated and tested using Regression Analysis. Meanwhile, qualitative analysis is taken from the interpretation of the data by providing information and explanations. The results show that customary law (abstinence), customary forests, and traditional medicines still exist in the community.

Keywords: *Forest, Customary Law, Customary Forest, Traditional Medicine*

1. INTRODUCTION

Simpang Teritip District in West Bangka Regency, Bangka Belitung Province, covers an area of 62,647 hectares which are mostly forest. This sub-district is a living space for the Jerieng Tribe, one of the Malay tribes on Bangka Island. Most of the Simpang Tiga Village area apart from the forest is also a peat swamp. This area was initially projected by the government as a food barn, in which the community was guided and directed to use land and forests to grow rice, secondary crops, spices, and medicinal plants.

In its development, especially after the 1998 Reformation, the existence of land and forest in Simpang Tiga Village began to change its function. Empirically, the land began to be used to plant oil palm, rubber, and acacia. This is shifting because of the increasingly unproductive soil conditions for rice and secondary crops. Soil changes in this area are caused by the destruction of forest and peat ecosystems.

Most of the income of the people who are living in Simpang Tiga Village particularly comes from garden products, rice, pepper, rubber, coconut, medicinal plants, and honey from the forest. These livelihoods, such as rubber and pepper, are among the largest land uses. Pepper and rubber are the main sources of income because many middlemen can afford them, so marketing in the rubber and pepper sector is relatively easy.

Knowledge to the Jerieng Tribe, the forest has a very important role for human life and other living things in and around the forest. Forests not only function as direct life support, but they also have various ecological functions such as controlling floods, and storms, and controlling the global climate. In order to organize the forest, the Jerieng Tribe has several rules. For example, the forest is divided into two; customary forest and forbidden forest. Customary forests are forests that can be used as plantations and agriculture, while forbidden forests are forests that cannot be used as gardens or agriculture. The

forbidden forest is only positioned as a source of water and traditional medicines. Especially for forbidden forests, there are myths and customary laws (abstinence) to preserve them.

This study tries to map the knowledge and rules of the Jerieng Tribe community after oil palm, rubber, and acacia plantations changed a lot of land and forests. The research was conducted in Berang Village, Pelangas Village, and Simpang Tiga Village. The purpose of this study is to analyze the knowledge or wisdom of the community towards forests, such as customary law (abstinence), customary forests, and traditional medicines. The theory used is ecocentrism (Arne Naess, 1973). The theory that places all subjects in the universe, both biotic and abiotic, has value because they are bound to each other in an ecosystem. This research uses quantitative and qualitative methods. Data were collected using questionnaires and in-depth interviews, as well as FGD (Focus Group Discussion). Respondents in this study were 50 people, who met one of the six criteria; shamans, traditional leaders, women farmers, village heads, the younger generation, and middlemen.

Three hypotheses were formulated and tested using Regression Analysis. While qualitative analysis is taken from the interpretation of the data by providing information and explanations. The results show that customary law (abstinence), customary forests, and traditional medicines still exist in the community.

The basic question used is Is the forest only intended for humans? What living things have an interest in forests? What should be the attitude of humans towards the forest? Are there any rules or rituals for protecting the forest?

2. LITERATURE REVIEW

Deep Ecology's environmental ethical principles, concern the moral principles of the entire ecological community. Basically, Deep Ecology is a deep ecological awareness using religious or spiritual awareness. The human soul as consciousness in the universe (cosmos). For that, Deep Ecology also considers the existence of all living things. Not just humans. Also, focus on long-term or sustainable interests. In this term, this research is divided into three issues:

1. Hutang (Forest) Larangan

Sabung Hill, which is about 370 meters high, is the location of the Jerieng Tribe's forbidden forest. Forests on hills must not be destroyed, either by cutting down trees or making gardens. Pengabung Hill is in Pelangas Village (*Mongabay Indonesia, 2021*)¹.

¹ Nopri Ismi, Taufik Wijaya (2021), [Hutan Wisata Pendidikan Itu Bernama Geosite Bukit Penyabung](#)

2. Drugs

Forests are a source of natural medicines from the Jerieng Tribe. Novalia, Budi Afriyansyah, Lina Juairiah (2018 and 2019) mentioned the sources of medicines in the Jerieng Tribe besides animals, as well as several leaves, skins, and roots of plants or trees.²

3. Mountain Alms

Mount Pengabung is the location of the "mountain alms" ritual. This ritual is carried out by the Jerieng Tribe every year, precisely in the month of Muharram [Islam].

3. RESEARCH METHOD

This article uses a case study research method. Case study research is understood as an intensive study of a single case with the aim to draw generalizations for a bigger phenomenon (Gerring 2016). We chose this method to initiate further research on relations between deep ecology and eco-spiritualism, which thus far has received little attention. As part of the case study method, the case of the forbidden forest in Tanjung Tebat Subdistrict, Lahat District, is considered a typical case that exemplifies a stable cross-case relationship (Gerring 2016). "Typical case" is a self-representative of the larger population of cases, and the purpose of the study is to discover deeper within the case rather than compare it with other cases (Gerring 2016).

The data in this study were obtained from primary and secondary sources. Primary data were obtained from in-depth interviews with village officials, forest communities, and local traditional elders. Meanwhile, we get secondary data from scientific literature, news in the media, and relevant documents. The data that has been obtained, we select and then analyze it through deep ecology and eco spiritualism approaches to find out how spiritual-based local knowledge is transformed from a myth to a logos that have legitimacy for local residents' beliefs not to enter and manage forbidden forests.

4. RESULT AND DISCUSSION

Hutang (Forest) Larangan

The Forest *Larangan* on Mount Pengabung in Pelangas Village covers an area of about 97 hectares. There are various types of plants or trees in this forest. The dominant trees include fig, meranti, mentangor, and langas. While the animals include

² Novalia, Budi Afriyansyah, Lina Juairiah (2018), [Pemanfaatan Tanaman Obat oleh Suku Jerieng di Kabupaten Bangka Barat](#)
Yola Nazelia Nukraheni, Budi Afriyansyah, Muhammad Ihsan {2019), ["Ethnozologi Masyarakat Suku Jerieng dalam Memanfaatkan Hewan Sebagai Obat yang Halal"](#)

mentilin or tarsier Bangka, pangolin, binturong, snakes, various types of birds, and squirrels.

Muhammad Abdurrachman, the ninth generation of the Jerieng Tribe, explained that all trees that are in the forbidden forest on Mount Sabung should not be cut down. If someone cuts it down, they will get a disaster, such as illness and bad luck or bad luck. While, Miya a dukun from Pelangas Village, confirmed this. Even to pick leaves, take fruit, roots, and leaves, the culprit must ask permission. For example, "*Bismillah, assalamualum Prophet Ilyas, I ask for wood roots...*"

Most of the people of the Jerieng Tribe are very worried that the Forest *Larangan* is being encroached on by residents to take wood and turn it into a garden. In order to protect the forbidden forest, the Pelangas Village government proposed the forest in the Social Forestry (PS) program with the customary forest scheme. However, the Ministry of Environment and Forestry designated 90.2 of the 97 hectares of prohibited forest of the Jerieng Tribe as community plantation forest areas in 2017.

The level worried that the forest will still have encroached, explained Masliadi as Chair of the Pelangas Village Tourism Awareness Group, the Pelangas Village government proposed the location as a tourist attraction supported by the Forestry Service of the Bangka Belitung Islands Province. In the end, the government established the Banned Forest of Mount Penyabung as a geopark tourist location under the name Geosite Bukit Penyabung, which was managed by the Pelangas Village Tourism Awareness Group.

The jerieng tribal community has a deep meaning for the environment, in this context the forest, they view that a forest is an inseparable unit in the universe, and humans do not occupy a superior position that has the right to exploit the forest. Humans and forests occupy the same position in the universe, this linkage forms awareness and understanding of the jerieng tribe and ultimately gives birth to knowledge and traditions that arise from the communication process between people and nature, especially forests.

Drugs

Forests are a source of natural medicines from the Jerieng Tribe. The Jerieng Tribe community in Pelangas Village, Berang Village and Simpang Tiga Village, still maintains the tradition of medicine from plants and animals.

Novalia, Budi Afriyansyah, Lina Juairiah (2018) stated that there were 82 types of plants from 52 families that were used as verified medicines by 10 people of the Jerieng Tribe; Muhammad Abdurrachman, Rotini, Masliadi, Dudang, and 15

representatives (male) in a discussion held by the Forum for the Environment Bangka Belitung Islands on April 20 2022 in Pangkalpinang, as well as shamans Miya and Janum bin Lamat, who are also traditional leaders of the Jerieng Tribe in Pelangas Village.

Tabel 1. Types of plants and plants in the Jerieng tribal forest, West Bangka³

Plant Names	Latin Name	Fa mi li	Parts used
Lempuyan g ^a	<i>Zingiberaceae</i> L	Zingiberaceae	Bulbs
Curcuma ^c	<i>Curcuma zanthorrhiza</i> Roxb.	Zingiberaceae	Bulbs
<i>Mentulang</i> ^a	<i>Chionanthus ramiflorus</i> Roxb.	Oleaceae	root, leaf
Kelacing ^f	<i>Cheilocostus speciosus</i> L	Zingiberaceae	Leaf
Noni ^a	<i>Morinda citrifolia</i> L.	Rubiaceae	Fruit, root
Earth Peg ^a	<i>Eurycoma longif</i>	Simarubaceae	Stem

³ Novalia, Afriyansyah, B. dan Juairiah, L. (2018). Pemanfaatan Tanaman Obat oleh Suku Jerieng di Kabupaten Bangka Barat. *Ekotonia: Jurnal Penelitian Biologi, Botani, Zoologi dan Mikrobiologi*. 03(2):63-69.

	<i>olia</i> Jack.	<i>ub</i> <i>ac</i> <i>ea</i> <i>e</i>	
<i>Candek</i> ^b	-	<i>Ce</i> <i>las</i> <i>tra</i> <i>ce</i> <i>ae</i>	Root
Mangkok-mangkok ^e	<i>Notho</i> <i>panax</i> <i>scutell</i> <i>arius</i> Burm. F.) Merr.)	<i>Ar</i> <i>ali</i> <i>ac</i> <i>ea</i> <i>e</i>	Leaf
<i>Mengkelik</i> ^a	<i>Gynot</i> <i>roches</i> <i>axillar</i> <i>is</i> Blume , Bijdr.	<i>Rh</i> <i>izo</i> <i>ph</i> <i>or</i> <i>ac</i> <i>ea</i> <i>e</i>	Root
Pepaya ^d	<i>Caric</i> <i>a</i> <i>papay</i> <i>a</i> L.	<i>Ca</i> <i>ric</i> <i>ac</i> <i>ea</i> <i>e</i>	Root, Leaf
Balik adap ^f	<i>Mussa</i> <i>enda</i> <i>villosa</i> wall	<i>Ru</i> <i>bia</i> <i>ce</i> <i>ae</i>	Leaf
Masco ^b	<i>Coler</i> <i>us</i> <i>scutel</i> <i>larioi</i> <i>des</i> (L) Benth	<i>La</i> <i>mi</i> <i>ac</i> <i>ea</i> <i>e</i>	Leaf
Daun sisik naga ^a	<i>Drym</i> <i>ogloss</i> <i>um</i> <i>pilosel</i> <i>loides</i> L.	<i>Po</i> <i>lyp</i> <i>odi</i> <i>ac</i> <i>ea</i> <i>e</i>	Leaf
Ilalang ^a	<i>Imper</i>	<i>Po</i>	Root

	<i>ata</i> <i>cy lind</i> <i>ica</i> (L).P. Beauv	<i>ac</i> <i>ea</i> <i>e</i>	
<i>Rumput kelamba</i> ^a	<i>Eleusi</i> <i>ne</i> <i>indica</i> Gaerd n.	<i>Po</i> <i>ac</i> <i>ea</i> <i>e</i>	Root
Lengkuas ^d	<i>Alpini</i> <i>a</i> <i>galan</i> <i>ga</i> L.	<i>Zi</i> <i>ngi</i> <i>be</i> <i>ra</i> <i>ce</i> <i>ae</i>	Leaf
Paria ^d	<i>Momo</i> <i>rdica</i> <i>chara</i> <i>ntia</i> L.	<i>Cu</i> <i>cu</i> <i>rbi</i> <i>tac</i> <i>ea</i> <i>e</i>	Leaf
Sempur ^a	<i>Dillen</i> <i>ia</i> <i>excels</i> <i>a</i> (Jack)	<i>Dil</i> <i>len</i> <i>iac</i> <i>ea</i> <i>e</i>	Root
Jeruk nipis ^a	<i>Citrus</i> <i>aurant</i> <i>ifolia</i> (Chris tm.) swingl e	<i>Ru</i> <i>tac</i> <i>ea</i> <i>e</i>	Fruit
Aromatic ginger ^e	<i>Kaem</i> <i>pferia</i> <i>galan</i> <i>ga</i>	<i>Zi</i> <i>ngi</i> <i>be</i> <i>ra</i> <i>ce</i> <i>ae</i>	Leaves, tubers
Duku ^e	<i>Lansu</i> <i>m</i> <i>domes</i> <i>ticum</i> Corr.	<i>Me</i> <i>lia</i> <i>ce</i> <i>ae</i>	Skin
Sambiloto ^a	<i>Andro</i>	<i>Ac</i>	Daun

	<i>graphis paniculata</i> L	<i>antacaeae</i>	
Putri malu ^c	<i>Mimosa pudica</i> L	<i>Fabaaceae</i>	Root, stem, leaf
Idat ^a	<i>Cratogeomys arboriensis</i> (Vahl) .Blume	<i>Clusiaceae</i>	Fruit
Cashew fruit ^d	<i>Anacardium occidentale</i> L.	<i>Anacardiaceae</i>	Leaf
Meniran ^a	<i>Phyllanthus niruri</i> L	<i>Euphorbiaceae</i>	Root
Mangosteen ^d	<i>Garcinia mangostana</i>	<i>Clusiaceae</i>	Leaf skin
Cempenak ^b	<i>Ficus</i> sp.	<i>Moraceae</i>	Root
Pelempang item ^a	<i>Adinaundrumosa</i> L	<i>Thymelaeaceae</i>	Root
Sesalah ^a	<i>Eurya acuminata</i> DC.	<i>Thymelaeaceae</i>	Root

<i>Mensirak</i> ^a	<i>Llex cymosa</i> BI.	<i>Aurifoliaeae</i>	Root
<i>Medangpuser</i> ^a	<i>Dapniphyllum laurinum</i> (Benth). Baillo n	<i>Daphniphyllaceae</i>	Root
Medangsan g ^a	<i>Phoebe excelsa</i> Nees	<i>Lauraceae</i>	Root
Ruk/cemara laut ^a	<i>Casuarina equisetifolia</i> L	<i>Casuarinaceae</i>	Fruit
Sepiding ^d	<i>Anisophylla disticha</i> Jack.	<i>Anisophyllaceae</i>	Root, Leaf
Sirsak ^d	<i>Annona muricata</i> L.	<i>Annonaceae</i>	Leaf
Pisang kepok ^c	<i>Musa</i> sp.	<i>Musaceae</i>	Root
Pisang mas ^c	<i>Musa</i> sp.	<i>Musaceae</i>	Root

		<i>e</i>	
Rebi-rebi/seletup ^a	<i>Ficus</i> sp.	<i>Moraceae</i>	Root
Ciplukan/cilepok ^a	<i>Physalis angulata</i> L.	<i>Solanaceae</i>	Root, Fruit, leaf
Kayu lubang ^a	<i>Timonius flavascentis</i> (Jacq.) Baker	<i>Rubiaceae</i>	Leaf
Keramunting ^a	<i>Melastoma malabathricum</i> L.	<i>Melastomaceae</i>	Skin
Tebu hitam ^g	<i>Saccharum officinarum</i> L.	<i>Poaceae</i>	Stem
Pakcong/kecut kuda ^a	<i>Stachytarpheta jamaicensis</i>	<i>Verbenaceae</i>	Flower, Root
Bay leaf ^a	<i>Eugenia polynthes</i> Wight	<i>Myrtaceae</i>	Leaf
Ketepengcina ^a	<i>Cassia alata</i> L.	<i>Fabaceae</i>	Leaf
Rukam ^a	<i>Flac</i>	<i>Fl</i>	Leaf

	<i>urtia rukam</i> Zoll. & Mor	<i>acourtiaceae</i>	
Mahkota dewa ^d	<i>Phadaria macrocarpa</i> (Schef f) Boerl.	<i>Thymelaeaceae</i>	Fruit
Union ^d	<i>Allium cepa</i> L.	<i>Liliaceae</i>	Bulbs
Garlic ^d	<i>Allium sativum</i> L.	<i>Liliaceae</i>	Bulbss
Sesepir ^b	<i>Tabernaemontana pauciflora</i> Blume	<i>Apocynaceae</i>	Root
Daun sudu-sudu ^g	<i>Euphorbia antiquorum</i> L.	<i>Euphorbiaceae</i>	Leaf
Cebengok ^g	<i>Alocasia cucullata</i> (Lour) Schott	<i>Araceae</i>	Root
Teratai ^g	<i>Nymphaea alba</i>	<i>Nymphaeaceae</i>	Leaf

	L.	<i>ae ac ea</i>	
Kandis acid ^a	<i>Garcinia xanthocymus</i>	<i>Clusiaceae</i>	Leaf, Root
Serei ^d	<i>Andropogon nardus</i> L.	<i>Poaceae</i>	Leaf, Root
Kantong semar ^a	<i>Nepenthes</i> sp.	<i>Nepenthaceae</i>	Sac
Coconut ^d	<i>Cocos nucifera</i> L.	<i>Araceae</i>	Fruit
Akar sertong ^b	-	<i>Caesalpiniaceae</i>	Root

Information: ^a(Herbarium Universitas Bangka Belitung), ^b (Herbarium Bogoriense Bidang Botani Pusat Penelitian Biologi-LIPI Bogor) ^c (Buku Tanaman Obat Indonesia), ^d (Buku Suku Lom), ^e (Buku Suku Sawang), ^f (Faunafloreweb.parks.gov.sg), ^g (www.theplantlist.org)

Meanwhile, animals used as ingredients for traditional medicines for 16 verified diseases include:

1. Asthma. This disease can be cured with: crabs or scorpions: (*Heterometrus spinifex*), Cow (*Bos taurus*), Mouse (*Rattus rattus*), and Bat (*Pteropus* sp.)
2. Jaundice. Jaundice can be cured by: mussels (*Tellina* sp.), undur-undur (*Myrmeleon* sp.).
3. Typhoid. Diseases using earthworm medicine (*Pheretima* sp.)
4. Cough. The medicine is honey from honey bees (*Apis dorsata*).

5. Toothache. The medicine for earth cockroaches (*Blattella* sp.).
6. High blood disease. The medicine uses weaver ants (*Oecophylla* sp.)
7. Headache. The medicine uses groundfish (*Puntius binotatus/Cyprinidae*)
8. Eye disease. The medicine uses a ladle (*Tragulus* sp.)
9. Diabetic disease. The medicine uses a squirrel (*Tupaia* sp.)
10. Diseases caused by witchcraft, using monkeys (*Macaca fascicularis*)
11. Malaria, the cure is using chicken (*Gallus gallus domesticus*)
12. Skin disease, bone pain, bone fracture, using bile, feces, and oil from python or slate material (*Malayopython reticulatus*).
13. Healers from surgery, eating snakehead fish (*Channa striata*)
14. Ambien disease, the cure is using turtle meat (*Testudines*)
15. The disease is difficult to give birth to. The medicine uses the cat placenta (*Felis catus*)
16. Goat meat stamina enhancer (*Capra aegagrus hircus*).

Mountain alms

Mount Pengabung is the location of the "mountain alms" ritual. This ritual is carried out by the Jerieng Tribe every year, precisely in the month of Muharram [Islam]. The ritual is carried out by shamans who represent the Jerieng Tribe community spread over 13 villages, in Simpang Teritip District, West Bangka Regency, Bangka Belitung Islands Province. Janum bin Lamat, the traditional leader of the Jerieng Tribe in Pelangas Village, led the way to Mount Penyabung, which is about one kilometer from his home in Pelangas Village.

The ritual begins with the "Percussion Dance" accompanied by drum and gong music in front of the village office. The purpose of the ritual is to go to [the pilgrimage] to the graves of Kek Adung and Kek Weng in Bukit Pelangas., this pilgrimage is carried out to send a prayer as well as to ask permission from our inner souls or ancestors who initiated this ritual. Janum bin Lamat is the seventh descendant of "batin gunung", a leader in the traditional system of the Jerieng Tribe. The mind acts like a

village shaman, who can treat, as well as a liaison and maintain a balance between humans, nature, and supernatural beings.

On a large granite boulder, wearing white clothes and a typical *resam cap* from Bangka Island, Janum bin Lamat welcomed the arrival of the residents to a field surrounded by several *meranti*, *mentangor*, fig, and *pelangas* trees. Several residents held mats and prepared several ritual components which were natural products of the Jerieng Tribe's traditional territory. There is honey against, jasmine flowers placed in a coconut shell container, turmeric rice in a *kuang* leaf container, *taber* leaves, and a dish filled with chicken, and several foods made from sticky rice.

Before the ritual, around the ritual site, it appears that women, men, and children are busy making miniature gardens, huts, or charts, which describe the livelihoods of the Jerieng Tribe. The traditional territory of the Jerieng Tribe is divided into three regions. The first is the area that borders Muntok District (West). Second, it is bordered by Parit Tiga District and Jebus District (North). Third, it is bordered by Kelapa (East) District. Fourth, bordering the Kundi Sea (South).

When the sun began to rise, at exactly 12 noon, the ritual began. One by one the residents began to approach Janum bin Lamat who was already preparing to lead the ritual. The offerings are placed on a wooden fork facing south. Janum stood upright facing the offerings. He recites a prayer in Jerieng language, which means:

"This is our [Jerieng Tribe]'s produce, thank God it is still enough. Even though in recent years, our rice yields have decreased, the forests are getting depleted, honey is also hard to come by, and many diseases have hit plants to humans. The mind asks for help, keeping us away from any disease or disaster. May in the following year our crops and honey be abundant, and be freed from all diseases and calamities." Every time he finished his speech, Janum bin Lamat threw turmeric rice into the offerings.

The ritual is then closed with a prayer, which is followed by the sowing of turmeric rice, jasmine flowers, and honey around the ritual site. The ritual closed with a *pencak silat* performance accompanied by long drums and gongs. On the way back to the village, many residents brought several medicinal plants from Mount Pengabung, such as *medangsang*, *keramunting*, blade leaves, and *kendu* leaves.

For hundreds of years, the people of the Jerieng Tribe routinely carry out mountain alms. This ritual, which was formerly known as the "mountain *taber*", is usually carried out when entering the 14th day of the full moon or following the hijri calendar, namely on the 1st of Muharram. For the past three years, this ritual has been suspended due to the Covid-19

pandemic. It is believed by the people of the Jerieng Tribe, that this has led to a reduction in the yield of their gardens. Starting from pepper and rice that were hit by pests, to many durian trees that did not bear fruit. This tradition is a manifestation of how the jerieng tribe interprets the environment, land and forest, community communication and the environment can be seen from this tradition.

5. CONCLUSION

The Jerieng tribe, one of the Malay tribes on Bangka Island, Bangka Belitung Islands, who still maintains human morals toward nature. Ecological awareness The Jerieng Tribe uses religious or spiritual awareness. The moral is maintained in the form of communication in the form of "alms of the mountain".

6. REFERENCES

- Akamani, K. (2020). Integrating Deep Ecology and Adaptive Governance for Sustainable Development: Implications for Protected Areas Management. *sustainability review*. doi:10.3390/su12145757
- ditjenppimlhk. (2016). Mewujudkan 29% Penurunan Emisi Carbon Indonesia melalui REDD+ Komunitas (Konsorsium Pendukung Sistem Hutan Kerakyatan). Retrieved from <http://ditjenppi.menlhk.go.id/kcpi/index.php/aksi/redd/IMPLEMENTASI/305-mewujudkan-29-penurunan-emisi-carbon-indonesia-melalui-redd-komunitas-konsorsium-pendukung-sistem-hutan-kerakyatan>
- Gerring, John. 2016. *Case Study Research: Principles and Practices (Second Edition)*. Cambridge: Cambridge University Press
- Harris, M. (2019). *Sapi, Babi, Perang, dan Tukang Sihir: Menjawab Teka Teki Kebudayaan*. terj Ninus Andarnuswari. Marjin Kiri: Jakarta
- Mulyani, M., & Jepson, P. (2013). REDD+ and Forest Governance in Indonesia: A Multistakeholder Study of Perceived Challenges and Opportunities. *Journal of Environment and Development*, 22(3), 261-283.
- Murray Li, T, & Semedi, P. (2021). *Plantation Life: Corporate Occupation in Indonesia's Oil Palm Zone*. USA: Duke University Press.
- Naess, A. (1973). The shallow and the deep, long-range ecology movement: A summary. *Inquiry*, 16(-), 95-100.
- Naess, A. (1984). A defence of the deep ecology movement. *Environmental Ethics*, 6(3). 265-270. <https://doi.org/10.5840/enviroethics19846330>
- Naess, A. (1989). *Ecology, Community and Lifestyle*. United Kingdom: Cambridge University Press.

- Nur, M, I., Juana, T., Zain, F, C., & Astuti, D, R. (2021). Study of Agile Governance on Strengthening Reforestation Program in West Java Indonesia. *IOP Conf. Series: Earth and Environmental Science*. doi:10.1088/1755-1315/905/1/012009
- Peluso, N, L. (1992). *Rich Forest Poor People: Resource Control and Resistance in Java*. University of California Press: California
- Peluso, N.L, & Vandergeest, P. (2001). Genealogies of the Political Forest and Customary Rights in Indonesia, Malaysia, and Thailand. *The Journal of Asian Studies*, 60(3), 761-812. doi:10.2307/2700109
- Pepper, D. (2003). *Eco-socialism: From Deep Ecology to Social Justice*. Routledge: London
- Sumarmi., Bachri, S., Mutia, T., Yustesia., Fathon, M, N., Muthi, M, A., Nuraini, S, G, (2020). The Deep Ecology Perspective of Awig-Awig: Local Tribal Forest Preservation Laws in Tenganan Cultural Village, Indonesia, *Jurnal of Sustainability Science and Management*, 15(8), 102-113.
- Taylor, B. (2001). Earth and Nature-Based Spirituality (Part 1): from Deep Ecology to Radical Environmentalism. *Religion*, 31(-), 175-193.
- Tsujino, R., Yumoto, T., Kitamura, S., DJamaludin, I., & Darnaedi D. (2016). History of Forest Loss and Degradation in Indonesia. *Land Use Policy*, 57(-), 335-347.

INTERCULTURAL COMMUNICATION BETWEEN ARABIC DESCRIPTION AND ORIGINAL PEOPLE OF PALEMBANG IN BUILDING HARMONY

Badarudin Azarkasyi¹, Muhammad Mifta Farid²

^{1,2} Islamic State University Raden Fatah Palembang

ARTICLE INFO

Corresponding author:

badarudianazarkasyi_uin@radenfatah.ac.id

[c.id](https://orcid.org/0000-0001-9125-3125)¹

mmiftahfarid_uin@radenfatah.ac.id²

Citation:

ABSTRAK

Palembang sebagai kota metropolis dengan masyarakat majemuk terdiri dari berbagai suku dan etnis, khususnya pada penelitian ini ingin melihat Keturunan Arab dan Pribumi Asli dalam membangun kerukunan karena tidak lepas mendukung kemajuan kota Palembang sebagai perbedaan tersebut tidak menghambat walaupun adanya perbedaan Bahasa, budaya. Namun keunikan ini timbul dilihat nyata membaurnya dan menyatunya sosial dengan kehati-hatian dalam bersikap dan berinteraksi, sehingga akan ada perbedaan yang timbul, jika perbedaan tersebut tidak bisa dipahami dengan baik maka akan menimbulkan konflik dan memicu perpecahan karena karakter dan sifat dengan latar belakang berbeda menimbulkan kemungkinan besar masalah. Komunikasi antarbudaya tidak bisa lepas dari pengertian kebudayaan. Komunikasi dan kebudayaan merupakan dua konsep yang tidak bisa dipisah. Peneliti menggunakan teori dialetika, Jenis Penelitian yang digunakan dalam penelitian adalah Deskriptif dengan pendekatan kualitatif. Secara Dialek pada umumnya banyak berpandangan komunikasi orang Palembang bervokal berbeda dibanding keturunan arab padahal bermaksud baik dan tujuan komunikasi lebih akrab dan membaur. Hubungan dua etnis ini sudah berjalan baik dan harmonis karena didukung masyarakat asli Palembang selalu membuka diri untuk orang asing yang datang, dan Orang keturunan arab dapat mau berbaur dan menyatu karena latar Agama yang sama.

Keywords: *Komunikasi Budaya, etnis Palembang, etnis arab*

ABSTRACT

Palembang as a metropolis with a pluralistic society consisting of various tribes and ethnicities, especially in this study wanted to see Arab and Native Descendants building harmony because they cannot be separated from supporting the progress of the city of Palembang as these differences do not hinder even though there are differences in language, culture. However, this uniqueness arises, it can be seen that the social assimilation and integration of society with caution in behaving and interacting, so that there will be differences that arise, if these differences cannot be understood properly it will cause conflict and trigger divisions because the

characters and traits with different backgrounds cause conflict. most likely a problem. Intercultural communication cannot be separated from the notion of culture. Communication and culture are two concepts that cannot be separated. The researcher uses dialectical theory. The type of research used in this research is descriptive with a qualitative approach. In dialect, in general, Palembang people have a different-vocal view of communication compared to Arab descent, even though they have good intentions and the purpose of communication is more intimate and mingling. The relationship between these two ethnic groups has been going well and harmoniously because it is supported by the native people of Palembang who always open themselves up to foreigners who come, and people of Arab descent can want to mingle and unite because of the same religious background.

Keywords: Cultural Communication, Palembang ethnicity, Arab ethnicity

1. INTRODUCTION

Immigration patterns have existed in every region and also in big cities in the world, thus making humans meet each other with other humans from other nations or ethnicities according to Sihabudin (2013:6-7). Palembang is a city that has several ethnicities and traditional characteristics, several ethnic groups in the city of Palembang include Arab, Chinese, Javanese, and other ethnicities according to Mukarram (2017:1).

Intercultural communication cannot be separated from the notion of culture. Communication and culture are two concepts that cannot be separated. The simple meaning of intercultural communication is to add the word culture in the statement, namely communication between two or more individuals who have different cultural backgrounds Liliweri (2013:8-9). Intercultural communication is the exchange of messages orally, in writing, or imaginatively by two people from different cultural backgrounds. Intercultural communication is a communication process that aims to reduce the level of uncertainty to other individuals. Lary Mary "In the relationship between religious groups, there must be openness in the interaction to build an attitude of mutual understanding so as not to cause conflict.

A culture or studying cultural systems for communicating and interacting according to Yendra (2018:2). Language becomes part of a culture and even becomes the most dominant factor. The function of language itself is as a tool of social interaction in society. Although language is not only a medium of interaction, but language is the most urgent, complete, and perfect material in the interaction process Devianty(2017:235). Relationships between individuals and groups from different

cultural environments can affect communication patterns, so that they often encounter obstacles, such as language, norms, and customs of a particular community group that serve as guidelines for behaving and interacting, so that there will be differences that arise, if these differences cannot be met. If it is understood properly, it will cause conflict and trigger division.

Therefore, communication in a multi-ethnic relationship needs to be done to create a harmonious relationship, so that an awareness can be realized as a community that is within one territory of the Indonesian state, and can accept and respect each other's differences. Ethnic Arabs are one of the community groups who live in Al-Munawar Village in the city of Palembang. Some experts argue that the Arab ethnic people in the city of Palembang came from Hadramaut or the State of Yemen. Ethnic Arabs were originally middlemen traders, over time they settled and married the people of Palembang city according Mardeli(2017:2).

The process of interpretation and fusion, through this process humans and groups acquire the memories, sentiments, and attitudes of other individuals or groups, with various experiences and histories, associated with them in a common cultural life. The assimilation reflects the relationship between two groups, where one group as an indigenous community is usually dominant and the majority with a minority group which is usually a community or individual immigrant. Under these conditions, the minority group will gradually lose its identity.

According to Joibu, the identity reduction process during assimilation can lead to two possible consequences of assimilation, namely:

1. Minority groups lose their uniqueness and resemble the majority group. In the process the majority group did not change.
2. Minority groups and majority groups are homogeneously mixed, each group loses its uniqueness, then another product emerges, a process called Melting Pot by Apriana(2019).

2. LITERATURE REVIEW

Intercultural communication is the exchange of messages orally, in writing, or imaginatively by two people from different cultural backgrounds. Intercultural communication cannot be separated from the notion of culture. Communication and culture are two concepts that cannot be separated. William B. Hart (1996) asserts that intercultural communication emphasizes the effect of culture on communication, or the simple meaning is to add the word culture in the statement, namely communication between two or more individuals who have different cultural backgrounds Liliweri(2013:8-9).

Hammer (1998) cites the parable of Wilbur Schramm (1982), describing that the field of communication studies is like an oasis, and the study of intercultural communication is shaped by the science of humanity which seems nomadic and meets in an oasis. The "nomadic" social sciences are anthropology, sociology, psychology, and international relations. Therefore, most of the understanding of the science of intercultural communication comes from these sciences.

Andrea L. Rich and Dennis M. Ogawa in the book Larry A, Samovar and Richard E. Porter Intercultural Communication, A Reader, defines intercultural communication as communication between people of different cultures, both between ethnic groups, between ethnicities and races, or social class. The greater the degree of intercultural differences, the greater the loss of opportunity to formulate a certain level of certainty for effective communication. There must be a guarantee for the accuracy of the interpretation of verbal and non-verbal messages, thus a society that is in different cultural conditions then interpersonal communication can become intercultural communication, the culture that is the background can influence individual communication behavior by Liliweri (2013:8-9).

3. RESEARCH METHOD

This study uses a qualitative approach where a research method and understanding based on the methodology explores a social phenomenon and human problems. Creswell (1998) explains that qualitative research is a complex picture, that examines words, reports detailed views of informants, and carries out

studies under natural conditions. The nature of this research is descriptive research, namely research that describes a symptom, event, or event that is happening now. Descriptive research focuses on the view of actual problems as they were when the research process was carried out. The steps of data collection are through interviews, observation, and documentation, then concluding according to Noor(2015:33-35).

Interviews are data collection techniques that are carried out face-to-face directly with informants but can also be asked questions first to be answered on another occasion. Qualitative research uses in-depth interview techniques, namely the process of obtaining information for research purposes and conducting questions and answers directly with the resource person according to Rahmat(2014:88).

In this study, researchers conducted interviews with five informants consisting of two men, namely Ahmad Syech, an Arab descendant, 35 years of age, entrepreneurial work (printing), the address of Al-Munawar Village who is also the Chairman of Rt 24 Al-Munawar Village. , and the other is Lutfi, a young man of Arab descent, 27 years old, a teacher at MI Al-Kautsar Al-Munawar Village, and living in Al-Munawar Village.

While the other three informants, namely a woman, including Latifah Hanim, a native of Palembang, 40 years old, working as an entrepreneur (Clothing Shop), resides in Lorong Jaya who is also the Chairperson of Rt 07 Lorong Jaya. The second is Aluyah, who is of Arab descent, 52 years old, a housewife, and is the head of the women's study, the address is Al-Munawar Village. And the third is Zulaiha, a native of Palembang, 48 years old, an entrepreneur (trader), lives in Lorong Jaya, and is also a community leader on Rt 07 Lorong Jaya.

From observations made in the field, the researchers found that the communication process between people of Arab descent and native people of Palembang takes place every day because of the location of the residences that are side by side so that the relationship between the two groups is very close as for the types of communication that take place in the two groups of people, namely interpersonal communication and communication. face-to-face groups.

Most of the data and facts are stored in materials in the form of documentation. This amount of data is not limited to space and time, therefore researchers have the opportunity to find out about things that happened in the past. In detail, documentary data is divided into several types, namely personal letters, diaries, memorials, autobiographies, and documents stored on the internet by Rahmat(2014:88).

The location of the research conducted by researchers is in Kampung Arab Al-Munawar Rt. 24 and the indigenous people of Palembang Rt. 7 which is located at 13 Ulu Palembang City. In that area, there are people of Arab descent who live side by side with the native people of Palembang City.

Gambar 1.1



Kampung arab 13 ulu. Sumber: Berbagi Informasi dan Pengalaman Wisata

Al-Munawar Village, which was built during the Habib Abdurrachman AlMunawar era, has not changed much. The name Al-Munawar comes from a family name or clan from the country of Yemen, the word Munawar or Nawir means a person who istiqomah and pious, even called a person whose face is radiant and authoritative. Habib Abdurrachman Al-Munawar is the only child of Habib Muhammad bin Abdurrachman bin Aqil Al-Munawar. In childhood, he was taught about Islam and the science of commerce. As an adult, Habib Muhammad bin Abdurrachman bin Aqil Al Munawar was permitted by his parents to migrate to other countries to deepen his knowledge and preach the message of his father Prophet Muhammad SAW according to Suriadi, et. al(2019:1).

4. RESULT AND DISCUSSION

The results of the interviews conducted by researchers are as follows;

1. The form of communication applied by people of Arab descent and native people of Palembang in building harmony.

Based on interviews with Rukun Tetangga (RT) 24, Al-Munawar Ahmad Syech (Arabic descent) said that the communication used in everyday life is the Palembang language (Malay) because since birth they have used the Palembang language, not all people of Arab descent master the Arabic language, only Arab descendants who enter the Islamic boarding school who master the Arabic language. The head of the Rukun Tetangga (RT) 7 Latifah Hanim (a native of Palembang) also said that in daily interactions, he uses the Palembang (Malay) language so that there are no problems in communicating.

Not only the RT heads from the two community groups, but Lutfi (of Arab descent) said that from birth they had used the Palembang (Malay) language. So, from the interviews, the researchers got the results that the communication that took place between the two groups of people who had these different backgrounds in everyday life used the Palembang (Malay) language, so there were no obstacles in the language used and the two groups of people had no difficulties in communicating, communicate with each other.

2. The difference in the background becomes an obstacle in establishing communication.

Based on the research that the author did, there were differences between the people of Arab descent and the native people of Palembang who lived in the 13 Ulu area of Palembang City. The difference that the writer finds between the two groups is that in terms of culture, people of Arab descent inherit the culture handed down by their ancestors.

Some of the customary rules regarding marriage, namely that women of Arab descent are only allowed to marry men of Arab descent, while men of Arab descent are allowed to marry any woman. In addition, the wedding ceremony for people of Arab descent is also regulated by existing customs, the wedding ceremony is only held once a year where all the bride and groom perform the marriage agreement on the same day and place, namely in Al-Munawar Village. An interview conducted by the author with the head of the RT Kampung Al-Munawar Ahmad Syech (of Arab descent) said that the difference in the cultural background did not become an obstacle for the people of Arab descent and the native people of Palembang in building harmony and in establishing communication/interaction.

Zulaiha (a native of Palembang) a resident of Rt.7 said that the difference was not a problem because almost every activity that took place between the two groups involved each other and helped each other. Aluyah (of Arab descent) said that the two groups respect each other and have a high tolerance so that cultural differences are not a problem.

From interviews, researchers with several informants found that although there are differences in culture/customs between the two groups of people, it is not a problem or obstacle to building harmony and maintaining communication relationships because the two groups respect each other and have a high sense of tolerance for each other. each culture.

3. Efforts made by both groups in building and maintaining harmony.

Building harmony is not a difficult thing but also not an easy thing, there needs to be an effort that must be done so that

harmony can be built and maintained, as has been done by the people of Arab descent and the people of Palembang. When the writer interviewed the head of Rt 7 Latifah Hanim (a native of Palembang) said that there were community institution activities such as recitations once a week which were held at a nearby mosque which was also usually held in the homes of residents, both residents of the indigenous people of Palembang and citizens of Arab descent.

Besides that, there is the Ta'lim Council of Ahmad Syech (of Arab descent) the chairman of Rt 24 who also said that recitations were often held for women, and there was also the Al Habib Abdurrahman bin Muhammad Al Munawar Ta'lim Council in Al-Munawar Arab Village where the activity is open to the public so that the indigenous people of Palembang can come without having to be invited in advance, besides that if there are events, both the native people of Palembang and the people of Arab descent both invite each other.

Zulaiha (a native of Palembang) a resident of Rt.7 said that every time there was an event or activity held either by the native people of Palembang or the people of Arab descent, the two groups helped each other. From the interview above, the authors get the results that the efforts made by the two groups in building and maintaining harmony are by holding community institution activities such as the recitation, the Ta'lim Council, and through other activities where the two community groups always help in every activity that exists.

4. The basis for the two groups to be able to live in harmony

Everyone who lives in the community aspires to a harmonious life among each other, to be able to live in harmony it is necessary to make an effort, but there must be other things that are the basis for the community to live in harmony, therefore the researcher interviewed several sources about the basis of the Arab descent community. and the native people of Palembang can live in harmony. From the researcher's interview with Ahmad Syech (Arabic descent), the head of Rt 24 Kampung Al-Munawar said that since the beginning of the arrival of the ancestors of the Arab descendants to Palembang, the people of Palembang City were well received by the people of Palembang City, even many men were married to native women from Palembang, so it has been should live in harmony. Latifah Hanim (a native of Palembang) the head of Rt 7 said that they lived close together and had known each other for a long time so they could live in harmony, and also Lutfi (of Arab descent) said that fellow Muslims must live in harmony, Islam teaches to live in harmony, apart from They have lived together since birth and have known each other so they are like family.

From the results of interviews with interviewees, the author knows that the basis for the two community groups can live in harmony, namely because the areas where they live are close together so that interactions often occur between the two groups of people, and also people of Arab descent who have now become part of urban society. Palembang so that they already know each other.

5. Efforts made by both groups in maintaining communication relations.

As social beings, communication is a tool for exchanging ideas, but communication relationships must be maintained so that communication relationships can take place properly. Therefore, the authors conducted interviews with informants to find out the efforts made by the people of Arab descent and the native people of Palembang to maintain communication relations.

From an interview with Ahmad Syech (Arabic descent) the head of Rt 24 said that the communication relationship was very strong because every day they saw each other, Latifah Hanim (a native of Palembang) the head of Rt 7 said that every day they often met and greeted each other and sometimes even gathered together things that Lutfi (Arabic descent) also said the same thing every day because they live next door so they often meet.

So the interview that the author conducted found out that the efforts made by the Arab and native people of Palembang in maintaining communication relations were supported by the factor of the area where they lived next door, which made them meet almost every day so that communication relations were always well maintained.

5. CONCLUSION

Based on the results of research on Intercultural Communication Between Arab Descendants and Palembang Native People in Building Harmony, in this chapter the author concludes that;

1. The form of intercultural communication between Arab descendants and the native people of Palembang in building harmony, namely, the people of Arab descent living in Al-Munawar Village since birth has used the Palembang language (Malay). So in terms of language, people of Arab descent and native people of Palembang have no difficulty in establishing communication.
2. Supporting factors and inhibiting factors in building harmony between people of Arab descent and indigenous people of Palembang, namely, First, Second Enthusiasm, Region. Third, mutual respect and tolerance. Fourth Do not close yourself and do not discriminate. Meanwhile, the

inhibiting factors are; The first is the difference in cultural background. Both are busy.

After doing the research properly, the writer put forward some suggestions, namely;

1. For people of Arab descent and native people of Palembang that differences in the background are not a problem in establishing communication and not an obstacle in building and maintaining harmony.
2. To further research, hopefully, this research can be a reference for conducting more in-depth research on Intercultural Communication using different methods, theories, or approaches from this research.

6. ACKNOWLEDGEMENT

Praise and gratitude to Allah SWT, God Almighty, for the abundance of His guidance so that the journal entitled "Brand Image of original products becomes authentic in building business trend communication". Completion of this journal involves many parties who have provided assistance either directly or indirectly, morally and materially. Therefore, in this ability, the writer would like to express his appreciation and gratitude to:

1. Raden Fatah University UIN Palembang has assisted the research.
2. Bengkulu University has assisted with the publication.
3. Deans & Lecturers of the Faculty of Social and Political Sciences, UIN Raden Fatah Palembang, helped each other in writing.
4. Beloved wife who has helped in writing the journal.

REFERENCES

- Liliweri Alo, "Dasar-Dasar Komunikasi Antarbudaya", Yogyakarta: Pustaka Pelajar, 2013.
- Noor Juliansyah, "Metodologi Penelitian", Jakarta: Prenadamedia Group, 2015.
- Rakhmat Jalaluddin, "Metode Penelitian Komunikasi", Bandung: Pt Remaja Rosdakarya Offset, 2014.
- Sihabudin Ahmad, *Komunikasi Antrbudaya Satu Perspektif Multidimensi*, Jakarta: Bumi Aksara, 2013.
- Yendra, *Mengenal Ilmu Bahasa (Linguistik)*. Yogyakarta: Deepublish, 2018, 2.
- Mukarram Alfathul, "Identitas Budaya Musik Gambus di Palembang", <https://journal.uny.ac.id/index.php/imaji/article/view/13885>, Universitas Negeri Semarang, Vol 15, No 1, 2017.
- Mardeli, "Budaya Islam Lokal di Kampung Al-Munawar Palembang", *oIntizar*, <http://jurnal.radenfatah.ac.id/index.php/intizar/article/view/2240>, Vol 23, No 2, 2017.
- Apriana, "Asimilasi Kultural Arab-Melayu Palembang", *Jurnal Studi Islam*, <http://jurnal.radenfatah.ac.id/index.php/medinate/article/download/4248/2927>, Uiversitas Islam Negeri Raden Fatah Palembang, 2019.

Nagara Dana Rakca, "Main Ke Kampung Arab 13 Ulu Palembang", <https://www.buayajalan.com/2018/10/main-ke-kampung-arab-13-ulu-palembang.html>.

Suriadi Aan & Ida Suryani, "Kampung Arab Al-Munawar 13 Ulu Palembang Sebagai Sumber Pembelajaran Sejarah Lokal", *Jurnal Historia*, Vol 7, No 1, 2019.

Rina Devianty, "Bahasa Sebagai Cermin Kebudayaan", *Jurnal Tarbiyah*, Vol. 24, No. 2, Juli-Desember 2017, 235

MIDDLE IN SERAWAI WOMEN AN ARTIFACTUAL COMMUNICATION ANALYSIS

Lena Alfa Rhoza¹, Rasianna BR Saragih², Eka Vuspa Sari³

¹²³ Faculty of Social and Political Science, University of Bengkulu

ARTICLE INFO

Corresponding author:

lanaalfarhoza11@gmail.com

Citation:

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Artifactual Penggunaan Tengkuluk Sebagai Wujud Identitas Sosial dan untuk Mengetahui Makna Penggunaan Tengkuluk pada Wanita Suku Serawai Bengkulu Selatan. Penelitian ini menggunakan teori interaksi simbolik berdasarkan aspek Mind, Self, dan Society. Metode yang digunakan adalah kualitatif dengan menggunakan pendekatan deskriptif kualitatif. Teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian berjumlah enam orang yang diperoleh dengan teknik purposive sampling. Teknik validitas data menggunakan triangulasi sumber. Hasil penelitian ini menunjukkan bahwa Tengkuluk tidak dapat mengkomunikasikan emosi informan, Emosi tersebut tidak ada hubungannya dengan Tengkuluk yang mereka gunakan, baik dari segi warna, cara penggunaan, maupun motif yang digunakan. Karena mereka menggunakan Tengkuluk sebagai media untuk menunjukkan bahwa mereka memiliki menantu perempuan apa pun kondisi emosional yang mereka rasakan tidak dapat ditunjukkan melalui Tengkuluk yang mereka gunakan. Tengkuluk dapat mempengaruhi perilaku informan. Wanita yang pernah menggunakan Tengkuluk merasa telah menjadi panutan sehingga harus menjaga ucapan dan perilakunya. Tengkuluk dapat mengkomunikasikan Diferensiasi (Perbedaan) informan dengan perempuan lain. Perbedaan tersebut terlihat pada peran sosial yang mereka miliki, perilaku mereka, dan tutur kata yang mereka gunakan.

Kata kunci: Artefak, Pemanfaatan Tengkuluk, Perempuan Suku Serawai.

ABSTRACT

This study aims to determine the Artifactual The Use of Tengkuluk as a Form of Social Identity and to find out the Meaning of the Use of Tengkuluk in Women of the South Bengkulu Serawai Tribe. This study uses the theory of symbolic interaction based on aspects of Mind, Self, and Society. The method used is qualitative by using a qualitative descriptive approach. The data collection techniques are through interviews, observation, and documentation. The research informants were six people who were obtained using the purposive sampling technique. The data validity technique uses source triangulation. The results of this study indicate that Tengkuluk cannot communicate the informant's emotions, The emotions have nothing to do with the Tengkuluk they use, both in

terms of color, method of use, and motifs used. Because they use Tengkuluk as a medium to show that they have a daughter-in-law whatever emotional condition they feel cannot be shown through the Tengkuluk they use. Tengkuluk can influence the behavior of informants. Women who have used Tengkuluk think that they have become role models so they must maintain their speech and behavior. Tengkuluk can communicate Differentiation (Difference) informants with other women. These differences can be seen in the social roles they have, their behavior, and the speech they use.

Keywords: *Artifactual, Use of Tengkuluk, Serawai Tribe Women.*

PRELIMINARY

Indonesia is a country that is rich in diversity ranging from traditions, culture, race, and language to customs. The diversity of different cultures in each region illustrates the values and social life of the supporting community. One of the cultures or habits of the community is the use of traditional clothing that is used as a social identity in society, such as the use of Tengkuluk by women from the Serawai tribe of South Bengkulu.



Figure 1.1 use of Tengkuluk

Tengkuluk is a culture that exists in the Serawai Tribe, South Bengkulu, which is a social character for Serawai women. Tengkuluk is a headband worn by Serawai women as their social identity in society. Tengkuluk is a form of their social identity in society and is used in various women's activities. The use of Tengkuluk in Serawai women is also used as a form of non-verbal communication media.

Dick Hebdige in *The Meaning of Style* states that: "I speak through my clothes", meaning that the clothes that someone wears can state the wearer. When interacting with other people

we will interpret a person's self from what he wears as if showing a message in it. Clothing is considered to have a communicative function which is a form of artifactual communication in the realm of nonverbal communication. Clothing is a self-representation that shows who he is, this explains that clothes provide a statement about ourselves that is displayed through the use of clothes.

This study aims to find out how Tengkuluk can communicate artifactually the emotional dimensions, influence behavior, and show the differentiation of women from the Serawai Bengkulu Selatan tribe and the meaning of using Tengkuluk in women from the Serawai tribe.

Tengkuluk As Artifactual Communication

Clothing serves as a medium to convey a message. Clothing displays a role as a cultural display because clothing can communicate the culture of the wearer. According to Rakhmat (1994:292) clothing in the context of nonverbal communication is part of an artifactual message where a form of the message is expressed through appearance. For women, artifactual is displayed in various ways, for example in the form of clothing, make-up, glasses, accessories and hairdos, false eyelashes, jewelry, and other accessories.

Kefgen and Specht state that there are three dimensions of information about individual clothing caused by clothing, namely (Sihabuddin, 2011: 108-109):

1. Emotion

Clothing can show and communicate information about the emotions of the wearer. This can be seen in the terms Glad Rags (cheerful clothes), widow's weed (mourning clothes, and Sunday clothes). the user.

2. Behavior

Clothing also affects the behavior of the wearer as well as the behavior of the person who responds to it. In nightclubs, women who dress in syar'i will be seen as strange when entering the nightclub because women who dress in syar'i are judged as good people and should not enter the nightclub area which is dominated by people who want to commit immorality. Clothing is used to show or define the social role that a person has. Clothing is used as a sign for certain people to be able to carry out their roles so that they are expected to behave in certain ways.

3. **Differentiation(Difference)**

Clothing can make the difference between one person and another or one group from another. From the clothes, we can distinguish whether someone comes from a member of the punk community, hijab, or motorcycle lover. The use of clothing in certain groups can be a differentiator between one person and another, this shows that clothes can be a differentiator between one group and another and can also be used as their identity.

The use of the neck in women

Tengkuluk is a head covering used by the women of the Serawai tribe in South Bengkulu and is a differentiator in social life. *Tengkuluk* has an important position in social life of the Serawai tribe, especially for women. This can be seen from the use of *Tengkuluk* which is used as a head covering for Serawai women. The head is the highest body part in the human body, so the use of *Tengkuluk* on Serawai women is considered a symbol of honor. In addition, the head is also considered by the community as a sacred area for the human body so it must be decorated and maintained or maintained properly.

Tengkuluk not only used by women in Bengkulu, but the use of *Tengkuluk* can also be found in several areas in Indonesia. Just as in Bengkulu *Tengkuluk* has also been used by women from various other areas such as *Tengkuluk* Minangkabau, *Tengkuluk* Jambi, and *Tengkuluk* Bali.

George Herberd Mead's Symbolic Interaction Theory

The concept of symbolic interaction theory is based on ideas about individuals and their interactions with society. The essence of symbolic interaction is an activity that is characteristic of humans, namely communication or the exchange of symbols that are given meaning. According to the theory of symbolic interaction, social life is the basic human interaction that uses symbols, they are interested in the way humans use symbols that represent what they mean to communicate with each other and the influence that the

interpretation of these symbols has on behavior. parties involved in social interactions.

A person's behavior will be influenced by the meaning that is understood through symbols given by others, as well as the behavior of that person. Symbolic interaction theory teaches that meaning arises as a result of interactions between humans both verbally and non-verbally. Through actions and responses that occur, we will give meaning to words or actions, and therefore we can understand an event in certain ways. Three themes of George Herbert Mead's concept of thought that underlie symbolic interaction include:

- a) The importance of meaning for human behavior.
- b) The importance of the concept of self.
- c) The relationship between the individual and society.

Herbert Mead explains there are three aspects to the theory of symbolic interaction, the first is Mind (Mind). Mind is the ability to use symbols that have the same social meaning, where each individual must develop their thoughts through interaction with other individuals, thinking is a process of interaction with oneself. The second concept is self. It is our overall perception of how other people see us. Self (Self) is the ability to reflect on each individual's self from the assessment of the point of view or opinion of others, and the theory of symbolic interactionism is one branch of sociological theory that proposes the self (The-Self) and the outside world. The third concept, in symbolic interaction, is society (Society).

RESEARCH METHOD

This study uses descriptive qualitative research methods. Data collection techniques through interviews, observation, and documentation. The main informants of the research were six people, the six informants consisted of 3 traditional leaders and 3 women who used *Tengkuluk* in Maras Village, Air Lime District, South Bengkulu Regency. Research informants were obtained using a technique (purpose sampling). The research process was carried out at the residence of each informant, the data analysis technique used three stages, namely the data reduction stage, data presentation and conclusion drawing, and data wetness technique using source triangulation.

RESULT AND DISCUSSION

The Artifactual Dimension of the Use of Tengkuluk in Women of the Serawai Tribe, South Bengkulu

a. Emotion Dimension

Based on the results of interviews with the six research informants, they revealed that there was no relationship between the Tengkuluk they used and the emotions they felt. The use of motifs, color selection, and the method of using Tengkuluk that they choose cannot show the emotions and moods that are being felt by the wearer so the use of Tengkuluk cannot be a measure of the emotions of Serawai women. The following is the statement of one of the informants:

"Tengkuluk is a form of offering or gift given by the daughter-in-law to the mentuau tinau (daughter-in-law) which is given when it comes after the marriage contract. This Tengkuluk was previously used by the community to convey to people that they had married their children but did not organize parties. Tengkuluk used from the time of the ancestors until now there is no difference in terms of color, which is dominated by dark colors such as gray and black. Tengkuluk cannot display the emotions or moods of the wearer because Tengkuluk is used to show identity rather than emotions of the wearer."(results of interviews with informants 2)

b. Behavioral Dimension

From the results of interviews and direct observations that have been carried out, the researcher understands that Serawai tribal women who have used Tengkuluk are very careful about their attitudes and behavior. The neck they use greatly affects their behavior, this can be seen in the way they behave, speak, and how they treat others. Women who have used Tengkuluk mean that they have become role models and examples for their daughter-in-law and those around them so they should be able to reflect good behavior. The following is the expression of one of the research informants:

"The Tengkuluk that I use certainly greatly affects my behavior because other people see that I have used the Tengkuluk, which means that I can't act as I please without prior consideration. Women who have used Tengkuluk should be able to set a good example, especially for their daughter-in-law and people in

their social life." (results of interview with informant 6, on 8 May 2022)

c. Dimensions of Differentiation

Based on the results of interviews with the six informants, the researcher understands that Tengkuluk can convey non-verbal messages about a person's identity. Tengkuluk can communicate differences from one woman to another. As well as the differences in women from the Serawai tribe, South Bengkulu. Others can understand their differences with women who don't use Tengkuluk. Other people think that women who use Tengkuluk are women who can already be role models and can behave well. These are the results of observations that have been made by researchers on the way they behave and how they speak. The behavior shown by women who use Tengkuluk is certainly different from women who do not use Tengkuluk. The difference can be seen in their daily activities. In addition, the words used are also very guarded because their advice and words become guidelines for their daughter-in-law to build their household. The following is the expression of one of the research informants:

"Tengkuluk is not only a decoration and a compliment when dressing Serawai women, but its use has an important meaning. Through the use of Tengkuluk, other people can distinguish whether the woman already has a daughter-in-law or not. The use of Tengkuluk is also not arbitrary because women who do not have a daughter-in-law are not allowed to use Tengkuluk. After all, this Tengkuluk is their differentiator in society. In addition, the use of Tengkuluk can also show the different social roles played by a woman." (results of interview with informant 2, on May 6, 2022)

MEANING OF THE USE OF TENGKULUK ON SERAWAI TRIBE WOMEN

Based on the results of interviews conducted by researchers with informants, several findings were obtained regarding the meaning of using Tengkuluk in women from the Serawai tribe of South Bengkulu. The tengkuluk used by the women of the Serawai tribe is not only used as a complement to clothing but also has an important meaning in every use. The Tengkuluk used by the women of the Serawai tribe is a symbol of honor for a woman who already has a daughter-in-law.

In addition, Tengkuluk is a characteristic used by Serawai women who already have a daughter-in-law so that their identity is more easily known by others. The following statement was expressed by one of the research informants as follows:

“The tengkuluk is a symbol of honor that is owned by the women of the Serawai tribe. Tengkuluk is used to indicate that they already have a son-in-law, besides that Tengkuluk makes the identity of serawai women easier to identify, especially when meeting many people.” (results of interview with informant 6, on 8 May 2022)

CONCLUSION

Based on the results of the research data analysis that has been done, it can be concluded as follows:

1. *Tengkuluk* communicating the artifactual dimensions of emotion, behavior, and differentiation of women from the Serawai tribe, South Bengkulu.

a) Emotion Dimension

Tengkuluk used by Serawai women as a form of identity in their social life. Tengkuluk can not show the emotions or moods felt by the wearer. The emotions have nothing to do with the Tengkuluk they use, both in terms of color, method of use, and motifs used. Because they use Tengkuluk as a medium to be able to show others that they already have a daughter-in-law so that whatever emotional condition they feel cannot be displayed through the Tengkuluk they use.

The Tengkuluk used consists of dark colors and has several motifs but these colors and motifs cannot be used as a benchmark to find out how the emotional state and mood of the wearer are, so the use of Tengkuluk cannot be a medium of artifactual communication of their emotions and moods.

b) Behavioral Dimension

Tengkuluk used by Serawai women can influence and control their behavior so that they feel inappropriate if they have to behave badly. Women who have used Tengkuluk think that they have become role models and must set a good example so that they have to be more careful about their speech and behavior. The Tengkuluk can also influence the behavior of others towards them because the Tengkuluk makes them more valued and respected.

c) Dimensions of Differentiation

The use of Tengkuluk can communicate the differences (differentiation) of Serawai women from other women. These differences can be seen in the Tengkuluk they wear, the behavior and speech they use, and the way they interact in social life.

2. The Meaning of Using Tengkuluk in Women of the Serawai Tribe, South Bengkulu
Tengkuluk used by women in Maras Village, Air Nipis District, South Regency as a symbol or sign indicating the identity that they already have a daughter-in-law. In addition, Tengkuluk has a meaning as a symbol of honor given by a daughter-in-law to her mother-in-law.

REFERENCES

- Barker, Chris. 2004. Culture Studies, Theory and Practice. Yogyakarta: DiscourseCreation.
- David Chaney, 2011. Lifestyles: A Comprehensive Introduction, Yogyakarta: Jalasutra.
- Effendy, Onong Uchjana, 2009. Communication Science Theory and Practice. Bandung: PT Pemuda Rosdakarya.
- Hardani, Ustiaty. Istiqomah. Fardani. Sykmana. Auliya. 2020. "Qualitative & Quantitative Research Methods". Yogyakarta: Science Library.
- Ibrahim, Idi Subandy. 2007. Popular Culture as Communication, Yogyakarta: Jalasutra.
- Idrus, Muhammad. 2009. Social Science Research Methods. Yogyakarta: Erlangga
- Ihromi. 2006. Fundamentals of Cultural Anthropology. Jakarta: Indonesia Torch Foundation.
- Malcolm, Barnard. 2011. Fashion As Communication. Yogyakarta: Jalasutra.p.84.
- Malcolm Barnard. 2011. Fashion as Communication, ter. Idy Subandy Ibrahim and Yosai Iriantara, Yogyakarta: Jalasutra.
- Marcel, Danesi. 2011. Messages, signs, and meanings. Yogyakarta: Jalasutra.
- Moleong, LJ 1994. Qualitative Research Methods. Bandung: Rosdakarya Youth.
- Morrison. (2013). Theory of Individual to Mass Communication. Jakarta: Kencana Prenada Media Group.
- Mulyana, Deddy, 2017. Communication Science An Introduction. PT. Rosdakarya Youth, Bandung.
- Rakhmat, J. 2011. Psychology of Communication. Bandung: PT Pemuda Rosdakarya.
- Sihabudin, A. 2011. Intercultural Communication, A Multi-Dimensional Perspective. Jakarta: Earth Literacy.

Journal :

- Istiyanto, S Bekt. 2019. The Importance of Artifactual Communication in Successful Modification of Interhuman Communication. Purwokerto. General Sudirman University.
- Mayanti, Eliza Dwi. (2015). Study on Tengkuluk Serawai Fabric in Bengkulu City (SKRIPSI), Padang State University.
- Marzuki, Muhammad. 2010. Situational Perspective in Political Communication of DPRD Members in Multi Ethnic Regions. Hammer. Tadulako University.
- Mayyanti, Eliza Dwi. 2015. Study on Tengkuluk Serawai Fabric, Bengkulu City. field. Padang State University.
- Mentari, Made Padmi. 2020. Non Verbal Communication Through Appearance.Singaraja. Mpu Kuturan Singaraja StateHindu High School.
- Resali and Ujang. 2017. "Indigenous Arts and Culture of the Serawai Tribe". Journal of Social Studies.
- Sugiyono. 2018. Quantitative, Qualitative Research Methods. Bandung: CV Alfabeta.

PERCEPTIONS OF THE MUSLIM COMMUNITY OF SEMIDANG ALAS SELUMA TOWARDS THE TRADITIONS OF BENIAT AND NAZAR

Sigit Bakauni

University of Bengkulu

ARTICLE INFO

Corresponding author:

Bakaunisigit@gmail.com

Citation:

ABSTRAK

Tradisi Beniat merupakan tradisi yang dilakukan oleh masyarakat Semidang Alas, Seluma sebagai bentuk rasa syukur saya kepada Allah SWT, atas nikmat dan prestasi yang diperoleh seseorang. Nazar adalah kemampuan untuk melakukan ibadah yang tidak wajib, baik secara mutlak maupun yang berhubungan dengan sesuatu untuk melakukan sesuatu guna mendekatkan diri kepada Allah SWT. Rumusan masalah dalam penelitian ini adalah bagaimana prosesi tradisi beniat dan bagaimana masyarakat muslim mempersepsikan tradisi beniat. masyarakat terhadap tradisi Beniat. . Jenis penelitian ini adalah penelitian lapangan dengan menggunakan penelitian kualitatif dengan metode deskriptif. Sumber data dalam penelitian ini adalah dokumen di beberapa desa di Kecamatan Semidang Alas, tokoh adat, tokoh agama, mahasiswa, dan Ketua MUI Bengkulu. Metode pengumpulan data dilakukan dengan observasi, wawancara, dokumen, foto, rekaman, gambar, dan percakapan informal. Analisis data dilakukan melalui tahapan, yaitu: reduksi data, pemodelan data, dan penarikan atau verifikasi kesimpulan. Hasil penelitian adalah prosesi tradisi beniat melalui beberapa tahapan, yaitu: tahap persiapan, tahap pelaksanaan, dan tahap pelaksanaan. Persepsi masyarakat Kelompok pertama menyatakan bahwa tradisi Beniat dilakukan karena adat turun temurun dari nenek moyang dan menyatakan bahwa nazar merupakan pilihan bagi sebagian orang selain tradisi Beniat. Kelompok kedua menyatakan bahwa tradisi Beniat adalah musyrik karena meyakini selain Allah SWT dan berpendapat lebih baik melaksanakan nazar karena telah dijelaskan dalam Al-Qur'an.

Kata Kunci : Tradisi Beniat, Nazar, dan Persepsi Masyarakat.

ABSTRACT

The Beniat tradition is a tradition carried out by the people of Semidang Alas, Seluma as a form of my gratitude to Allah SWT, for the blessings and achievements obtained by someone. Nazar is the ability to do worship that is not mandatory, either absolutely or associated with something to do something to draw closer to Allah Almighty. The formulation of the problem in this study is how the beniat tradition procession is and how the Muslim community perceives the Beniat tradition. The purpose of the study is to find out the process of implementing the Beniat tradition and to find out the perception of the Muslim community towards the Beniat tradition. . This type of research is field research using qualitative

research with descriptive methods. The source of data in this study is documents in several villages in Semidang Alas District, traditional leaders, religious leaders, students, and the Head of MUI Bengkulu. The data collection method is carried out by observation, interviews, documents, photos, recordings, drawings, and informal conversations. Data analysis is carried out through stages, namely: data reduction, data modeling, and drawing or verifying conclusions. The result of the research is the procession of the Beniat tradition through several stages, namely: the pre-preparation stage, the stage during implementation, and the stage when implementing. People's perception The first group states that the Beniat tradition was carried out due to the hereditary customs of the ancestors and states that the vow is an option for some people other than the Beniat tradition. The second group stated that the Beniat tradition was musyrik because it believed other than Allah Almighty and thought it was better to carry out the vows because it was explained in the Qur'an.

Keywords : Beniat Tradition, Nazar, and Community Perception.

4. INTRODUCTION

Introduction: The author seeks to describe the public perceptions of the pros and cons of the Beniat tradition in Gerincing based on educational background. The author sees many differences between the Beniat tradition and the Islamic-style vows. The differences include various aspects, the place of implementation, pre-implementation, and the time of implementation. In the implementation of the Beniat tradition, it is carried out in the magic serunting petilasan which is commonly called Gerincing by bringing animals to be cut, at this stage, some people bury the head and some people do not bury it. As for the vow, it does not have to leave any part of the animal's body and can be carried out anywhere. Then, at the pre-implementation stage, the Beniat tradition must be in the knowledge of the traditional head. the vows, on the other hand, may be carried out individually without notifying the head of the custom. As for the time of implementation of the Beniat tradition, it is more complex, while the vows are simpler. In the Beniat tradition, it is usually done by bringing animals to the petition. As for vows, it is not necessary to bring animals to the pet. If unable to pay the vows, it can be replaced by paying a fine or kafarat in the form of feeding the poor, giving clothes to 10 dhuafa people, liberating servants, and or fasting for three days.

Some people in Semidang Alas believe the Beniat tradition is a sacred event. There are unique things that need to be revealed. This tradition is mandatory for some people who have commitments or promises, on the hopes that are realized. This

is an obligation because if it is not done, it will cause havoc and will bring bad luck to the person concerned. Society believes that, there is a miracle that really happened to the Beniat tradition. On the contrary, there is also bad luck, for some people who do not carry out the Beniat tradition.

The Semidang Alas people in Seluma believe that the Beniat tradition has noble values. The Beniat tradition is carried out by the community in several villages, including: such as Rantau Panjang village, Bandung Agung, and Pajar Bulan Village. It's just that the timing of the implementation is different They are convinced, that this is the teaching of the ancestors. Similarly, as in Talang Durian Village, the Beniat tradition in Gerincing is passed down from generation to generation, intended as a form of respect and preserving existing traditions. In the efforts to preserve that tradition, there are differences between then and now. Some people carry out the Beniat tradition after the rice harvest. Whereas now it is only done when there are some people who want to fulfill promises. In the past, the community carried out this tradition as a form of respect for Serunting Sakti. Puyang Serunting Sakti nicknamed Si pahit lidah has been a role model for society since time immemorial.

Unlike the case with vows, the author quotes from the nu.or.id page (NU Online) about vows, linguistically it is a promise (doing something) good or bad. Meanwhile, the vows are reviewed on the understanding of syara' is being able to do worship and draw closer to Allah Almighty. Thus, the law of making vows is a miracle (it can be done or not). It is not

lawful to make a vow if you do something obligatory, such as the five-time prayer because it is already an obligation for a Muslim. The effect of working on a vow is cases whose legal origin is sunnah or fardhu kifayah become mandatory for him. For example, almsgiving to the poor was originally sunnah, becoming mandatory for the one who vowed to do so.

Talang Durian Village community leader Rinaldi (48) said that in the Serawai Tribe, there are many kinds of cultures and traditions in the area, one of which is the Beniat tradition in Gerincing. Historically, according to the stories of traditional figures, there have been people who have been sickly for many years and have been treated anywhere but have not recovered. Then, he Beniat when he recovers, then he will cut off one goat in Gerincing. Unexpectedly, a few months later, he gradually improved and finally recovered. After several years of recovery from his illness, he neglected to pay for his intentions. Finally, he was advised by traditional leaders, in order to immediately fulfill his promise, and he also agreed. Since then the people of Talang Durian Village believed that the magic of Beniat in Gerincing sakti was really real.

The beniat tradition procession is carried out by men, women, young people, and community leaders. The people who will fulfill the promise will bring a goat to be cut in that place. The goat is then cooked and then the community will pray together and continue with a meal together. Currently, some societies do not know and do not delve into the purpose and objectives radision Beniat. In fact, people should also consider the concept of a more shari'a-style Islamic vow. Moreover, the people of Semidang Alas are all Muslims. That is, they should not only consider that the Beniat tradition is to preserve the tradition in the Semidang Alas District. Supposedly, the tradition is in accordance with the principles of Islamic aqidah.

In connection with the above, a variety of perceptions arise between the people who are pros and cons. Given, it is influenced by several factors. Factors of education, religion, attitudes, and ways of thinking of an increasingly advanced society. Such perceptions are not only among the elderly, but also in the younger generation, as well, and also among the educated.

Apart from that, the causative factor behind the birth of the Beniat tradition is a strong belief of the community and has been passed down for generations. This tradition is a custom of the ancestors and it has been carried out since time immemorial, indirectly ingrained in their next generation. The impact caused if the community does not carry out this tradition is that they often get bad luck or disasters.

The author assumes that traditions, some must be preserved, some need to be eliminated, and the Author thinks that the Beniat tradition can be preserved as long as it does not conflict with islamic values and teachings. This tradition is carried out by some people by leaving the heads of animals and some people do not leave the head part in Gerincing, and it is considered an act of redundancy. Whereas in Islam, redundant acts should be avoided as mentioned in the Qur'an Surah Al-Israa' verse 27:

إِنَّ الْمُبَذِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ۖ وَكَانَ الشَّيْطَانُ لِرَبِّهِ
كَفُورًا

“ 'Indeed, the spenders are the brethren of shaitan and the shaitan is very disobedient to his Lord.' ”

According to the author, they should be able to use animal body parts in various processed forms of food. Of course, the process can be shared with other residents, as a form of togetherness.

Based on the above reasons, the author is interested in examining the Perception of the Muslim Society of The Alas Seluma Muslim Community about the Beniat and Nazar traditions.

5. LITERATURE REVIEW

First Apip Rahman Hakim's Research, 2019, With the Title "People's Perceptions of the Tahlilan Tradition: A Study of the Community of the Arab village al munawar 13 Ulu Palembang". The problem studied in this study is how tahlilan in the perception of the people of the arab village al munawar palembang and what is the purpose in tahlilan and tahlilan in the practice of perception of the al munawar community according to islamic teachings. This researcher used qualitative methods. The results showed that the people of Kampung Al Munawar 13 Ulu Palembang carried out the tahlil tradition aimed at praying for someone who had passed away.

Second Ayu Ariska's research in 2019, with the title Of Community Perceptions of Mattampung Traditions in Bulue Village, Marioriawa District, Regency. The problem in this study is how the process of implementing the Mattampung tradition in bulue village, marioriawa district, soppeng regency and how the community's perception of the Mattampung tradition in bulue village kecamatan marioriawa, soppeng regency. Researchers use qualitative research using the sociology of religion approach, the religious anthropology approach, the phenomenological approach, and the normative approach.

The results showed that the Mattampung tradition process went through several stages, namely planning, the preparation stage and the implementation stage where the implementation stage began with the recitation and slaughter of cows, tahlilan and grave repairs. People's perceptions of the Mattampung tradition vary widely. Some view this tradition as being carried out because of hereditary traditions, as well as the view that the Mattampung tradition should be carried out because it is to send prayers to their deceased parents.

Third Research by Resda Maulida Agustina in 2018, with the title "Perception of the Banjar Community towards the Tradition of Bridal Bathing (Effectiveness of Islamic Psychology)". The problem studied in this study is how the perception of the banjar community towards the tradition of bridal bathing and what factors affect the perception of the banjar community. The research method used in this study is a qualitative method. The subjects of the study numbered eight people from different regions who were involved in the process of bridal bathing. The technique used is by interviewing, the data obtained are analyzed by qualitative descriptive methods.

Fourth Syaiful Anwar's research in 2019, with the title "Public Perception of the Biological Telonan Tradition in Sukoharjo Village, Abung Surakarta District, North Lampung Regency". The problem studied was how the implementation of the telonan tradition in sukoharjo village, abung Surakarta district, North Lampung regency and the public's perception of the telonan tradition in Sukoharjo Village, Abung Surakarta District, North Lampung Regency. Data collection techniques in this study used observation, interviews, and documentation. Primary data were obtained directly by respondents, while secondary data in the form of theories were obtained from literature, documentation and village monographs.

The result of this study is that the community considers that the tradition of swallowing as a form of prayer and gratitude to Allah SWT who has given happiness, namely the future baby, where at the age of 4 months the Baby Jabang has been blown his spirit into the belly of the future mother, so a telonan is held so that the baby Jabang becomes a sholeh and sholehah child. The implementation procession is not as busy as in the Java area.

Fifth Elmi Amaneti's research in 2014, with the title "Public Perceptions of the Sendhang Concubinean Tradition in the Kirab Budaya Ambengan Ageng in Mataram Islam Sayangan Jagalan Banguntapan Bantul". The problems studied in this study are how the history of the emergence of the sendhang concubine tradition in the ambengan ageng cultural kirab, and

how the sendhang concubine procession Data collection techniques using participatory observation techniques, interview techniques, documentation. Data sources are divided into primary data sources and secondary data sources.

The results of this research are the historical form of the emergence of the Nawu Sendhang Concubinean tradition and the Ambengan Ageng Cultural Kirab backgrounded by the mataran palace petition and initiated by the lurah at that time, and the procession of the Nawu Sendhang concubine tradition in the Ambengan Ageng Cultural Kirab, including the opening, cultural arts performance, the mountain resignation kirab, the Ambengan Ageng and Nawu Sendhang kirab as well as the public perception of the Nawu Sendhang Concubinean tradition in the Ambengan Cultural Kirab The ageng who agreed from the resposden of the little wong faction and the nobility, the people who came from the priyayi did not say they agreed and disagreed, only that if it was useful it could be implemented, and the disapproving of the students.

Sixth Syamsul Arif's research in 2019, with the title "The Tradition of Paying Intentions in the Diversity of Communities in Sapuraga Bree Village, Brang Rea District, West Sumbawa Regency". The problems that arise in this study are how the procession pays intentions, as well as what are the differences and similarities in the tradition of paying intentions carried out by the people of Sapuraga village and how the relationship between the people of Sapuraga village and what impacts it will have if they do not do so. The methods in this study are qualitative field research.

The results of this study reveal that paying intention is a tradition that is carried out in a certain place when the desired is achieved. As for, the meaning contained in it is simplicity. Pay intent also teaches responsibility and teaches sharing, as well as teaches the cords of friendship by carrying out these traditions in groups.

Seventh Kasming's research in 2017, entitled "Public Perceptions of the Sirawu Sulo Tradition (Case Study of Pongka Village, Tellusiattinge District, Bone Regency." The problem that arises in this study is how the implementation of the Sirawu Sulo tradition in Pongka Village and what is the meaning contained in the Sirawu Sulo tradition and what is behind the community's view of the Sirawu tradition. The research method used is a qualitative descriptive type of field research using participation observation methods and interviews with cultural, sociological, and historical and phenomenological approaches.

The results showed that, the process of implementing the Sirawu Sulo tradition, there are several meanings ranging from the udaya ritual in its implementation, kinship, togetherness, generosity, enthusiasm, and gratitude for the favors of the ruler of the universe of Allah SWT.

6. RESEARCH METHOD

This research is a field research using a qualitative research approach with descriptive methods. The author is required to speak based on existing data, it is natural. Sugiyono said that in qualitative research that is natural, researchers are required to be able to dig up data based on what is said, felt, and done by participants or data sources. Researchers go directly to the field knowing the facts at hand.

In essence, the study is carried out until the author gets enough data. That is, the study is considered complete after there is no more new data. It is like finding a provocateur, or reducing a problem, or understanding the meaning, if all of it can be found in one week, and has been tested for credibility, then qualitative research is declared complete.

In finding informants or subjects of research the authors used purposive sampling techniques. According to Sugiyono, purposive sampling is a sampling technique or data source with certain considerations. This consideration is for example that the person is considered to understand best what we expect, or perhaps the person is considered a ruler so that it will make it easier for the researcher to explore the object or social situation under study.

4. RESULT AND DISCUSSION

a. *Procession of Beniat and Nazar Traditions*

1) *Pre-Preparation Phase*

This stage includes family deliberations led by the traditional head, can be represented by the oldest person in the family. This stage includes determining the day, preparing animals in the form of pigeons, goats, cows, and buffaloes to be brought to the place of implementation of the Beniat tradition. Next, prepare rice, seasonings, drinking water, cooking utensils, as well as firewood and other necessities (in this case it is a woman's duty).

The above stages have the meaning of kinship and the spirit of deliberation of consensus between people will carry out the tradition of Beniat and out and neighbors.

2) *Stages of Implementation*

This stage is the stage of implementation of the Beniat tradition. The implementation starts at 08.00 until it is completed at a predetermined time and day. Before leaving for the place of implementation of the Beniat tradition, the family and the people involved will prepare the animals to be slaughtered and pack the necessary equipment and necessities.

3) *Stages After Implementation*

After the series of implementation of the Beniat tradition activities have been completed, then return home. Some of the cooked meat was brought home, to be distributed to relatives and nearby neighbors. With the implementation of several series of activities, the beniat tradition procession is considered complete.

4) *Nazar Procession*

The people of Semidang Alas, Seluma who will pay the vows usually carry out at home or mosque, this place according to someone's vow the other day. As for the vows here as people say, if my garden business this year is abundant then I will alms money and bring food to the mosque. In the implementation of the vows is simpler, for example, people will pay the intention to the mosque, just prepare the needs and then pay for them. If you carry it out at home, it is enough to invite your closest neighbors and the priest in charge of praying. In addition, the authors have to describe the results of qualitative and/or quantitative analysis with an emphasis on answers to the research questions. The contents of this discussion contain everything about the activities carried out in the paper. Starting from the concept, design, hypothesis (if any), experiments, observational data, and the results of existing observational data.

b. *Muslim Community Perception of Beniat and Nazar Traditions*

Perception is the cleverness about objects obtained by collecting information and and deciphering messages. Perception is an event, nor bonding is an experience of an object, which is the core of communication because perception must be precise and applied. the differences of a group can be understood because there is a perception. the higher the degree of similarity of one's perception, the easier it is to establish communication. Humans are social beings as well as individuals, so several differences are found between

individuals and others. the existence of a difference between individuals causes a person to choose an object then it depends on them to interpret the object according to their respective perceptions.

Osgood's theory seeks to explain the content and origin of those connotations. Osgood's theory is related to the Stimulus-Response (S-R) model. Osgood believed that the basic associations of S-R are responsible for the construction of meaning, that is, internal and mental responses become a stimulus. External stimuli lead to the formation of meaning within the self which then directs the creation of an outward response. Internal stimuli can be divided into two parts, internal responses and internal stimuli. It can be described as physical stimuli, internal responses, internal stimuli, and responses from the outside.

Interpreting is internal and unique because it involves the experience of each individual facing natural stimuli. Therefore, interpreting with regard to connotations. This internal meaning mediates the individual's response to the word. Osgood's greatest contribution was that the semantic differential assumed that a single meaning could be expressed using adjectives.

Osgood uses factor analysis to find out the basic dimensions in the process of interpreting. This led to the theory of semantic space. So it is related to the metaphorical space regarding the three main dimensions, evaluation, activity, and potential. Osgood believes that three factors of meaning, namely evaluation, activity, and potential, can be applied to all people and all concepts.

Based on the results of interviews from several groups, the perception of the Semidang Alas Seluma Muslim community was divided into two groups. The first group, namely the group that thinks that the Beniat tradition was carried out because of the customs passed down from the ancestors. The second group thinks that the Beniat tradition is a terrible thing because it believes in something other than Allah Almighty and states that vows are a good choice for people who want to do an intention and gratitude because it is in accordance with the guidance of Islamic teachings.

5. CONCLUSION

The Beniat tradition carried out by the Muslim community of Semidang Alas Seluma as a form of gratitude to Allah SWT who has given sustenance and other favors. The procession of activities includes, pre-implementation, during implementation and after implementation. pre-implementation includes family deliberations led by the traditional head, may be represented by

the oldest person in the family to determine the day, prepare animals in the form of pigeons, goats, cows, and buffaloes to be taken to the place of implementation of the Beniat tradition. During the implementation, the family and the people involved will prepare the animals to be slaughtered and pack the necessary equipment and needs. The vows are also carried out by some of the Semidang Alas Seluma community because they are considered more Islamic in their implementation. After the implementation includes activities to distribute some of the meat that has been to relatives and closest neighbors.

The perception of the Muslim community towards the Beniat tradition is expressed from two groups of people, the first group of 5 people who state that the Beniat tradition is carried out because of the hereditary customs of the ancestors and state that vows are an option for some people other than the Beniat tradition. The second group of 6 people stated that the Beniat tradition was musyrik because it believed other than Allah Almighty and they thought that it was better to carry out the vows because it was already explained in the Qur'an.

6. ACKNOWLEDGEMENT

The hope of the authors of this study is that it is hoped that the community and local governments will not have to preserve traditions that deviate from religion but still preserve cultures that are of good value or social value in society.

The beniat tradition found in the semidang of alas seluma needs logical consideration. The people of semidang alas need to see whether the rituals of the beniat tradition are true or deviate from religious law

REFERENCES

- Ariyono dan Siregar, Aminuddin. 1985. *Kamus Antropologis*, Jakarta: Akademika Pressindo.
- Darwis, Robi. 2017. *Tradisi Ngaruwat Dalam Kehidupan Masyarakat (Studi Deskriptif Kampung Chideung Girang Desa Sukakerti Kecamatan Cilasak Kabupaten Subang)*, Jurnal Studi Agama dan Lintas Budaya, Vol.1, No.1.
- Departemen Pendidikan Nasional. 2008. *Kamus Besar Bahasa Indonesia*, Edisi IV (Cet 1; Jakarta: Gramedia Pustaka Utama).
- Emzir. 2012. *Metodologi Penelitian Kualitatif Analisis Data*, Jakarta: PT. Raja Grafindo Persada.
- Etmi A. 2014. *Persepsi Masyarakat Terhadap Tradisi Sendhang Seliran Dalam Kirab Budaya Ambengan Ageng di Mataram Islam Sayangan Jagalan Banguntapan Bantul*. Skripsi. Fakultas Keguruan dan Ilmu Pendidikan. Skripsi. UMB Purworejo.
- Fadulullah, Mahdi. 1991. *Titik ditengah Pertarungan Tradisi*, Solo: Ramadhani.

- Gazalba, Sidi. *Masyarakat Islam Pengantar Sosiologi dan Sosiografi*, Jakarta: Mizan, tt.
- Hakim, Moh Nur 2003. *Islam Tradisional dan Reformasi Pragmatisme'' Agama Dalam Pemikiran Hanafi, Malang*: Bayu Media Publishing.
- Iskandar. 2008. *Metodologi Penelitian Dan Pendidikan Sosial (Kuantitatif dan Kualitatif)*, Jakarta: Gaung Persada Perss.
- Jalaludin Rakhmat, *Psikologi Komunikasi*, Bandung: PT Remaja Rosdakarya, 1998, hal.51
- Jones, Phill. *Pengantar Teori-Teori Sosial: Fungsionalisme Hingga Post-Modernisme*.
- Khalid, Abdul. 2015. *Sosiologi Pendidikan Islam*, Yogyakarta: Aswaja Pressindo.
- Maezan Khalid Gibran, Maezan Khalid. 2015. *Tradisi Tabiuk di Kota Pariaman*, Riau: Fakultas Ilmu Sosial dan Ilmu Politik, Vol., No.2.
- Moleong, J Lexi. 2006. *Metode Penelitian Komunikasi*, Bandung: Rosdakarya.
- Mulyana, Deddy. 2017. *Ilmu Komunikasi Suatu Pengantar*, Bandung: PT Remaja Rosdakarya.
- Muntahhari, Murtadha. *Masyarakat dan Sejarah*, Bandung: Mizan,tt.
- Nofrin. 2016. *Komunikasi Pendidikan*, Jakarta: Kencana.
- Pawito. 2007. *Penelitian Komunikasi Kualitatif*, (Cet 1: Yogyakarta: Lkis)
- Prastowo, Andi. 2011. *Metode Penelitian Kualitatif Dalam Perspektif Rancangan Penelitian*, Jogjakarta: AR-RUZZ MEDIA.
- Quthbb, Mohammad. 1993. *Islam ditengah Pertarungan Tradisi*, Bandung: Mizan..
- Rasyid, Ibnu. 1990. *Terjemahan Bidayatul Mujaahid, Jilid II*, Semarang:Cv Asy-Syifa'.
- Sabiq, Sayyid. 1998. *Fiqh Sunnah Jilid 12*, Bandung:PT. AL-MA'arif.
- Sepriandi, Makam Puyang Gerincing, Konon Potongan Telinga Serunting Sakti,
<https://www.kupasbengkulu.com/makam-puyang-gerincing-konon-potongan-telinga-serunting-sakti>
(diakses pada 3/9/21 pukul 10.00 WIB)
- Siabudin, Ahmad. 2011. *Komunikasi Antar Budaya Perspektif Multidimensi*, Jakarta: PT Bumi Alsara.1, Cet 1.
- Sugiyono, 2 011.*Metode Penelitian Kualitatif dan R & D*, Bandung: Alfabeta.
- Tejokusumo, Bambang. 2013. *Dinamika Masyarakat Sebagai Sumber Belajar Ilmu Pengetahuan Sosial*. jurnal Geodukasi, Vol.3, No.1.

SENGKURE CULTURE TRADITION IN KAUR COMMUNITY IN INTERCULTURAL COMMUNICATION PERSPECTIVE

Andriyanto

Communication Studies, Bengkulu University Postgraduate Faculty of Social and Political Science

ARTICLE INFO

Corresponding author:

andrian.rdh97@gmail.com

Citation:

ABSTRAK

Tradisi Kebudayaan Sengkure Pada Masyarakat Kaur Dalam Pandangan Komunikasi Pemilihan judul ini didasari pada kebudayaan yang ada di wilayah sang penulis dan untuk menggali keunikan dari kebudayaan sengkure yang sudah ada sejak zaman dahulu, penelitian ini menggunakan metode wawancara dan pengalihan informasi secara mendalam dengan deskripsi kualitatif dalam pandangan kebudayaan yang ada pada masyarakat Kabupaten Kaur (Kecamatan Maje dan Nasal), penelitian ini juga menggunakan pendapat tokoh masyarakat yang ada di wilayah Kabupaten Kaur (Kecamatan Nasal) sebagai data untuk menggali informasi yang akurat untuk menceritakan sejarah dan perkembangan kebudayaan sengkure.

Kata kunci: Budaya; Sengkure; Komunikasi Antar Budaya.

ABSTRACT

The Sengkure Cultural Tradition in the Kaur Community in a Communication View The selection of this title is based on the culture that exists in the author's area and to explore the uniqueness of the Sengkure culture that has existed since ancient times, this study uses interviews and in-depth information gathering with qualitative descriptions in view culture that exists in the people of Kaur Regency (Maje and Nasal Districts), this study also uses the opinions of community leaders in the Kaur District (Nasal District) as data to dig up accurate information to tell the history and development of sengkure culture.

Keywords: Culture; Sengkure; Intercultural Communication.

1. INTRODUCTION

Culture is everything that covers human life from the moment he is born until he closes his eyes forever, everything throughout his life is governed by culture. According to Koentjaraningrat, culture is "the result of the whole system of ideas, actions and human works in the context of community life which is made into a human property by the learning process" (1986: 180). Culture when translated into English is culture. The diversity of ethnic groups with their culture throughout Indonesia is a national culture that is not owned by other nations and needs special attention, each ethnic group has a distinctive culture that gives identity to other Indonesian

ethnic groups, be it culture at birth, marriage, gratitude and even culture at death.

Culture is a way of life that develops and is shared by a group of people and is passed down from generation to generation. Culture makes us accustomed to certain behaviors and thinking in certain ways, speaking in certain ways, or doing many other things that are different from community groups outside the community in which we live. live in it. The culture owned by a certain community group may not be the same as the culture owned by other community groups, culture has several

elements, namely history, religion, values, social organization, and language.

Communication cannot be separated from culture, and culture cannot be separated from communication. It can also be said that communication is culture and culture is communication, communication that exists in society is a form of presentation through language symbols or other symbols that have been agreed upon by individuals or community groups and mutually Understandably, it is impossible if a culture can be passed on and passed on to the next generation without the representation of that culture.

Currently, the Indonesian nation is at the crossroads of international culture in the millennial generation of the industrial revolution 4.0. Therefore, Indonesian culture is currently starting to experience a shift from the original and become a common problem, Indonesian culture is diverse from birth to death traditions that exist in this cultural society must be continued. to the next generations to remain sustainable.

Indonesia's cultural diversity can be said to have advantages compared to other countries, one of which is in the Bengkulu community, specifically the culture of the Kaur Regency community in Maje and Nasal Districts (Tanjung Baru Village, Tanjung Betuah). Cultural diversity in Indonesia is something that is of added value to our nation.

This existing culture does not come by itself but has existed since ancient times by tribes that developed and settled in Indonesia, especially in Bengkulu Province which has many tribes and cultures including the Rejang Tribe, the Pekal Tribe, the Lembak Tribe, the Serawai Tribe and so on. In Kaur Regency, 3 major tribes inhabit the Kaur Regency area, including the Besemah Semende and Kaur tribes, the Maje and Nasal sub-districts that they use are almost the same as the dialect in Lampung Province. One of the unique characteristics of Kaur Regency, especially in Maje and Nasal Districts, precisely in Tanjung Baru Village, Tanjung Betuah, is the Sangkure/sengku'e culture.

This culture has given birth to various forms, types, and patterns of cultural arts which are a reflection of everything related to the activities of community life in Maje and Nasal Districts. The existing culture must continue to strengthen national resilience and must remain sustainable in the community through rescue and preservation accompanied by efforts to revive the culture, fostering the younger generation, fostering existing values , and collaborating with various

stakeholders, both local government and central government. to stay sustainable.

2. LITERATURE REVIEW

Cultural Theory in Communication

The theory of culture is a term that is applied variously in an attempt to conceptualize and understand the dynamics of culture. The cultural theory usually involves various views on the relationship between culture and nature, culture and society, the division between high and low cultures, and the interrelationships between cultural traditions and cultural differences. Cultural theory is also characterized by its association with concepts that are often taken to cover some of the basic things associated with culture itself. In communication science, the term cultural theory refers to one approach from the critical/cultural studies approach or critical/cultural studies, namely cultural studies or cultural studies.

Understanding Cultural theory according to Experts

- John Hartley (2002) says that what is meant by cultural theory or cultural studies is the study of culture as politics, culture as the life lived, culture as text, and culture as plural.
- Dictionary of Media and Communications (2009) states that cultural theory is defined as the idea that cultural meanings are negotiated by the media and audiences when they interact.
- Sarbaugh (1979) states that communication and culture are communication patterns that can develop or change within a particular cultural group, the similarity of behavior between one generation and the next is only possible thanks to the use of means of communication.

There are several important concepts in cultural theory or cultural studies. These concepts are:

- Culture
Culture in Communication or study is a development of the study of mass communication which includes culture. Culture itself is a complex concept, which refers to the various values, beliefs, social practices, rules, and assumptions that bind groups of people.
- Text
Culture can be learned through texts and practices carried out in everyday life. In cultural theory or cultural studies, the text is the object of analysis. The text itself is broadly defined as the content of traditional mass media such as types of television

programs, films, advertisements, or books. In addition, the text is also defined as a variety of things in traditional categories such as shopping centers, t-shirts, dolls, video games, or the beach.

- **Meaning**

Various texts that are often encountered in everyday life have their respective meanings. Then the meaning is defined as the interpretation brought by the audience from the text. The text has a lot of food that is called polystyrene. Each audience member will give a different interpretation of the same text. Some may interpret the text as intended by the source, and others give a different meaning.

- **Ideology**

A text generally contains a certain ideology. Ideology is defined as a set of ideas or beliefs, especially those related to social and political subjects. Mass communication messages and other popular cultural objects have an inherent ideology in them. Sometimes ideologies are as easy to see as commercials that illustrate the belief that consumption is good for an individual and for society. However, sometimes ideology is very difficult to see.

FORMULATION OF THE PROBLEM

Specifically, this scientific paper discusses three general issues, including: is the Sengkure Culture in Tanjung Betuah Village, Nasal Subdistrict, and Tanjung Baru Village, Maje Subdistrict, and has it been running according to its formation since its formation? can be implemented by the initial formation of the culture?

RESEARCH PURPOSES

Based on the formulation of the problem above, the researcher wants the objectives to be achieved in the study, including knowing whether the sengkure culture has maintained its authenticity since it was introduced to the community or has undergone a shift, and finding the relationship between sengkure culture and intercultural communication implied in it.

3. RESEARCH METHOD

This research is a type of field research using a qualitative descriptive approach. This type of research is qualitative research or also called field research, namely in-depth research that covers everything that is happening in the field, intending to study in depth the background of the current situation. This study uses a qualitative approach, the data in the study were not obtained through statistical procedures or other forms of calculation. A qualitative research method is a research method

based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, and data collection techniques are carried out by triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization.

4. RESULT AND DISCUSSION

In the results of this study, the researchers got some data obtained in interviews and data management from various sources, namely: History of Sengkukho/Sengkure. There are two versions. First: In the past, our ancestors always failed to harvest crops every year. Therefore made a puppet (Nasal language "Tanju"). To scare away pests in the form of Pigs, Elephants and others. Especially for elephants being chased away by ringing gongs, cans, and so on. That way the pests in the form of elephants will run away. The above methods have yielded results, meaning that the rice harvest has increased from previous years. Due to the abundant harvest, a celebration was held before Eid and during Eid, and after Eid al-Fitr. By making costumes/clothing from palm fiber, used mats, and leaves. People who are wrapped with fibers, and used mats and leaves are called "Sengkukho" in Nasal or "Sengkure" in Bayuran.

People are paraded around the village, even to the neighboring village. As a form of gratitude for the abundant harvest. In addition, while parading Sengkukho/Sengkure, it is also used to stay in touch with family, and friends in neighboring villages. Second version. There is also a story that, during the colonial era. Used to trick the invaders. During the Sengkukho/Sengkure procession, the colonialists/Dutch were also engrossed in watching, as a result, they were careless, by the natives they were killed, and weapons were confiscated.

From the results of observations made by researchers on the sengkure culture, it has a meaning or message in the Sengkukho/Sengkure culture. The message contained in the Sengkukho/Sengkure culture, among others, is a sense of oneness and unity. In the past, everyone wanted to work in a compact field. Starting from sowing seeds, working the land, and planting usually in unison. Thus, the time to protect the fields from pests is also simultaneous and the harvest is simultaneous. This cohesiveness will bring maximum results.

The Sengkure tradition has been around for hundreds of years, created by the ancestors as gratitude for having passed a month of fasting and entertainment on Eid al-Fitr. This Sengkure tradition aims to reject logs and enliven the Eid al-Fitr holiday and strengthen the relationship between residents in Nasal

District and Maje District, especially the people of Kaur Regency.

The Sengkure tradition is still carried out today by the Kaur people because the Sengkure tradition is a legacy from their ancestors that must be preserved for their children and grandchildren. Many developments in the implementation of the Sengkure tradition from the past until now, starting from Sengkure members who can now be played by various groups, make this tradition even more interesting to show. To maintain the existence of the Sengkure tradition, many changes have been made by current technological developments. The Sengkure tradition, which used to be only accompanied by makeshift musical instruments, has now become an interesting and very entertaining traditional performance accompanied by music using loudspeakers and the latest songs without losing the existing traditional elements.

Sengkukho/Sengkure today, we as the next generation, of course, have a moral responsibility to preserve it. The development of Sengkukho/Sengkure culture. From time to time there are changes. Especially the sounds used to sound/beat various kinds, drums, shells, kekuan/kentongan, cans, and others. These sounds have increased, with musical instruments, and microphones, then accompanied by singing. In recent years, with VCD, flash disk and so on.

The sengkure cultural tradition in Kaur Regency has several stages of implementation, starting from the licensing process to the village government because it involves the community which is carried out after the Eid prayer every year, then a meeting of community members and village officials to determine who is involved in sangkure activities. This is so that the activities are more regular, than the process of wearing the fibers/mat costumes which is carried out during the first Eid or around 14.30 WIB after the members involved make a friendly relationship with the relatives around them, the next process is the process of going around the village or parading around the village after the members involved use the fibers/mat costumes, but before they go around/paraded they are given direction by community leaders or traditional leaders to remind them that the implementation process is orderly and not to do things that are prohibited such as taking actions that are not by existing norms. by the community, the last process is the shared bathing process carried out by community members who are involved in sengkure activities. This bathing activity is carried out in one of the rivers that flow in Nasal District, the name of which is the name of this sub-district.

The values contained in the Sengkure cultural tradition in Maje and Nasal .

Districts Value of Silaturrahim

The meaning of this friendship is of course one example is visiting family and meeting residents or coworkers, and others. In this Sengkure tradition, one form of perfection in its implementation is to go around the village "parading" and visiting people's homes to carry out friendships on the Eid al-Fitr day after the Eid prayer. With the arrival of people outside Kaur Regency, of course, meetings in this tradition will further strengthen the relationship between the community.

Value of gotong royong (social)

The value of gotong royong (social) is an attitude and behavior that is exemplified by the ancestors of this nation to be passed down to the nation's children as the next generation which contains many positive values, and this is also a special characteristic of the Indonesian nation. Gotong royong is an activity that is carried out together and is voluntary so that the activities carried out can run smoothly, easily, and lightly. Like cooperation, there is a principle of reciprocity among members of the community. The rewards or rewards that will be received do not come at that time but come in the future. If observed in the implementation of the Sengkure tradition, the principle of gotong royong is what characterizes the form of togetherness of the people of Ulak Pandan village and Tanjung Baru village, Kaur Regency ahead of the implementation of the Sengkure tradition.

The value of deliberation

Deliberation is used for things that are public or private. Therefore, deliberation is needed, especially to solve problems faced, both by the community individually and in general. In social life, deliberation has several benefits, including Deliberation is the right way to overcome various disagreements. Deliberations have the opportunity to reduce the use of violence in fighting for interests. Deliberation has the potential to avoid and overcome the possibility of conflict. Deliberation is always applied in the life of the people of Kaur Regency. This can be seen in the meeting process before the implementation of the Sengkure cultural tradition.

Solidarity Value

In the implementation of the Sengkure tradition, it means that solidarity activities are quite prominent, including in the place where the Sengkure tradition is carried out, every member of the community has the right to rejoice and participate without any difference in social status. Every community that visits the

location of the implementation of the Sengkure tradition will be required to maintain order and courtesy according to the customs that are shared between them and the location of the implementation of the Sengkure tradition becomes a meeting place between fellow relatives, among fellow villagers, between traditional stakeholders and residents.

Sengkure tradition, each element has a meaning that contains deep gratitude and hope to be kept away from disaster. The Sengkure tradition is a symbol of a peaceful life between the community and other communities, therefore people always expect a peaceful and peaceful life. With the existence of the Sengkure tradition which is still maintained in the Kaur community, the friendship between other communities is getting stronger and the solidarity between religious communities is getting closer. The existence of the Sengkure tradition is a way of being grateful because they are still allowed to pass a full month of fasting in Ramadan and still meet on Eid al-Fitr.

5. CONCLUSION

In this activity, communication views that culture is a way to express oneself in society using the sengkure culture used from ancient times to the present. From the research obtained by the researcher, it can be concluded that the sangkure culture was formerly called tanju which was used as a tool for midges and as a camouflage medium to trick the invaders, but gradually sengkure became a festival that is held every year by the people of Kaur Regency (Maje and Kecamatan Districts). Nasal), this culture has a fairly long process starting from finding materials used to be wrapped into costumes, wearing fibers/mat costumes, going around the village/processing, and cleaning through bathing together in one of the rivers, the Air Nasal river.

The Sengkure tradition in Kaur Regency until now prioritizes the value of friendship and also the delivery of messages in communication, where there are communicators and also communicants as communication actors in the Sengkure tradition and use cultural media as a channel for conveying the communication. The main point of Sengkure people invites everyone to forgive each other on Eid al-Fitr. The purpose of implementing the Sengkure tradition is to strengthen ties of friendship and as a form of intercultural communication on Eid al-Fitr.

6. ACKNOWLEDGEMENT

In the process of preparing this thesis, the author received assistance from various parties. Therefore, the authors would

like to thank all parties, especially the beloved parents, research informants, who have given their free time during the research, and all parties who have helped in the writing of this scientific paper.

REFERENCES

- Febryani Soekowati Banar in 2016 with the title: Sekujang Tradition in Tapak Gedung Village, Tebat Karai District, Kepahiang Regency (Receptie and Cultural Distribution), Department of Adab IAIN Bengkulu.
- Herman, in 2015 with the title: The Meaning of Sekujang Ritual Symbols in the Talang Benuang Community, Air Periukan District, Seluma Regency, Department of Adab IAIN Bengkulu.
- Nili, Risma. 2021. The Philosophical Meaning of the Sengkure Tradition in the Semende Kaur Society, Thesis: IAIN Bengkulu.
- Djuarsa Sendjaja, Sasa, et al. 2014 Communication Theory. Jakarta: Open University
- Purnama Sari, ulan 2019. Traditional Islamic values of sengkure in Tanjung Betuah Village, Nasal District, Kaur Skirpsi District, Field of Islamic Civilization History
- Oktaviani, Rina 2022Ritual Communication on the Sengkure Tradition in Kaur Regency, Thesis : UIN FAS Bengkulu.
- Desideria, et al. 2017 Intercultural Communication. Jakarta: Open University
- Sumarno, et al. 2013 Philosophy and Ethics of Communication. Jakarta: Open University.

SOCIETY AWARENESS OF EARTHQUAKE DISASTER INFORMATION IN BENGKULU CITY

Reza Aprianti¹, Fera Indasari², Sepriadi Saputra³

¹ Department of Communication, Islamic State University Raden Fatah Palembang

² Department of Communication, Islamic State University Raden Fatah Palembang

³ Department of Communication, Islamic State University Raden Fatah Palembang

ARTICLE INFO

Corresponding author:

¹rezaaprianti_uin@radenfatah.ac.id,

²feraindasari_uin@radenfatah.ac.id,

³sepriadisaputra_uin@radenfatah.ac.id

Citation:

ABSTRAK

Kota Bengkulu adalah Kota dengan kerawanan bencana yang tinggi, terutama bencana gempa bumi, letak Provinsi Bengkulu yang berada di antara 2 sabuk gempa, menjadikan Provinsi Bengkulu sering sekali mengalami bencana gempa bumi, baik dalam tingkat yang tidak membahayakan maupun tingkat bahaya tinggi hingga menimbulkan bencana lanjutan seperti tsunami dan membutuhkan tindakan evakuasi. Informasi yang akurat mengenai kondisi alam serta penanganan bencana gempa jika gempa akan atau sedang terjadi sangatlah penting untuk dilakukan kepada seluruh masyarakat yang ada di Provinsi Bengkulu terutama pada masyarakat yang menerima dampak signifikan seperti warga pesisir pantai atau masyarakat yang berada pada daerah rawan longsor, pemerintah memanfaatkan berbagai media baik media konvensional maupun media sosial untuk memberikan informasi secara cepat dan tepat terkait dengan kebencanaan. Maka dari itu penelitian ini dilaksanakan untuk mengetahui seberapa besar antusias masyarakat untuk mengetahui informasi dengan mengajukan pertanyaan terkait dengan seberapa besar antusias masyarakat terhadap informasi bencana dan mengkategorikan media yang menjadi acuan utama masyarakat dalam menggali informasi mengenai informasi bencana gempa bumi dengan menggunakan pendekatan uses and gratification theory dan pendekatan mitigasi bencana. Pertanyaan akan diajukan menggunakan kuesioner google form kepada responden terpilih yang tinggal di wilayah Kota Bengkulu terutama warga pesisir pantai. Hasil penelitian menunjukkan bahwa masyarakat mengetahui bahwa Kota Bengkulu merupakan daerah rawan bencana, akan tetapi informasi mengenai cara penanggulangan bencana tidak banyak didapatkan oleh sebagian besar masyarakat, diketahui bahwa tidak seluruh warga di Provinsi Bengkulu peduli untuk menggali informasi mengenai penanggulangan bencana yang tepat apabila bencana terjadi, sehingga masih banyak masyarakat yang tidak siap apabila gempa bumi terjadi.

Kata Kunci: Awareness; Disaster; Media; Bengkulu

ABSTRACT

Bengkulu City is a city with high disaster vulnerability, especially earthquake disasters, Bengkulu Province is located between 2 earthquake belts, and this situation causes an earthquake frequently, both in a non-hazardous level and a high level of danger to cause further disasters, such as a tsunami and require evacuation measures. Accurate information about natural conditions and handling earthquake disasters is very important to all communities in Bengkulu Province, especially to people who receive significant impacts such as coastal residents or people who are in landslide-prone areas. The government uses various media, both conventional media, and social media to provide information quickly and accurately related to disasters. Therefore, this research was conducted to find out how enthusiastic the community is to find out information by asking questions related to how enthusiastic the community is about disaster information and to categorize the media as the main reference for the community in digging up information about earthquake disaster information by using the uses and gratification approach. theory and approach to disaster mitigation. Questions will be asked using a google form questionnaire to selected respondents who live in the Bengkulu City area, especially coastal residents. The results of the study show that the community knows that Bengkulu City is a disaster-prone area, but information about disaster management is not widely obtained by most people, it is known that not all residents in Bengkulu Province care to dig up information about appropriate disaster management if a disaster occurs, so there are still many people who are not ready when an earthquake occurs.

Keywords: Awareness, Disaster, Media, Bengkulu

INTRODUCTION

Bengkulu City, also known as Rafflesia City, is the capital city of Bengkulu Province, located on the west coast of Sumatra Island facing the Indonesian Ocean. Bengkulu City is geographically located between 3045-3059 South Latitude and 102°14' – 102°22' East Longitude with an area of 539.3 km² consisting of a land area of 151.7 km² and a sea area of 387.6 km². (profil.bengkulukota.go.id downloaded April 8, 2022). Based on the results of observations made by the Bengkulu City marine and fisheries service by profil.bengkulukota.go.id which was downloaded on April 8, 2022, it is known that topographically, the surface of the Bengkulu City area is relatively flat, where the area is on a slope of 0.15% or covering an area of 14,224 Ha (98.42%) and only a small part of 1.58%, namely an area of 228 Ha from the Bengkulu City area which has a slope of 15-40%. The area is relatively flat, especially in the coastal area with a slope ranging from 0-10

meters above sea level, while in the eastern part it has an altitude ranging from 25-50 meters above sea level.

Based on data from the Central Statistics Agency (BPS) of Bengkulu City in 2022, it stated that the sources of natural wealth that exist are Agriculture, Forestry, Livestock, Fisheries, Industry, Mining, Energy/Industry, and Tourism. Although not the main sector or field, the agricultural sector has an important role in the economy of Bengkulu City. As a sample, in 2020 this sector provides a figure of 7.54% of the Gross Regional Domestic Product (GRDP) with a value of 1.771 trillion rupiahs. Talking about tourism Bengkulu has adequate hotels and restaurants as supporters of tourism progress. With the number of restaurants or restaurants or shops, Bengkulu has 1390 units and 98 star or non-star hotels spread across almost all sub-districts.

Bengkulu City has a geographical location that is between 2 earthquake belts, namely the Mentawai fault in the Indian Ocean on the Indo-Australian tectonic plate and the Sumatran fault around the Bukit Barisan, with such a geographical location Bengkulu City is an earthquake-prone area (Fepi, 2009). Meanwhile, the results of the research by Fevi et al (2020) explained that Bengkulu is an area prone to high and medium earthquakes due to its geographical location. This is reinforced by the fact revealed by the head of BMKG Bengkulu, Klaus Apoho Damanik in Antaranews.com which was downloaded on April 12 2022, which said that Bengkulu City has experienced approximately 414 earthquakes throughout 2021 and has varying strengths ranging from can be felt directly by the public to the point that it cannot be felt at all with an average earthquake strength of 5.0 magnitude. The following is a record of earthquake events that once rocked Bengkulu City and its surroundings based on data published by kompas.com in 2020:

The Eartquakes History

Table 1. The history of eartquake in Bengkulu City

Year	Description
10 Februari 1797	8.4 magnitude earthquake and tsunami
24 November 1833	Earthquake with magnitude 9.0 and tsunami
1942	Earthquake with a magnitude of 7.2
1952	Earthquake with a magnitude of 6.8
1979	Earthquake with a magnitude of 6.5
2000	Earthquake with a magnitude of 7.9
2007	8.4 magnitude and 7.1 magnitude earthquakes accompanied by a tsunami
2010	Earthquake with a magnitude of 7.8

Source: (Bramasta Bayu Dandi, 2020)

According to the Inarisk Study, reported from bnpb.go.id, downloaded on July 21, 2022, Bengkulu Province has a potential danger from earthquake disasters from moderate to high categories, including Bengkulu City which has the most significant impact of shocks, for the information BNPB is a National Agency Disaster Management, which has the responsibility to urge the public to minimize the impact of earthquakes, specifically determined by the Government.

THEORETICAL REVIEW

Media As A Source Of Information In Disaster Communication

The mass media can be an important part, of this because there is a nature that is considered mass and effective, Nugroho

(2019) said that the media has proven to be a forum for providing information on various countermeasures such as prevention, evaluation, and equipment when a disaster occurs, basically information conveyed through the media can be a solution to minimize the risk of serious disasters even though disasters cannot be avoided anymore.

It is known that we see natural disasters from a journalistic point of view based on what Wahyuni conveyed in a study conducted by Alfarabi and Lisa in 2021, where in his point of view it is said that natural disasters have everything (materials-for the perfection of media events), especially for electronic media. News about natural disasters can be brief, spectacular, often mysterious, and action-oriented and can illustrate the suffering and courage of people affected by natural disasters.

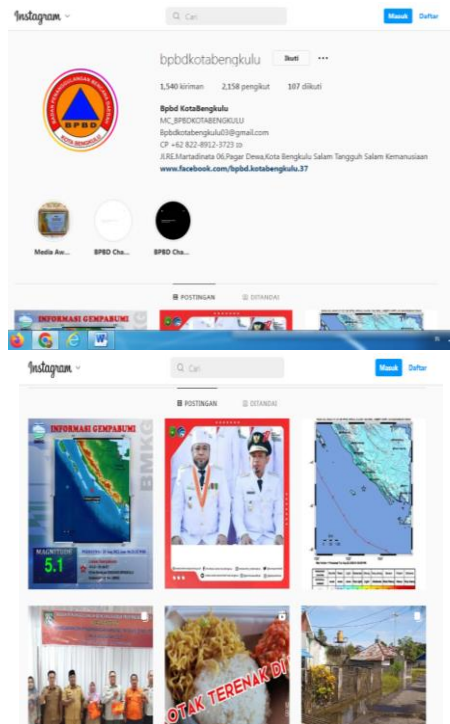
Nugroho (2019) revealed that humans can live in harmony if it refers to human efforts to recognize the character of nature by trying to start knowing whether the natural environment is a vulnerable zone or not. As an impact. Taitiadini (2019) explains that communication became a basis and encourages the community to participate in preventing, handling, and recovering from the impact of disasters so that disaster management is more optimal.

Currently, information about disasters is still considered an event, and it will be more difficult for the public to find information on handling disasters even though there are currently efforts from the government to handle disasters through the media, the information is still presented separately for each incident (Prajarto, 2008), according to Prajarto, the enthusiasm of the media is only limited to disaster events, without showing the management side, from this statement it can be concluded that currently, the media's efforts to explain disaster management are not really a top priority, therefore people need other media that are easy to use. to be accessed so that it can become an appropriate source of information for disaster management so that victims of natural disasters can be minimized as much as possible, to overcome this, the dissemination of information regarding disaster management can be done by utilizing social media.

There are several institutions that are aware of the role of social media for faster and more efficient dissemination of information, including disseminating information about disaster mitigation carried out by the Regional Disaster Management Agency in Bengkulu Province, one of the media used is Instagram with the account name @bpbdkotabenngkulu In addition to Instagram, BPBD Bengkulu City also uses social media Facebook to reach a larger audience considering that

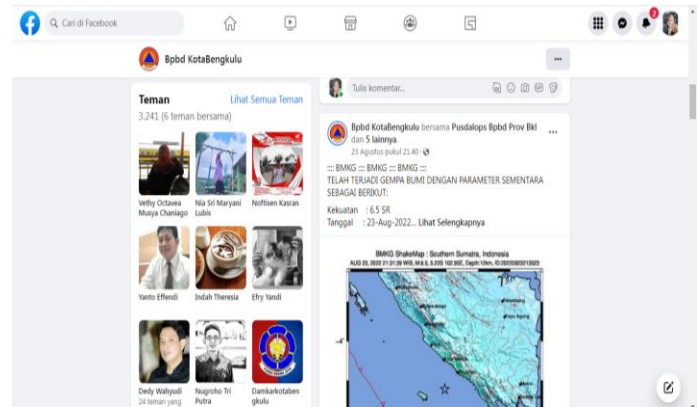
these two social media are the social media with the highest number.

Picture 1. Instagram of the Bengkulu City Regional Disaster Management Agency



Sources : @bpbdkotabengkulu, 2022

Picture 2. Bengkulu City Regional Disaster Management Agency for Facabook



Source : BPBD Bengkulu City, 2022

Picture 1 and 2, shows that the City Regional Disaster Management Agency already has a social media account to provide information to people living in Bengkulu City related to disaster management, but the existing posts based on the survey conducted, it can be seen that posts related to disaster management disaster are still very minimal.

The Uses and Gratification Theory

This study uses the uses and gratification theory, which according to Mcquail (2010) this theory explains the circumstances in which each different individual can cause audiences to seek, use and respond to media content according to their needs due to differences in social, psychological factors from one another, according to (Morissan, 2013) in this theory each different individual is considered to know what their needs are and have full responsibility for the choice of media that has been selected according to their needs.

In the uses and gratification theory there are several assumptions according to Blumer and Kart (1974) where these assumptions consist of (1) an active audience, (2) the mass communication process has many initiatives, (3) the mass media must compete with other sources to meet their needs, (4) There are many objectives in conducting media selection which can be concluded from the data provided by the audience, (5) The selection of the meaning of mass culture must be deferred before being examined first by the audience orientation.

RESEARCH METHOD

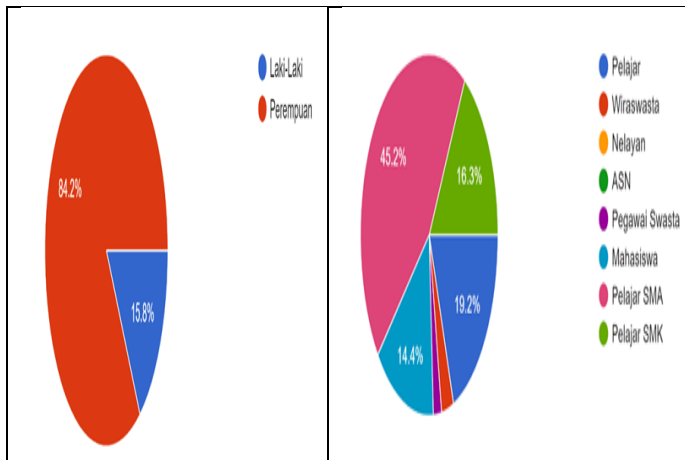
The research was conducted using quantitative descriptive methods to see the extent of the awareness of the people living in Bengkulu City regarding disaster information, especially earthquakes. The research focused on all Bengkulu City people who are active and able to use social media in their daily lives, in collecting data researchers used a questionnaire form containing questions about the level of public awareness of information about disaster mitigation in disaster-prone zones, which were distributed via google form to 100 people. The

sample was selected at random while what is meant by a questionnaire according to Sugiyono (2010) is a method of collecting written data in the form of a set of questions or statements to be answered by the sample.

RESULT AND DISCUSSION

In this study, respondents who were randomly selected were people living in the city of Bengkulu, from the distribution of the questionnaire some information about the respondents can be seen in the following chart:

Chart 1. Distribution of respondent data based on one gender and work status



Source: Hasil Penelitian, 2022

In chart 1, it can be seen that there are significant differences between male and female social media users, where social media is more dominated by women, in addition to classifying research from gender status, researchers also find that the majority of Bengkulu City people who use social media mostly from among students. Where this research is by research conducted by Saputra (2019) where in his research on a survey of the use of social media, women dominate as the majority of social media users are students.

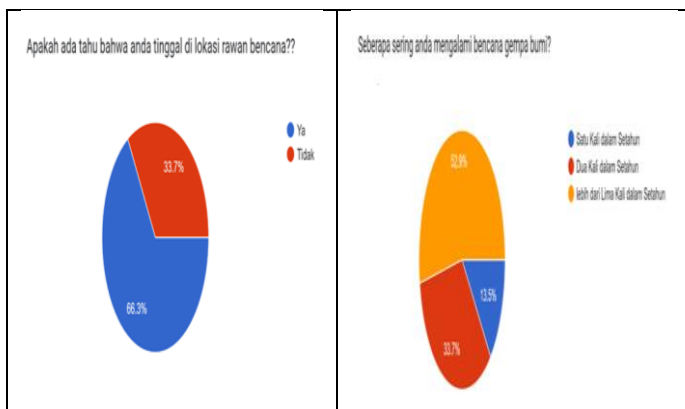


Chart 2. Response data knows about the disaster area and the duration of the earthquake

In data chart 2, it is known that most of the people living in Bengkulu City tend to know that the area they live in is a disaster-prone area, where people feel that earthquakes can be felt more than 5 times a year, meaning that the frequency of earthquakes is frequent. What happened in the city of Bengkulu cannot be considered a trivial thing, the community should understand that good and correct disaster management is needed to reduce the impact caused by the earthquake.

People in Bengkulu City understand that information about disaster mitigation through the media as a reference will be very helpful, this study seeks to explain how the level of public awareness of disaster mitigation through accurate information from various social media using the uses and gratification method with the following results:

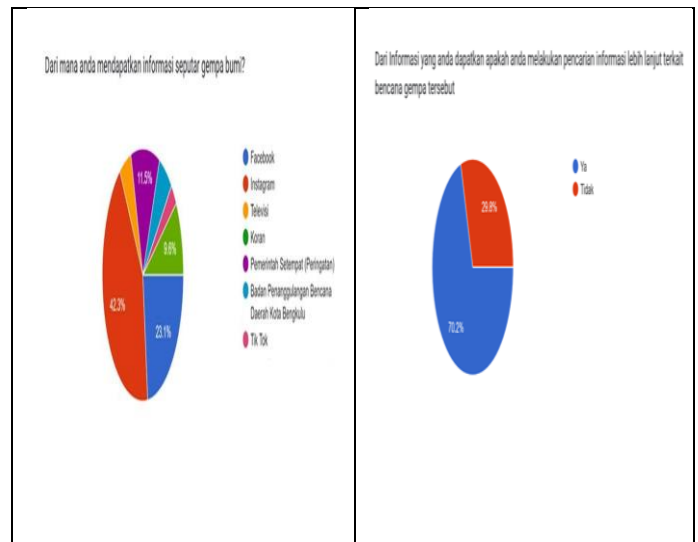


Chart 3. Respondent data regarding disaster information reference and follow-up information searches

Instagram and Facebook are the two social media that are most widely used by the public, even Instagram media is a media that is included in the list of 5 social media with the most users. According to *we are social* in Suherman (2020) and previously there was also research conducted by Hotsuite in Prakoso et al. 2022) which states that the social media with the 3 highest levels of users are YouTube, Instagram, and Facebook. Social media is one of the media that can be used as a communication method to disseminate important information such as disaster management (Ahmed, 2011) and this is following the results of research conducted where the majority of social media users use Instagram and Facebook to find out various information about natural disasters. such as earthquakes, almost most

people in Bengkulu City use Instagram as a medium of information about earthquakes natural disasters where there are 42.3% of people use it and followed by Facebook with 23.1%. While the search for information through the official BNPB website is only 16%, research conducted in Bali by Gelgel (2020) shows the opposite where people realize that social media is a medium for digging information but people in Bali also use mass media simultaneously. for validating accurate data about natural disasters. Reflecting on these results, it can be concluded that there is a significant shift in the use of media as a reference in finding information. The survey conducted shows that BNPB in Bengkulu City has Instagram and Facebook media to reach larger recipients of information, but the two media have not been processed significantly, so that information on mitigation is not clearly explained.

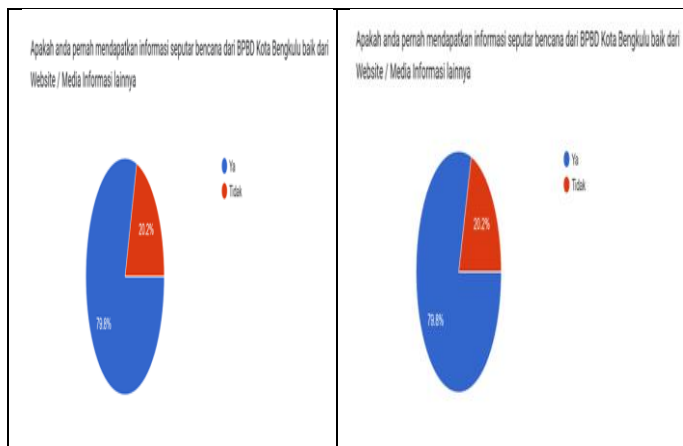


Chart 4. Respondent data about BPBD Kota Bengkulu

Bengkulu City BPBD should play an important role in implementing good and appropriate disaster mitigation for all people living in Bengkulu City, therefore information addressed to the public through the official website, or official social media owned by Bengkulu City BNPB must include all accurate information and it has been tested, but what has happened is the opposite, the action that should represent the existence of the Bengkulu City BPBD is to disseminate information about natural disasters and how BPBD can provide explanations on how to overcome them, both from disaster information, prevention measures and incident evaluation, because The performance of the Bengkulu City BPBD is a benchmark for the quality of disaster management by the community in Bengkulu City. Not only Bengkulu City BPBD according to Gali Saputra (2021) Karang Ligar BPBD is still not optimal in its implementation and this deficiency can be seen in how the stages to deal with disasters through socialization or improvement of environmental conditions are still very minimal.

Apakah anda pernah mendapatkan pelatihan / sosialisasi / pembekalan mitigasi (pencegahan) bencana?

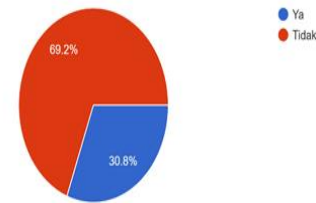


Chart 5. Respondent data on disaster mitigation socialization

With all the schemes that should be carried out by the Bengkulu City BPBD, the results of the research are inversely proportional to where the community feels that socialization regarding Bengkulu City mitigation is still very lacking, the evidence is that most respondents feel they have never received training on disaster mitigation carried out by BPBD, meaning that the majority of people in The city of Bengkulu is still trying individually to cope with disasters without socialization, so that although the community feels that information on earthquake natural disaster mitigation in the city of Bengkulu can be obtained from social media and Facebook, the contents of existing posts do not refer to socialization activities for earthquake disaster mitigation, Many studies that have been conducted contain criticisms of the unpreparedness of BPBDs in carrying out disaster mitigation, such as the research conducted by Gelgel (2020), Anggun et al (2020) and Irfany et al (2020). This research can be a reference for BPBD to make improvements in managing official social media (Instagram and Facebook) and link the official website to the two accounts so that the public can the information benefit from the supposed goals of BPBD.

CONCLUSION

Disaster mitigation is a very important thing to be socialized, therefore the government has formed a forum for the Regional Disaster Management Agency in Indonesia and is spread in every province, city, and region including Bengkulu City, Bengkulu City is an area that is prone to earthquake disasters, therefore the City BNPB Bengkulu should be more effective in utilizing various media to socialize the community about earthquake disaster mitigation. Lestari (2018) revealed that all parties involved in raising awareness of disasters, both the community and the government, already understand that being friendly with disasters is a principle because then both the government and the community can easily cope with disasters and have concrete steps if disasters occur at any time. time

happened. BNPB should be able to utilize social media optimally, by utilizing social media with the highest user ratings such as Instagram and Facebook, because Bengkulu City BNPB already has both media but the content provided in BNPB's official social media does not contain much disaster mitigation processes, but rather just a disaster. According to Fahriyani (2020), good social media in disseminating information regarding disaster mitigation is social media that contains maps of disaster areas, socialization of awareness raising of what to do during a disaster, disaster status to evacuation procedures and post-disaster there is information that contains procedures for the recovery process and how to rebuild independently. BNPB as a decision maker needs to do an updating for the information regularly, such information can be provided by all members related to the information types (Auferbauer et al, 2015).

REFERENCES

- Ahmed, Ashir. 2011. *Use of Social Media in Disaster Management*. ICT, Swinburne UNI, Melbourne. VIC : Australia.
- Alfarabi, Adhiranti Lisa. 2021. *Bencana, Informasi dan Komunikasi Serta Keterlibatan Media Massa Lokal Dalam Manajemen Bencana (Studi Pendekatan Jurnalisme Bencana di Provinsi Bengkulu)*. Vol.10 NO 1, Maret ISSN : 2252 - 665X, E-ISSN : 21761889. Jurnal Ilmu Komunikasi. Universitas Atma Jaya Yogyakarta.
- Anggun, Triana, Roni Ekha Putera dan Roza Liesmana. 2020. *Pemberdayaan Masyarakat Dalam Pengurangan Resiko Bencana Banjir di Kecamatan Padang Selatan*. Vol 1 No 2 E-ISSN : 2722-5259. Jurnal Desentralisasi dan Kebijakan Publik. FISIPKUM Universitas Serang Raya.
- Auferbauer, Daniel, RÖman Ganhör, Hilda Tellioglu. 2015. *Moving Toward Crowd Tasking for Disaster Mitigation*. Short Paper Community Engagement : Vienna University of Technology.
- Citra Wira Fevi dkk, 2020 . *Tingkat Pemahaman Peserta Didik pada Wilayah Rawan Bencana Gempa Bumi Zona Tinggi di Kota Bengkulu*. Vol 5, No 1 Juni. P-ISSN : 2541-125X, E-ISSN : 2651-4781 jurnal Georaflesia : Universitas Hazairin Bengkulu.
- Fahriyani, Silvi dkk. 2020. *Penggunaan Media Sosial Twitter untuk Mitigasi Bencana di Indonesia*. VOL 4 No2 Juli 2020. ISSN : 2597-6064. IKRA-ITH Humaniora Jurnal Sosial dan Humaniora : Universitas Persada Indonesia YAI.
- Galih Saputra, Nanda, Maulana Rifai, Prilla Marsinggah. 2021. *Strategi Penanggulangan Bencana Banjir Kabupaten Karawang di Desa Karang Ligar sebagai Desa Tangguh Bencana*. Vol. 08 No 1 April 2021. E-ISSN : 2614-2945. Dinamika: Jurnal Ilmiah Ilmu Administrasi Negara.
- Gelgel Ni Made Amanda. 2020. *Media Sosial dan Literasi Kebencanaan di Bali*. Vol 9 No 1 ISSN : 2310-6051, E-ISSN : 2548-4907. Interaksi: Jurnal Ilmu Komunikasi.
- Irfany, Feny M, Yaya M Abdul Aziz. 2020. *Implementasi Kebijakan Dalam Mitigasi Bencana Banjir di Desa Dayeuhkolot*. Vol 11. No 1 Januari. ISSN : 1829-5762 E-ISSN : 2656-2820. Kebijakan : Ilmu Administrasi. Universitas Pasundan.
- Lestari, P. (2018). *Komunikasi Bencana Aspek Penting Pengurangan Resiko Bencana*. Yogyakarta: PT Kanisius.
- McQuail, D. (2010). *Mass Communication Theory*. London: SAGE Publications.
- Morissan. (2013). *Teori Komunikasi Individu Hingga Massa*. Jakarta: Kencana Prenada Media Grup.
- Mulyana, D. (2008). *Metodologi Penelitian Kualitatif, Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya*. Bandung: Remaja Rosdakarya.
- Prajarto, Nunung, 2008. *Bencana, Informasi dan Keterlibatan Media*. VOL 14, No 3, Maret (Komunikasi Bencana) Jurnal Ilmu Sosial dan Ilmu Politik (JSP).
- Prakoso, Daniel Mulia dan Sri Vandayuli R. 2022. *Anteseden dan Konsekuensi dari electronic word-of-mouth credibility*. Vol 26. No 1 Juni 2022. ISSN : 1410-3737, E-ISSN : 2621-069X. Sebatik. Stemik Widya Cipta Dharma.
- Saputra Andi, 2019. *Survei Penggunaan Media Sosial di Kalangan Mahasiswa Kota Padang Menggunakan Teori Uses and Gratification*. VOL 40, NO 2. Desember 2019. ISSN 01`25-9008 E-ISSN 23018593. Jurnal Dokumentasi dan Informasi.
- Suheman, Farhan, Hanni Hafiar, Ade Kadarisman. 2022. *Pengelolaan Aktivitas Media Sosial Instagram @ditjen.dikti oleh Humas Direktorat Jenderal Pendidikan Tinggi Riset dan Teknologi Dalam Sosialisasi Kebijakan Kampus Merdeka*. Vol. 5 No. 2. Mei 2022. ISSN : 2655-4410, E.ISSN : 2620-8709. Journal of Media and Communication Science.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Suprpto, d. (2012). *Baseline Kegunungapian Indonesia*. Jakarta: Badan Nasional Penanggulangan Bencana (BNPB).
- Tamitiadini Dian, I. A. (2019). *Komunikasi Bencana : Teori dan Pendekatan Studi Kebencanaan di Indonesia*. Malang: UB Press.

NEW REFERENCES

- Bramasta Dandi Bayu.2020. MENgapa Bengkulu Sering diguncang Gempa. Kompas.com (<https://www.kompas.com/tren/read/2020/08/22/140513765/mengapa-bengkulu-sering-diguncang-gempa-ini-jawaban-bmkg?page=all>).

BPS Kota Bengkulu, 2022. BPS Kota Bengkulu dalam angka 2022. PNRI
<https://bengkulukota.bps.go.id/publication/2022/02/25/baa9423acfb803ce0fc44578/kota-bengkulu-dalam-angka-2022.html>.
<https://www.facebook.com/bpbd.kotabengkulu.37>
<https://www.instagram.com/bpbdkotabengkulu/?hl=id>
Mayasari Anggi. 2021. bmkg-catat-terjadi-414-kali-gempa-di-bengkulu-selama-2021. Antaranews.com
(<https://www.antaranews.com/berita/2616001/bmkg-catat-terjadi-414-kali-gempa-di-bengkulu-selama-2021>).
Profil.bengkulukota.go.id.2022. Profil Pemerintah Kota Bengkulu (Geografis).
<https://profil.bengkulukota.go.id/geografis>

THE EFFECT OF SYMBOLIC VIOLENCE IN THE PESBUKER PROGRAM ON TEENAGE BEHAVIOR

(Study on Students of Class VIII SMPN 17 Bengkulu City)

Lovi Zon Abdi

University of Bengkulu

ARTICLE INFO

Corresponding author:

Lovizonabdi01@gmail.com

Citation:

Talking about the media means talking about means of communication. The presence of the media helps humans to communicate easily. Sailing Wen (in Yunus, 2007: 5) says that "There are six types of media, namely: text, graphics, sound, music, animation, and video. These six types of media seem to merge into a modern medium, namely television".

Hasan (in Tompo, 2007: x) said that mass media, especially television, has been recognized as having a very strong influence on shaping one's cognition.

media. As an Educator, some can be carried out alone by the mass media, while other parts are combined with interpersonal communication (Eduard D, 1978: 47). According to Chalkley, the mass media functions to report on the facts of the economic life of the community, interpreting these facts so that they are understood by the community and promoting them so that they realize how serious the development problems faced are and think further about these problems and lead the community to possible solutions.

ABSTRAK

Banyaknya tayangan dan program yang disajikan oleh televisi membuat khalayak seakan dimanjakan oleh hiburan – hiburan yang secara tidak langsung dapat mempengaruhi sikap, tindakan, perilaku bahkan pola pikir khalayak. Seperti halnya yang disajikan dalam program pesbuker, banyak sekali adegan yang bertujuan untuk memberikan hiburan dan perasaan puas bagi para konsumennya akan tetapi adegan – adegan tersebut dapat mempengaruhi sikap, tindakan dan perilaku para konsumennya, bahkan adegan tersebut juga dapat membahayakan para khalayak apabila dilakukan dengan menggunakan peralatan yang berbahaya. Skripsi ini dilakukan untuk menemukan pengaruh kekerasan simbolik yang ditampilkan dalam program pesbuker terhadap perilaku remaja. Skripsi ini merupakan penelitian kuantitatif dengan pendekatan deskriptif dan menggunakan alat uji Regresi. Dalam Program Pesbuker banyak sekali terdapat kekerasan Simbolik yang ditampilkan, seperti : Memukul badan orang lain dengan sengaja walaupun dengan menggunakan bahan – bahan yang lunak atau tidak berbahaya, menumpahkan bedak di kepala orang lain, bahasa – bahasa sindiran yang dapat menyinggung orang lain dan lain – lain. Adegan – adegan itu dilakukan sebenarnya hanya untuk memberikan hiburan kepada para khalayak program pesbuker di ANTV akan tetapi akan sangat berbahaya apabila adegan tersebut ditirukan dengan alat peraga yang berbahaya seperti katu atau batu oleh khalayak seperti anak – anak dan remaja. Mereka yang pola pikirnya belum teralu terbentuk dapat menirukan hal yang mereka anggap lucu akan tetapi properti yang digunakan tidak seperti yang ditampilkan dalam program. Mereka bisa saja menggunakan bahan – bahan keras seperti balok, kayu, besi dan sebagainya untuk memukul temannya yang lain dengan tujuan untuk saling bercanda akan tetapi dapat menimbulkan dampak yang sangat berbahaya. Hasil penelitian ini menunjukkan ada pengaruh antara kekerasan simbolik yang ditampilkan dalam Program Pesbuker walaupun pengaruh tersebut tidak signifikan. Artinya apabila khalayak secara aktif menyaksikan program pesbuker, perilakunya dapat terpengaruh oleh adegan – adegan yang ditampilkan dalam program pesbuker.

Kata kunci : *Kekerasan simbolik pada program pesbuker*

ABSTRACT

The number of impressions and television programs presented by the audience seemed to be spoiled by entertainment - entertainment that can indirectly influence attitudes, actions, behavior, and even audience thought patterns. As well as being presented in the pesbuker program, a lot of scenes aim to provide entertainment and a sense of satisfaction for their customers, but the scene - scene can influence the attitudes, actions, and behavior of their customers. Even these scenes can also endanger the public if it is done using dangerous equipment. This thesis is conducted to find the influence of symbolic violence shown in the program pesbuker on adolescent behavior. This thesis is a quantitative research approach and desktops using a regression testing tool. In the program there is a lot of Pesbuker Symbolic violence hitting, such as: hitting other people's bodies, although deliberately using materials - materials that are soft or harmless, others have to spill powder, language - the language of satire that can offend others and others - others. Scene - a scene that was really just to provide entertainment for the audience, on the quiz pesbuker program, but it would be very dangerous if the scene was simulated by dangerous props like Katu or rock by the audience like children - children and adolescents. Those who don't have trial fikirnya patterns formed can mimic things they find funny but the property is not used as they appear in the program. They can only use hard materials such as beams, wood, iron, and so on to beat the others in order to tease each other, but it can cause very harmful effects. The results showed no effect of symbolic violence shown in the Pesbuker, although these effects are not significant. This means that if the audience watches the program aktive pesbuker, behavior can be affected by scene - a scene that is displayed in the pesbuker program.

Keywords : Symbolic Violence in the program pesbuker

1. INTRODUCTION

Background of the Problem

Talking about the media means talking about means of communication. The presence of the media helps humans to communicate easily. Sailing Wen (in Yunus, 2007: 5) says that "There are six types of media, namely: text, graphics, sound, music, animation, and video. These six types of media seem to be united in a modern medium, namely television".

The development of the times does not only have an impact on technological advances but also has an impact on the content of programs on television. The shows that are shown mostly do

not prioritize ethics, just to make the show interesting and liked by the audience. Various ways are done, including making innuendos in the form of harsh words that are done to make jokes so that the audience is entertained without thinking about the impact received by the person being satirized.

One of the television programs that contains many elements of symbolic violence is the Pesbuker Program. Pesbuker is a sketch program fronted by Olga Syahputra, Raffi Ahmad, Jessica Iskandar, Melaney Ricardo, and Opie Kumis. Pebuker is present on the ANTV screen every Monday - Friday at 18.00. WIB always presents fresh jokes and is increasingly

awaited by the public. The use of the program name Pesbuker is a pun on Facebook, a social networking program that is currently trending among the public. This makes this program easy to remember.

he symbolic violence displayed in this program is feared to affect the behavior of the nation's next generation, consisting of teenagers who consume the show. The symbolic violence displayed is feared to affect the behavioral development of the wider audience, especially teenagers.

This research will be conducted on adolescents who are in accordance with Hurluck's concept, which is carried out on adolescents at an early level, consisting of adolescents aged 13 to 17 years. Therefore, this research will be conducted on students of SMPN 17 Kota Bengkulu because, according to the initial survey conducted by the researcher, students of SMPN 17 Kota Bengkulu will be able to participate in this research. According to the initial survey conducted by the researcher, many students of SMPN 17 Kota Bengkulu are fond of the pesbuker program.

2. LITERATURE REVIEW

Television is an electronic system that sends still and live images along with sound over cable or space. This system uses equipment that converts light and sound into electronic waves and converts it back into light that can be seen and sound that can be heard. (Soerjokanto 2003: 24).

a. Negative Impact of Television Presence

Television has a negative impact on children. Based on scientific studies, infants who watch DVDs have lower language skills than infants who do not watch. In addition, watching television has the potential to have a negative impact on children. Watching television also has a negative impact on adolescents, such as aggressive behavior, substance abuse, risky sexual activity, eating disorders, and decreased achievement in school.

b. Positive Impact of Television Presence

Television also has a positive impact on human life. Namely, can add insight or knowledge or training and can learn about anti-violent behavior, empathy, tolerance towards people of other ethnicities, and respect for elderly people and educational information can also be inserted into programs that have quality values.

The PESBUKERS program uses the concept of "Sketch Reality", which includes elements of hot gossip in the form of sketches, such as Olga and Jessica's love story, which is eagerly awaited by OIJess Lovers (the term for Olga and Jessica fans),

as well as Raffi Ahmad's love story and gossip from guest stars who are present in each episode.

However, according to @kapan Lagi.com (January 5, 2013), the Pesbuker program is considered to violate ethics. This program is said to violate ethics because it does not have positive program points. The content of the program only includes violence committed against someone who has been set up to be a scapegoat. The violence committed is not only done in verbal form, violence and persecution are also carried out in physical forms, such as hitting or slapping, which is often done to fellow actors in the show.

Gerbner, Gross, Morgan, & Signorielli (1986) argue that although religion or education has previously had a major influence on social trends and customs, nowadays, it is television that is the source of the broadest and most influential images in life. Television is thus a snapshot of the general environment of society.

Cultivation theory in its most basic form suggests that television actually, over time, subtly "cultivates" the viewer's perception of reality. This theory can have an impact on TV viewers, and that impact will impact our entire culture. Gerbner and Gross (1976) say "television is the medium of socializing most people into standard roles and behaviors. Its function is one of "enculturation".

3. RESEARCH METHOD

a) Research Variables

According to Singaribun and Effendi, (1995: 48) variables are concepts that are given more than one value. In this study, variables can be divided into two main categories, namely influence variables and affected variables (Sudjana, 1999: 23).

In this study, the following variables were determined:

- Influence Variable (x) : Symbolic Violence on the PESBUKER Program
- Affected Variable (y): Behavior of Class VIII adolescents at SMPN 17 Bengkulu City.

b) Conceptual Framework

The conceptual framework is prepared as a theoretical estimate of the results to be achieved after theoretical analysis based on the material possessed (Nawawi, 1987: 23).

1. Conceptual Definition of Research Variables

Research variables, according to Singaribun (Mardalis, 1989: 45), are generalizations of a group of certain phenomena so that they can be understood to describe various similar phenomena. In this essay, the conceptual definition of the above variables is as follows:

- Symbolic Violence in the Pesbuker Program: The form of physical violence displayed by the Pesbuker program against its viewers. In this case, the Perbuker program as an entertainment show is aimed at students as its audience.
- The behavior of adolescents in class VIII SMPN 17: A pattern of behavior possessed by every teenager. The observed behavior is the behavior that arises as a result of consuming the pesbuker program on ANTV.

2. Operational Definition of Research Variables

Operational Definition is scientific information that is very helpful. From this information it will be known how the measurement of the variable is carried out (Singaribun, 1989: 64). Operationally, each variable can be measured and formulated as follows:

a. Influence Variable (x): Symbolic Violence in the Pesbuker Program

* Indicator

- Frequency of watching
- Duration of Watching
- Physical Violence
- Hitting
- Spraying Powder
- Splashing Water

b. Affected variable (y): Behavior of adolescents in class VIII SMPN 17 Bengkulu

*Indicators:

- Seeing or watching the Pesbuker program
- Practicing or imitating scenes in the pesbuker program
- Influencing others to participate in doing the scene in the pesbuker program

3. Measurement and Scoring Criteria

The measurement criteria in this study are determined using a Likert scale, where each question will be accompanied by a value or score. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena, (Efendy: 1989).

From the number of scores, it will be visualized in the categories of very high, high, medium, low and very low.

The way to find the interval of the score is used the following formula:

I = Highest score - Lowest score

Category

(Hadi, 1994: 108)

4. Population and Sample

Population is the total number of units of analysis whose characteristics will be estimated (Singaribun and Effendi, 1995: 192). The population in this study were students of SMPN 17 Bengkulu City, Class VIII a - VIII e, with a note of selection for students who actually watched the pesbuker program to be used as a population.

The sample determination technique that will be used is stratified random sampling, which is a method for determining the population that will be used as a sample. Stratified random sampling is sampling done by dividing the population into several strata where each stratum is homogeneous.

5. Data Collection Technique The data used in this study are:

- Primary data.
- Questionnaire.
- Documentation study

6. Data Analysis Technique

The technique used to analyze the data in this study is a quantitative method, to determine whether there is a relationship between the two variables with the following formula:

According to Sugiyono (1999: 257), to test whether there is an influence or relationship between variable X and variable Y, the simple/linear regression statistical test is used with the formula:

Furthermore, to test the variable (X) Symbolic Violence in the Pesbuker Program on ANTV on the variable (Y) Teenage Behavior using the Ftest test with a significant level of 5%, so the confidence level in this study is 95% with the formula:

Ftest = S2 reg / S2 sis

To measure the magnitude of the influence, proceed with the test and determination test as follows:

$$\text{test} = r \sqrt{\frac{n-2}{1-r^2}}$$

To determine whether the hypothesis is accepted or rejected, the test results are consulted with the table at an alpha level of 0.05. With the following test criteria:

If t counts > t table 0.1, then HK: accepted and H0: rejected. If t counts < t table 0.1, then HK: rejected and H0: accepted.

Furthermore, to obtain the correlation coefficient value (R2) used

formula:

$$R^2 = \frac{b_1 \sum x_1 y + b_2 \sum x_2 y}{\sqrt{n \{ (\sum x_2)(\sum x)^2 \} \{ n(\sum y^2)(\sum y)^2 \}}}$$

4. RESULT AND DISCUSSION

Research Results

The calculation of the research data results obtained a simple linear regression equation as follows:

$$Y = 19.80 + 0.3$$

The regression coefficient value is 0.03. This can be interpreted literally as every 1 unit increase in X will increase Y by 0.03. The universal interpretation is that the more closely I watch ANTV shows (in this case, the frequency of watching increases, the duration of watching is long, even until the end of the show, and the more attention to the show), the more selective teenagers are in consuming television shows.

Based on the test of the relationship between variable X and variable Y, it is known that the F calculated value obtained (0.158) is smaller than the F table of 5% with a determination value of (19.46). This means that variable X (Symbolic Violence of Pesbuker Program on ANTV) has no close relationship with variable Y (Teenage Behavior of SMPN 17 Class VIII Bengkulu City students).

The results of the t-test show that the calculated t value (0.398) is smaller than the 5% t table with a determination value of (2.06). With these results, it can also be concluded that symbolic violence in the Pesbuker Program on ANTV does not significantly affect the behavior of adolescents of SMPN 17 class VIII in Bengkulu city.

Finding the value of the correlation coefficient (R2) is done to find the magnitude of the influence between variable X and variable Y. The effect of Symbolic Violence on the Pesbuker Program on ANTV is not large, namely 16.86% (R2) on the behavior of Teenagers of SMPN 17 class VIII in the city of Bengkulu. This means that changes in the consumption behavior of SMPN 17 teenage students towards the Pesbuker Program, 16.86% are influenced by the Pesbuker Program on ANTV that has been watched. While 83.14% is influenced by other factors besides the factors mentioned in the study. These other factors were obtained when researchers conducted interviews directly with several respondents.

Some of the interviewed respondents answered that they rarely watched the pesbuker program directly but they knew and understood about the pesbuker program even though they did not watch the program directly. They claimed to know about the program from the stories of their friends who told them in detail about the program. the program. This factor is mentioned as another factor that influences the behavior of SMPN 17 teenagers towards the Pesbuker program on ANTV.

This is in accordance with the Cultivation Theory, which states that television addicts (heavy viewers) build an exaggerated belief that "the world is very scary". This is due to their belief that "what they see on television", which tends to present a lot of violent programs, is "what they believe also happens in everyday life".

Similarly, the pesbuker program presents or shows a lot of symbolic violence committed by the pesbuker players. This can affect the behavior of teenagers who watch the program.

5. CONCLUSION

Based on the results of the research and discussion above, it can be concluded that:

- a. The result of the regression coefficient value obtained in the study is $Y = 19.20 + 0.03X$.
- b. The results of the t test analysis prove that symbolic violence on the ANTV Pesbuker program does not significantly affect the behavior of adolescents in class VII SMPN 17 Bengkulu city. These results are obtained after getting the t test results, which show the value of t count is smaller than t table.
- c. Symbolic violence in the Pesbuker ANTV program does not significantly affect the behavior of adolescents in class VIII SMPN 17 Bengkulu city, seen in the R2 value of the research results, which is only 16.86%. This means that only 16.86% of the behavior of adolescents in grade VII SMPN 17 Bengkulu city is influenced by symbolic violence in the pesbuker program on ANTV.
- d. Rejecting the Working Hypothesis (HK) "Symbolic Violence in the Pesbukers Program on ANTV has an influence on Teenage behavior" and accepting the null Hypothesis (Ho) "Symbolic Violence in the Pesbukers Program on ANTV has no influence on Teenage behavior".

6. ACKNOWLEDGEMENT

On this occasion the author would like to express and convey deep gratitude to all those who have provided guidance, input, support and invaluable assistance to the author so that this research can be realized. For that the author would like to thank:

1. Thank you to Allah SWT who always gives all the favors, sustenance, and love that never stops the author.
2. Drs. Azhar Marwan, Andi Makhrian, S.Sos., M.Sc, Drs. Khairil Buldani, M.Si and Dr. Gushevinalti, S.Sos., M.Si, have provided direction and support and also advice to the author in completing this research.
3. Special for my wife Wiwit Anggreini and my son Muhammad Rayyandra Alfarizqi who are always the spirit and strength in completing assignments and lectures.
4. For my parents, Mr. Sukran and Mrs. Siarni who always support and give their prayers in completing this research.
5. All respondents who have been willing to take the time to help the author regarding the problems in this study.
6. The big family and Students of class VIII SMPN 17 Bengkulu City.

REFERENCES

Depari, Eduard dkk, *Peranan Komunikasi Massa Dalam Pembangunan, Suatu. Kumpulan Karangan*, Gadjah Mada University Press, Yogyakarta, 1978.

Departemen Pendidikan dan Kebudayaan DIY, *Peranan Media Massa Lokal Bagi Pembinaan dan Pengembangan Kebudayaan Daerah*, 1997

Morrisan; Andy C.W & Farid H.U. (2010). *Teori Komunikasi Massa*. Bogor: Ghalia Indonesia.

Tompo, Rusdin. 2007. *Panduan Praktis Menonton Sehat Untuk Orangtua*. Makassar: PT. Umitoha Ukhuwah Grafika

Yunus, Muhammadiyah. 2007. *Jangan Terhipnotis Televisi*. Makassar: CV. Heksa Utama.

OTHER SOURCES

<http://id.shvoong.com/social-sciences/communication-media-studies/2310044-definisi-televisi/#ixzz2QFhTwGRZ>
(http://id.wikipedia.org/wiki/perilaku_manusia)
(TRIBUNNEWS.COM)

THE EFFECT OF OUTSIDE POLITICAL ADVERTISING IN THE ELECTION OF REGIONAL HEAD ON THE PARTICIPATION OF BEGINNER VOTER IN SMAS 4 MUHAMMADIYAH, BENGKULU CITY

Ari Rahmadi

Universty of Bengkulu

ARTICLE INFO

Corresponding author:

arirahmadi873@gmail.com

Citation:

Media production which is usually used for propaganda is ordered by "election candidates" of political parties or advertising companies (Nawiroh, 2016: 78).

The political knowledge of novice voters is different from other voter groups (Surbakti, 2018: 93)

This means that outdoor media is more suitable if used as a support for main media such as television and magazines to create widespread awareness. (Morissan, 2019: 136)

If there is interaction between two or more individuals (interacting in society), making them will not be separated from involving political relationships, (Nasrullah, 2017: 7).

The main objectives of political advertising are informative and persuasive in which political advertising must inform the public that by choosing the candidate or party, the quality of their lives will improve, (Morissan, 2019: 89)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh iklan politik dalam pemilu terhadap partisipasi pemilih pemula di SMAS Muhammadiyah 4 kota Bengkulu. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif asosiatif, dengan teknik pengumpulan data dengan menggunakan sistem Observasi, Wawancara, Dokumentasi, Kepustakaan, dan Angket Kuisioner dengan sistem pengambilan sampel menggunakan purposive sampling. Temuan dalam penelitian ini menunjukkan bahwa terdapat pengaruh yang antara iklan politik media luar ruang terhadap partisipasi pemilih pemula di SMAS Muhammadiyah 4 kota Bengkulu Tahun 2020 hal ini sejalan dengan teori menyatakan bahwa pemilih pemula adalah pemilih yang paling potensial untuk para kandidat mendapatkan suara di pilkada karena pemilih pemula biasanya mempunyai karakter yang lebih labil dan apatis, dengan pemahaman politik yang sedikit sehingga pemilih pemula lebih cenderung acuh tak acuh dan mengikuti budaya berpartisipasi dalam menentukan masalah politik mereka dan hanya memilih berdasarkan apa yang mereka lihat di media, salah satunya media luar ruang.

Kata Kunci ; Iklan politik Media Luar Ruang, Partisipasi Pemilih Pemula, Pemilu

ABSTRACT

The purpose of this study is to determine the effect of political publicity in the election of regional leaders on the participation of novice voters in SMAS Muhammadiyah 4 Bengkulu City. The approach used in this study is an associative quantitative approach, with data collection techniques using the Observation, Interview, Documentation, Literature, and Questionnaire systems with a sampling system using purposive sampling. This is in line with the theory that states that beginner voters are the most potential voters for candidates to get votes in regional head elections because voters usually have a more unstable and apathetic character, with an understanding of little politics so that voters are more likely to be indifferent and follow the culture of participating in determining their political problems and only voting based on what they see in the media, one of the outdoor media.

Keywords ; Outdoor Media Political Advertising, Beginner Voter Participation, Regional Head Elections.

1. INTRODUCTION

Introduction: To influence public opinion, statesmen or political leaders take many ways, one of which is the media. Opinions will be easily formed in the presence of the media because the media is one of the strongest influences on the progress that is happening now. Most media today are filled with information and opinions about politics. Therefore, those who update the media will have critical attention and understanding of political activities. The various types of media used are print, electronic, outdoor media, social media, and other media. Among the many media options available for political activities, outdoor media is one of the most popular choices. Because political campaigns using outdoor media have several advantages, such as being more durable and able to move from one point to another. Some examples of political advertisements in outdoor media, such as banners, billboards, electronic billboards/billboards, traffic billboards (cars/buses), and pamphlets posted in temples in various places. Media production which is usually used for propaganda is ordered by "election candidates" of political parties or advertising companies (Nawiroh, 2016: 78).

Many political advertisements, including outdoor media, are ultimately aimed at gaining public support in the form of voting rights in the December 2020 general election. Beginner voters are voters with the most potential for candidates to get votes in the pilkada. Because novice voters usually have a more unstable and apathetic character, with little political understanding, are more inclined to their circle or association, family, mass media, and social media and only learn about politics during the election. The political knowledge of novice voters is different from other voter groups (Surbakti, 2018: 93), the difference lies in their political experience in dealing with regional head elections. Preferences that are used as the basis for elections tend to be unstable or change easily with information or preferences in the environment, and novice

voters are more likely to be indifferent and follow a culture of participating in determining their political problems. Based on this explanation, we can see that political advertising does not have much of a role to play in shaping the behavior of today's voters.

Therefore, researchers are interested in conducting research on this issue with the title "The Influence of External Media Political Advertising in the Regional Head Elections on the Participation of Beginner Voters in SMAS Muhammadiyah 4 Bengkulu City". While the formulation of the problem in this study is how the role of external media, political advertising in the post-conflict local election on the participation of novice voters in SMAS Muhammadiyah 4 Bengkulu city. And the purpose that is studied further in this study is to find out how the influence of political advertising in the post-conflict local election on the participation of novice voters in SMAS Muhammadiyah 4 Bengkulu city.

2. LITERATURE REVIEW

There are 5 references to past research that are the main sources of this study. Firstly, the research was carried out by Marissa (2013). In this study, Marissa examines the influence of political advertising in the election of the Minahasa Regional Chief on the participation of entry-level voters in the village of Taunelet, Kakas District. The research concludes that political advertisements in the regional head elections have a strong enough influence on the participation of novice voters or around 17.30%, while the rest is determined by other variables, such as environmental factors, family, and social values. Second, the study was written by Suci (2015). In this study, Suci looks at the impact of social media on voter turnout in the 2015 West Sumatra popular elections. Based on her research, Suci concludes that social media has an impact on electoral participation. The third is research by Loina and Munawaroh (2017). In this study, they looked at the political participation

of new voters in social media social networking settings, and found that social media affected voter participation among novice voters. Fourth is the research that Afdy Jaya Amjad (2014) conducted. In this study, Afdy examined the effect of television political advertising on political attitudes of beginning voters in the 2014 presidential election, in this study did not find the effect of political advertising on television on the involvement of novice voters. Fifth is Wahyu Sumunaring Tyas' research (2015). In that study, Wahyu examined the perceptions of new voters in election advertising (Quantitative Descriptive Study of Beginner Electors Perceptions in Karangmalang Village on Political Campaign Advertising of the Regent and Deputy Regent of Sragen Regency in 2015) in this study Wahyu found that social media influenced beginners' involvement.

Politics

Aristoteles wrote in his political book (written in 335 BC) about politics as the essence of human existence in social life. If there is an interaction between two or more individuals (interacting in society), making they will not be separated from involving political relationships, (Nasrullah, 2017: 7). Rod Hague (Nasrullah, 2017: 89) points out that politics is an activity related to how a group obtains a collective and binding decision to obtain a joint decision.

Political Advertising

Advertising acts as a source of understanding of the existence of a product and acts as a mediator in influencing consumers to voluntarily try or buy the products offered. This means that advertising exists indirectly as a medium that provides a variety of needs (including political commercials containing political posts) serves the needs of consumers (voters). In general, the classification of ads is divided into several categories: public, region, media selection and purpose. This reinforces the statement of Bovee (Miriam, 2017: 67) which states that advertising can be divided in four categories :

1) Target audience: Advertisers or companies like commerce, industry, professionals, agriculture.

- 2) Geographic area: local, regional, national and international.
- 3) Media utilization: print media (newspapers, magazines), electronic media (radio, TV), outdoor media (posters, billboards).
- 4) Commercial: Bovee states that the advertisements are intended to be displayed in the advertisements and the design of delivering messages in a verbal or even non-verbal way.

Function of Political Advertising

Brian Mc Nair argues that political advertising is "the purchase and the use of advertising space, paid for at commercial rates, in order to transmit political messages to mass audiences". The main objectives of political advertising are informative and persuasive in which political advertising must inform the public that by choosing the candidate or party, the quality of their lives will improve, (Morissan, 2019: 89).

Marchand states more clearly "Advertising is a reflection of society or A Mirror on the Wall that displays subtle lies rather than displaying social realia. If we pay close attention to the characters played by the players in the advertisement, we will feel amazed at the regulation of advertisements in the social environment. And if we pay attention to the advice in the advertisement, we will greatly admire the efforts of advertisements to adapt to the problems of modernity. But if we pay attention to the meaning of advertising on social and cultural problems, we will find accurate and expressive images of the underlying reality reflected in the mirror of advertising that is difficult to understand." According to Marchand, advertising, referred to as social dilemmas, summarizes aspects of social reality (including political advertising), but it shows these aspects in a deceptive, even reductive way. It is a mirror that reverses the shape of the object it depicts, but it also shows the images that exist in its vision. The political advertisements referred to in this study are all those that can be information for the public regarding the profile of the candidate, both the vision-mission, the work program of the regional head candidate pair and their educational background. (Morissan, 2019: 109).

The method used in the research must be in line with the research objectives and the theory. Describe the approach used in the research (quantitative/qualitative), as well as the research method used (eg survey, experiment, case study, ethnography, netnography).

Types Of Political Advertisements

Political advertisements are advertisements that cannot be included in the category of public service advertisements and commercial advertisements because these advertisements do not sell products in the form of goods or services. But these advertisements only aim to ask for votes from the public. Robert Baukus (Miriam, 2017: 90) divides political advertisements into four, namely:

- 1) Attack advertisements, aiming to attack opponents;
- 2) Argument ads, showcasing the candidates' expertise to provide solutions to the problems they face;
- 3) ID ads, which provide information about the candidates themselves to voters;
- 4) Resolution ads, summarizing the candidates' thoughts for the voters.

Political Advertising Media

Definition of Outdoor Media Advertising

Outdoor media political advertising can also be understood to mean a medium that has a large size that is placed in open places such as on the sides of roads, crowd centers, or even other special places, such as inside buildings, fences, and so on that contain messages of "persuasion" and "information" (Morissan, 2019: 127). According to Sigit Santosa, outdoor media advertising is all advertising that can persuade/make people interested when they are outside, such as in public places, in waiting rooms, on trips, also in places where transactions occur. (Sigit, 2019: 168). The main character of outdoor media is that it has a situational nature; in other words, it can be aimed at someone specifically. Examples of political outdoor advertising include banners, banners, car/bus advertisements (transit advertisements), billboards, posters, and tree advertisements.

Characteristics of Outdoor Media Advertising

The characteristics of outdoor advertising are:

1) Short message

The content of the message in the advertisement must be concise and clear because outdoor advertising is generally only seen at a glance, such as on banners, posters, and billboards so that outdoor media is not suitable if used to provide complete / comprehensive product details. This means that outdoor media is more suitable if used as a support for main media such as television and magazines to create widespread awareness. (Morissan, 2019: 136)

2) Simple, clear, and attractive visualization

Visualization of outdoor advertising is made simply and clearly because the duration or time that people have to see it is so little or short that the display of advertisements on outdoor media only provides a little information, for example: headlines, slogans, and product illustrations / images and usually uses little color and often only uses bright basic colors and the design of outdoor advertising messages must be as attractive as possible because it is only seen in passing. For the visualization of advertisements, the KPU frees Candidate Pairs to design campaign materials under the conditions that are in accordance with the provisions of the KPU in accordance with the Decree of the General Election Commission of the Republic of Indonesia Number: 456/PI.02.4-Kpt/06/KPU/IX/2020 concerning Technical Guidelines for the Implementation of Campaigns in the 2020 Elections of Governors and Deputy Governors, Regents and Deputy Regents, and/or Mayors and Deputy Mayors.

3) The right placement location

location is one of the determining elements of how effective outdoor advertising is because the placement position really has to be in a strategic location with a great opportunity to be easily seen by the public so that generally the location chosen is a place filled with crowds such as shopping centers, on the edge of the highway or in crowded centers based on the Decree of the Bengkulu City General Election Commission Number 345 /PL.02.4-Kpt/1771/Kpu-Kot/IX/2020 concerning Determination of the Location of Installation of Campaign

Props in the 2020 Bengkulu Governor and Deputy Governor Elections.

Forms of Political Participation

The form of a person's political participation can be seen in their political activities. The form of political participation that is often used is voting, whether it is to elect candidates for people's representatives or to elect the Head of State. (Maran, 2017: 148) In addition to identifying the form of political participation, in this case, the political participation that is meant is participation in voting, especially the election of Regional Heads in the 2020 Bengkulu Governor and Deputy Governor Elections.

Definition of Regional Head Election

The regional head election is regulated in Government Regulation Number 6 of 2005, namely the deputy regional head, hereinafter referred to as the election, is a means of implementing people's sovereignty in the provincial and/or regency / city regions based on Pancasila and the 1945 Constitution of the Republic of Indonesia to elect regional heads and deputy regional heads. (Module 1 KPU, Regional Head, 2018: 60).

Definition of Beginner Voters

In this case, what is meant by voters is Indonesian citizens who have reached the age of 17 years or more or have/have been married (Law No. 8 of 2015 Article 1 paragraph 6 concerning Elections). Then voters who have the right to vote are Indonesian citizens who are registered by election organizers in the voter's list and on the day of voting have reached the age of 17 (seventeen) years or more or have/have been married. (Law No. 10 of 2008 Article 19 paragraphs 1 and 2 concerning elections).

Meanwhile, novice voters are people who have fulfilled the requirements to vote or are using their voting rights for the first time, usually, they are students aged 17-21 years, or other young people who will use their voting rights for the first time

in the election, namely early semester students and other youth groups who in the previous election period were not yet 17 years old (KPU Module 1, Voters for Beginners. 2018: 48).

The requirements to be able to become a voter are:

- 1) Indonesian citizens aged 17 years or older or already/ever married.
- 2) Not mentally / memory impaired
- 3) Registered as a voter
- 4) Not a member of the TNI / Polri
- 5) Not being deprived of his/her right to vote
- 6) Registered in the Permanent Voters List (DPT)
- 7) Especially for the Regional Election, prospective voters must be domiciled for at least 6 (six) months in the area concerned (Secretariat General of KPU, 2018: 1).

Assumptions and Hypotheses

This research was conducted to determine and identify the correlation between the media and the level of community political participation using quantitative analysis. The approach taken is a survey of students of SMAS Muhammadiyah 4 Kota Bengkulu who qualify as novice voters in the 2020 Bengkulu Governor and Deputy Governor Elections by asking several questions that have been collected in a questionnaire. By conducting this research, it is hoped that the relationship between the media and the level of political participation of the community (Beginner Voters) can be known. The begins with how the Regional General Election Commission (KPUD) provides information or conducts technical socialization of Pilkada in the form of time procedures or questions while candidates for governor and deputy governor campaign or introduce themselves as well as their persuasive programs to the public by means of KPUD and candidate pairs installing or distributing campaign props (APK) as political advertising media to the public so that people will be interested in voting, especially in this study are novice voters in the hope that there will be feedback from the public (novice voters) in the form of political participation. Research Assumptions and Hypotheses Based on the theoretical explanation above, the hypothesis that can be used to the test the effect of political advertising in the

regional election on the participation of novice voters SMAS Muhammadiyah 4 Bengkulu City is :

Ha: There is a significant influence on outdoor media political advertising in the regional election on the participation of novice voters at SMAS Muhammadiyah 4 Bengkulu City.

H0 : There is no significant influence on outdoor media political advertising in the regional election on the participation of novice voters at SMAS Muhammadiyah 4 Bengkulu City.

3. RESEARCH METHODS

Type and Research Approach

The approach used in this research is an associative quantitative approach. Namely, research can be interpreted as a research method used to examine certain populations or samples with the aim of proving the relationship between two or more variables, verifying theories, making predictions, and generalizations. In this study, researchers wanted to prove the relationship between the effect of political advertising in the regional election on the participation of novice voters at SMAS Muhammadiyah 4 Bengkulu City.

Data Collection Technique

Sugiyono (2017: 224) states that data collection techniques are the most strategic steps/procedures in research because the main purpose of research is to get data. The techniques used in this study are:

Observation

Observation or observation can be defined as seeing, paying attention to, and approaching novice voters about what they know about political advertising in the 2020 Pilgub, especially high school students Muhammadiyah 4 Bengkulu City who qualify as novice voters. The observation technique is used to identify problems in the initial data of this research.

Interview

An interview is a meeting of two or more people to exchange information/ideas by conducting questions and answers so that the core will be obtained on one particular topic. The use of

interviews as a data collection technique aims to see if the researcher wants to carry out a preliminary study in order to find out a problem or problem that can be researched, and also if the researcher wants to know in-depth things from the respondent. In this case, researchers interviewed students of SMA Muhammadiyah 4 Bengkulu City who qualified as first-time voters in the 2020 Pilgub.

Documentation

Documentation is a historical record of events that have passed, whether presented in the form of images, writings, or monumental works of a person. The use of this technique aims to be physical evidence in the research process.

Literature

Literature, namely researchers looking for data on political Advertising sourced from books, theses, newspapers, magazines, and related literature to collect and analyze these documents.

Questionnaire

Questionnaires are data collection techniques that are carried out by giving a set of written questions for respondents to answer, which can be given directly, or by post or on the internet. There are two types of questionnaires, namely closed and open. The questionnaire used in this case is a closed questionnaire, which is a questionnaire for which the answers have been provided so that the respondent only has to choose and answer directly (Sugiyono, 2017: 142).

Data Analysis Technique

The data analysis technique used in this research is the quantitative data analysis method because the existing data is in the form of numbers (Quantitative) which are used to determine whether the hypothesis is accepted or rejected. Besides, the researcher also explains the causal relationship between the variables melalui hypothesis testing. This study uses multiple linear regression tests, with the following analysis techniques:

1. Data Quality Testing

a. Validity Test

The validity test aims to determine whether a questionnaire is valid or not. A questionnaire can be said to be valid or valid if the questions on the questionnaire can explain what the questionnaire is measuring. The significance test is carried out by comparing the calculated r-value with the r table for the degree of freedom ($df = n-2$), in this case, n is the number of samples and $\alpha = 0.05$. If r count is greater than r table and the value is positive, then the item or question, or indicator is declared valid.

Basic Assumption Test

Normality Test

The normality test aims to display sample data from a population with a normal distribution. The method used to carry out the data normality test in this study is to use the Skewness test, with the following normality criteria: if the Skewness value is within the range of -2 to 2, then the sample comes from a normally distributed population.

Linearity test

Referring to the research objectives and hypotheses, the analysis model used is simple linear regression analysis. The use of this analysis aims to determine the effect between the independent variable and the dependent variable, namely between Outdoor Media political advertisements (X) on the Participation of Beginner Voters (Y) by using a simple linear regression equation with the following formula :

$$Y = a + bx$$

Description:

Y: Novice Voter Participation Variable

b: Regression coefficient b

X: Outdoor Media Political Advertisement Variable

a: Regression coefficient a

Hypothesis Test

The statistical analysis test aims to test the hypothesis in this study using the t-test technique in order to test and find out

whether the independent variables individually have a significant effect on the dependent variable. If the calculation results show that $Sig < \alpha 0.05$, then H_a is accepted and H_o is rejected. So that the independent variable can explain the related variable partially.

4. RESULTS AND DISCUSSION

Research Results

This study discusses the effect of political advertising in the regional election on the participation of novice voters at SMAS Muhammadiyah 4 Bengkulu city. The approach used in this research is a quantitative research approach. This research was conducted in January - February 2022 with data obtained from answers to research questionnaire data that was distributed of 10 questions, with each variable having 5 questions. respondents were able to choose five alternative answers, namely:

- Strongly Agree (SS),
- Agree (S),
- Disagree (KS),
- Disagree (TS),
- Strongly Disagree (STS).

The data that has been collected will be processed statistically, namely using a simple linear regression formula to determine whether there is an influence between variable X and variable Y.

Discussion

Based on the Respondent Perception Test and Hypothesis test that I have done, which you can read in my thesis, to influence public opinion, there are many ways taken by statesmen or political leaders, one of which is with the media. Opinions will be easily formed by the media. Besides that, most media are now filled with information and opinions about politics. Therefore, those who are updated on the media will have critical attention and understanding of political activities.

Among the many media options available for political activities, outdoor media is one of the most popular options.

Because political campaigns using outdoor media have several advantages, such as being more durable and can move from one point to another, making it more likely for the public to be able to observe the messages conveyed by the media, this is what ultimately becomes the main target of political leaders to influence the public in determining who they will vote for and who they will not vote for. One of them is in Bengkulu Province. The three candidates for governor and vice governor who have participated in the 2020 Pilkada are Number 1 Helmi Hasan and Muslihan Diding Soetrisno, Number 2 Rohidin Mersyah and Rosjonsyah Sahili, and Number 3 Agusrin M Najamudin and Imron Rorsadi agree with this.

In political participation, there is such a thing as the participation of novice voters, namely voters who are voting for the first time, or whose age is more than 17 years old, or already married. Ninja voters are the most potential voters for candidates to get votes in the elections. Because novice voters usually have a more unstable and apathetic character, with little political understanding, they are more inclined to their circle or association, family, mass media, and social media and only learn about politics during elections.

This is what makes researchers interested in researching this problem with the title of the effect of outdoor media political advertising in the regional election on the participation of novice voters at SMAS Muhammadiyah 4 Bengkulu city.

Based on the hypothesis test conducted using a sample of 72 students consisting of 38 women and 34 men from class XII of SMAS Muhammadiyah 4 Bengkulu City, it can be concluded that H_a which states that outdoor media political advertisements can influence the participation of novice voters, especially students of SMAS Muhammadiyah 4 Bengkulu City with $(\alpha) = 5\%$ or at (coevicoen interval) $CI = 95\%$.

5. CONCLUSION

Based on the results of research and statistical tests conducted related to the effect of Outdoor Media Political Advertising on the Participation of Beginner Voters at SMAS Muhammadiyah 4 Bengkulu City, it can be concluded that based on the hypothesis test carried out using a sample of 72 students consisting of 38 women and 34 men from class XII of SMAS Muhammadiyah 4 Bengkulu City, it can be concluded that the effect of outdoor media political advertisements on voter participation is not significant. Based on the hypothesis test conducted using a sample of 72 students consisting of 38 women and 34 men from class XII of SMAS Muhammadiyah 4 Bengkulu City, it can be concluded that H_a which states that outdoor media political advertisements can influence the participation of novice voters, especially students of SMAS Muhammadiyah 4 Bengkulu City with $(\alpha) = 5\%$ or at (coevicoen interval) $CI = 95\%$ in other words, the findings in this study indicate that there is an influence between outdoor media political advertisements on the participation of novice voters at SMAS Muhammadiyah 4 Bengkulu City in 2020, this is in line with the theory that novice voters are the most potential voters for candidates to get votes in the elections because novice voters usually have a more unstable and apathetic character. with little political understanding so that novice voters are more likely to vote, with little political understanding so that novice voters are more likely to be indifferent and follow the culture of participating in determining their political issues and only vote based on what they see in the media, one of which is outdoor media.

6. ACKNOWLEDGMENT

On this occasion, the author would like to express and convey deep gratitude to all those who have provided guidance, input, support, and invaluable assistance to the author so that this research can be realized. For that the author would like to thank:

1. Thank you to Allah SWT who always gives all the favors, sustenance, and love that never stops the author.

2. Dr. Mas Agus Firmansyah, M.Si, Dionni Ditya Perdana, M.I.Kom, Drs. Khairil, M.Si, and Wahyu Widiastuti, M.Sc have provided direction and support and also advice to the author in completing this research.
3. For my parents, Mr. Haswarman and Mrs. Mardiana who always support and give their prayers in completing this research.
4. All respondents who have been willing to take the time to help the author regarding the problems in this study.
5. The big family and civitas of SMAS Muhammadiyah 4 Bengkulu City.
6. KPU of Bengkulu City

REFERENCES

- Budiardjo, Miriam. (2017), *Partisipasi dan Partai Politik*, Jakarta: PT Gramedia
- Budihargo, Dian. (2015), *Berkomunikasi ala Net-Generation (Indonesian Edition)*, Jakarta : Elex Media Komputindo
- Maran, R. (2019), *Pengantar Sosiologi Politik*, Jakarta: Rineka Cipta
- Morissan A.M. (2019), *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta : Kencana
- Nasrullah, Rully. (2017), *Media Sosial Perspektif Komunikasi, Budaya, dan Sioteknologi*, Bandung: Simbioasa Rekatama Media
- Rakhmat, Jalaluddin. (2017), *Psikologi Komunikasi*, Bandung : PT. Remaja Rosdakarya
- Sigit Santosa, (2019) *Creative Advertising*. Jakarta : PT. Gramedia
- Sugiyono. (2017), *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*, Bandung: Alfabeta
- Sukandarrumidi, (2016), *Metodologi Penelitian: Petunjuk Praktis untuk Peneliti Pemula*, Yogyakarta: Gadjah Mada University Press
- Surbakti, R. (2018), *Memahami Ilmu Politik*. Jakarta: PT. Gramedia Widiasarana Indonesia.
- Vera, Nawiroh. (2016), *Komunikasi Massa*, Bogor: Ghalia Indonesia.
- Widyatama, Rendra. (2017), *Pengantar Periklanan*, Yogyakarta : Pustaka Book Publisher
- Winarno, Sukmadinata. (2018), *Pengantar Penelitian Ilmiah, Dasar, Metode, dan Teknik*. Bandung: Tarsito

THE NEW ERA OF POLITICAL COMMUNICATION OF TIKTOK ERA

Ahmad Muhaimin¹, Muhammad Arif Setiawan²

¹ Faculty of Sosial and Political Science Islamic State University Raden Fatah Palembang

² Faculty of Sosial and Political Science Islamic State University Raden Fatah Palembang

ARTICLE INFO

Corresponding author:

ahmadmuhaimin_uin@radenfatah.ac.id

muhammadarifsetiawan_uin@radenfatah.ac.id

ah.ac.id

Citation:

ABSTRAK

Beberapa hasil survey memperlihatkan bahwa generasi milenial dan generasi z diperkirakan menjadi kelompok pemilih terbesar pada pemilu 2024 mendatang. Menariknya adalah generasi milenial dan generasi z lebih banyak melakukan pertukaran informasi melalui jejaring media sosial. Salah satu yang akan menjadi media sosial paling banyak dipilih adalah TikTok ketimbang pendahulunya seperti twitter, facebook dan Instagram. Penelitian tentang babak baru komunikasi politik di era TikTok bertujuan untuk memberikan gambaran dinamika komunikasi politik menjelang perhelatan pemilihan umum. Temuan penelitian memuat keberadaan para komunikator politik terlibat aktif dalam memproduksi pesan politik dengan kemasan yang menarik perhatian generasi milenial dan generasi Z, kualitas komunikasi politik para elite politik dalam upaya meningkatkan partisipasi politik dengan menghadirkan pola baru yakni politainment. Temuan tersebut akan menjadi faktor penting dalam mendukung terwujudnya pemilihan umum yang berkualitas. Penelitian ini menggunakan metodologi kualitatif yang dititikberatkan pada penelusuran data yang berkaitan perilaku komunikasi politik elit politik dan perilaku generasi milenial dan generasi Z.

Kata Kunci : Komunikasi Politik; TikTok; Pemilihan Umum

ABSTRACT

Several surveys show that millennials and generation Z are estimated to be the largest voter group in the upcoming 2024 election. The interesting thing is that millennials and generation z are more likely to exchange information through social media networks. One that will become the most chosen social media is Tiktok compared to its predecessors such as Twitter, Facebook, and Instagram. Research on the new chapter of political communication in the TikTok era aims to provide an overview of the dynamics of political communication ahead of the general election. The research findings contain the existence of political communicators who are actively involved in producing political messages with packaging that attracts the attention of the millennial generation and generation Z, the quality of political communication of the political elite in an effort to increase political participation by presenting a new pattern, namely politic entertainment. These findings will be an important factor in supporting the realization of quality general

elections. This study uses a qualitative methodology that focuses on searching data related to the political communication behavior of the political elite and the behavior of millennials and generation Z.

Keywords: Political Communication; TikTok; Election

1. INTRODUCTION

Consciously it must be admitted, that the reality of the world has changed. The development of communication and information technology can take an important role in these changes, both in the realm of communication processes and practices in the midst of an industrial society that continues to transform in various forms to make it easier for humans to meet communication needs. The presence of new media is a form of change that has a major impact on human communication practices. Even the new media are gradually able to shift the power of the mass media which is considered to systematically so that an overview of the basis for making this paper/article is obtained and the expected results have the power to influence human attitudes and behavior.

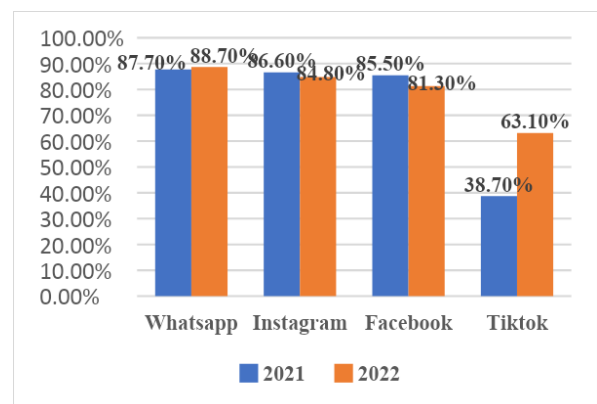
New media as a product of the development of communication technology has several characteristics, namely, in the form of hardware or tools, appearing in a certain economic, social and political structure. Communication technology brings certain values from all these structures (Kurnia, 2005). Until now, the concept of new media is still a debate among communicators. However, the existence of new media is due to technological innovations in media devices which include cable television, satellites, fiber optic technology, and computers. The technology allows each user interactively (Croteau, 1997:12). In more detail, new media are able to accommodate varied information far beyond the information available in old or traditional media (Ward, 1995:279). Meanwhile, McQuail views that new media can be characterized by being interpersonal, interactive, having a search portal, and collaborative collective participation in the flow of information exchange (2000: 217).

From the functional and technical point of view, new media can be seen from several aspects. First, the information production aspect is instant and efficient. Second, the distribution of information is done electronically. Third, display refers to a variety of technologies that display information to users or audiences who consume information. Fourth, Storage, refers to unlimited information storage space in digital or electronic formats (Pavlik, 1998:4). The presence of new media with all its forms and functions certainly does not just shift the old or traditional media that have existed so far,

traditional media that still exist today are still needed by the community as a source of information. However, the existence of new media seems more familiar because, without mediation, it can be used directly without going through complicated media organizations like old or traditional media organizations. The availability of space for information exchange with unlimited capacity makes communication activities more flexible and interactive (Ward 1995:279).

In Indonesia alone, there are currently four major new media platforms with an average of over a hundred million users. These platforms include Whatsapp with users in Indonesia as many as 88.70% or around 169.4 million of the total population of social media users, which is 191 million. Instagram is used by 84.80% or around 161.9 million of the total population, Facebook is used by 81.30% or about 155.2 million of the total population, and Tiktok is used by 63.10% or about 120.5 million population of media users. (Ginee.com, 2022), (DataIndonesia.id, 2022). What is interesting is that the number of Tiktok social media users has increased sharply in Indonesia in the past year. Indonesia is the second-ranked country after the United States as a Tiktok user. It was recorded that in 2021 Tiktok users were around 38.70%, in a fairly short time in mid-2022 Tiktok users increased to 63.10%. While other platforms such as Instagram and Facebook, although the number of users is more than Tiktok, the trend shows that both platforms tend to go down. This can be illustrated in the following graph.

Graph 1. Percentage of Top Four Social Media Users From 2021 and 2022

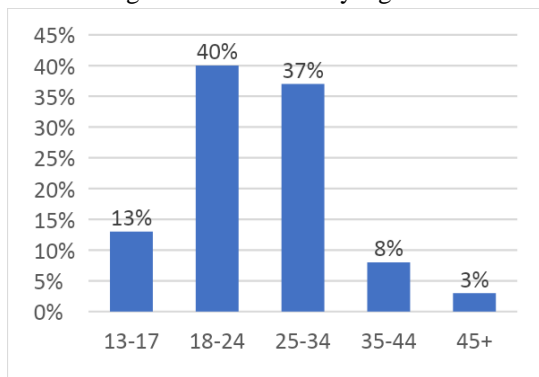


Source: Andi.link (accessed August 30, 2022)

All kinds of new forms of flexible and highly interactive media make humans faced with a condition of information surplus, in other words, a flood of information that is continuously mass-produced by individuals from all over the world. Tiktok editing features that are simple and easy to apply by anyone to capture and demonstrate creativity, knowledge information, and other valuable moments (Firamadhina and Krisnani, 2020) can produce hundreds of thousands of short videos in minutes, viewed and watch by millions of eyes in a matter of minutes. minute. With various persuasion objectives such as product marketing activities, entertainment, education, cultural dissemination, and no less important is political persuasion information related to efforts to garner public support to gain power. Saraswati (2018) explains that the use of social media in political campaign activities in general elections has become a political campaign industry in the commodification of social media. The existence of industrial commodities in it resulted in the emergence of activities such as political buzzers, social media user mobilization, and social media monitoring.

Furthermore, what makes the writer interested in studying Tiktok social media because the majority of its users are from the millennial generation, which is often also called gen Y, and the post-millennial generation, which is often referred to as generation Z. Tiktok is a sharing social networking service that uses short videos as a medium to capture and share videos. presents creativity, knowledge, and other moments. There are several factors that cause millennial and post-millennial generations to love the Tiktok application, namely entertainment, knowledge, and economic factors (Mahardika, et al, 2021). Here's the percentage of Tiktok users by age.

Graph 2. Percentage of Tiktok users by Age



Source: Ginee.com (accessed August 30, 2022)

Based on the results of a survey conducted by R&D Kompas (Kumparan, 2022), the composition of Generation Y (millennials) and Generation Z will dominate the votes in the 2024 Election, namely 53.81%, if their participation can be directed properly. These two generations will be decisive and

the key to victory for political contestants who can work on it effectively.

Efforts to influence the participation of millennial and generation Z groups are not an easy job, considering that their character tends to be passive. Millennials and Generation Z's behavior is initially interactive, but once they use their devices they become very passive. In the digital era, both groups reduce and tend to avoid face-to-face communication and spend a lot of time with online communication (Zis et. al, 2021). Political communication arrangements that touch their needs will increase the participation of millennials and generation Z in political activities, especially in elections.

From the description above, the researcher assumes that political communication activities on social media will be very much different when compared to political communication in the mass media or the public sphere. Especially to be able to work on the potential voices of the millennial generation and generation Z who control more than half of the national and local voters. Then the presence of Tiktok social media seems to be the answer to the political communication arrangements of the elites to be able to approach the two generations, indeed most of them spend a lot of time on Tiktok social media. For this reason, the researcher seeks to describe how effective political communication on Tiktok social media is as a new thing in the world of political communication to be able to work on millennial and generation Z groups ahead of the upcoming 2024 General Election.

2. RESEARCH METHOD

This research uses a descriptive qualitative method with the type of library research. Qualitative methods are aimed at understanding events and their relationship to the phenomenon of human behavior in a certain reality either as individuals, groups or even as part of the wider community (Moleong, 2005: 9) to be then presented in the form of words (Sekaran & Bougie, 2016).

The focus of this research problem is how political communication has taken place on Tiktok social media and its dynamics will always develop until the next political year 2024. Furthermore, the problem is seen with a library approach, in other words, in this study researchers cannot escape from scientific literature such as books, and journals (Sugiyono, 2012) in viewing the phenomenon of political communication on social media, especially TikTok. Furthermore, the data analysis technique uses the content analysis method which plays a role in describing the tendency of communication

patterns both verbally and in writing that is presented in print, electronic or social media.

3. RESULT AND DISCUSSION

The main political communicators are involved in producing political messages actively

In general, political communication is commonly associated with political talks or the delivery of verbal and non-verbal political messages that can affect the people and the government in a political system. Or simply it can be stated that political communication is the delivery of politically charged messages from a source to the recipient to create an understanding of shared meaning. Political communicators cannot escape from the ability to organize messages to audiences who demand democratization in the state, welfare, and justice. The essence of political communication, especially concerning the regulation and dissemination of political messages to influence the public or prospective voters (Susanto, 2013). Social media has become a new space for political dialogue. The political marketing strategy of both parties and candidates has shifted from direct contact with the community to the peer-to-peer level (peer-to-peer) through a computing system. Distribution of information in instilling voter confidence massively and simultaneously and enabling the emergence of voter participation as opinion leaders as a result of these political marketing activities. The use of social media will easily reach and increase the number of volunteers and can create a multiplier effect (Okan et.al, 2014). The potential of social media seems most promising in a political context as it can be a driver for more participation and democracy (Stieglitz & Dang-Xuan, 2012).

Political communication is not only a conceptual enrichment but becomes a more practical part of political actions. Efforts to build relationships with constituents have been carried out since the design of political products with the support of political marketing research. As in the world of marketing, there is now a greater awareness to understand the character and behavior of the audience before political actors speak politics or market their political products to their constituents (Hamad, 2008). Political communicators are grouped into three types: (1) activists as political communicators, who voice the interests of groups with certain ideals, usually to make changes or maintain the establishment of political groups; (2) professionals as political communicators such as influencers, namely those who work for certain political interests from parties, candidates or political officials; and (3) officials as political communicators, namely those who aspire to occupy or maintain certain positions in a power network (Nimmo, 1978).

Related to the three groups of political communicators who play the most roles on the Tiktok social media platform, the third group, namely the main politicians who aspire to seize or maintain political power. Due to the more interactive characteristics of Tiktok, audiences will feel like communicating and interacting with people who are not anonymous.

Then what about paid professional political communicators (influencers) or content creators. As it is known that influencers are always associated with activities that require creativity and innovation to generate profits and improve the standard of living of their activities on social media. They get paid depending on the number of views of the content they create (Hidayati, 2019). Unlike other social media that give content creators or paid social media activists (influencers) the freedom to conduct political campaigns, Tiktok will firmly delete the accounts of influencers who are involved in producing and promoting political messages. This has been done ahead of the by-election in the United States which will take place in November (Antara news, 2022). This is a new chapter in political communication on social media where previously both political parties and candidates could collaborate with content creators or even buzzers to conduct political campaigns. This condition requires that the main political communicators must be directly involved in political communication activities on the Tiktok social media platform ahead of the upcoming 2024 General Election.

The phenomenon that has been seen is related to the use of Tiktok social media by politicians who are directly involved as content creators such as the Tiktok account @ganjarpranowofc with 3.3 million followers, @ridwankamil.official with 1.4 million followers, @erick.thohir account 723 thousand, @anisbaswedan account with 156 thousand followers, @airlangahartarto account with 13 thousand followers. This picture can be a benchmark for the extent to which these political figures are serious about working on political communication to the millennial generation and generation Z. Until the next political year 2024 this trend will be more widespread, along with the emergence of awareness among politicians to work on and get closer to the millennial generation and generation Z. It's just that the Tiktok account mentioned above shows that if the name of the account owner is the main actor directly managing it without being mediated by other people or the admin will show good performance and gain the trust of his followers. So that the followers of the account will continue to grow like the @ganjarpranowofc and @ridwankamil.official accounts. On the other hand, if the

manager of the account is someone else, not an actual political figure, the account will not perform well and tend to have few followers. Like the @anisbaswedan account, it seems that this account is not managed directly by Anis Baswedan, besides there are many similar accounts on behalf of Anis Baswedan.

One example of the portrait of the success of political communication on social media must take place interactively from the main actor and political communicators to the audience, described by Fatanti (2014) in his research on Twitter and the future of Indonesian politics that Twitter as a social media platform can provide direct access from politicians. to audiences, social media Twitter helps politicians reach the public through more personal and intimate avenues than through television and radio advertisements which previously had limited direct contact with potential supporters. If used effectively, Twitter, and social media as a whole, has the potential to create strong support for candidates at the grassroots. People have several reasons to use Twitter as a platform to talk about politics. People love the shape of Twitter because the maximum number of characters written in a tweet is limited to 140 characters.

With the characteristics of the Tiktok social media platform which is more interesting and interactive, able to present messages in the form of text and videos with song accompaniment that can be adapted to the message to be conveyed, it will be more interactive and touch the emotions of millennials and generation Z. good and effective way to interact with his prospective constituents are the main actors of political communicators.

Using Tiktok social media well for political purposes will be able to maintain power or even gain power. The political elite may act as a source of factual information, but they can also manipulate messages to gain support. There are political information transactions that continue to take place vertically between the elite and the masses, or horizontally between the masses and between elites in the political stratification of society (Susanto, 2017). However, the success of political communication will have more impact if it occurs between the main actors and the masses, and the characteristics of the Tiktok social media platform seem to accommodate this more.

Politainment Communication

Millennials and Generation Z grew up and grew up with the social web, their identity centered on digital technology (digital native) who prefers to spend time alone with digital devices rather than spending time socializing with those closest to them

directly (Singh & Dangmei, 2016). Even though they are often seen sitting together with the closest people, they are still busy with their own devices. What they get in digital media seems more satisfying than what they get from direct interaction with humans. So do not be surprised if every time and every place that is always open is his device. The presence of integrated communication technology and social media in the grip of a device in hand is able to reduce the quality of human face-to-face interactions (Severin, 2014). Millennials and Gen Z are highly dependent on digital devices to meet their communication, information, education, and entertainment needs (Zis et.al, 2021). That is why in the field it is often found that many communicators feel neglected and angry because millennial and Generation Z communicators are more engrossed in their devices than paying attention to the people who are talking to them. (Tubbs & Moss, 2012). Instead of social media as a medium of educational information, but still everything must be packaged as entertainment with a touch of creativity and innovation in the production of information. If it is not entertainment, the information will lose its appeal.

The presence of Tiktok with its uniqueness and characteristics, namely, its short video duration, 15 or 60 seconds, is able to make users access the application repeatedly because this duration seems to hypnotize users with instant pleasure. The appearance of Tiktok with musical accompaniment can become an addiction that makes users feel happy and causes users to keep scrolling through the contents of the application. In the context of political communication, he emphasized that, although political content must still be in the frame of games and entertainment (Dekavalla, 2016), to get emotional support and response, political communicators will not only strengthen their populist dichotomy vision but also be able to accommodate the interests of Tiktok users according to with Tiktok's entertainment mission. That is what is considered polytainment, where political messages should not be packaged like a political campaign, but must be entertainment even though they have political tendencies.

Dramatizing political communication with a polytainment pattern by including style, narration, spectacle, and entertainment with a high emphasis on emotional aspects will make political communication more communicative (Berrocal et.al, 2017). This pattern was once carried out by the Podemos party in Spain, where the party continuously made Tiktok video posts related to Spanish politics. The success of the Podemos party in communicating with the masses both in Spain and outside Spain after Podemos changed the message setting from purely political to polytainment (Cervi et.al, 2021).

Politainment is the most fitting genre in political communication, considering the current trend in the level of use of Tiktok shows that the short video format is the future of social media (Guinaudeau et.al, 2020).

4. CONCLUSION

The presence of Tiktok as a new social media platform has an impact on the creativity of the communication world. Political communication has also entered a new phase in terms of how to communicate with prospective voters. Especially in working on the voices of the millennial generation and generation Z which incidentally are the biggest compared to the generations before them. The familiarity of the two generations with Tiktok invites the political elite to try to win their big support. To get in touch with them, there are two things that must be done in the context of political communication on Tiktok social media. First, it must be directly involved as a political communicator. Engage in message production so intent and purpose are not biased. Second, political communication must be polytainment. Where the focus of political communication is entertainment and creativity, in line with the characteristics of Tiktok. In other words, political messages do not have to be rigid. The ability to package political messages with entertainment formats will make political communication run effectively.

The suggestion in this study is that the ease of using Tiktok social media should be welcomed by elites and political parties to carry out political education according to the needs of the audience. Political communication skills that are able to adapt to the development of communication technology and are in line with the characteristics of the audience will be able to encourage high political participation ahead of the upcoming 2024 elections. Another implication is that efforts to use social media to build political communication networks by spreading messages of group strengthening need further research that uses a constructivist approach to examine the reality that is deliberately shaped by social media users in seeking political support.

REFERENCES

- Fatanti, M. (2014). Twitter dan Masa Depan Politik Indonesia: Analisis Perkembangan Komunikasi Politik Lokal Melalui Internet. *JURNAL IPTEKKOM (Jurnal Ilmu Pengetahuan & Teknologi Informasi)*, 16(1), 17-30. doi:<http://dx.doi.org/10.33164/iptekkom.16.1.2014.17-30>
- Berrocal-Gonzalo, S., Martín-Jiménez, V., & Gil-Torres, A. (2017). Líderes políticos en YouTube: información y politainment en las elecciones generales de 2016 (26J) en España. *Profesional De La información*, 26(5), 937–946. <https://doi.org/10.3145/epi.2017.sep.15>
- Cervi, L., Tejedor, S., & Marín Lladó, C. (2021). TikTok and the new language of political communication. *Cultura, Lenguaje Y Representación*, 26, 267-287. <https://doi.org/10.6035/clr.5817>
- Croteau, D., Hoynes, W. (1997). Media Society: Industries, Images, and Audiences. London: Pine Forge Press.
- Dekavalla Marina. 2016. “Issue and game frames in the news: Frame-building factors in television coverage of the 2014 Scottish independence referendum”. *Journalism*, 19,(11): 1588–1607. <https://doi.org/10.1177/1464884916674231>
- Firamadhina, F., I., R., Krisnani, H. (2020). Perilaku Generasi Z terhadap Media Sosial Tiktok: Tiktok sebagai Media Edukasi dan Aktivisme. *Jurnal Share Social Work*, 10(2), 199-208. Doi : <https://doi.org/10.24198/share.v10i2.31443>.
- Guinaudeau, B., Vottax, F., & Munger, K. (2020). Fifteen Seconds of Fame: TikTok and the Democratization of Mobile Video on Social Media”. Working Paper: <https://osf.io/f7ehq/>
- Hidayati, Nurul Isfari. (2019). Analisis Peran Industri Media Digital Menjadikan Influencer sebagai Entrepreneurs dalam Perspektif Islam. Fakultas Ekonomi dan Bisnis Islam Uviverstas Raden Intan. Lampung.
- Mahardhika, S. V., Nurjannah, I., Ma’una, I. I., Islamiyah, Z. (2021). Faktor-faktor Penyebab TIngginya Minat Generasi Post-Milenial di Indonesia terhadap Penggunaan Aplikasi Tiktok. *Social Science Educational Research*, 2(1), 40-53.
- Pavlik, John V. (1998). New Media Technology: Cultural and Commercial Perspective. Boston: Allyn and Bacon.
- Zis, S. F., Effendi, N., & Roem, E. R. (2021). Perubahan Perilaku Komunikasi Generasi Milenial dan Generasi Z di Era Digital. *Satwika : Kajian Ilmu Budaya dan Perubahan Sosial*, 5 (2), 18-29. doi: 10.22219/satwika.v5i1.15550
- Susanto, E. (2017). Media Sosial sebagai Pendukung Jaringan Komunikasi Politik. *Jurnal AspiKom*, 3(3), 379-398. doi:<http://dx.doi.org/10.24329/aspiKom.v3i3.123>
- Susanto, E. (2013). Dinamika Komunikasi Politik dalam Pemilihan Umum. *Jurnal Kajian Komunikasi*, 1(2), 163-172. doi:<http://dx.doi.org/10.24198/jkk.v1i2.6041>
- Okan, E. Y., Topcu, A., & Akyuz, S. (2014). The Role of Social Media in Political Marketing: 2014 Local Elections of Turkey. *Journal European Journal of Business Management*, 6 (22), 131-140
- Emeraldien, F. Z., Sunarsono, R. J., & Alitl R. (2019). Twitter sebagai Platform Komunikasi Politik di Indonesia. *Jurnal Scan* 1(14), 21-30
- Sugiyono. (2012). Metode penelitian kuantitatif kualitatif dan R&D. Bandung: Alfabeta. Utami,
- W. T. (2014). Hubungan antara citra tubuh dengan perilaku konsumtif kosmetik make up wajah pada mahasiswi. Naskah publikasi: Universitas Muhammadiyah Surakarta. Voelker, D. K,
- Zed, M. (2004). Metode penelitian kepustakaan. Jakarta: Yayasan Obor Indonesia.

- Ramanda, R., Akbar, Z., Murti, R. A. (2019). Studi Kepustakaan Mengenai Landasan Teori Body Image bagi Perkembangan Remaja. *Jurnal Edukasi*. 5(2), 121-135. DOI: <http://dx.doi.org/10.22373/je.v5i2.5019>
- Nimmo, Dan. 1978. *Political Communication and Public Opinion in Amerika*, Santa Monica, California: Goofyear Publishing.
- Saraswati, M. (2018). Social Media and the Political Campaign Industry in Indonesia. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 3(1), 51-65. doi:<https://doi.org/10.25008/jkiski.v3i1.124>
- Stieglitz, S., Dang-Xuan, L. Social media and political communication: a social media analytics framework. *Soc. Netw. Anal. Min.* **3**, 1277–1291 (2013). <https://doi.org/10.1007/s13278-012-0079-3>
- Severin, J. W. (2014). *Teori Komunikasi : Sejarah, Metode dan Terapan di Dalam Media Massa*. Prenadamedia Group.
- Singh, D. A., & Dangmei, J. (2016). UNDERSTANDING THE GENERATION Z: THE FUTURE WORKFORCE . *South Asian Journal of Multidisciplinary Studies (SAJMS)*, 1-5.
- Tubbs, S. L., & Moss, S. (2012). *Human Communication Prinsip-Prinsip Dasar*. PT Remaja Rosdakarya.
- Ward, Ian. (1995). *Politics of The Media*. Melbourne: Mac Milan.

WELCOME TO MY PLAYGROUND

BUILDING FAMILY COMMUNICATION THROUGH K-POP

(Building Family Communication Through K-Pop Makassar)

Citra Rosalyn Anwar¹, Andriani²

¹State University Of Makassar

²State University Of Makassar

ARTICLE INFO

Corresponding author:

Image.rosalyn.anwar@unm.ac.id

Citation:

ABSTRACT

Artikel ini memberikan gambaran orangtua dan anak yang membangun komunikasi melalui KPop. Artikel ini menjadi menarik untuk dibahas sebab seiring dengan meningkatnya popularitas Korean Wave di Indonesia. Stigma negatif juga mengiringi, keresahan orangtua dengan kesukaan anaknya terhadap Korean Wave khususnya K-Pop. Selain itu ada permasalahan orangtua yang sulit membangun komunikasi dengan anaknya. Artikel ini memberikan gambaran bagaimana komunikasi orangtua dan anak justru terbangun melalui KPop. Artikel ini merupakan hasil Penelitian kualitatif pada tiga pasang ibu dan anak di Makassar. Hasil penelitian menunjukkan Komunikasi yang terjalin dengan sangat baik antara Ibu dan anak, dengan peran dari Hallyu Wave ini. Baik Ibu maupun anak merasakan dampak positif dari kesukaan mereka terhadap Korean dan orangtua berhasil membangun jalinan komunikasi Ibu dan anak yang sangat menyenangkan.

Keywords: Keluarga; Komunikasi ; KPop ; KoreanWave ; Parenting

ABSTRACT

This article provides an overview of parents and children who build communication through KPop. This article becomes interesting to discuss because of the increasing popularity of the Korean Wave in Indonesia. Negative stigma also accompanies parental anxiety about their children's liking for the Korean Wave, especially K-Pop. In addition, there are problems with parents who find it difficult to build communication with their children. This article provides an overview of how parent-child communication is actually built through KPop. This article is the result of a qualitative study on three pairs of mothers and children in Makassar. The results of the study show that communication is very well established between mother and child, with the role of this Hallyu Wave.

Keywords: Family; Communications; K pop; KoreanWave; Parenting

1. INTRODUCTION

Introduction: Building communication in the family, especially between parents and children is not an easy thing to do, especially with the many activities of children in cyberspace. The activities of children and adolescents who are filled with curiosity and desire to achieve a pattern of good relationships with peers, so that they interact a lot, share hobbies, make friends exist when dealing with the typical worries of parents so that the communication process in the family is often faced with a generation gap, differences in tastes, differences environment, and interests. On the other hand, if parents are not able to build good communication with their children, it will be difficult to understand the various problems experienced by children, even becoming an obstacle in the process of education and child development that should start at home.

Ineffective communication between parents and children can lead to a tendency to form the wrong character in the child. In addition, it is feared that the child will have a deviant mindset and attitude. (Kinanti, 2019).

Family communication is not only communication from parents to children, but also must take place in two directions, where children are also allowed to provide input, suggestions, and questions and discuss openly with their parents. In everyday life around us, it is usually parents who educate their children and provide input to their children. In fact, in this study, parents communicate with their children to discuss their needs, get input and respond to their parents' questions (Ludianto, 2014). If communication in the family is not established, children can become apathetic to their surroundings. This apathy can make communication relationships between family members not go well. Though children need to interact with the outside world.

Parents must understand various media to build communication with their children, including digital media, not only prohibiting, and limiting but must understand the activities of children and the media they use, in order to communicate in a language they understand. Parents as the first and foremost environment for children play the most important role in educating children. Parents cannot close their eyes and avoid the digital era because currently, digitalization has penetrated all fields, so parents must provide guidance and direction to children in using digital media wisely. So parents need to understand the main value of the digital world that can affect human life today. There are at least three important values that influence, namely creativity, collaboration, and critical thinking. (Kurnia, (M. Yemmaridotillah, 2021)

So it can be realized that it is important and interesting to examine family communication, especially the relationship between mother and child, especially with various phenomena that must be faced. This research was conducted by Diyah Herliyanawati (2017), *Interpersonal Communication between Mother and Child (Qualitative Descriptive Study of Mother-to-Child Communication at Islamic Boarding Schools)*. Research conducted by ((Fajri & Khairani, 2011) about the relationship between mother-child communication and readiness to face the first menstruation in Muhammadiyah junior high school students in Banda Aceh. These studies state that the closeness between children and parents, especially mothers, has a significant influence on motivation, and learning achievement, including the child's openness to various problems he faces.

One of the phenomena that are very closely related to the world of children and adolescents today is the Korean wave, especially with the widespread use of gadgets and the internet. This phenomenon is important because it is one of the many concerns currently faced by parents, (Andriani et al., 2021). There are findings that say that teenagers learn about Tabe's culture through K-Pop (Suhada et al., 2021), which shows the many positive things that can be found in K-Pop. Teenagers even at this time elementary school-age children already like things related to Korea, especially K-Pop (boy group-girl group), (Anwar, 2019). This article will provide an interesting overview of family communication that is built especially between mothers and their children through the Korean Wave, especially K-Pop. It is interesting to observe because parents in the current generation are required to be able to understand the activities and preferences of their children, so it is not about limiting but interacting so that mutually supportive communication is established. Interesting to study because of the global Korean wave phenomenon for the last 20 years, the names Most Korean artists dominate the world charts which are usually controlled by American and European singers, for example, BoA, PSY, Big Bang, Super Junior, BlackPink, EXO to BTS.

2. LITERATURE REVIEW

Family Communication

Adolescent relationships with parents are characterized by low conflict. Adolescents who report having a good relationship with at least one parent are more in good physical and mental health, on the other hand, adolescents who often experience conflict with their parents are more likely to engage in risky behavior, such as drug use, drinking alcohol, and smoking and have to struggle with depressive symptoms (Sacks et al., 2014) in (Ludianto, 2014). Communication is a social process that

makes individuals use symbols to create and interpret meaning in their environment (West & Turner, 2011). (Fairclough, 2002) Linking communication with adolescents emphasizes a needs-based approach that allows people to respond to the demands of modern communication. Teens are in control of the people they talk to and have more space where they can share their thoughts and messages (Subrahmanyam & Greenfield, 2008)

Like a family in research (Jawandi & Putro, nd) has values and expectations for members, families also have expectations for communication. Every family has guidelines regarding the rules of communication that must be understood by every family member (Mulyana, 2005: 216). This can be seen in the way of communication between family members. Younger family members must respect and listen to what is said by older family members, this is so that good communication can be established and at the same time able to carry out the norms that exist in society.

The family is the first and main institution in carrying out the socialization process. Communication that is often done in the family is interpersonal communication (DeVito Joseph A, 2002) describes several aspects of interpersonal communication based on a humanistic approach, namely:

a. Openness

Openness shows the desire to open up or share information that is usually hidden by someone. In addition, openness can also be seen from the way someone responds to messages received honestly.

b. Empathy is the ability to feel what other people are going through. When we empathize, we imagine ourselves what happened to other people and try to see as other people see, and feel like other people. The ability to empathize can help us understand someone's emotions.

c. Supportive attitude (giving support)

Creating a descriptive atmosphere or environment. A descriptive environment is an environment that does not evaluate individuals so that individuals become free and not shy in expressing their feelings.

d. Positive Attitude Give positive appreciation to others.

e. Equality and communication will take place effectively if the situation created between the communicants is parallel.

If there is no communication in the family, there will be no family life with talking activities, dialogue, exchanging ideas, and so on. This happens between parents and children in the family, socializing values in the family, and conveying any problems or complaints from children to their parents (Syaiful, 2004: 38).

Hallyu Wave

The spread of South Korean culture in recent times has succeeded in controlling the whole world, the Hallyu Wave phenomenon, or Korean wave, is a term that describes the spread and popularity of South Korean cultural products such as dramas, films, animation, music, online games, fashion, food, and so on. body care. (Lie, 2012) South Korean drama and music have the greatest popularity, even becoming a carriage for other South Korean products, including tourism. The popularity of the K-Drama winter Sonata has increased the flow of tourism, especially to the island of Nami. Anwar, 2018)

South Korea takes its entertainment industry very seriously, Management plays a very big role. The world of K-Pop places agencies, artists, and fans in an equally important position. The position of the artist or in the South Korean industry is called *Volare* employees who are fully regulated by the agency. To enter an agency, one has to audition, if you pass the audition then follow the process *training* (training), then have to go through a test/selection process at a certain time, at an interview⁴ Zhang Yixing (Lay EXO) tells the process of forming the EXO group starting from SM entertainment⁵ choose 120 trainees, then eliminate 20 people, 40 people, and so on until there are 24 people left, then every *trainee* is eliminated every week until only 12 people remained who eventually became the initial EXO members before finally remaining 9 members in 2022.

To be able to *debut* a prospective idol spends the fastest training time of about 3 months to 7 years, they are auditioned from the age of 9-10 years. In forming a Boygroup or Girlgroup, the agency has set the position of each member, there are *vocal line, rapper line, dance, leader, and visual*. Each member has their own talents and abilities, although not all of them are like that, but that's how it is in general. (Reid & Gatson, 2011)

⁴ <https://hot.detik.com/kpop/3841465/lay-reveal-method-sm-entertainment-choose-memberexo/1180>

⁵ SM Entertainment, <https://www.smentertainment.com/>

K-pop fans play a very important role because those who buy albums, merchandise, download, *streaming*, to attending concerts, which is a source of income for the agency and the idol, that is the reason why in the training process an idol is not only trained to sing, dance or act, but is also trained to talk, take pictures, walk and even meet his fans (*fan service*). (Anwar, nd) These fans are called *fandom*, usually, the agency gives the official name for the boy group/girl group fandom, complete with *lightstick*, group logos, to group colors. Besides Fandom, fans also usually have *Fansite*, different from the fandom that is usually formed by the agency. Fansites are usually formed by a group of fans who like certain members in the group. *Fansite* this, usually managed by *masternim*. They follow member activities, both as a group and as a project on their own (*solo activities*). This fansite also carries out projects to celebrate idols' birthdays (or what is called bias), celebrate projects that idols are working on, and even anniversaries such as one year of the birth of fandom, album anniversary, fandoms can even file claims on behalf of idols if there is something wrong. -Things that they think are detrimental to their idol, without involving the agency and the idol.

The phenomenon of the Korean wave in Indonesia is interesting to study because it is not only entertainment, but the culture it brings is also an interesting study. (Asrie & Misrawati, 2020) This is also a concern for parents because there are still many negative stereotypes, ranging from LGBT issues, sexy clothes, plastic surgery, and hedon, to moral and religious issues. (Andriani et al., 2021). These negative assumptions are interesting because the phenomenon is that there are more and more Hallyu wave fans, and they are also popular without any further age restrictions, including adults to children. The Korean wave has encouraged the birth of a mecca in behavior for teenagers and young people who use Korean Pop culture as behavior to imitate their idols, like excessively as fans, buying albums, and knick-knacks for their idols, this happens because there is a process of popular culture communication. (Kim et al., 2014) Internet support, especially social media, facilitates interaction between fandoms, information about their idols, and even collecting items issued by agencies or fandoms becomes very easy. (Kartika, 2018). Watch live concerts via *streaming*, *Chat* with their idols through social media applications such as Insta Story, V-Live, digital TV, and so on, dramas whose broadcast time is only a day different from the broadcast time in South Korea, due to waiting for the subtitles both English and Indonesian. These various conveniences make this Korean wave even more difficult to contain.

Family Communication and K-Pop

Building communication is not an easy thing, especially in the family environment, the interests of parents and children are things that demand more attention. Parents must have the ability to choose the right media, a communication style that is understood by children, so that it does not seem to be restraining but can be a storytelling friend, a teacher who does not patronize, to parents who share.

Research conducted by (Kinanti, 2019) who discusses understanding the concept of millennial Parental Relations in educating children in the digital era stated that the basic function of the family is to provide a sense of belonging, security, and affection and develop good relationships between family members. Relationships in the family do not only involve feelings, but also involve nurturing, a sense of responsibility, attention, understanding, respect, and the desire to grow and develop the child. Families whose relationships between members are not harmonious, full of conflict, or have communication gaps can develop mental development problems (mental illness) in children (Yusuf, 2004).

Millennial parents are finally dealing with their children who are digital natives. Parents have the ability to provide facilities for their children in the field of technology, but on the other hand, of course, they are faced with various problems such as cybercrime, children who are very dependent on technology, and generation gaps that make communication more difficult, children are more critical, so parents can no longer ignore technology. Parents also can no longer prohibit children from having gadgets, because schools have moved to the digital space (Anwar & Ramadani, 2021). This makes parents expected to be able to master technology in supervising and educating children. Technological advances have a tremendous impact on children. not only has a negative impact, but can also help children get information, be creative, innovative, and intelligent, and accompany children and filter information that is good for their current age but does not prohibit it, but controls it to a safe point. (M. Yemmardotillah, 2021), children need to be accompanied and given trust, in accessing the internet, including Kpop.

South Korea is one of the countries with the most influential entertainment industry in the world today. This South Korean industry, is known as the Korean wave (Korean wave) (Anwar, 2019). The Korean wave, which was originally popular in Indonesia through Korean dramas, is increasingly gaining a place among children through K-Pop, this is according to research conducted by (Nisrina et al., 2020). which is even more popular with children.

This phenomenon makes Indonesia one of those who feel *Korean Wave* quite large. There are three large groups of Hallyu Lovers in Indonesia, Drakor lovers (K-drama), KPop lovers (music), and lovers of both (drama and music) (Anwar, 2018).

South Korean entertainment or K-Pop has its own uniqueness that distinguishes it from entertainment in any part of the world, idols under the agency are highly required to look perfect, stay away from scandals, and be prepared to receive harsh criticism from the audience if they look bad. (Anwar, nd) Korean fans are known to be very "picky and loud". They will without hesitation criticize openly and even boycott actors or idols who don't give a good appearance, perfunctory dance moves, *lipsync*, bad acting, or unpopular story, world Korean entertainment is not 'as beautiful as Korean dramas'.

The selection of pop as the communication medium chosen by families in this article shows the efforts made by parents to pursue the generation gap between themselves and their children, as an effort to build communication. (Prasanti & Limilia, 2017). Millennial parents build communication with children in the digital era, not only being required to be able to provide various devices but more than that being able to understand these devices. (M. Yemmardotillah, 2021). Behavior change that adapts to changes in communication as described in social behaviorism is a theory initiated by George Herbert Mead which refers to typical human behavior. Social behaviorism theory is a development of behaviorism theory, namely learning theory which emphasizes more on human behavior. This theory views the individual as a reactive being who responds to the environment (Zis et al., 2021). The use of new media strongly supports changes in communication behavior that allow for more interactive communication between actors. Media has been used since the 1960s and has encompassed a growing and diverse set of applied communication technologies (Mcquail, 2011). In new media, anyone who is connected to the internet can create the content they want. (Zis et al., 2021).

3. RESEARCH METHOD

The method used in this research is a qualitative method, with a case study of 3 pairs of mothers and children who like K-Pop, then develop their family communication through the Korean wave, especially K-Pop. in-depth interviews, by determining the category in advance to determine the sources. The resource category was chosen by parents from the mother's side, with the reason that after initial identification the children had more storytelling activities carried out with their mothers. This is in line with the objectives. Through qualitative research, Basrowi

& Suwandi (2008: 2) said that researchers can identify the subject, and feel what the subject experiences in everyday life.

Close people have a big influence on our lives. They have emotional relationships and bonds such as siblings, and parents, who introduce new words, certain concepts, or certain categories, all of which have an influence on seeing reality. The closest people help you learn to distinguish between yourself and others so that you have *a sense of self*. This research is focused on 3 (three) pairs of mothers and children, where the mother is 42-38 years old) and the children are aged 18-11 years. This study uses primary data and secondary data, with in-depth interviews directly with the informants, which is written under a pseudonym to maintain scientific ethics, determined by purposive data obtained from scientific references, books, journals, the internet, and social media.

Table 1
Source person

N o	Mother	Age	Child	Age
1	Rahma (private)	45 years old	Jenny	15 yrs
2	Dewi (private teacher)	38 yrs	Kai	10 yrs
3	Laila (PNS)	42 yrs	yeri	16 yrs

4. RESULTS AND DISCUSSION

The article *Welcome To My Playground*, Building family communication through K-Pop in Makassar, aims to describe how family communication is built mainly by mothers and children through K-pop. This article also shows the other side of the negative stigma against K-Pop. *Welcome To My Playground* itself is actually the title of the song from NCT 127 which was released in 2018, one of the many KPop boy groups that have successfully entered the world market, following Super Junior, SNSD, Big Bang, PSY, BoA, BTS, Monsta X, EXO

The Beginning, become Hallyu Lovers

The negative stigma attached to K-Pop in society is plastic surgery, sexy clothes (especially girl groups), men (who resemble women because they use *make up*), and a group of dancing men (*a dance* which is identified as not masculine),

attached to LGBT, mini skirts and sexy dances for girl groups. This has indeed developed very strongly and caused concern for parents whose children love K-Pop.(Andriani et al., 2021)Based on the results of the analysis, this is of course known to the informants, and it is difficult for them to explain the actual situation because K-Pop stereotypes are already attached and their opinions tend to be ignored.

The resource person considered the entertainment that was served by South Korea was different from the one that was presented served by Indonesian entertainment which is sometimes full of "controversy", while entertainment from a western country, is quite far from Indonesian culture. According to them, Korea is closer to their daily lives, and the appearance is not too difficult to imitate (so the trend of Korean clothes and make-up also appears). The Kpop world itself is very concerned about privacy, drama, and controversy. It's hard to find their idols who share their personal lives with their fans through social media. (Anwar, nd)They are very careful in establishing personal relationships, even family relationships are not respected *exposure* or not be part of the work they live in, and their private life is very closed to the public. so different from"drama" that is offered by the homeland entertainment industry. The following are the motivations of the speakers to become Hallyu Lovers, both mothers and children.

1. Rahma (45 years) and Jenni (15 years)

Rahma (45 years old) initially only liked Korean dramas. Her daughter Jenni (15 years old) who liked Girl Group Black Pink and BTS at elementary school age. Because she already understood the Korean style before, Rahma finally chose to follow Jenni's taste, watching every activity of the two groups. Following the development of K-Pop, not only BTS but also NCT and AESPA. Jenni (15 years old) knows Korean songs from her friends, when the song*Ido*/Even though Jenni initially liked Indonesian artists before moving on to Korean BoyGroup and Girlgroup because of their energetic songs, good music videos, and exciting dances, besides that they are beautiful and handsome now Jenni is a multifandom (like more from one group), namely BTS, IKON, BlackPink, and Red Velvet.

2. Dewi (38 years) and Kai (10 years)

Dewi (38 years) is not a fan of Korean drama or music, Dewi only watches the drama Descendant Of The Sun⁶because it's hitz again in Indonesia. Kai's son (10 years old) is a Fanboy (a boy who likes Kpop) who is still considered less common, to anticipate the bullying his son receives. He asked a lot of

questions with a friend who is also a Korean lover, this friend is not just a spectator, but even reads a lot of things, and understands Korean Hallyu so that his preferences are not based on mere fanaticism. It was from his friend that he began to recognize the boy group that his son liked. According to him, it was wiser to follow what his son liked than forbid it because he was worried that his son would stay away. Kai (10 years old) likes Korea because at first YouTube, which he likes to watch, uses Korean songs as backsound music. After that Kai started to like BTS and Got7 because BTS and Got7 are really famous even in America.

3. Laila (42 years)-Yeri (16 years)

Laila (42 years old) is a Korean lover for a long time, unlike other people she likes KPop, not dramas, she first listened to Korean through TVXQ and SHINee⁷, then later became a Bigbang fan⁸. Started to like K-Pop at the age of 30 years, actually, it's quite old for K-Pop fans, but Laila admits that she really likes K-Pop since her best friend introduced her at work, the difference is that her best friend is a K-drama lover, Laila doesn't really like K-Pop drama, unless the starring is a member of the boy group he likes. At first, he just listened, then bought an album, and even called himself a VIP⁹. At first, Laila was certainly embarrassed, admitting to being a K-Pop fan, because of the negative stigma of K-Pop, especially since she feels too old to be a K-Pop fan, only about the last 5 years has she confessed to everyone as a K-Pop fan, especially Big Bang, Laila admits liking Kpop is very different, like building an emotional bond with the group you like. Laila also admitted that she introduced her son Yeri to K-Pop, even if by accident. Yeri initially like most other teenagers is a fan of Justin Bieber, Selena Gomes, and even one direction, somehow Yeri initially switched to liking K-Pop and chose soloist IU, EXO¹⁰as his idol. Yeri (16 years old), admitted that she became interested in K-Pop when she listened to the song Stand By Me which was the OST for the 2009 Drama Boys Over Flowers, which she watched with her cousin. Yeri admits that K-Pop is not new because her mother is a K-Pop lover. After listening to and seeing EXO, Yeri became interested because she thinks their music and style *are better-sweet*. Yeri also became closer to her mother after liking Korea, even though she felt strange about her mother's taste in music, Yeri also got to know the

⁷<https://www.smentertainment.com/>

⁸<https://www.ygfamily.com/artist/Artists.asp?LANGDIV=J>

⁹<https://www.sbs.com.au/popasia/blog/2016/05/25/10-k-pop-fandom-names-and-their-meanings#:~:text=3.,Source%3A%20kpopstarz>

¹⁰<https://www.smentertainment.com/>

⁶https://asianwiki.com/Descendants_of_the_Sun

soloist IU¹¹ from his mother. IU is a young solo singer who composes and produces her own songs, IU's ability encouraged Yeri to learn to play the guitar. Currently, Yeri really likes IU and EXO

The Truth, Openness, Empathy, and Support

The openness of the informants expressed in this study was very much felt. The advantage turned out, his relationship with Jenni became like friends. They spent a lot of time together, telling stories about the drama's storyline or about the Girl Group/Boy Group that was being talked about. Through Korean dramas too, Rahma can slowly communicate in a relaxed manner about dating, premarital sex, male and female relationships, in a language that Jenni understands.

"with me, Jenny" it could be a story about a boyfriend at school who was close to him, at first for sure noodles I was worried...but relieved because Jenni opened up to me, and there was a scene a scene in the drama that I can use as an example with Jenni when explaining about premarital sex, dating, kissing, but it's good because Jenni says she only wants to date her idol jungkook or jimin hahahaha, profit for me to...." Rahma and Jenny.

"...my mom likes Korea too, at first she just watched the drama, but it took a long time it's been a long time since we started liking Kpop, because we both watched Hwarang, there was Kim Taehyung (a member of BTS). Shame on me, I can tell my mom anything, sometimes I confide while watching it, I'm not shy when it comes to telling my mom, I'm relaxed..." Jenni (15 yrs).

"Worried yes, because people"-people say Korea is opas, snub, all kinds of sexy, so I asked my son why he likes it, he said he likes to see the dance, likes to hear the song, the music is cool. I heard too. He likes BTS and EXO, but he likes BTS the most. I asked my friend who likes Korea too, he gave an explanation about Boygroup, he said no papa... Korean boy group, I don't like scandals, it's more dangerous to watch other shows because boyfriends are free, Korean artists say they can't date, sing just hahahaha..., I follow what my son likes, BTS and EXO... it's better, what's up what does my son tell me, including when she was bullied by his friends," Dewi (38 years)

"My mother, you can't tell the difference between EXO and BTS, you can't tell which is Jungkook where is RM. but It's okay, you've never been angry, he let me dance to BTS's style or watch friends, buy BTS books, if my friends laugh at me, I can tell the same story, my mother..." Kai (10th)

"At first I didn't intend to introduce Yeri to K-Pop, it's just that he probably hears a lot in the car, or in my playlist... at first it was normal, he likes Justin Bieber, but after a while he really

likes EXO. I'm just having fun, SM Boygroups usually tend to be more polite and sweet, the stage action is not playing with girls hahahaha, I like it, we actually become closer, even though for example we go to eat but are busy with each other's cellphones, but we still chat. Talking about Korea at first, the tails are typical mother and child hahahaha... but I'm legal, at least she can be talked to, and not shy... talking to a girl isn't easy...." (Laila 42 yrs)

"Mom, I really like Big Bang... I like TOP with Daesung the most, I can't I really like YG artists, I like weird makeup, and usually sexy, I like EXO the most, handsome, funny, boyfriend able hahahaha, mom and dad can talk for hours clock... anything, for example about the price of idol clothes, their achievements, their voices, my mom is cool ah... powder with mama my friends, my friends even joined in venting with my mother, until they like to get together the same hahahaha..." (Yeri 16 yrs)

Three sources revealed how the communication that was established, through K-Pop and K-Drama, was very open. The mother is relieved that the child is open and relaxed, while the child feels the same way. Parents also stated that it was easy to talk about things such as maintaining privacy on social media, the importance of education, discipline, hard work, obedience, and even tabe culture.(Suhada et al., 2021)to their teenage children through K-Pop, because these things are owned by idols and are very common in the world of kpop. Awkwardness or compulsion is something that is not found in family communication.

One of the things that usually becomes a stronghold for mother and child communication, is differences in views. Each mother and child have their own views. So it is difficult to empathize, in this study, the three resource persons who were able to empathize with each other, Rahma and Jenni, stated that their openness made it easier for them to understand each other.

"... child-Children who like Korean are used to seeing their cellphones have a bias, shouting to themselves, laughing and even crying. I was also shocked at first, because back then there was no internet, understand when he was bullied, understand when he cried with pride because BTS was successful in America, the speech at Unicef I made it a way to slowly advise him, I said... that's right if we have achievements, we're not only proud of ourselves but everyone who cares about us,hahahaha he understands, that's how I advise him..."Rahma

"Mom, it's most understandable when I arrive-suddenly excited for school, lazy usually immediately knows there must be something wrong with BTS or Ikon or wannaone.. don't be angry when I arrive excited alone hahaha, but still angry if I

¹¹<https://asianwiki.com/IU>

don't do my job, or tired because most of the time I play on my cellphone... I'm just still angry, hahaha "Jenni

Laila and Yeri also explained the same thing. Laila's advantage is that she already likes K-Pop, and more or less understands what Yeri will go through as a K-Pop lover.

"Being a Korean lover is ready-ready to be bullied, considered alay or inappropriate. Especially me already old...., Big Bang with lots of stories, they like it hiatus. The gossip, the scandal, it's heavy...., I wasn't worried-was worried about Yeri not because she likes Korea but people's response-people about Korean fans. They are prone to be bullied... I'm worried about Yeri, she's stressed... that's why I fully understand what she's going through... I pever and still understand how it feels until now..." Laila

"...I just really liked EXO on Mama's album... still like it-I like EXO being left by members, luckily I'm not too naive in Kpop because my mom likes stories, what kind of boy group in Korea is it, losing a member isn't as easy as being like each other, especially if we there is already an emotional bond with the members. Left behind by three members, got into a dating case... our fandom was bullied, you were like a depressed person at that time, luckily my mom understood it very well...last year (2017) instead Jonghyun died by suicide, he's the first idol I met I like it... sadly, once again, fortunately, there is my mom... who I can talk to, can tell a lot, cry together-same hahahaha, because mom also likes SHINee... even the fun of friends my friend it's also sad that we're staying at home crying together, ouch... Can you imagine, if I didn't have my mother, where would we be bullied by same Indonesia, we would say plastic is dead.... It's too bad... gosh, how cruel, we're not harming anyone-who,...why people-person must be mean to us when we grieve?.." Yeri (18yrs).

The resource persons gave an illustration of how they understand each other and feel empathy so that many things they usually receive from outside can be resolved with open communication and mutual understanding. The child feels very lucky to have support, and the mother feels relieved because she can have healthy interactions with her child.

Trust and Equality

Building trust is not easy, teenagers have their own world and language. Parents must have more ability to gain the trust of their children, especially those who are entering their teens. Many parents try to position themselves as friends, to gain that trust. That is what is intertwined with the three sources in this study.

Rahma-Jenni,

There are many things that Rahma gains from her open communication with Jenni, not only with Jenni but also with her friends,

"with him open, meaning he believes, he believes I really understand it, really really support it. It's not that we never disagreed, there must be....It's just that talking to him is easier because it's easier for us to straighten things out. He also spoke lightly to me, for example when he told how he was bullied, ridiculed, or when he wasn't confident in participating in a dance competition, for example, or the age he was getting to know to make up Well, Korean make-up is softer, more appropriate for his age, I'm relieved... hahaha, sad to see if it's a child-the child is already minor, just listening to him without blaming or judging him is a big form of support for him and I am grateful... that openness has made me this far, understand her position..., being an ABG child is never easy, our times are different..." Rahma

"Other friends used to talk to their friends, you know-you know later in the gossip itself, vent in social media is called alay... I vent with my mom... it's better that way, don't think we are or not have been noisy, mama-mama must have complained, sometimes there are lots of orders, but it's more comfortable to talk to my mother because sometimes it feels like a friend,...." Jenny,

Dewi and Kai, have different stories. Because the child is a boy and still small, it's not easy for Kai to live his passion as a Fanboy, the tastes of his friends, and the negative stigma about K.Pop does make Dewi the only place for Kai to share,

"I've already decided rather than ban, I better follow what he likes. For example, when he likes spiderman, I see what he watches, or what games he plays, as well as when he likes Kpop, I wanted to ban it too, but I heard from my friends about this K-Pop, I decided to follow, I learned that there are many positive values that I can teach, I accompany him to watch, buy him a Korean language learning book, or buy merchandise as long as it is useful like a jacket. I know, of course, that's the value of my negotiations with him, for example, you can ... as long as you don't skip the Koran, you can as long as it's worth it. Good English, stuff-that kind of thing..." Risky

"My mother bought me (the BTS hoodie) when I said I wanted to watch the BTS movie, bunDaku said I could...as long as I recite the Koran, I'm not angry... I like my mother like that because my friend is not like that, "Kai

Laila and Yeri,

For Laila, the communication that exists between her and Yeri at this time, she is very grateful for, considering Yeri's age is still unstable. Many of her peers experience communication

failures with children of Yeri's age, who prefer to be with their friends or are close to their parents. Even his love for Korea not only brings him closer to Yeri but also to Yeri's circle of friends, for him it makes his duty as a parent easier to see his daughter's circle of friends.

"There are many things that make it easier, for example, Yeri is cranky, I'm not worried, because I know friends his friend... if he wants something I can support him wholeheartedly because he is open about his desire, is it because I just join in or did he want to... for example when he arrived-Suddenly I want to take drum lessons like Chanyeol's idol EXO, I can direct him to learn guitar or piano, because Chanyeol can also play both instruments, and I think it's easier for him to learn piano or guitar than drums. And successful, he learned to play the piano and guitar and has started to take part in competitions or festivals. When I asked him to improve his English grades, it became easy because, without me forcing him to voluntarily do it, he even wanted to learn all Korean language hahahaha, I just liked it, because it would be useful for him, rather than him the fly is not clear?...." Laila

"Mom is like a naughty fairy godmother hahaha. It used to be a shame to have a mother who likes Korean hahaha, like a kid. But now my mom is cool... even if it comes, it's fierce, but the good thing is that my friends also like to play with my mom, I learned to play guitar, and piano, this course is okay with my mom, who can't dance Korean covers hahahaha, but I also don't want to, Whatever it is, I'll chat with mom, about boys too hahha... Mom said I could dating when you're old enough like a YG child¹²... hahaha, it's weird, maybe it's because of where often with my mother, rather than with my friends, what is now are even friends like to come with us, hahahaha... it's fun, the model also eats or pays for watching alone-alone... hahaha.... "Yeri

The three resource persons showed support for each other, Openness at the beginning made things easier for both parties. Going through three steps such as openness, empathy and support makes it easier for resource persons to build positiveness because many problems arise between parents and children due to negative prejudice. For Rahma and Jenni, as well as Laila and Yeri, the biggest challenge is the age of their children who are growing up, an age that usually prefers to do activities with friends. friends and usually have built a "wall" with their parents, they are lucky because of the similarity of hobbies, they actually build trust to interact with each other. So that even if the mother wants to give advice or forbid it can be accepted without a long debate, likewise the child when he wants something or refuses what his parents ask for can convey

it openly, without worrying about being judged or misunderstood by his parents.

For Dewi and Kai, this positiveness becomes very important because, as a boy and growing up, there are many desires which of course require support from their parents. Dewi herself admits that she has benefited from asking a lot of questions about the Korean wave so, it is not wrong to take a stance, just ban it. Openness in communication certainly supports many things, besides supportiveness, empathy, and equality are important elements. It is necessary for both mothers and children to understand each other's position, the mother remains as the mother and the child remains as the child, even though the communication is light like a friend.

"I don't think Yeri doesn't see me as her mother, even though we talk like a friend, he still behaves like a child to his mother, I'm also not the type of mother who holds the symbols, for me, the important thing is that we can communicate, interacting is what's important..., it's useless to be obedient and obedient if only in front of it. Yeri can argue with me, may protest, may refuse, we are used to long discussions, I'm trying not to be authoritarian, I'm not trying to be pretentious, for example, just relax... I promise you can what can you do? The important thing is that he is responsible, I don't dictate he has to A, B, C, my job is to tell the limit..." Laila

"Jenni, even though he's big he's still a child-children, I'm still the mother, we download dramas together, stalk idols on Instagram, chat about Korea with fun, but I'm still the mother and I still see her as a child, one positive thing about Korea that I can see emphasize to Jenni that she is her age, her idols are independent, work hard to achieve her dreams, but her school is number one. That's a value that I always instill, and Jenni is very easy to understand because I don't compare her with the neighbor's children, for example, hahahaha, but with her idol who really knows the way.his life, discipline, and hard work are values that are hard to instill but easy understood by Jenny, .."Rahma"

"Mommy is it, mama-mamak, fussy... hahaha, but different from mom-Other mothers who forbid this, that's what, come with this, with Mama.. everything can be discussed, sulkyI'm also cranky often but not for long hahahaha... mama gas is ok ABG anyway, yes the point is to stay rich mother-other mothers are just more fun... hahahaha, if I make a mistake, I'll be scolded, if it's me it's weird-It's weird, it's definitely a fight.. hahaha" (Yeri-18 years)

"Well, it's like mama, going to the movies, stalking, talking Korean, it's just normal... maybe because, unlike other moms, my mom doesn't like watching tv, doesn't like going out with

¹²<https://www.ygfamily.com/artist/Artists.asp?LANGDIV=J>

other moms, mommy if you don't work more at home, we talk, or watch together and talk together hahahaha, if I play a lot of cellphones, definitely reprimanded, lazy tutoring must be reprimanded, the point is the same as other mothers, later if I say my mom is the coolest in protesting again, hahahaha..." Jenny (12 years)

The resource persons told how they understood each other's position. Relationships like mother and child remain a priority. Although not as formal as other mother-daughter relationships, they think the ability to communicate is far more important than symbols, primarily mutual respect.

He discussion of the data above illustrates that various fears and negative stigmas about the Korean wave, by society in general, can be used as a bridge to build positive communication and interaction between children and mothers as family communication. Where both parties feel the benefits of the stage of mutual support. Narrators provide an overview of the need for open communication so that there are many things that need to be understood by both parties

Berger and Luckman in Bungie (2006; 191) explain social reality by separate the understanding of "reality" and "knowledge". Reality is defined as quality contained in *realities*, which is recognized as having the existence (*being*) which is independent of our own will. While knowledge is defined as the certainty that realities are real (*real*) and have specific characteristics. Humans in many ways have the freedom to act outside the control limits of their social structures and institutions where individuals and humans actively and creatively develop themselves through responses to stimuli in their cognitive world. The followers of symbolic interaction. In the social process, any individual is seen as the creator of a relatively free social reality in his social world. (bungin 187;2007).

CONCLUSION

The negative stereotypes that have been pinned on the Hallyu wave, especially K-Pop, make family communication through K-PoP more special, children feel understood, and mothers can communicate. Parents worry about their children such as bullying, free sex, declining performance, socializing, and so on, and dividing the time between education and the desire to monitor their idols on the Internet. It can be solved by liking the Korean wave together, moreover, both parties find the positive side, and use the positive side to build effective communication. The negative side, such as the fashion style, especially the sexy Girlband, rumors of plastic surgery, to LGBT have no effect on them. The family in this case the

mother succeeded in eliminating the generation gap, breaking the need for communication with children.

REFERENCES

- Andriani, A., Anwar, CR, Akram, N., & Alimuddin, NA (2021). Cyberbullying among teenage K-pop fans. *Journal of Educational Psychology and Counseling: Journal of the Study of Educational Psychology and Counseling Guidance*, 6(2), 9–17. <https://doi.org/10.26858/jppk.v6i2.16696>
- Anwar, CR (nd). Gossip Man; K-Pop, Fandom Culture, and Cyberspace. *Ahmad Arif Head of Disaster and Crisis Journalist*, 245.
- Anwar, CR (2019). "Love Affair in the Afternoon": Women and Infidelity in Korean Dramas. 2.
- Anwar, CR, & Ramadani, P. (2021). Digital Storytelling: Digital Literacy in Elementary School Students. *Journal of Educational Technology Proceedings National Online Seminar 2021: Digital Generation For Digital Nation*, 1(8), 82–86. <https://ojs.unm.ac.id/tekipend/article/view/22637>
- Asrie, ND, & Misrawati, D. (2020). Celebrity worship and Impulsive buying on KPOP Idol Fans. *Journal of Psychological Perspective*, 2(2), 91–100. <https://doi.org/10.47679/jopp.022.12200008>
- DeVito Joseph A. (2002). Unit 8 Non-Verbal Messages. *Human Communications*, 132–157.
- Fairclough, N. (2002). Language in new capitalism. *Discourse and Society*, 13(2), 163–166. <https://doi.org/10.1177/0957926502013002404>
- Fajri, A., & Khairani, M. (2011). The Relationship Between Mother-Daughter Communication and Readiness for the First Menstruation (Menarche) in Junior High School Students of Muhammadiyah Banda Aceh. *Journal of Psychology Undip*, 10(2), 133–143. <https://doi.org/10.14710/jpu.10.2.133-143>
- Jawandi, A., & Putro, EA (nd). TRAINING OF MODELING TECHNIQUES TO BUILD INTERPERSONAL COMMUNICATION OF PARENTS WITH CHILDREN IN THE DIGITAL ERA AT KPM HARGA FAMILY PROGRAM WONOSEGORO DISTRICT. 7–18.
- Kartika, VC (2018). Lifestyle of EXO Fans in Surabaya Against Boyband EXO Merchandise Products. 1–11. <http://repository.unair.ac.id/79401/>
- Kim, M., Heo, YC, Choi, SC, & Park, HW (2014). Comparative trends in global communication

networks of #Kpop tweets. *Quality and Quantity*, 48(5). <https://doi.org/10.1007/s11135-013-9918-1>

Kinanti, GR (2019). Understanding the Communication Relations of Millennial Parents in Formation of Children's Self-Concepts in the Digital Age By. *Online Interaction*, 7(2), 115–126. <http://www.parenting.co.id/family/atura>

Lie, J. (2012). What is the K in K-pop? South Korean popular music, the culture industry, and National Identity. *Korea Observer*, 43(3).

Ludianto, P. (2014). Family Communication Between Children And Mothers In An Effort To Find A New Partner. *Journal of E-Communication, Communication Studies Study Program, Petra Christian Univ, Surabaya*, Vol. 2. Nos, 1–10.

M. Yemmardotillah, RI (2021). Digital Literacy for Millennial Families in Educating Children in the Digital Age. *Continuous Education: Journal of Science and Research*, 2(2), 1–13. <https://doi.org/10.51178/ce.v2i2.223>

Nisrina, D., Widodo, IA, Larassari, IB, & Rahmaji, F. (2020). THE IMPACT OF KOREA CULTURAL CONSUMERISM (KPOP) ON STUDENTS OF THE FACULTY OF SOCIAL SCIENCES, MALANG STATE UNIVERSITY. *Journal of Humanities Research*, 21(1). <https://doi.org/10.23917/humaniora.v21i1.8085>

Prasanti, D., & Limilia, P. (2017). Conflict Management Styles in Urban Family Communication in the Digital Age. *Journal Of Communication Studies*, 2(2), 24–37.

Reid, R., & Gatson, S. (2011). Kpop, Indonesian Fandom, and Social media. *Transformative Works and Cultures*, 8.

Subrahmanyam, K., & Greenfield, P. (2008). Online communication and adolescent relationships. *Future of Children*, 18(1), 119–146. <https://doi.org/10.1353/foc.0.0006>

Suhada, NK, Ekawardhani, W., & Nurulita, A. (2021). Discovering the Bugis-Makassar Tabé' Culture in the Korean Wave. *Journal of Educational Technology, Curriculum, Learning and Communication*, 1(1), 8. <https://doi.org/10.26858/jetcl.v1i1.16724>

Zis, SF, Effendi, N., & Roem, ER (2021). Changes in Communication Behavior of Millennial Generation and Generation Z in the Digital Age. *Satwika: Study of Cultural Sciences and Social Change*, 5(1), 69–87. <https://doi.org/10.22219/satwika.v5i1.15550>

AISAS MODEL IN FACEBOOK AND INSTAGRAM PROMOTIONAL COMMUNICATION ON CAR SALES SECOND IN BENGKULU CITY (Case Study On Account @Jualbelimobilbenngkulu)

Rina Sulastry¹

¹University of Bengkulu

ARTICLE INFO

Corresponding author:

rinasulastry.rajo@gmail.com

Citation:

ABSTRAK

Promosi merupakan salah satu kegiatan penting dalam manajemen pemasaran, dimana promosi merupakan kegiatan perusahaan dalam upayanya berkomunikasi dengan konsumen. Pentingnya strategi periklanan yang dilakukan adalah untuk meningkatkan penjualan dan citra merek mereka di mata konsumen, karena sebagian besar konsumen saat ini sudah memiliki perangkat untuk mengakses internet dan mencari informasi yang mereka butuhkan di media sosial. Kenyamanan konsumen dalam mencari produk atau jasa inilah yang melahirkan model AISAS (attention, interest, search, action, share). Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui sejauh mana model AISAS dapat diterapkan oleh konsumen @Jualbelimobilbenngkulu dalam melakukan komunikasi promosi dengan kegiatan pemasaran penjualan mobil bekas di Kota Bengkulu melalui media sosial Facebook dan Instagram, sehingga agar konsumen lebih mudah mencari produk atau jasa di internet. Akun @Jualbelimobilbenngkulu lebih mudah. Penelitian ini membutuhkan 50 sampel responden yang merupakan konsumen @Jualbelimobilbenngkulu. Metode analisis data yang digunakan adalah analisis pembobotan dengan teknik pengukuran skala likert, hal ini bertujuan untuk mengetahui persentase setiap pernyataan pada sub variabel (perhatian, minat, pencarian, tindakan, share) dan keseluruhan dari model AISAS. Berdasarkan hasil pengolahan data dapat diketahui bahwa perhatian, minat, pencarian, tindakan, dan pangsa dari konsumen @Jualbelimobilbenngkulu dalam kategori baik.

Kata kunci: Media Sosial; Komunikasi pemasaran; Promosi; model AISAS.

ABSTRACT

Promotion is one of the important activities in marketing management, where promotion is a company activity in developing to communicate with consumers. An important advertising strategy is to increase their sales and brand image in the eyes of consumers, because most consumers today already have devices to access the internet and find the information they need on social media. The convenience of consumers in finding products or services that gave birth to the AISAS model (attention, interest, search, action, share). Because of this, the purpose of this research is to find out to what

extent the AISAS model can be applied by @Jualbelimobilbenngkulu consumers in conducting promotional communications with marketing activities of second-hand car sales in Bengkulu City through social media Facebook and Instagram, making it easier for consumers to find service products on their accounts. @Jualbelimobilbenngkulu easier. This study requires 50 samples of respondents who are @Jualbelimobilbenngkulu consumers. The data analysis method used is a weighting analysis with a Likert scale measurement technique, this aims to find the percentage of each statement in the sub-variables (attention, interest, search, action, share) and overall from the AISAS model. Based on the results of data processing, it can be seen that the attention, interest, search, action, and share of @Jualbelimobilbenngkulu consumers are in the good category.

Keywords: Social Media; Marketing Communications; Promotions; AISAS Models

1. INTRODUCTION

The rapid growth in the current era of information technology has led to a series of current, all-digital life phenomena in a number of fields. One of them is the phenomenon of selling through social media which can be useful in supporting access to marketing communications in the midst of product promotion, imaging, business expansion, and advertising development processes (Tasruddin, 2017). In Indonesia, many product or service business players have used content marketing strategy to serve as a product or service marketing tool on social media. Content marketing is a marketing strategy that must be able to plan and distribute content that is able to attract the right audience, and is expected to encourage the target audience to become consumers.

Promotion is one of the important activities in marketing management, where promotion is a company activity in its effort to communicate with consumers. The development of marketing strategies through the internet today, especially social media, in this case Facebook and Instagram, has been widely applied by several people who are engaged in selling products and services. It is unavoidable that marketing communication also requires communication media in the marketing communication process, one of which is through social media. Social media indirectly provides a transparent impact in communication, and activities carried out on social media can easily be known by others.

It is easy to market their products because they can improve their products with less expenditure such as money, energy, and time (Kurnianto, 2018). One of the benefits of the information technology era is related to social media, which is used by automotive companies, in this case buying and selling Second cars in Bengkulu City on the @Jualbelimobilbenngkulu account. Most of the automotive companies in Bengkulu City are currently implementing marketing strategies using social media, especially through Facebook and Instagram accounts, to convey the product offerings they sell to consumers. The importance of the advertising strategy carried out is to increase their sales and brand image in the eyes of consumers, especially in Bengkulu City, because most consumers currently have devices to access the internet and find the information they need. In today's digital era, it is easier for consumers to access the product information they are looking for. The convenience of consumers in finding products or services is what gave birth to the AISAS model (attention, interest, search, action, share). Because of this, the researcher will examine the extent to which the AISAS model is applied by the @Jualbelimobilbenngkulu account user to attract consumers. Vehicles (cars) are a practical and efficient means of transportation, but now the function of a car can also be used to show a person's social class (prestige). As human needs increase, there is a second option to reduce expenses. One of them is to buy second-hand goods, which are more affordable but still of good quality.

Currently, one of the second (used) goods businesses which are developing is buying and selling used cars. Used car dealers are the choice of consumers to find vehicles according to their needs. Used car dealers usually provide used cars of various brands, and of course, the prices offered are cheaper than the new prices. Used car dealers are an alternative choice for consumers to get used cars at low prices but still have quality. Based on the description that has been described above, the purpose of this research is, to find out to what extent the AISAS model can be applied by @Jualbelimobilbenngkulu consumers in conducting promotional communications with marketing activities of second-hand car sales in Bengkulu City through social media facebook and instagram.

2. LITERATURE REVIEW

AISAS Model

AISAS is the process by which a consumer pays attention to a product, service, or advertisement (*Attention*) and arouses interest (*Interest*) so that there is a desire to collect information (*Search*) about the item. Searches can be made on the Internet on blogs written by other people, product comparison sites, and official company Web pages, or by talking to family or friends who have actually used the appropriate product or service. The consumer then makes an overall assessment based on the information collected and the information presented by the company, taking into account the comments and opinions of people who have purchased and used the product or service. If successful, then it becomes a decision to make a purchase (*Action*). After the purchase, the consumer becomes a conduit of information (*word of mouth*), by talking to other people or by posting comments and impressions on the Internet (*Sharing*).

3. RESEARCH METHOD

Types of Research

The type of research used in this research is quantitative research. Quantitative research is research based on testing a theory consisting of a comprehensive and in-depth picture of how promotional or marketing communications in attracting consumers are carried out by the @Jualbelimobilbenngkulu account on Facebook and Instagram social media, so that consumers can more easily find products or services on the @Jualbelimobilbenngkulu account. The data collection method uses primary data and secondary data, where primary data includes observation, and distributing questionnaires to consumers @Jualbelimobilbenngkulu, then for secondary data in this study, collecting literature studies on social media accounts @Jualbelimobilbenngkulu with data collection techniques in the form of studies bibliography and online data retrieval. The analytical method used is a weighting analysis

with a Likert scale measurement technique, variables, measured using numbers, and analyzed through a statistical process to determine whether the predictive generalization of the theory is correct (Djollong, 2014). The quantitative approach in this study was used to obtain.

Variable Operational Definition

In this study, there are 5 sub-variables used by the five sub-variables, including Attention, Interest, Search, Action, and Share. Where consumers have attention to a product (Attention) and cause interest (Interest) in a product, resulting in a desire for consumers to submit information on an item or service then consumers will usually immediately search (Search) further about the product. From the information that has been obtained, the consumer will give an assessment of the product that the consumer has obtained the information then the consumer will decide to proceed to the purchase stage (Action), then consumers convey information to others about products that consumers have purchased or through comments and testimonials on the internet (Share) (Adlan, 2020). The operational variables are as follows.

Table 3.1

Variable Operational Definition

No	Variable	Indicator	Once Measurement
1	Attention	Interesting promotional content audience attention	Likert
		Audience pays attention products or services that contained in the content promotion	
2	Interest	Audiences are interested in make a purchase towards the products or services contained in the promotional content	Likert
		Audiences are interested in information on products or services contained in caption promotional content	

		Audiences are interested if there is a detailed explanation of the products or services offered in the website caption	
3	Search	Audience get needed information about products or services through promotional content Audiences seek additional information about products or services contained in promotional content through various sources available Audience believes information contained in promotional content	Likert
4	Action	Audiences consider purchasing products or services contained in promotional content Audiences have confidence to make purchases of products contained in promotional content Audience do purchase of products or services contained in promotional content	
		Audiences share watched promotional content with others	

5	Share	Audience shared personal experience or testimonial after use products or services that have been purchased by updating status on social media Audiences recommend purchased products or services to others	Likert
---	-------	---	--------

Source: Analysis Results, 2022

3.2 Population

Population is a generalization consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Wicaksono, 2015). The population in this study are consumers who buy used cars through an account @Jualbelimobilbenngkulu, seen during the sale from March 2022 to July 2022, with a large number of customers for 4 months as many as 50 buyers.

3.3 Sample

According to (Sugiono, 2013) the sample is part of the number and characteristics possessed by the population. According to Arikunto (2012: 104) if the population is less than 100 respondents the number of samples can be taken as a whole from the total population, but if the population is greater than 100 respondents, then 10-15% or 20-25% of the total population can be taken.

Based on the number of the population is not greater than 100 respondents, then taken 100% of the number of respondents from the population, namely 50 consumers who can be made as respondents. Thus the use of the entire population without having to draw a research sample as a unit of observation is referred to as a saturated or census technique.

3.4 Measurement Scale

In the scaling technique, many types of measurement scales have been developed, especially in the social sciences. However, in this study, the measurement scale used is the Likert scale. Scale *Likert* is a scale used to measure the preferences, attitudes or opinions of a person or group regarding an event or social phenomenon, based on operational definitions that have been set by the researcher. This scale is also very easy to understand by respondents in giving an assessment of an attribute.

By using *scaletikert*, then the variables to be measured are translated into dimensions, dimensions are translated into sub-variables and then sub-variables are translated into indicators that can be measured. These measurable indicators can be used as a starting point for making instrument items in the form of questions or statements that need to be answered by respondents. Each answer is associated with a form of a statement or attitude support expressed in words as in Table 3.2.

Table 3.2 Likert Scale Measurement

Positive Statement		Negative Statement	
Answer	Score	Answer	Score
Strongly Agree (SS)	5	Strongly Agree (SS)	1
Agree (S)	4	Agree (S)	2
Simply Agree (CS)	3	Simply Agree (CS)	3
Disagree (TS)	2	Disagree (TS)	4
Strongly Disagree (STS)	1	Strongly Disagree (STS)	5

4. RESULT AND DISCUSSION

4.1 Results and Discussion of Research on Sub-Variables

Attention

The results of attention analysis on consumer @Jualbelimobilbenngkulu based on data recap respondents' responses to the three statements related to sub-variables *attention*. The following is a recap of data from the average value of respondents' responses to the three statements from *attention*.

Table 4.1 Average (Mean) Attention Stage

Statement Consumer	SS	S	CS	TS	STS	Total	Flat-flat	Interpretasi
Promotional content @Jualbelimobilbenngkulu interesting my attention	55	84	27	6	0	202	4.04	Well
I notice product or service which are contained in content	85	92	30	4	0	201	4.02	Well

promotion @Jualbelimobilbenngkulu								
I know or understand about product or services that contained in promotional content @Jualbelimobilbenngkulu	90	64	36	8	0	198	3.96	Well
TOTAL							4.01	Well

Source: Analysis Results, 2022

Based on the calculations in table 4.1, the highest average Attention value is in the first statement, which is 4.04 that the @Jualbelimobilbenngkulu promotional content attracts the attention of respondents, this statement falls into the good category. Then in the second position, there is the second statement which is 4.02 that respondents pay attention to the products or services contained in the promotional content of @Jualbelimobilbenngkulu, this statement falls into the good category. Furthermore, in the third position is the third statement, which is 3.69 that the respondent knows or understands about the products or services contained in the promotional content of @Jualbelimobilbenngkulu, this statement falls into the good category. It is known that the overall mean (mean) at the Attention stage has a value of 4.01.

Based on these data, the stages Searchin this study into the very good category. From the table above, consumers of @Jualbelimobilbenngkulu agree that the highest level of attention is in the first statement, because the @Jualbelimobilbenngkulu account is quite active in sharing information about the services they provide, namely selling used cars, by providing complete explanations so that consumers are interested in promotions. which is offered by the @Jualbelimobilbenngkulu account through their Facebook and Instagram social media.

4.2 Results and Discussion of Research on Sub-Variables Interest

Results analysis Interest on consumer @Jualbelimobilbenngkulu based on data recap respondents' responses to the three statements related to sub-variables *Interest*. The following is a data recap

from the average value of respondents' responses to the three statements of *Interest*.

Table 4.2 Average Value (Mean) Stages *Interest*

Statement Consumer	SS	S	CS	TS	STS	Total	Flat-Flat	Interpretasi
I am interested in for To do purchaseto products that contained in content @Buying and selling cars Bengkulu	85	128	3	0	0	216	4.32	Very good
I am interested in to information on product or service that contained in captioncontent promotion @Buying and selling cars Bengkulu	110	104	6	0	0	220	4.40	Very good
I am interested in if there is explanation in detail and uniqueness about product or services provided offer in	85	116	12	0	0	213	4.26	Very good

caption @Buying and selling cars Bengkulu								
TOTAL							4.33	Very good

Source: Analysis Results, 2022

Based on the calculations in table 4.2, the average value of *Interest* the highest is in the second statement which is 4.40 that respondents are interested in making purchases of the products contained in the @Jualbelimobilbenngkulu content, this statement falls into the very good category. Then in the second position, there is the first statement which is 4.32 that respondents are interested in information on products or services contained in the promotional content caption @Jualbelimobilbenngkulu, this statement falls into the very good category. Furthermore, in the third position, there is the third statement which is 4.26 that respondents are interested if there is a detailed explanation and uniqueness about the products or services offered in the @Jualbelimobilbenngkulu caption, this statement falls into the very good category. It is known that the average value (*mean*) overall in stages *Interest* has a value of 4.33. Based on these data, the stages *Interest* in this study into the very good category.

From these data, it is said that the stage interest is a communication message that arouses the interest of the audience to know and know more about the message or about the product being communicated. The results of the table above, consumer interest in the information contained in the caption promotional content for the @Jualbelimobilbenngkulu account regarding the service of selling used cars. The @Jualbelimobilbenngkulu account in doing promotions will post pictures of cars that are offered by using a complete caption, such as the type of car, the year the car was released, the letter of the car, the condition of the car, and the price offered to consumers.

4.3 Results and Discussion of Research on Sub-Variables

Search

Analysis result search to consumers @Jualbelimobilbenngkulu based on the data recap of respondents' responses to the three statements related to sub-variables *Search*. The following is a

recap of data from the average value of respondents' responses to the three statements from the search.

State ment Con sum er	S S	S	C S	T S	S T S	Tot al	Fl at - fl at	I n t e r p r e t a s i
I get information that needed about product or service through promotional content @Buying and selling cars Bengkulu	75	116	18	0	0	209	4.18	Very good
I am looking for information additional about product or service that contained in promotional content	100	84	27	0	0	211	4.22	Very good

@Buying and selling cars Bengkulu through various source that available								
I trust information that contained in promotional content @Buying and selling cars Bengkulu	100	112	6	0	0	218	4.36	Very good
TOTAL							4.25	Very good

Source: Analysis Results, 2022

Based on the calculations in table 4.3, the average value of *Search* the highest is in the third statement, which is 4.36 that respondents trust the information contained in the promotional content of @Jualbelimobilbenngkulu, this statement falls into the very good category. Then in the second position, there is the second statement which is 4.22 that respondents are looking for additional information about @Jualbelimobilbenngkulu products or services, this statement falls into the very good category. Furthermore, in the third position, there is the first statement which is 4.18 that respondents get the information needed about the product or service through the promotional content of @Jualbelimobilbenngkulu, this statement falls into the very good category. It is known that the average value (*mean*) overall in stages *Search* has a value of 4.25.

Based on these data, the stages *Search* in this study into the very good category. From the results of the table above, thus consumers @Jualbelimobilbenngkulu agree that the level of search the highest is in the third statement because the account

@Jualbelimobilbenngkulu always shares car posts clearly and clearly so that prospective used car consumers can see the cars offered by the @Jualbelimobilbenngkulu account. This is what makes the information in the @Jualbelimobilbenngkulu promotional content trustworthy to potential consumers.

4.4 Results and Discussion of Research on Sub-Variables Action

Analysis result Action to consumers @Jualbelimobilbenngkulu based on the data recap of respondents' responses to the three statements related to sub-variable suction. The following is a recap of data from the average value of respondents' responses to the three statements from Action.

Table 4.4 Average Score (mean) Stages Action

State men t Con sum er	S S	S	C S	T S	S T S	T o t a l	Fl at- fl at	I n t e r p r e t a s i
I cons ider not for To do purc hase product or service that contained in promotio nal content @Buying and selling cars Bengkulu	1 3 0	8 0	1 2	0	0	2 2 2	4. 44	Ve ry go od

I have confidenc e for To do purcha se produc ts that contai ned in promotio nal content @Buying and selling cars Bengkulu	1 3 0	8 4	9	0	0	2 2 3	4. 46	Ve ry go od
I To do purcha se produc t or service that contained in promotio nal content @Buying and selling cars Bengkulu	1 3 0	8 8	6	0	0	2 2 4	4. 48	Ve ry go od
TOTAL							4. 46	Ve ry go od

Source: Analysis Results, 2022

Based on the calculations in table 4.4, the average value of Action the highest is in the third statement which is 4.48 that respondents make purchases of products or services contained in the promotional content of @Jualbelimobilbenngkulu, this statement falls into the very good category. Then in the second position, there is the second statement which is 4.46 that respondents have the confidence to purchase the products

contained in the promotional content of @Jualbelimobilbenngkulu, this statement falls into the very good category. Furthermore, in the third position, there is the first statement which is 4.44 that respondents are considering purchasing products or services contained in the promotional content of @Jualbelimobilbenngkulu, this statement falls into the very good category. It is known that the average value (*mean*) overall in stage action as a value of 4.47. Based on these data, the stages *Action* in this study into the very good category.

According to Sugiyama and Andree (2011) that the stage *Action* The message is that the message has succeeded in encouraging the audience to take certain actions, which at the end and the main effect expected from every communication activity of a company is an action or decision to buy. In accordance with the third statement, consumers make purchases of products or services contained in the promotional content of @Jualbelimobilbenngkulu, this is seen based on the highest value in the third statement.

4.5 Results and Discussion of Research on Sub-Variables *Share*

Analysis result *Share* to consumers @Jualbelimobilbenngkulu based on the data recap of respondents' responses to the three statements related to sub-variables share. The following is a recap of data from the average value of respondents' responses to the three statements from share.

Table 4.5 Average Value (*mean*) Stages *Share*

Statement Consumer	S	S	CS	T	S	Total	Flat-flat	Interpretasi
I share promotional content @Jualbelimobilbenngkulu that I watch to Others	75	52	36	20	0	183	3.66	Well
I share experience private or testimonial after use product or service @Jualbelimobilbenngkulu	80	80	24	12	0	196	3.92	Well

ilbengkulu who has bought with do updates status on social media								
I recommend n products or services @Jualbelimobilbenngkulu who hasI bought to others	80	80	15	18	0	193	3.86	Well
TOTAL							3.81	Well

Source: Analysis Results, 2022

Based on the calculations in table 4.5, the average value of *Share* the highest is in the second statement, which is 3.92 that respondents share personal experiences or testimonials after using @Jualbelimobilbenngkulu products or services, this statement falls into the good category. Then in the second position, there is the third statement which is 3.86 that the respondent recommends the product or service @Jualbelimobilbenngkulu that the respondent has purchased, this statement falls into the good category. Furthermore, in the third position, there is the first statement which is 3.66 that the respondent shares the promotional content @Jualbelimobilbenngkulu that is watched, this statement falls into the good category. It is known that the average value (*mean*) overall in stages *Share* has a value of 3.81. Based on these data, the stages here in this study into the good category.

According to Sugiyama and Andree (2011) that the stage *share*. e. If the information obtained is good enough and attracts interest from consumers, consumers will share it with those around them and share their experiences through the internet and their social media. Thus, in this study consumers on the @Jualbelimobilbenngkulu account agree that the level of *share* Social networking sites spread information faster and are more visually appealing because they can transmit information in the form of images and videos and can be spread over a wide range. Then the social media that is most widely used by consumers to share stories of their experiences is Instagram, because on Instagram social media there are many features that make it easy for users to be creative in terms of

sharing stories through uploading photos and videos which will be useful for those who see it.

After discussing the results of the data recap of respondents' responses from sub-variable attention, *interest*, *search*, *action*, and *share* will be continued with the discussion of the overall percentage results of AISAS on promotional communications carried out by the @Jualbelimobilbenngkulu account in car sales second. The following is the calculation of the overall AISAS percentage of promotional communications on car sales *second to what* the account does @Jualbelimobilbenngkulu to consumers.

Table 4.6 Overall Value of AISAS to Consumers @Jualbelimobilbenngkulu

NO	Sub-variable	AISAS Value
1	<i>Attention</i>	4.01
2	<i>Interest</i>	4.33
3	<i>Search</i>	4.25
4	<i>Action</i>	4.46
5	<i>Share</i>	3.81
AISAS Variable Overall Value		4.17

Source: Analysis Results, 2022

Based on Figure 4.6 above, *Action* have results the highest percentage with a value of 4.46 among AISAS sub-variables. While the graphic data *Share* has the lowest percentage result among other sub-variables with a value of 3.81. Then the overall value of AISAS on promotional communication on car sales *second* what the account does @Jualbelimobilbenngkulu to consumers is with a value of 4.17. Thus, the AISAS score is in a good category.

5. CONCLUSION

This study was conducted to determine the application of the AISAS model to determine consumer purchasing decisions based on content promotion on accounts @Jualbelimobilbenngkulu. Based on data analysis on the research findings that have been carried out by researchers, it is concluded that the AISAS model can be applied by consumers of promotional content on the @Jualbelimobilbenngkulu account. Attention or attention to ads or products on the @Jualbelimobilbenngkulu account, the level of attention is in a good category. Thus, most users have paid attention to every form of product-related marketing communication on the @Jualbelimobilbenngkulu account. Interests or reactions of interest in the products offered on the

@Jualbelimobilbenngkulu account have been communicated at an earlier stage. The level of interest is in the very good category. Thus, most users are interested in the products offered by the @Jualbelimobilbenngkulu account for certain reasons. Search or search and search for information about the products offered by the @Jualbelimobilbenngkulu account. The search rate is in the very good category. Most users first search and search for information and study it. Actions related to purchasing products offered by the @Jualbelimobilbenngkulu account. The level of action is very good category. Most users decide to buy products offered by the @Jualbelimobilbenngkulu account based on the information obtained and consider where they bought it. Share or related share information and experiences to purchasing products offered by the @Jualbelimobilbenngkulu account. The share level is good category but lower than the other subvariables. Thus, most of the used car consumers @Jualbelimobilbenngkulu share their information and experiences regarding the product. But there are also more used car consumers @Jualbelimobilbenngkulu who still do not share their information and experiences compared to the attention, interest, search, and action stages. For the overall analysis, AISAS on used car consumers @Jualbelimobilbenngkulu also resulted in a good score. Used car consumers @Jualbelimobilbenngkulu have applied the AISAS model in their consumption behavior.

6. ACKNOWLEDGEMENT

After finishing this writing, the writer would like to say a big thank you to the honourable:

1. Mr. and Mrs. Lecturers at the Master of Communication Studies study program, Faculty of Social and Political Sciences, Bengkulu University, who have provided their knowledge.
2. Classmates in the Master of Communication Studies Study Program, Faculty of Social and Political Sciences class of 2021 that have helped a lot in the completion of this paper.
3. Thank you very much to my beloved husband, Jiemi Zarosa and children, brothers Faza and Dang Rajo for all support.

REFERENCES

- Adlan, H., 2020. Indonesian College of Economics (STIESIA) Surabaya. *Analysis of the Aisas Model on Purchase Decisions in the Use of SEO (Empirical Study of Consumers in Surabaya)*, P. 4. Amalia, G., _____, 2017. Faculty of Tourism, Pancasila University Jakarta. *Analysis of AISAS (Attention, Interest, Search, Action, Share) on Visitors of The Lodge Maribaya Lembang*, P.5.

- Djollong, AF, 2014. Faculty of Islamic Religion University Muhammadiyah Parepare. *Quantitative Research Implementation Techniques*, P. 86.
- Kurnianto, YT, 2019. Faculty of Social and Political Sciences Department of Communication Studies. *Utilization of Instagram Social Media as a Beverage Marketing Promotion Media in Banjarbaru*, P. 1.
- Mubarokah, A., 2022. Economic Education Study Program, Faculty of Teacher Training and Education, University of Jember. *Marketing Communication Strategy Through Instagram Social Media (Descriptive Study on @Osingdeles Account)*, P. 98.
- Mulyadi, M., 2011. P Doctor of Social Sciences University alumnus Padjadjaran. *Quantitative and Qualitative Research and Basic Thinking Combining Them*, P. 129.
- Prasetyo, H., 2016. S1 Business Management Telecommunication & Informatics, Telkom University. *Analysis of AISAS (Attention, Interest, Search, Action, Share) on Asus Zenfone users in Indonesia*, P. 3. Tasruddin, R., 2017.
- Lecturer at the Department of Science Communication Faculty of Da'wah and Communication. *Advertising Trends On Social Media*, P. 15.
- Virginia, LSW, 2020. Satya Wacana Christian University. *Aisas Model Analysis of the "Bts Effect" as a Brand Ambassador and Influencer*, P. 95.
- Wicaksono, A., 2015. S1 Business Management Study Program Telecommunications and Informatics, Faculty of Economics and Business, Telkom University. *Analysis of AISAS (Attention, Interest, Search, Action, Share) on the Viewers of the 2014 Mini Drama Version of Line Ads What's Up With Love (AADC) On Youtube In Indonesia*, P. 4.

ANALYSIS OF THE APPLICATION OF THE JOURNALISTIC CODE OF ETHICS ARTICLE 3 ON REUNION ACTION REPORTING 212 IN ONLINE MEDIA RMOL.ID DECEMBER 2018 PERIODE

Tri Yulianti Imran

University of Bengkulu

ARTICLE INFO

Corresponding author:

yuliantiimrantri@gmail.com

Citation:

ABSTRAK

Penelitian ini berjudul “Analisis Penerapan Kode Etik Jurnalistik Pasal 3 Pada Pemberitaan Aksi Reuni 212 Di Media Online RMOL.ID Periode Desember 2018”. Tujuan dari penelitian ini untuk mengetahui penerapan kode etik jurnalistik pasal 3 pada pemberitaan aksi reuni 212 pada media online RMOL.ID. Penelitian ini menggunakan metode analisis deskriptif dengan pendekatan kualitatif. Dalam penerapan kode etik jurnalistik pasal 3 di pemberitaan aksi reuni 212 ini berdasarkan pedoman kode etik yang dibuat oleh Dewan Pers dan diatur dalam undang-undang no 40 tahun 1999. Dengan memperhatikan unsur berita, karakteristik berita serta syarat-syarat berita. Diantaranya adalah fakta, terkini, seimbang, lengkap, menarik, cepat, penting, audience, impact, proximity, timeliness, prominence, unusualness, conflict. Berdasarkan 10 pemberitaan yang peneliti analisis yang terbit pada tanggal 2 Desember tersebut secara keseluruhan media online RMOL.ID belum menerapkan kode etik jurnalistik pasal 3 secara maksimal. Hasil penelitian menunjukkan bahwa pemberitaan mengenai aksi reuni 212 pada 2 Desember 2018 yang diterbitkan oleh media RMOL.ID belum menguji informasi seperti yang tertera pada poin 1 kode etik jurnalistik pasal 3. Karena informasi yang kurang jelas serta data yang ditampilkan hanya sedikit sehingga membuat pemberitaan tersebut belum akurat. Media online RMOL.ID juga belum menerapkan kode etik jurnalistik pasal 3 pada poin kedua yakni keberimbangan. Dalam poin ini sangat erat kaitannya dengan poin 1, terlebih lagi data dari narasumber yang ditampilkan hanya sedikit dan hanya 1 orang saja sehingga informasi yang ditampilkan belum lengkap dan belum dapat dikatakan berimbang. Pada poin ke 3, tidak mencampurkan fakta dan opini dalam sebuah pemberitaan terkhusus pada pemberitaan aksi reuni 212 yang berlangsung pada 2 Desember masih diadapati bahwa media online RMOL.ID mencampurkan kedua hal tersebut kedalam pemberitaan Terakhir, poin keempat yang berbunyi bahwa wartawan harus menerapkan asas praduga tak bersalah, dan dalam poin ini yang tidak terlalu banyak peneliti temui, namun peneliti juga menemukan poin ini tidak diterapkan di kode etik jurnalistik dalam pemberitaan aksi reuni 212. Secara keseluruhan penerapan kode etik jurnalistik tersebut belum maksimal dari 10 berita yang diambil peneliti untuk dijadikan sample penelitian dapat disimpulkan bahwa pemberitaan

aksi reuni 212 yang diterbitkan oleh media RMOL.ID belum menerapkan kode etik jurnalistik pasal 3 dalam setiap berita yang diterbitkan.

Kata Kunci : Penerapan;Berita;Kode etik jurnalistik.

ABSTRACT

This study is entitled "Analysis of the Application of Journalistic Code of Ethics Article 3 on News Reunion 212 Action in RMOL.ID Online Media Period December 2018". The purpose of this study was to find out the application of the journalistic code of ethics article 3 on the reporting of reunion 212 on RMOL.ID online media. This study used a descriptive analysis method with a qualitative approach. In the application of the journalistic code of ethics article 3 in the reporting of the reunion 212 actions was based on the code of ethics guidelines made by the Press Council and regulated in Law No. 40 of 1999. About news elements, news characteristics, and news requirements. Among them are facts, current, balanced, complete, interesting, fast, important, audience, impact, proximity, timeliness, prominence, unusualness, and conflict. Based on the 10 reports that the analysis researcher published on December 2, overall RMOL.ID online media has not implemented the journalistic code of ethics article 3 to the fullest. The results showed that reporting on the 212 reunion action on December 2, 2018, was published by the media RMOL.ID had not tested the information as it was applied in point 1 of the journalistic code of ethics article 3. Because the information was unclear and the data displayed was only small the news was reported as not accurate. The online media of RMOL.ID also applies the journalistic code of ethics article 3 to the second point, which is balance. This point is very closely related to point 1, moreover, the data from the speakers displayed are only a few and only 1 person so the information displayed is not complete and cannot be said to be balanced. On point 3, not mixing facts and opinions in a news especially on the news of the reunion 212 actions that took place on December 2, was still adhered to that the online media of RMOL.ID mixed these two matters into the news, the fourth point was that journalists must apply the presumption principle of innocent, and at this point, not too many researchers met, but the researchers also found that this point was not applied in the journalistic code of ethics in the reporting of the reunion 212. Overall the application of the journalistic code of ethics has not been maximized from the 10 news taken by researchers to be sampled. It can be concluded that the preaching of the 212 reunions published by the media of RMOL.ID has not implemented the journalistic code of ethics article 3 in every published news.

1. INTRODUCTION

In the current era of globalization, the press is a mass communication social institution that carries out journalistic activities including seeking, obtaining, possessing, storing, processing, and conveying information in the form of writing, sound, images, sounds, and images as well as data and graphics as well as in other forms using print media, electronic media, and all types of descriptions available. Mass media is an effective means of disseminating information, and in a news delivered. Moreover, with fast access makes online media a center for finding the latest information accompanied by photos and videos.

Based on the explanation above, this study discusses the news in one of the online media that is quite recognized for its existence in the capital city of Jakarta. Online media is an organization that disseminates information in the form of messages that can affect virtual forms, explained that communication through online media is as follows: "All over the world, online newspapers and other online news media grew rapidly during the last 1990s. Since most newspapers did not have an online presence before the popularization of the world wide web, it took advantage of its ease of use and general availability. The result is the rapid expansion of online news." (Salwen 2006:6).

Using the parameters of article 3 of the national-scale KEJ made by the press council. The researcher discusses the news of the 212 reunion action by observing article 3 of the journalistic code of ethics in the online media RMOL.ID. Researchers chose the online media Republik Merdeka (RMOL.ID) as the object of research, which is one of the online media that is quite updated in reporting the 212 reunion action which was carried out on December 2, 2018. Based on the Indonesian Political Media Circle (LIMPA) RMOL.ID online media is known as the media that has the highest percentage of political news from other media, 60 percent political news and 40 percent news covering social, culture, sports, education, and government.

The main factor of this research is to see how the news of the 212 reunion action on December 2, 2018, was published by the online media RMOL.ID. The reason the researcher chose the news was considered by the researcher based on the journalistic code of ethics article 3 that it did not meet the character of balance in a news story and the points in article 3. The researcher chose the period for publication in the RMOL.ID

media in December 2018 because that period was the stage where News of the 212 reunions is ongoing. Therefore, researchers are interested in reporting on the 212 reunion action in the online media RMOL.ID, to explain the news published by the RMOL.ID media so that it can be easily understood by the public. So the researchers analyzed 10 news of the 212 reunion action published on December 2, 2018, using article 3 of the journalistic code of ethics as a guide for this research. As well as explaining the points contained in article 3 of the journalistic code of ethics, namely that Indonesian journalists must examine information, report in a balanced manner, and not mix facts and opinions that judge and apply the principle of presumption of innocence.

2. LITERATURE REVIEW

Journalistic Code of Ethics

Based on the legal aspect, the Journalistic Code of Ethics is an internal law made by Indonesian journalists through organizations to be obeyed by every mass media. While more speci cally, the rules regarding behaviour and moral considerations that the press media must adhere to in their broadcasts (Kunto: 2006, 161).

The journalistic code of ethics is a collection of journalistic professional ethics. Apart from being limited by legal provisions, such as the Press Law Number 40 of 1999, journalists must also adhere to a journalistic code of ethics. The goal is that journalists are responsible for carrying out their profession, namely seeking and presenting the information. To guarantee press freedom and full ll the public's right to obtain correct information, Indonesian journalists need a professional moral and ethical foundation as operational guidelines in maintaining public trust and upholding integrity and professionalism. On that basis, Indonesian journalists establish and adhere to the Journalistic Code of Ethics:

1. Indonesian journalists are independent and produce news that is accurate, balanced and does not have bad intentions.
2. Indonesian journalists take professional methods in carrying out their journalistic duties
3. Indonesian journalists always test information, report in a balanced manner, do not mix facts and judgmental opinions and apply the principle of the presumption of innocence.
4. Indonesian journalists do not make false, slanderous, sadistic, and obscene news

5. Indonesian journalists do not mention and broadcast the identities of victims of immoral crimes and do not mention the identities of children who are perpetrators of crimes.
6. Indonesian journalists do not abuse their profession and do not accept bribes. Indonesian journalists have the right to refuse to protect sources whose identity or whereabouts are not known, respect the provisions of the embargo, background information, and "off the record" by the agreement.
7. Indonesian journalists do not write or broadcast news based on prejudice or discrimination against someone based on differences in ethnicity, race, skin colour, religion, sex, and language and do not demean the weak, poor, sick, mentally disabled, or physically disabled
8. Indonesian journalists respect the rights of sources regarding their private lives, except for the public interest
9. Indonesian journalists immediately retract, rectify, and correct false and inaccurate news accompanied by apologies to readers, listeners, and or viewers.
10. Indonesian journalists serve the right of reply and right of correction proportionally

Freedom of opinion, expression, and press are human rights protected by Pancasila, the 1945 Constitution, and the United Nations Universal Declaration of Human Rights. In realizing press freedom, Indonesian journalists are also aware of the interests of the nation, social responsibility, community diversity, and religious norms. In carrying out its functions, rights, obligations, and roles, the press respects the human rights of everyone, therefore the press is required to be professional and open to be controlled by the public. To guarantee press freedom and fulfill the public's right to obtain correct information, Indonesian journalists need a moral and ethical foundation profession as operational guidelines in maintaining public trust and upholding integrity and professionalism. On that basis, Indonesian journalists establish and adhere to the Journalistic Code of Ethics:

Article 3

"Indonesian journalists always test information, report in a balanced manner, do not mix judgmental facts and opinions, and apply the principle of the presumption of innocence."

Interpretation

1. *Testing information means checking and rechecking the truth of the information*
2. *Balanced means providing space or time for reporting to each party proportionally.*
3. *The judgmental opinion is the personal opinion of journalists. This is different from interpretive opinion,*

which is an opinion in the form of a journalist's interpretation of the facts.

4. *The presumption of innocence is the principle of not judging someone*

News

News is the fastest report of an event or incident that is factual, important, and interesting is new information or information about something that is currently happening, presented through print, broadcast, internet, or word of mouth to a third person or many people. News reporting is the duty of the journalist profession, when news is reported by journalists, the report becomes the latest fact or idea that is deliberately chosen by the news editor or the media to be broadcast with the assumption that the selected news can attract a large audience because it contains news elements.

3. RESEARCH METHOD

In this study, researchers used a qualitative descriptive method. Denzin and Lincoln (in Moleong, 2005: 5) stated that qualitative research is research that uses a natural setting, to interpret phenomena that occur and is carried out by involving various existing methods. From this explanation, the researcher concludes that content analysis is a method designed to systematically examine the contents and recorded information to create an intervention that can be imitated by taking into account the context.

Research Subjects and Objects

The subject of this research is the news of the 212 reunion action which was carried out in December 2018. Data collection techniques are grouped through observation, in-depth interviews, and documentation.

The object of this research is the online media RMOL.ID for the December 2018 period. The online media RMOL.ID is a national online media that has long been recognized for its existence in the capital city of Jakarta, by having quite a lot of readers and also having the potential to be able to generate a quite important public opinion.

Data Collection Technique

Primary data sources are data sources that directly provide data to data collectors. While secondary data sources are sources that do not directly provide data to data collectors, this can be done by observation, interviews, documentation, and triangulation/combination. In this study, the data collection techniques used are:

1. **Observation:** In this observation, the researcher carried out a collection technique by making direct observations of the object of his research, namely the

news about the 212 action reunion posted by the online media RMOL.ID

2. Documentation: Documents are records of events that have passed. Documents can be in the form of writing, pictures, and monumental works of someone. The technique of collecting data through documents is a complement to this research. Researchers carried out the documentation process by collecting news on December 2, 2018.
3. Interview: An interview is a question-and-answer process conducted by interviewers to research informants. In this case, the researcher will use an in-depth interview technique which is carried out directly face to face with the informant. In-depth interviews use guidelines that can be in the form of questions that will be asked by researchers to research informants to focus more on the problem to be studied. In this interview, the researcher will interview parties who are competent in their elds with the value of understanding how to apply article 3 by journalists. The parties who will be interviewed are the Executive Board of the Indonesian Journalists Association (PWI), Bengkulu Province, as the main informant, and two supporting informants who are considered to understand the journalistic code of ethics, namely the chairman and secretary of the Bengkulu Indonesian Journalists Alliance (AJI).
4. Triangulation: In data collection techniques, triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources. The triangulation technique means that researchers use different data collection techniques to obtain data from the same source. The purpose of triangulation is not to find the truth about some phenomena, but rather to increase the researcher's understanding of what has been found. The various triangulation techniques are method triangulation, researcher triangulation, source triangulation, situation triangulation, and theoretical triangulation. Sugiyono (2007:62)

From some of the triangulations above, the researcher chose the triangulation method, namely information that would later be obtained from the results of interviews, then, the truth (legitimacy) of the information was checked by comparing the data that had been obtained. (eureka Pendidikan.com.2016).

1. Triangulation method: If the information obtained comes from the results of interviews, for example, it is necessary to test with the results of observations and so on. In other words, the truth (validity) of

information is checked by different data collection techniques.

Data Analysis Technique

To analyze news on online media that discusses 212 based on the code of ethics article 3, data analysis is carried out step by step. In this study, the steps that will be carried out in analyzing are as follows:

1. Collecting data, in this study is the news on the 212 action reunion on the online portal RMOL.ID. Researchers collect data starting from news of the 212 reunion action in the December 2018 edition
2. Then display or record the December 2018 edition news to understand what is displayed.
3. The researcher then observed and analyzed the data using a qualitative descriptive method.
4. Then concluding the data that has been presented, these conclusions can also be drawn when the research takes place.

In qualitative research, the level of validity is more emphasized in the data obtained. Seeing this, the trustworthiness of the research data can be said to have a significant influence on the success of a study. Valid data can be obtained by conducting a credibility test (interbal validity) on the research data by the data credibility test procedure in qualitative research.

The researcher also uses the triangulation technique method to test the validity of the data. Triangulation is a technique that looks for a meeting at a central point of information from the data collected for checking and comparison of existing data. In this triangulation method, researchers will check and compare the data collected, namely data from informants against existing data, namely from online media RMOL.ID.

Triangulation can increase the depth of understanding of researchers both about the phenomenon under study and the context in which the phenomenon occurs. However, a deep understanding of the phenomenon under study is a value that every qualitative researcher must strive for. This is because qualitative research was born to capture the meaning (meaning) or understand the symptoms, events, facts, events, the reality of a particular problem regarding social and human events with their complexity in-depth, and not to explain (to explain) the relationship between variables or prove the relationship between variables. cause and effect or correlation of a particular problem.

Depth of understanding will be obtained only if the data is rich enough, and various perspectives are used to portray a comprehensive problem focus. Therefore, understanding and explaining are two very different areas. Therefore, the

researcher uses the triangulation method which is the guideline for researchers in finding the truth of data from informants so that the validity of the data can be tested and accounted for.

4. RESULT AND DISCUSSION

The research that the researcher is currently doing is guided by an internal journalistic code of ethics. This is what every Indonesian journalist must adhere to. The news that the researchers are currently doing focuses on the journalistic code of ethics article 3 by analyzing 10 reports of the 212 reunion action in the December 2018 period. Then it was found that the news of the 212 reunion action in the RMOL.ID media had implemented a journalistic code of ethics. But in the application of the journalistic code of ethics, which is meant in Article 3, it has not been fully included in the maximum category

5. CONCLUSION

Based on the results of the research and discussion that the researchers carried out to answer whether the online media RMOLID had implemented the article journalistic code of ethics in reporting the 212 reunion action which was carried out in December 2018. The following are some of the conclusions generated by the researchers in this study:

The results of the study indicate that the news regarding the 212 reunion action on December 2, 2018, was published by the RMOL.ID media has not tested the information as stated in point 1 of the journalistic code of ethics article 3. Due to insufficient information on data.

The online media RMOL.ID has also not implemented the journalistic code of ethics article 3 on the second point, namely balance. Because at this point the RMOL.ID news has not provided proportional space for each party.

In point 3, not mixing judgmental facts and opinions, it was still found that the online media RMOL.ID mixed these two things into the news of the 212 reunion action.

Finally, the fourth point states that journalists must apply the principle of the presumption of innocence, and in the most widely applied points of the 10 news stories

RECOMMENDATIONS

For the editors of RMOL.ID, it is more appropriate to apply the journalistic code of ethics, especially article 3, and important elements in the news. There needs to be an understanding of the journalistic code of ethics because of the presentation of news displayed by RMOL.ID still tends to rely on speed in publishing news, so that the information conveyed is

incomplete and unbalanced. It is necessary to understand the journalistic code of ethics for RMOL.ID journalists so that in the future the writings produced by RMOL.ID journalists can be better than now and can make journalists professional in carrying out their duties as journalists.

6. ACKNOWLEDGEMENT

Thanks to ALLAH SWT who has given all the facilities for everything that has been done in completing this research. parents and supervisors in this research, Dr. Lisa Adhrianti, M, Si, and Drs. Heri Supriyanto, M.Si.

REFERENCES

- Arikunto, Suharsimi. 2006. *Research Procedure A Practical Approach*. Jakarta: Rineka Cipta.
- Ardianto, E.L. 2004. *Mass Communication: An Introduction*. Bandung: Symbiosis Rekatama Media.
- Asep Syamsul M. Romli. 2012. *Online Journalism: A Guide to Managing Online Media*. Bandung. : Scholar nuance
- Brooks, S. Brian, et al. (2007). *News Reporting and Writing*. St Martin's Press, New York
- Djuroto, Totok. 2003. *Finding and Writing News Techniques*. Bandung: Alphabeta
- Faruk. 2010. *Introduction to the Sociology of Literature (from Genetic Structuralism to Post-modernism)*. Yogyakarta: Student Library Hal, Jim. 1992, *online journalism a critical primer*, London: pluto press
- Arief, Harsebeno. 2018. *The Death of the Indonesian Press Volume II. Jakarta Kusumaningrat, Wisdom and Purnama Kusumaningrat*. 2005. Journalism, Theory, and Practice. Bandung: PT Teen Rosdakarya
- Kriyantono, Rachmat. 2006. *Practical Techniques of Communication Research*. Jakarta: Kencana
- Moleong, Lexy J. 1995. *Qualitative Research Methodology*. Bandung: PT. Rosdakarya Teens
- Mudjito, Harizal, El ndri. 2012. *Inclusive Education*. Jakarta: Badouse Media Ratna, Nyoman Ktha. 2005.
- Literature and Cultural Studies: Representation of Fiction and Fact*. Yogyakarta: Student Library.
- Romli, Asep Syamsul M. 2012. *Online Journalism: A Practical Guide to Managing Online Media*. Bandung: Scholarly nuances.
- Strinati, Dominic. (2009). *Popular Culture: An Introduction to Theories of Popular Culture*. Yogyakarta :
- Ar-Ruzz Media.
- Soehadi, Burhan. 1978. *Mass Communication Media and Its Role in Forming Public Opinion*, USU Faculty of Law, Medan
- Sugiyono. 2007. *Qualitative Quantitative Research Methods and R&D*. Bandung:Alphabeta
- Sobur Alex, 2001, *Press Ethics, Professionalism with Conscience*, Bandung: Humanities Utama Press
- Straubhaar, Joseph., LaRose, Robert., Davenport, Lucinda. (2009). *Media Now (Understanding Media,*

Culture, and Technology): six editions. USA: Wadsworth
Cengage Learning
Vivian John. 2008. *Communication Theory eighth edition*,
Jakarta: Prenanda Media Group.

Book Source

Broadcasting and press laws Journalist's pocketbook

Internet Source

<https://RMOL.ID> (Diakses pada 4 Februari 2019)

<https://rmolengkulu.com> (Diakses pada 4 Februari 2019)

<https://ibnuasmara.com/catatan-sejarah-kami-di-aksi-212/amp/>
(Diakses pada 18 Februari 2019)

<https://www.hersubenoarief.com/artikel/bunuh-diri-massal-pers-indonesia-jilid-ii> (Diakses pada 18 Februari 2019)

ANALYSIS OF THE PHENOMENON OF USING THE CLICKBAIT TECHNIQUE IN NEWS IN ONLINE MEDIA KOMPAS.COM

Ajeng Maya Rizki

University Of Bengkulu

ARTICLE INFO

Citation:

ABSTRAK

Gaya "Clickbait (Umpan Klik)" yaitu suatu teknik yang dipakai pada headline sebuah konten dalam menarik perhatian para pembaca atau penonton. Penelitian ini, peneliti mempunyai tujuan yaitu menganalisis isi pesan terhadap judul-judul berita Clickbait di media online Kompas.com dengan menggunakan 4 macam teknik Clickbait menurut (Tea,2014;Vijgen,2014;Bloom & Hansen,2015) yang mengandung unsur frasa tanya, frasa seruan, Listicle dan wacana deixis atau frasa catafora. Sehingga setelah mengambil populasi berita sebanyak 30 berita Clickbait pada 01-30 Januari 2022, penelitian dipersempit dengan menggunakan teknik Probability Stratified Random sampling dan mendapatkan sebanyak 4 sampel berita untuk di teliti, dan penelitian ini menggunakan metode Deskriptif Kualitatif yang akan menjabarkan suatu fenomena yang ditemukan oleh peneliti secara apa adanya. Hasil dari penelitian ini adalah pada 12 judul berita yang dianalisis oleh peneliti, Media Online kompas.com menggunakan 4 macam teknik yang terdiri dari frasa tanya, frasa seruan, listicle dan wacana deixis/frasa catafora. Teknik yang dominan digunakan dalam pembuatan judul berita adalah wacana deixis atau frasa catafora. Sedangkan teknik yang minim digunakan adalah frasa seruan.

Kata kunci : Analisis, Clickbait, Berita, Media Online, Kompas.com.

ABSTRACT

The "Clickbait" style is a technique used in the headline of a piece of content in attracting the attention of readers or viewers. In this study, researchers have the goal of analyzing the content of messages against Clickbait news titles in online media Kompas.com using 4 kinds of Clickbait techniques according to (Tea, 2014; Vijgen,2014; Bloom & Hansen,2015) which contain elements of question phrases, exclamation phrases, Listicle and deixis discourses or catafora phrases. So that after taking a news population of 30 Clickbait news on January 01-30, 2022, the study was narrowed down by using the Probability Stratified Random sampling technique and getting as many as 4 news samples to be researched, and this study used a Qualitative Descriptive method that would describe a phenomenon found by researchers as it is. The results of this study were in 12 news titles analyzed by researchers, Online Media kompas.com using 4 kinds of techniques

consisting of question phrases, exclamation phrases, listicles, and deixis discourses / catafora phrases. The dominant technique used in the creation of news headlines is deixis discourse or catafora phrases. Meanwhile, the technique that is minimally used is the phrase exclamation.

Keywords: Analytics, Clickbait, News, Online Media, Kompas.com.

1. INTRODUCTION

The rapid development of information and communication technology has changed many things, including the media landscape and the way people consume media. In the past, print media was the main source for getting information, now it is slowly being replaced by online media which are able to present information quickly and in real-time. Slowly but surely the death of the print media continues, called the twilight of the print media through his writings published in the December 28 edition of Kompas.com (Bre Redana, 2015). Currently, online media has an important role for the public in obtaining actual and factual information. In determining a news story, online media has become a medium that is highly admired by the audience because of its fast and easy access to identify information. Some online-based technologies that are connected to the internet network are such as social media, online media, and chat media. The information people are looking for can be easily searched in online media without the need to go anywhere. Since the advancement of technology, the development of communication has undergone many changes. These changes affect the community so that the media and journalists have become one unit as a forum for distributing information to the public. because journalists need the media to inform the news they get and the media need journalists to fill the media with information, these activities include journalistic activities, namely seeking, collecting, processing, and publishing information. The intake of information received by the community is very abundant, but the information disseminated is not filtered.

A lot of news just came in without a selection process. Unfortunately, not all Indonesian people are good at digesting information, many also swallow it raw even though they only read titles that are considered controversial. Because the need for information continues to increase, the media is also required to continue to produce news. In addition, since the birth of Law No. 40 of 1999 which in paragraph 1 states that press freedom is guaranteed as a human right of national citizens, the second paragraph states that the national press is not subject to

censorship, banning, or broadcasting violations. The media is becoming more and more free in expression. This is also the reason why news writing is sometimes still original, peppered with controversial titles. The title becomes an important part of a news in online media, so various phenomena arise, one of which is the Click trap or Click Bait. Click Trap is a page link created by online media on social media such as Instagram, Facebook, Youtube, Twitter and others. At first the term Click Bait was familiar to hear on the YouTube platform and then spread to online media to attract the attention of readers. Click Bait is the title of the news uploaded by online media with words that are not in accordance with the news contained in it. The words used by online media that link Click Bait usually do not explain in detail the content of the news. This can be seen from the number of headlines and news content that do not have the same meaning or the bombastic titles are only explained briefly or incompletely, so that the practice of Click Bait seems to have begun to spread widely in the world of journalism called Clickbait Journalism. This type of practice directs the reader to click on every page in a news story, where in theory the structure of the news has the characteristics of being dense and concise, but in this system it is even directed to more than one page, as if the news is a series, so it can be said to be inefficient and effective. . In general, every news in online media has only one page.

This practice is effective for use in online media because of the characteristics of online media where each news item is not limited to a minimum or a maximum of pages used. so that news in online media becomes free to use many pages in one news, which distinguishes it from conventional media such as radio (limited in duration), Print Media (limited in words and pages), and television (limited in duration). Kompas is a media that has been around for a very long time in Indonesia since 1965. the name "Kompas" is a gift from Bung Karno which means "Giving directions and roads in navigating the ocean or jungle", so it is hoped that the compass media can be a guide for the community in getting accurate information, until now the compass has been around for 56 years. Kompas is one of

the media that is on time for the latest news so that more and more people are interested in online media and social media. Kompastv.com media has also published an article with the title "Clickbait in Corona news, is it appropriate?" on March 7, 2020. Kompas.com editor-in-chief, Wisnu Nugroho admits that in using the clickbait technique there is a purpose for the interests behind the news. The clickbait technique is often used by the media to attract readers. However, the use of clickbait titles is not always negative. According to Wisnu, if the clickbait headline doesn't match the content of the news, that's the wrong clickbait.

From this quote, the author deliberately wants to make the Kompas.com media as an object of research observation regarding the correct use of clickbait and wrong clickbait and how to use clickbait properly and correctly so that it is suitable for public consumption. The focus of the problem in this study is the phenomenon of the use of Clickbait techniques on news titles presented by the online news media Kompas.com. Not all published news are the focus of this research, but only a few Clickbait news that the researchers chose due to their suitability with the categories and characteristics of Clickbait news that the researchers determined based on the results of previous research on Clickbait news as supporters. the author chose the online media Kompas.com in the period January 1-30 2022. The selection of the online media Kompas.com by the researchers was based on the reason that the online media Kompas.com dubbed the critical and "sin-free" media, but the researchers found one example of news that the media Kompas.com online also uses the Clickbait technique in creating titles to attract readers' attention and increase the rating of the media itself.

The following are the results of the author's analysis of the use of Clickbait titles and content on the official Kompas.com online media page:



FIGURE 1. Example of a headline published by the official news website Source: <http://www.Kompas.com>
Only Chinese Foreigners are Granted Emergency Stay Permits in Indonesia due to the Corona Virus" so that it attracts the curiosity of readers about the news. This curiosity or curiosity

then motivates individuals to obtain the information (Bloom & Hansen, 2015). The news that is displayed from the title openly mentions the word "foreign Chinese". At first glance, the headline sounds like only Chinese foreigners are getting special treatment from Indonesia. If ordinary people who only see the title of the news without wanting to read the contents, they are increasingly convinced that the Indonesian government under President Jokowi's leadership is correct as a Chinese "stooge" because Chinese foreigners get "special treatment" because only Chinese foreigners are granted an emergency residence permit in China. Indonesia. However, the actual content of the news title above is about Chinese foreigners who are "forced" to apply for an emergency residence permit in Indonesia because at that time there were no planes from Indonesia to China because there were still cases of the Corona virus, but because the title contained Clickbait it seemed more ethnically inclined. receive special treatment. From the explanation above, so that researchers are interested in bringing up the Clickbait theme as a thesis research because there is still a lack of awareness of online media that use Clickbait themes and do not apply a journalistic code of ethics. The factor that underlies the lack of awareness of the online media with the Clickbait theme, is because clickbait has become a new culture, and therefore it is still common and is considered an unusual thing. So it is hoped that this research can become new information for readers and the wider community, especially media companies that will start using or have used this new culture as a necessity to always be used in reporting in their online media, so that they begin to consider the rights of the public interest in obtaining information accurate news.

1). Formulation of the problem , Based on the background that has been stated above, the formulation of the problem is how to use Clickbait techniques in Kompas.com Online Media?

2). Scope of problem , Every research conducted must have a limit to achieve what you want to be researched more specifically, so the problem limitation in this study the author takes on the content published by online media Kompas.com January 01-31 2022 related to content that uses 4 Clickbait techniques according to (Tea, 2014; vijgen, 2014; Bloom & Hansen, 2015).

3)Research purposes, Every research conducted must have a goal to be achieved, the purpose of this research is to find out what techniques are used by Kompas.com online media in publishing news content containing Clickbait, namely:

1. To find out the use of sentences or interrogative phrases in Clickbait
2. To find out the use of exclamatory sentences or phrases in Clickbait
3. To find out the use of listicles in Clickbait

4. To find out the use of deixis discourse or cataphoric phrases in Clickbait.

4). Benefits of research

1. Theoretical Benefits Adding to the scientific repertoire of students in the field of journalism, especially related to the practice of Click Bait in Online Media and becoming new knowledge for the wider community in general about the Click Bait phenomenon.

2. Practical Benefits This researcher can be a positive input for media companies in implementing Clickbait practices in online media, so that they not only pursue target visitors who provide material income, but media companies also need to pay attention to the rights of readers or visitors to online media, and provide knowledge to the public that Clickbait is not an ordinary phenomenon but a new culture in the world of journalism that is considered part of the dynamics of media companies, but there is a gap in this Clickbait practice that can be a violation of journalistic ethics because it displays inappropriate titles and content.

2. LITERATURE REVIEW

Previous Researchers The similar research that has been done previously plays a very important role in a research that will be carried out. Due to the existence of previous research, the current author can help in the writing that will be faced so that he can increase the theory that will support the deepening of the research conducted. The following are some previous studies in the form of journals related to the research conducted by the author.

1. Muhammad rizky Kertanegara, 2018 with the title "Use of Clickbait Headlines on the Dream.co.id Muslim News and Lifestyle site." This study uses qualitative research methods and uses theory, where researchers aim to find out what content analysis is like on headline websites. used by Dream.co.id. The problem in this research is "What is the strategy for using Dream.co.id? What are the clickbait headline formulating techniques used by Dream.co.id that attract the attention of its readers? Is the Journalistic clickbait headline used by Dream.co.id based on the Code of Ethics? This study uses a research with a descriptive quantitative content analysis approach. In this study, the authors selected articles using purposive sampling method. choose the article with the most viewed criteria (most viewed) on the Dream.co.id website in the period from 1 to 21 June 2017 as a sample. This is based on the research objective where the author wants to know the reader's attention strategy and is there an interesting headline technique used in the most viewed articles. The author

uses a coding technique with syntactic units where the unit of analysis is the language element or part of the content (Eriyanto, 2011). In this section, the author describes the findings which consist of three parts, namely the profile of the Dream.co.id site which is an online site for news media and Muslim lifestyles, the Clickbait Headline technique used, and the application of elements of the Journalistic Code of Ethics.

Similarities and differences with previous research:

The similarities in previous research and current research are in the qualitative research method used to analyze the problem. While the difference between previous researchers focused more on the strategy section in the code of ethics of the dream.co.id site, while the research that the author will do is focusing on the phenomenon of using Clickbait on Kompas.com conten.

2. Yayat D. Hadiyat 2019 with the title "Clickbait in Indonesian Online Media". This research uses qualitative research methods by collecting data, observations, interviews, documentation, narratives, publications, texts, and others on online media in Indonesia that selected based on certain criteria according to the research problem. The formulation of the problem from this research is how online media do clickbait in the news title? Meanwhile, for the purpose of this research is to get an overview of the ways online media in doing clickbait in the news. This study used qualitative research methods. The object of this research is clickbait titles in Indonesian online media which are selected based on certain criteria that are in accordance with the research problem. In this study, the main consequence of using clickbait is that news headlines have changed from being only a key element to providing information to becoming an important element to persuade readers to stay on the page (website) as long as possible.

Similarities and differences with previous research:

The similarities in previous research and current research are in qualitative research methods by collecting data, observations, interviews, documentation, narratives, publications, texts, and others that are used to analyze problems. While the difference between previous researchers was more focused on the key elements of online media in Indonesia to provide information, which is an important element to persuade readers to stay on the page (website) as long as possible. while the research that the author will do is to focus on the phenomenon of using Clickbait on Kompas.com content.

3. Jenetia nikita Pangerapan 2019 with the title "Students' Perceptions of Clickbait News Heads for

Instagram Online Media" Undergraduate Program (S1), Faculty of Communication Studies with Journalism concentration, Unsrat. Research on student perceptions of Clickbait Media Online Instagram headlines can be seen that students' perceptions of Clickbait news are news that is very detrimental to readers as Instagram online media users because the content of news with Clickbait headlines is very different.

Similarities and differences with previous research:

The similarities in previous research and current research are in qualitative research methods by collecting data, observations, interviews, documentation, narratives, publications, texts, and others that are used to analyze problems. While the differences between previous researchers focused more on the Perceptions section of students of the Faculty of Communication Studies with a concentration on Journalism, Unsrat regarding the Clickbait Media Online Instagram headlines. while the research that the author will do is to focus on the phenomenon of using the Clickbait technique on Kompas.com content

4. Agus riadi 2012 with the title "Characteristics of Style of News Titles in Online Media". Undergraduate Program (S1), Faculty of Communication Sciences, Department of Journalistic Communication Sciences, University of Muhammadiyah Surakarta. This study aims to determine the types of language styles used in news titles in the online media Detik.com. This research uses library technique. Look at the note-taking technique. Data analysis techniques using qualitative methods, methods on intralingual. From the results of the study concluded that researchers know the style of language in news titles on the online media Detik.com.

Similarities and differences with previous research:

The similarities in previous research and current research are in the qualitative research method used to analyze the problem. While the differences between previous researchers focused more on the style of language used in news titles in the online media Detik.com. while the research that the author will do is to focus on the phenomenon of using the Clickbait technique on Kompas.com content

5. Wahyu Abdurrohman, 2017 with the title "Clickbait News Title in Online News". Thesis, Undergraduate Program (S1), Faculty of Da'wah and Communication, Department of Journalistic Communication Science, State Islamic University Sunan Gunung Djati Bandung. The researcher aims to find out how the text

representation in clickbait news titles and to find out Discourse and Sociocultural in Detik.com online news titles. using qualitative research methods with discourse analysis model "Norman Fairclough". From the results of the study, it was concluded that the researcher knew the text, discourse and sociocultural representation of the Detik.com clickbait online news title.

Similarities and differences with previous research:

The similarities in previous research and current research are in the qualitative research method used to analyze the problem. While the differences between previous researchers focused more on the text, discourse and sociocultural representation of the Detik.com clickbait online news title, the research that the author will do is focusing on the phenomenon of using Clickbait techniques on Kompas.com content.

(Source: processed by researchers from various previous research results)

News Content in Media

In English, content which means content has many meanings. However, in the context of content that is often spoken about social media, it clearly means something that can be expressed through several media, such as writing, images, videos or others. Content According to the Big Indonesian Dictionary (KBBI) content is information available through media or electronic products. Content delivery can be done through various mediums, either directly or indirectly, such as the internet, television, audio CDs, even now through mobile phones. Content or subject matter is a very important component in the implementation of learning. Often the content used goes unnoticed. Many people pay attention to the methods, media, and even strategies used in the learning process to pay attention to the content delivered(Chikh, 2014).

Content can be divided into several types, including written content, image content, sound/audio content, and video content. Written content is information generated from a series of letters, numbers, symbols. In general, explain things that can be understood by using a language. Written content is a written work that presents information in it. In the digital world, generally written content has a lighter size than other types of content. Even though it has the lightest size in the content of this paper, it requires the expertise of a writer who understands many language terms and is good at choosing and arranging words to make the written content interesting and easily understood by readers, (Chikh, 2014; Paulins, Balina, and Arhipova 2015).

In addition to written content, there are also types of content with images which are color strokes scattered on the surface of the object by leaving a decorative layer. Although widely distributed images are often the type of images that convey a message such as imitation of an object there are also abstract images that do not explain the message and imitate the appearance of an object (Chikh 2014). Image Content is a visual work with a single frame. There are many types of image content such as artificial images that resemble a real object, imaginary images that explain a meaning and also abstract images. In addition, there are also many types of image categories such as informational images, for example news that conveys a message, entertainment images such as memes, inspirational images that also insert text messages to motivate and much more.

Furthermore, Sound content is audio content, whether it's music or voice conversations, such as podcasts, which has its own charm for fans. Not infrequently at work, we often hear someone playing music content to accompany us in our busy daily routines. Therefore, sound or audio content certainly has a lot of fans. Sound content will be more supportive if it is combined with Video content, which is a combination of visual images and audio contained in it. Video content is currently the most sought after content by people all over the world. Not only sound can be received by the audience at the same time, information and messages will be more easily displayed with visual images. We can find video content on various media, such as television, websites, social media networks, smartphone applications and others (Chikh 2014). With the progress of the times that make it easier for information to be channeled more quickly through the internet which has very good speeds today, video content has become the choice of many people.

The types of content that can be created in the form of text, images, audio and video include entertainment content, namely the content that is most interesting and favored by many people, the first is entertainment. How not, this world is filled with routines and activities that are often boring. It can be seen how many people spend their time playing mobile phones and looking for entertainment content to accompany their boredom. Entertainment content is still divided into many types, such as comedy jokes to what is currently popular, namely pranks that can be made into interesting video content. If you prefer to write then you can make funny stories, while if you prefer to be creative in drawing art you can make memes and comics. In addition, entertainment content can also be made in the form of audio such as conversations that discuss funny things. Of course, if the content that is created really entertains a lot of

people, it will certainly make your popularity increase rapidly (Chimay J. Anumba 2005). In addition, Information content is also a very important need for many people. Information content that is most sought after by many people is news. New and hot news information that is being discussed by many people will make the content more salable. Of the many content that we can create, this type of information content has special attention in the professionalism of information content creation. The content created must convey true, precise, accurate and based on existing facts. Errors in the creation of informational content can be fatal and serious. So if you are still a layman, it is better to avoid creating this type of information content. because if the quality of the information content that you present does not meet existing standards, it will not only harm your good name, but can also harm other people who use the information content that was created earlier. In addition, there is also inspiring content that can have a positive effect on the audience. Inspiration can be expressed in various media such as text, images, sound and video. The easiest and simplest inspirational content to create is to quote words of wisdom or quotes. No need to search for ideas, just need to design the content so that it attracts the existing audience.

Understanding Clickbait

In the practice of journalism, there are various styles that can be used to create titles. Journalism cannot be separated from articles. With the research and coverage carried out, the results must be in the form of articles. Talking about titles, there is currently one style that is considered taboo if it adheres to journalistic principles, but on the other hand it is still needed to attract more readers, especially in the era of online media, namely Clickbait. Clickbait is a way of creating a title that is still being debated to this day. Clickbait is a style of creating titles that has been on the rise in recent years. Also known as Click bait, when someone creates an article or video title in the Clickbait style, then he will make it with a bombastic sequence of words. The main purpose of the Clickbait title style is of course to make many people read it or click on the news, (Romli 2012). Click Bait is a term that refers to web content that can be in the form of news, advertisements or services whose main purpose is to attract attention and encourage visitors to click on links to certain web pages. Click Feeds generally aim to exploit the "curiosity gap" by providing enough information to make the reader curious, but not enough to satisfy that curiosity without clicking on a given link or link. According to the official WordStream page, some of the characteristics of clickbait are the title that is able to attract a lot of attention, the use of images that are very familiar, and

attractive to many people, and other things that can make many people curious to see more, (Romli, 2012).

Clickbait journalism

Question is it wrong to use Clickbait on news content? It often appears in the midst of the media industry. In actual journalistic principles, of course it is wrong to use Clickbait, why can it be wrong? Because in practice, many articles or videos use Clickbait titles but their contents cannot answer the titles used. Lots of abuse in the use of Clickbait titles. When readers are looking for answers from titles that sometimes use a questioning style, they certainly immediately open the article to see the answer. But when they finished reading it, they couldn't even find the answer to the Clickbait title. This is why many are against Clickbait. But if you really know how to use Clickbait properly and correctly without deceiving the reader, then there's nothing wrong with using this method. The most important of these points is to use Clickbait and provide information according to the title used. The purpose of click bait is to attract as many people as possible allowing a particular website to have as many visitors as possible. As for the cons of using this click bait method, among others, many online journalists who individually often abuse this method, they only make titles that are very curious to the readers without adjusting the expectations of the title on the content of the news. So that readers feel that they are only reading fake news because they do not meet their expectations and feel disadvantaged. Meanwhile, the pros of this click bait method are that this method can grow the interest of readers and reduce the feeling of laziness in reading the population in Indonesia. Journalists working for verified media agencies. The Press Council uses the click bait method only as a technique and method to attract readers' interest without reducing and falsifying the alignment of the news content with the title. Readers Interests Readers interest is a combination of desire, will, and motivation. Reading motivation contains the meaning of inner strength that is able to attract the attention of individuals to carry out activities, understand the information and meanings contained in written language. Interest plays a role in the decision to read, in the degree of engagement with the text in reading, and so also in the products readers make in understanding the text and learning from the text (McKenna, 1994). Digital technology with reader interest. very mutually beneficial. Media analysts claim that people rely heavily on the internet to retrieve information and that those aged 18 to 34 are indeed the most avid user group of this technology (OPA, 2004). Utilization of modern technology to foster interest in reading is very good, now is the era of rapidly developing information Clickbait Application on Online media Online media use clickbait because there is an economic aspect that

they are pursuing. With clickbait online media users will be tempted to enter their website. The more they enter by clicking the page view will form the accumulation of visitors. If there are many visitors who come to the media, the owners of goods and services may be interested in advertising on their media or website. This way of working is actually similar to the way conventional media work. Increase circulation or rating so that advertisers come to advertise. In the online world that is completely limitless and the power is entirely in the hands of the audience, this kind of work is used to trap the audience into their media by providing news, bombastic and provocative mini-videos so that the audience stops. Exploit the curiosity of the audience they want. Because curiosity never ends in humans. This basic nature is used, "I already know this, but I don't know anything else, so when clickbait is served, that curiosity seems to be satisfied even though sometimes it doesn't fully happen (Andreas F. Gual, Interview 2018). Ankesh Anand, from the Indian Institute of Technology, in his article entitled "We used Neural Networks to Detect Clickbaits" said that Clickbait is a term for news headlines made to tempt readers. Usually uses provocative language that attracts attention. technology.

There are eight types of clickbait according to Biyani, Tsioutsoulis, and Blackmer (2016), namely, exaggeration teasing, inflammatory, formatting, graphic, bait-and-switch, ambiguous, and wrong, namely:

1. Exaggeration is an excessive title on the url page (uniform resource locator).
2. Teasing is a title that makes fun of or tries to provoke someone in a fun way, that is, by removing details from the title with the aim of building tension or flirting.
3. Inflammatory is a title that intends to evoke feelings of anger or violence by using inappropriate/vulgar expressions or uses of words.
4. Formatting is a title that overuses capital letters or punctuation marks, especially capital letters or exclamation marks.
5. Graphic is a title that contains material that is obscene, disturbing/disgusting or uninhabitable
6. Bait-and-switch is the thing that the title is written/implied to be not in the url: it requires additional clicks or is completely absent. This bait-and-switch type clickbait method aims to increase traffic (visitors) from the intended site.
7. Ambiguous (ambiguous) is a title that is unclear or confusing to spur curiosity.
8. Wrong is the wrong title or article: just plain incorrect article: factually wrong.

Of the eight types of clickbait above, it is known that clickbait-charged article titles take advantage of the emotional side of the reader because there is a gap between what is known and what you want to know or there is an information gap. This gap has emotional consequences that when not met can affect mood. In general the titles of articles related to clickbait are very close to sensationalism. In addition to sensationalism, clickbait article titles also entice readers to click on articles by sparking curiosity. This is achieved by providing incomplete information so that readers are tempted to satisfy their curiosity by clicking on the article to seek more information (Grabe et al. 2000). "Readers become curious because, first, the sensational title, secondly, the curiosity of the virtual community in the new media age is indeed high. In addition, the new media era, both in terms of online media and audiences, both likes things that are trivial, instant, superficial, and pragmatic. Unlike the previous era, it is not just published and read. There is a process of deepening the issue, even to the point of investigation. The smartphone is in hand, the internet connection is available smoothly, curiosity is high and online media provides. Complete and symbiotic mutualism but in terms of content quality is very low, and in fact the audience is very disadvantaged" (Didik Haryadi, Interview 2018). The use of Clickbait must necessarily meet the elements of an interesting and creative news title.

There are four techniques in using Clickbait, according to (Tea, 2014; Vijgen, 2014; Bloom & Hansen, 2015) namely :

1. Using question sentences or phrases : the question word in the open interrogative construction is what, who, why, why, how much, where, where, where from where, where, and how. Such question words can be constituents of words and constituents of phrases. The word question as a constituent of the word has an unrelated pattern of order within the sentence. Question words can join syntactic categories in the form of words, phrases, and clauses. Clauses are question words that can fill in any of the syntactic functions, S, P, O, Pel, and Ket. Example of a question sentence in an article or news: "Do you know?" "Do you have to wear Clickbait?"
2. Using exclamation sentences or phrases (interjections) : are words that express one's feelings and intentions, for example "ah" and "ouch" or symbolize imitations of sounds such as "wow!" and "amazing!". This form is usually unprofessible and has no syntactic support with other forms.
3. Using a listicle : that is, an article consisting of a series of facts, tips, quotes and others arranged in a certain form. It usually uses numbering or bullet

points to explain some things in it. For example " 5 causes of the body easily attacked by corona virus "

4. Using deixis discourse or catafora phrases are usually characterized by the word "this" denoting a time, place or situation. For example like "This news will shock your thinking. Applying Clickbait with online media, there are several advantages and disadvantages, namely:

a. Advantages of Clickbait

1. Increase Click Through Rate (CTR)

In fact, clickbait titles are indeed able to make every audience interested in clicking on their mouse. Because besides being curious, they can also get answers from the content you create. In fact, 8 out of 10 people will click on the title of the content that is clickbait in nature. When there are many people who click on the content, of course the click-through rate or CTR ratio will increase. Until finally, the google search engine will also put your content in the position of good search results or related search.

2. Increase Pageviews

Clickbait titles will attract audiences to read or watch your video content. In the end, the number of pageviews, which is the total page viewed by the audience, will also increase. When the number of your pageviews increases, then your content will also be considered very useful, so that search engines will also provide recommendations in search results. In addition, for online media such as Buzzfeed, clickbait is also very effective in order to get advertisers more easily. So, their income will increase by implementing a good clickbait strategy.

3. Potential Social Share

Clickbait will also be very effective in getting people willing to share the content with others. Because, with a title that is able to increase emotions, such as shock, curiosity, and other feelings, it will make people interested in clicking. The potential of social sharing is what you can use to increase brand awareness in your products. If this step is successfully implemented, then you can create a clickbait title that matches the content in it. On the other hand, if the clickbait you create does not get enough social shares, then most likely the audience will think it is too much and do not want to spread content that is not credible.

b. Clickbait Deficiency

1. Bring in Inappropriate Traffic

Most likely clickbait is able to bring in audience traffic who are curious about the content of your content. But, it could be that the audience is not the appropriate target audience, so it will not be able to continue on the product

purchase page. If this has happened, then efforts to make a profit by using a content marketing strategy have not been optimal.

2. Bounce Rate Increases

Another drawback when using clickbait is the increase in bounce rate on your website or blog. The reason, of course, is that when the audience realizes that a piece of content no longer matches the title, then they will immediately leave your content. A website that has a high bounce rate ratio is most likely indicated to have content that is not in accordance with the disbursement of its users. So, google can't put it in a good disbursement position.

3. Damaging the Brand Image

Try to imagine if you create a marketing content that does not match reality. Let's say you offer a gaming mouse promo for all audiences in all parts of the title. Well, when the audience read it, it turned out that the promo was only valid for the first 100 buyers. Of course, the audience will feel deceived. If the clickbait content only appears once, maybe the reader still understands it. But if it is always done, then the level of consumer confidence in your business will also decrease. So, your brand reputation will decrease drastically.

3. RESEARCH METHOD

Research Approach

Judging from the type of data, the research approach used in this study is a qualitative approach. What is meant by qualitative research is research that intends to understand the phenomenon of what the research subject experiences holistically, and by means of description in the form of words and language, in a special context that is natural and by utilizing various scientific methods (Moleong, 2007: 6). According to an expert, namely Matthew B Milles and A. Michael Huberman, qualitative research is that this research emphasizes aspects of the process of obtaining data through contact intensively and requires a long time to be in a social situation. In this study case studies were used as a strategy in explaining a phenomenon. In other words case studies as an effort to add value to a unique knowledge of complex phenomena, meaning that case studies allow maintaining the holistic and meaningful characteristics of real-life events.

Subject and Object of Research

The subject of the study is a party that is used as a source of information or a source of data for a study (Sugiyono, 2018: 300). From this study, the subject is the title of news published by online media Kompas.com in the period 01-30 January 2022 with the aim of knowing the four techniques used and the characteristics of the Kompas.com media in publishing news

content or articles in accordance with the rules of the technique according to the rules of the technique according to (Tea, 2014; vijgen, 2014; Bloom & Hansen, 2015) which contains elements of question phrases, exclamation phrases, listicles and Catafora phrases. If the online media Kompas.com in publishing news content containing one of the elements of the technique, it can be categorized as Clickbait content. The object of research is research of a person, object or activity that has certain variations that have been determined by the researcher to be studied and drawn conclusions (Sugiyono, 2018: 301). The object of study can be expressed as a social situation of research that wants to know what is happening in it. The object of this study is news in the Kompas.com in the period 01 January 2022 to 30 January 2022 as many as 30 news as a population including Clickbait, then narrowed down using stratified random sampling referring to the Clickbait Technique according to (Tea, 2014; Bloom & Hansen, 2015) which contains elements of question phrases, exclamation phrases, listicles and Catafora phrases with Clickbait Style so as to produce 4 news samples as a result of research. Data collection techniques are the most important step in research, because the main purpose of the study is to get data. Without knowing the data collection techniques, researchers will not get data that meets the set data standards (Sugiyono, 2018: 296).

There are two techniques in data collection, namely:

a. Primary Data: is a type of data collected by researchers directly from the main source. In this study, primary data includes documentation of news in online media Kompas.com the period 01-30 January 2022, especially those containing the Clickbait Technique. refers to the Clickbait Technique according to (Tea, 2014; vijgen, 2014; Bloom & Hansen, 2015) which contains elements of question phrases, exclamation phrases, listicles and Catafora phrases, resulting in 4 news samples as a result of research. b. Secondary Data: is data that has been collected or made available to researchers from other parties such as related references about Clickbait can be found in Journals, supporting books, articles and others.

This research researchers used data collection techniques through Documentation, namely data collection techniques by collecting important documents that are closely related to this research, observation by collecting data from the results of direct observations to find out the truth of what is being studied, and interviews to ensure that the information obtained is real by the relevant sources. The documents in question are news that have been published in the period 01 January 2022-30 January 2022, especially those containing Clickbait. The news in question is the one that meets the clarification with the title Clickbait and then the research is narrowed down using the Probability Stratified Random sampling technique, which is a

sampling technique by paying attention to a level (strata) in population elements. The population element is divided into levels (stratification) based on the character attached to it, resulting in 4 news samples as a result of the study. When viewed from the problem of research objectives, this research is an implicative research using a qualitative descriptive approach. This research activity began after the ratification of the research proposal and research license.

a. The observation method is a complex process, a process composed of various biological and psychological processes, two of the most important are the processes of observation and memory (Sugiyono, 2018: 203). In this study, the title published by online media *kompas.com* be a source for observation.

b. The documentation method is a method used to obtain data and information in the form of books, archives, documents, writing numbers and pictures in the form of reports and information that can support research (Sugiyono, 2018: 476).

Data Analysis Techniques

Data analysis is the process of compiling, categorizing data, drawing patterns or themes, with a view to understanding its meaning. The correctness of the research results must still be judged by others and tested in various other situations. The data analysis carried out is qualitative based on the facts found in the field and then constructed into hypotheses or theories. Analysis will encourage formulating new questions that require new data that can further solidify the interpretation or refute the interpretation.

Miles and Huberman (1984), stated that activities in qualitative data analysis are carried out interactively and last continuously until it is completed, so that the data is saturated. Activities in data analysis, namely data reduction, data display, and conclusion / verification (Sugiyono, 2018: 322). Data Reduction (Data Reduction) the data obtained from the field is quite a lot, for that it needs to be recorded carefully and in detail. The longer the researcher is spacious, the more data will be more abundant, complicated, and complex. For this reason, it is necessary to analyze data through data reduction. Reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns and discarding unnecessary ones (Sugiyono, 2018: 324). After the data is reduced, then the next step is to display the data. In qualitative research, data presentation can be done in the form of brief descriptions, *baga*, relationships between categories, flowchart, and the like (Sugiyono, 2018: 325). The next step in qualitative data analysis is Conclusion / Verification or drawing preliminary conclusions that are stated to be temporary, and will change if not proven by strong evidence

that supports the subsequent data collection (Sugiyono, 2018: 329).

Data Triangulation

The data examination technique used in this study is triangulation. Triangulation in credibility testing is defined as checking data from various sources in various ways, and various times. Thus there is source triangulation, data collection technique triangulation, and time. The alignment of the three sources allows for the acquisition of valid data (Sugiyono, 2018: 189). Triangulation of sources to test the credibility of data is carried out by checking the data that has been obtained through several sources. Triangulation of techniques to test the credibility of data is carried out by checking the data to the same source with different techniques. Triangulation of time, time also often affects the credibility of the data. In this study, researchers used triangulation of data sources as an analysis in exploring the truth of information using documents from content published on the official media page *Kompas.com* the period 01-30 January 2022 and explained the results of observations that were considered to have different points of view.

4. RESULT AND DISCUSSION

Research Results

This research seeks to answer how the technique of using Clickbait in Online Media *Kompas.com* as in the formulation of the problem contained in Chapter 1. The results of this study broadly discuss the phenomenon of using the Clickbait Technique in news content in online media *Kompas.com* in making titles that use the Clickbait Style. In this study, researchers took 30 news as a population which was then narrowed down by the Probability Stratified Random Sampling technique so that 4 news stories were obtained as units of analysis with themes that used the Clickbait style in writing the title. The techniques used to obtain information through data collection techniques, literature reviews related to problems are studied and using documentation data sources on online media *Kompas.com*. Data is obtained by taking data from the official website page *kompas.com* by capturing a screen or what we usually call a Screen Shoot image. So that the results of the study were obtained based on the analysis of the title and content of the news content published *Kompas.com*. in general, the titles of content related to Clickbait are very close to Sensationalism. In addition to sensationalism, Clickbait content titles also entice readers to Click on articles or content by triggering curiosity.

The use of content titles or articles containing Clickbait cannot be separated from the online media format. Online media use

clickbait because there is an economic aspect that they pursue. Therefore, researchers conducted research observations using 4 kinds of techniques according to (Tea, 2014; vijgen, 2014; Bloom & Hansen, 2015) which is the researcher's guideline in analyzing clickbait titles, namely using question sentences or phrases, using exclamation sentences or phrases (interjections), using listicle techniques and using deixis discourses or catafora phrases.

In this study, there were four clickbait techniques that researchers used to observe news headlines in online media *kompas.com*, here are the categories of titles along with the content of the news in detail according to the researcher's observations, based on 4 Clickbait techniques according to (Tea, 2014; Vijgen, 2014, Bloom & Hansen, 2015) :

Clickbait Technique of Using Question Phrases in Online Media Kompas.com

Question Phrase Technique, After researchers have conducted research related to the question phrase technique, news using the question phrase technique is a collaboration of natural disaster, accident, health, economic, political, promotional and news news types. A special feature that distinguishes it from other techniques is the location of question sentences or question marks in the headline of the news. Here are some titles that have been analyzed by researchers related to the Question Phrase Technique, including:

1. Kompas.com – 29 January 2022, 08:15 WIB with the title "Air-Conditioned Angkot Officially Launched in Jakarta, What are the Advantages?"
2. Kompas.com – 07 January 2022, 13:35 WIB with the title "Asteroid As Big as Monas Will Cross the Earth January 12, 2022, Dangerous?"

Clickbait Technique of Using Exclamation Phrases in Online Media Kompas.com

Exclamation Phrase Technique, after the researcher conducted research related to the Exclamation Phrase technique, it was produced that the use of the exclamation phrase technique by Online media *Kompas.com* is also general or random, often used or found in types of promotional / advertising news, political, economic, social, health, news and so on. However, the study conducted during January 2022 did not find news that used the Clickbait style with exclamation phrases. *Kompas.com* use a lot of exclamation phrases but the Headline title doesn't fall into the Clickbait style. The special feature of the exclamation phrase technique is that it lies only in the command sentence and the exclamation mark in the news title. Clickbait Technique for Using Listicle in Online Media *Kompas.com*.

The Listicle technique, after researchers conducted research related to the Listicle technique, it was produced that the use of

the exclamation phrase technique by online media *Kompas.com* is also general / random, often used or found in types of promotional news, political, economic, social, accidents, violence, health, news and others. The special features of the listicle technique are the writing of news headlines using numbers, numbers followed by nouns and adjectives as sensational teaser messages. Here are some news titles that have been analyzed by researchers related to the Listicle technique in online media *Kompas.com* the period 01-30 January 2022, including:

1. Kompas.com – 03 January 2022, 08:18 WIB with the title: **Typical New Year's Healthy Foods That Bring Good Luck"Clickbait Technique Uses Deixis Discourse/ Catafora Phrases in Online Media Kompas.com**

Deixis Discourse Technique / Catafora Phrases, after researchers conduct research related to deixis discourse techniques / catafora phrases, it is produced that the use of catafora phrase techniques by Online media *Kompas.com* is also general / random, often used or found in types of promotional news, political, economic, social, accidents, violence, health, news and others. A special feature of the catafora phrase technique is the writing of news headlines using the words "This", "His", "That", which indicates the time, place, or situation. Here are some news titles that have been analyzed by researchers related to the catafora phrase technique on online media *Kompas.com* the period 01-30 January 2022, including:

1. Kompas.com, January 25, 2022, 00:20 WIB with the news headline: This is the Provocateur Who Shouted Maling, Leading to the Mobbing of 89-Year-Old Grandfather to Death in Cakung

5. CONCLUSION

Based on the researcher's analysis, the conclusion of the research on news in Online Media *Kompas.com* as a whole is that online media *Kompas.com* have used the Clickbait technique in writing the title of the published content. The content or content of the title has also answered the 5W +1H question which is a basic question in making a news story. The content or content of the title also has newsworthiness criteria, and values that must be possessed in a news story. So it can be concluded that in writing news headlines there are two of the four techniques that are guidelines, so it can be said that the news title contains a Clickbait style. When the author analyzed the news content of the online media *kompas.com*, the author found a minimum of two of the four techniques for writing clickbait titles. There are some titles that use up to three techniques at once. But no title was found that used the four techniques simultaneously. The main purpose of using the

Clickbait technique in writing titles is to direct readers or users of online media to be more careful in receiving information.

Suggestion

From the results of the analysis that the author carried out, it can be known what Clickbait is and the techniques for use in writing news headlines. So, don't get caught up in content or articles that are controversial and don't immediately spread information just from reading the title even though the content is not appropriate. This can lead to widespread disinformation in society. Be a wise and non-judgmental reader, For readers, media literacy must be improved so that it is not easy to get caught up in Clickbait articles or content, let alone directly accept the information as absolute truth and then disseminate the information. For online media, Kompas.com is expected not to make news headlines that contain traps in order to get a good impression on readers and other users, give more important and weighty news in people's lives because the truth must be conveyed even if it feels painful.

REFERENCES

Book:

- M Romli, Asep Syamsul. *Online Journalism : A Practical Guide to Managing Online Media* (Bandung, Nuances of Scholars, 2012)
- Moleong, Lexy J. 2007. *Qualitative Research Methodology. Revised Edition.* Bandung : PT Remaja Rosdakarya.
- Sugiyono. (2017). *Quantitative, Qualitative, R &D Research Methods.* Bandung: CV Alfabeta.
- Sugiyono. (2018). *Mixed Methods.* Bandung: CV Alfabeta.
- Algu Ready. 2016. *Use of Online Media as a Source of Academic Information for Communication Science Students of FISIP Riau University.* *Journal of Communication Sciences.* 3(1): 4-5
- Arifin, Pupung. 2013. "Competition of Seven Indonesian Online News Portals Based on Uses and Gratifications Analysis". *Journal of Communication Science* 10 (2): 195-212
- Baran, Stenley J and Dennis K. Davis. 2010. *Masaa Communication Science Theory : The Basis of Upheaval, and the Future.* Jakarta : Salemba Humanika.
- Bungin, Burhan. 2006. *Qualitative Research Methodology.* Jakarta : PT Raja Grafindo.
- Collier, R. 1998. *Sexual Harassment of Majority and Minority Domination Relationships.* *Language Transfer* : Hariati, E.N. Yogyakarta : Tiara Wacana.
- Eriyanto. 2002. *Framing Analysis of Construction, Ideology, and Media Politics.* Yogyakarta : LKiS.
- _____. 2007. *Framing Analysis of Construction, Ideology, and Media Politics.* Yogyakarta : LKiS.
- Kartini. Kartono 1999. *Complete Dictionary of Psychology.* Jakarta : Rajawali Press.

- Romli, A. S. M. 2018. *Online Journalism: A Guide to Managing Online Media.* Bandung : Nuances of Scholars.
- Romli, Asep Syamsul M. 2012. *Online Journalism : A Practical Guide to Managing Online Media.* Bandung : Nuances of Scholars.
- Tamburaka, Apriadi. 2012. *Mass Media Setting Agenda.* Jakarta: Rajawali Press.
- Winarsunu, T. ,2008. *Occupational Safety Psychology.* Malang : UMM Pres.

Journal:

- Abdurrahman Jemat . 2012 . *Communicology : Scientific Journal of Communication Science Framing News Of Gayus Tambunan in Indonesian and Republika Media Newspapers.* Jakarta.
- Syaiful Bahri, Fajriani. 2015. *Journal of an Early Study of the Level of Sexual Harassment in Aceh.* Aceh.
- Bloom, J. N., & Hansen, K. R. (2015). "Click bait: Forwardreference as lure in online news headlines". *Journal of Pragmatics*, 87-100.
- Biyani, Prakhara., Kostas Tsioutsoulouklis, and John Blackmer (2016). "8 Amazing Secrets for Getting More Clicks": Detecting Clickbaits in News Streams Using Article Informality. *Proceedings of the Thirtieth AAAI Conference on Artificial Intelligence (AAAI-16)* Kertanegara, M Rizky (2018) "The Use of Clickbait Headlines on Dream.co.id Muslim News and Lifestyle Sites". *Mediator : Journal of Communication*, Vol 11 (1), June 2018, 31-4.
- Tea, R. (2014, August 18). *Plucked Vijgen*, B. (2014, June). *The Listicle: An Exploring Research On An Interesting Shareable New Media Phenomenon.* *Ephemerides*, 59(1), 103.
- Yayat D Hadiyat, "Clickbait On Indonesia Online Media" *Pekommas Journal*, Vol. 4 No. 1, April 2019: 1-10.1
- April 14, 2017, from Romel Tea Media: <http://www.romelteamedia.com/2014/08/trap-click-click-bait-mode-media>. Html

COMPARISON ANALYSIS OF WEB CONTENT ON NEWS SITES ONLINE BENGKULUEKSPRESS.COM AND HARIANRAKYATBENGKULU.COM

Ferry Sandria

Master of Communication Studies Program, Bengkulu University

ARTICLE INFO

Corresponding author:

ferrysandria002@gmail.com

Citation:

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perbandingan konten Website Bengkuluekspres.com dengan Harianrakyatbengkulu.com yang diterbitkan portal berita media online Bengkulu. Jenis penelitian yang dilaksanakan adalah penelitian kualitatif yang menghasilkan data deskriptif berupa kata-kata tertulis dengan teknik pengumpulan data melalui wawancara dengan pimpinan media online dan pengamatan situs online Bengkuluekspres.com dan Harianrakyatbengkulu.com.

Objek dalam penelitian ini adalah situs online Bengkuluekspres.com dan Harianrakyatbengkulu.com. Hasil penelitian ini bertujuan untuk melihat perbandingan dari kedua media online serta mendiskripsikan hasil dari perbandingan konten website portal media online bengkuluekspres.com dengan harianrakyatbengkulu.com.

Kata kunci: Perbandingan Konten Web, Bengkulu Ekspres.com, Harianrakyatbengkulu.com.

ABSTRACT

This study aims to analyze the comparison of Bengkuluekspres.com Website content with Harianrakyatbenngkulu.com published by Bengkulu's online media news portal. The type of research carried out is qualitative research that produces descriptive data in the form of written words with data collection techniques through interviews with online media leaders and observations of the online sites Bengkuluekspres.com and Harianrakyatbenngkulu.com

The object of this research is the online sites Bengkuluekspres.com and Harianrakyatbenngkulu.com. The results of this study aim to see the comparison of the two online media and to describe the results of the comparison of the content of the online media portal website bengkuluekspres.com with dailyrakyatbenngkulu.com.

Keywords: Comparison of Web Content, Bengkulu Ekspres.com, Harianrakyatbenngkulu.com.

1. INTRODUCTION

Introduction: Bengkuluekspres.com and Harianrakyatbenngkulu.com are local online media portals in

Bengkulu. Bengkuluekspres.com and Harianrakyatbengkulu.com were previously media engaged in Print and Electronic (TV) media. Along with the times,

Bengkulu local media is also present in the form of online media to meet the needs of readers. Bengkuluekspres.com is a news portal that has been initiated in 2012 and is now under PT Media Online Bengkulu.

Bengkuluekspres.com is a member of the Bengkulu Ekspres Media Group, which is an old player in the mass media industry in Bengkulu. Bengkuluekspres.com presents local news from Bengkulu Province, national, and international news, sports, education, business, economy, technology, entertainment news, and other interesting rubrics.

Harianrakyatbenngkulu.com is an online media news portal in Bengkulu Province, dailyrakyatbenngkulu.com was only established as a separate PT starting in June 2018. Initially, Harian Rakyat Bengkulu was a large and quite calculated Jawa Pos group. There are at least 13 subsidiaries under the People's Bengkulu Media Group (RBMG), namely, Harian Rakyat Bengkulu, Bengkulu Ekspres, Radar Mukomuko, Radar Utara, Radar Pat Petulai, Radar Kepahiang, Radar Lebong, Radar Benteng, Radar Kota, Radar Seluma, Radar Kaur, South Radar and Bengkulu People Television (RBTV) and Bengkulu Express Television (BETV).

The basis for determining the choice to appoint these two online media is because Bengkuluekspres.com and Harianrakyatbenngkulu.com are online media portals in Bengkulu Province which are ranked 1st and 2nd online media with the most readers from other online media in Bengkulu Province according to Alexa's version. Ranks. Bengkuluekspres.com has a world-scale traffic rank of 572,448 and a traffic scale in Indonesia at 13,536. Meanwhile, Harianrakyatbenngkulu.com has world-scale traffic of 418,851 and the traffic scale in Indonesia occupies the position of 7,963.

The results of the traffic rank published by Alexa Rank can prove that the productivity of information dissemination through Bengkulu local online media published by the Bengkuluekspres.com media portal and Harianrakyatbenngkulu.com is very good and has many readers. Alexa Rank is a site located at www.alexa.com that provides information about the ranking of a site, which is based on the amount of visitor traffic that enters the site. Which is the greater the traffic, the higher the ranking of the site and vice versa, the smaller the traffic, the lower the ranking of the site, this is very important for a blogger who really wants to make his site a business.

Therefore, it is necessary to conduct a comparative analysis of website content between these two news portals in order to see

the feasibility of the website content presented to satisfy the readers.



Figure 1.1 Website Ranking Statistics in Indonesia Bengkulu Area

Based on the background of the research and identification of the problems above, the researcher takes the following problems: How does the content of the website bengkuluekspres.com with dailyrakyatbenngkulu.com in 5 criteria These criteria are text, images, sound, video, and animation.

Based on the formulation of the problem to be studied above, the objectives to be achieved in this study are: "To describe the results of the comparison of the content of the online media portal website bengkuluekspres.com with dailyrakyatbenngkulu.com

The type of research used in this study is qualitative research type. Qualitative research is a type of research that produces findings that cannot be obtained or achieved using statistical procedures or other means of quantification (Straus et al, 1997).

The focus of this research study is to analyze the comparison of the content of the Bengkuluekspres.com Website with Harianrakyatbenngkulu.com published by the Bengkulu online media news portal. In qualitative research, data collection is not guided by theory but is guided by facts found during research in the field. Therefore, the data analysis carried out is inductive based on the facts found and can then be consulted into a hypothesis or theory. (Sugiyono, 2007: 3).

2. LITERATURE REVIEW

2.1 Online Media

Online Media is an online journalistic product. Online media are telecommunications and multimedia-based media (computers and the internet). Asep Syamsul M. Romli in the book *Journalism Online: A Guide to Managing Online Media* (Nuansa, Bandung, 2012) defines online media as follows, "Online media is mass media that is presented online on internet websites". Still, according to Romli in the book, online media is the "third generation" mass media after print media (printed media) newspapers, tabloids, magazines, books, electronic media (electronic media) radio, television, and film/video. Included in the category of online media are portals, websites (websites, including blogs), online radio, online TV, and email. The characteristics and advantages of online media include :

1. Manuscript loading and editing can be done anytime and anywhere.
2. The publication schedule can be anytime, any time.
3. Fast, once uploaded, it can be accessed by everyone.
4. Reach the whole world with internet access.
5. Actual, contains actual info because of the ease and speed of presentation.
6. Updates and information updates continue and can be done at any time.
7. Interactive, two-way, and "egalitarian" with facilities for comment fields, chat rooms, polls, etc.
8. Documented, information is stored in the "data bank" (archive) and can be found through "links", "related articles", and the "search" facility.
9. Connect with other sources (hyperlinks) related to the information presented

2.2 Website Content Criteria

To see the comparison criteria for the content of the online media news portal website dailyakyatbenngkulu.com with bengkuluexpress.com, the criteria are text, images, sound, video, and animation.

a) Text

Luxembourg, et al. (1992:86) define a text as an expression of language which according to syntactic content, pragmatics is a unity. Based on this opinion, there are at least three things that must be in a text. These three things, namely: content, syntax, and pragmatics. Content is closely related to the content of a text. A good text should express ideas or pictures that exist in life. These ideas or images are poured into written form through posts from online media portals. The content in the text is closely related to semantics.

b) Image

Image in journalism can be interpreted as Photojournalism. Photojournalism is very much needed to complement the writing in a news post, which is able to provide an imagination space for readers to understand the situation of the writing that is being read, especially on online media portal posts. Photojournalism visualizes an event. So that by looking at the photo the reader can catch the message and news to be conveyed about the incident. In taking a journalistic photo, journalists must pay attention to the code of ethics. According to Frank P. Hoy, a journalistic photo must have the following three criteria to be considered a good journalistic photo. The criteria are:

1. Immediacy: readers can immediately understand the message conveyed when they see a journalistic photo.
2. Provoking emotions: photojournalism must be able to reveal the ideas and emotions of the readers. So often found differences in the unique perception of people who see the photo.
3. Presenting a point of view: single photojournalism will present events only from a point of view. The facts shown are only from one side of the event.

c) Voice

Voice in journalism is better known as radio journalism. Mark W. Hall stated that there is a fundamental difference between print journalism and broadcast (radio) journalism, namely that print journalism is intended for the eyes while broadcast journalism is intended for the ears. Content in the form of sound is also a special attraction if a news portal is able to present it. Sound in the form of website content is usually in the form of MP3 animated widgets that aim to entertain readers who are visiting the website. In addition, in the website design, you can add a live streaming feature from one of the radio broadcasts, either from the media company's subsidiary or in collaboration with existing radios.

d) Videos

Arsyad (2011: 49) states that video pictures are in frames, where frame by frame is projected through the projector lens mechanically so that the screen looks lively. Videos can present information, describe processes, explain complex concepts, teach skills, shorten or extend time, and influence attitudes.

e) Animation

In the past, the process of creating animated content required hand-drawn drawings that spanned pages. However, with advances in computer technology, the animation is no longer made on paper but directly on the computer. The definition of animation according to Ibiza Fernandes is a process of recording and playing back a series of static images to get an illusion of movement. To

create an attractive website page, of course, not only by creating written content. But users can install widgets, move images (animations), and so on. So that it can make visitors fascinated by the appearance of a very attractive website page. There are so many animated Widgets provided by website user services. Usually, a website designer team at an online media company adds several animated features that support it so that online media portals are more interesting to visit.

2.3 Thinking Framework

This study uses a qualitative approach. In qualitative research, to analyze newsworthy factors on news portals.

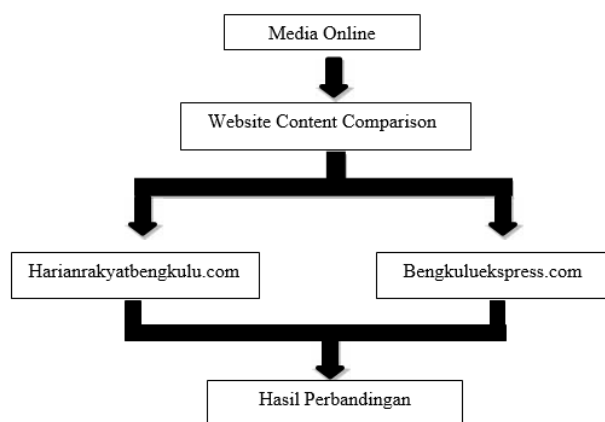


Figure 2.3 Thinking Framework

2.4 Gatekeeping Theory

Gatekeeping is a theory that emphasizes the crucial role of gatekeepers, namely media executives, who can open or close the "gates" of messages to be conveyed by the media. It is they who determine what messages or content are published or displayed in the media, and which messages are not published or not shown in the media introduced by Kurt Lewin (1947).

Gatekeeping is a process undertaken by a gatekeeper, namely the process of determining the feasibility of certain news to pass through the news medium to the news channel. Gatekeeping refers to the power to grant or restrict access to different voices in society and is often a site of conflict. The gatekeeping process involves a variety of sequential selection actions based on the period of news production and often involves a group of decision-makers. Reference to the gatekeeping process is not only made to the content aspect, but also to the type of audience expected and cost issues (McQuail, 2010:309). Gatekeepers play a role in deleting, modifying, and adding messages before they are propagated. Thus, the challenge in the gatekeeping process lies in its limitations as an

autonomous journalistic act, not in economic pressure at the level of news organizations or political pressure from outside.

3. RESEARCH METHOD

3.1 Research Type

The type of research used in this study is qualitative research type. Qualitative research is a type of research that produces findings that cannot be obtained or achieved using statistical procedures or other means of quantification (Straus et al, 1997). Bogdan and Taylor (1975) as rewritten by Lexy J. Moleong (1989:3) defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people or observed behavior, this approach is directed at the background and the individual holistically (whole).

The focus of this research study is to analyze the comparison of the content of the Bengkuluekspres.com Website with Harianrakyatbengkulu.com published by the Bengkulu online media news portal. In qualitative research, data collection is not guided by theory but is guided by facts found during research in the field. Therefore, the data analysis carried out is inductive based on the facts found and can then be consulted into a hypothesis or theory. (Sugiyono, 2007: 3).

3.2 Research Informants

This research has only focused on key informants. Key informants are leaders or representatives from the online media WebsiteBengkuluekspres.com and Harianrakyatbengkulu.com. The reason for choosing key informants is because the leader or the representative is a person who has a big role and occupies a strategic position in managing website content, and arranging the design of the appearance of online media news portals to make it interesting for readers to see.

3.3 Research Object

In this study, the authors made the Bengkuluekspres.com and Harianrakyatbengkulu.com sites as research objects. The reason for the research using this media is because the Bengkuluekspres.com news portal and Harianrakyatbengkulu.com are online media in Bengkulu that always provide fast, accurate, direct contact with the community and are needed by the public.



Figure 3.1 Display of the Harianrakyatbenngkulu.com website



Figure 3.2 Website display bengkuluekspres.com

3.4 Place and Time of Research

This research was conducted at PT. Bengkulu Online Media, Graha Pena Bengkulu Express LT.III, Jl. Teak no. 129 (Skip Junction) Padang Jati, Bengkulu City. This research was conducted at Graha Pena Rakyat Bengkulu, III Floor, Jl. P. Natadirja No. 69, KM 6.5, Jalan Gedang Village, Gading Cempaka District, Bengkulu City. This research was conducted from April to July 2018.

3.5 Data Collection Techniques

The data used in this study consisted of primary data and secondary data.

- a. Primary data is data taken from primary sources related to the problem under study. This data collection is obtained through:
 1. Observation Observation is a collection technique by conducting direct observations of the research object, namely the online media news portal Bengkuluekspres.com and Harianrakyatbenngkulu.com.
 2. In-depth interviews Interviews are data collection techniques by conducting direct questions and answers to respondents, in this study interviews can also be interpreted as questions and answers conducted by researchers with information that can provide data that

supports this research. In this study, researchers used in-depth interviews. In-depth interviews are also called unstructured interviews, namely free interviews where researchers do not use interview guidelines that have been systematically and completely arranged for data collection. The interview guide used is only an outline of the problems to be asked (Sugiyono, 2007: 74). In-depth interviews allow the interviewee to define himself or herself about the phenomenon under study.

- b. Secondary data is obtained through literature study, namely data collection which is done by studying, exploring, and quoting theories from a number of literature, either books, journals, or other written works that are relevant to the topic or focus of this research.

3.5.1 Data Analysis Techniques

This study used qualitative analysis techniques with descriptive methods. The descriptive method is a method that discusses several possibilities to solve actual problems by collecting data, compiling classifications, and analyzing and interpreting them. This method is used to obtain a picture of a situation that is currently taking place, this method is carried out with the following steps: data collection, classification analysis, and making conclusions with the aim of making an objective picture of a situation.

3.5.2 Data Validity Check Technique

The measure of the quality of research lies in the validity of the data collected during the research. In qualitative research, the validity lies in the process when the research goes to the field to collect data and during the interpretive-analysis process of the data (Kriyantono, 2006:69-70). Mulyana said that qualitative research is interpretive research (using multiple interpretations) that involves many methods, in reviewing the research. This research is called triangulation, intended for researchers to gain a comprehensive understanding of the phenomenon under study (Mulyana, 2007:5).

In this study, researchers used triangulation analysis, meaning that researchers used different data collection techniques to obtain data from the same source. Researchers used participatory observation, in-depth interviews, and documentation for the same data source simultaneously. Source triangulation means, getting data from different sources with the same technique. (Sugiyono, 2007:83).

4.RESULT AND DISCUSSION

4.1 Research Results

4.1.1 Characteristics of Online Media

Bengkuluekspress.com has the characteristics of online media with a focus on business and educational news, while Harianrakyatbenngkulu.com has a large number of readers when crime news appears, and this is news that is often displayed by Harianrakyatbenngkulu.com.

Bengkuluekspress.com and Harianrakyatbenngkulu.com generally have the same characteristics as other online media. Iswara (2001) describes the general characteristics of this type of media, namely:

1. Speed (actuality) of information
Events or events that occur in the field can be directly uploaded to this online media website, without having to wait for minutes, hours or days, as happens in electronic media or print media. Thus accelerating the distribution of information to the market (accessors), with a global reach via the internet network, and at the same time, generally, the existing information is contained in the form of data and facts, not stories.
2. There is an update (update) information
Information is delivered continuously, due to updating of information. This real-time presentation means that there is no prime time because the provision of information takes place without interruption, only depending on when the user wants to access it.
- c. Interactivity
One of the advantages of this online media that most distinguishes itself from other media is the interactive function. The communication model that. The conventional media used are usually linear and start from a one-sided tendency from above (top-down), while online media are two-way and egalitarian. Various features such as chatrooms, e-mail, online polls/surveys, and games, are examples of interactive options found in online media. Readers can also submit complaints, suggestions, or responses to the editorial department and can immediately reply to them.
- d. Personalization
Readers or users are increasingly autonomous in determining which information they need. Online media provides an opportunity for every reader to only take information that is relevant to himself, and delete information that he does not need. So the selectivity of information and sensors is in the hands of the user (self-control).
- e. Load capacity can be enlarged

The information contained can be said to be unlimited because it is supported by data storage media on computer servers and global systems. The information that has been provided will still be stored and can be added at any time, and readers can search for it with a search engine.

- f. Connect with other sources (hyperlinks)
Any data and information presented can be linked to other sources that are also related to the information, or connected to data banks owned by the media or from outside sources. This hyperlink character also allows accessors to connect with other accessors when logging into an online media site and using the same facilities in the media, for example in chatrooms, via e-mail, or games.

4.1.2 Description of Research Data

The description of the research data is a description of the respondents' answers to each question posed through the research instrument. Research data were collected through a process of observing the two websites that were the focus of the research, and supported by additional data through an interview process with the media leader or their representative.

Bengkuluekspress.com interviewed Ferdinanto Felino as Director and Reni Nur S as leader of the online media company Bengkuluekspress.com. In the online media Harianrakyatbengkulu.com information on research data is provided by Pelita Adriana Purba as the Editorial Secretary and Betty Herlina as the person in charge of Harianrakyatbengkulu.com

4.1.3 Question Form

In searching for information data about Bengkuluekspress.com and dailyrakyatbenngkulu.com, the authors conducted interviews to find the data needed to complete the writing.

1. Online Media Profile
2. History of online media
3. Identity of online media
4. Vision and Mission of online media
5. What is the character of the writings on the published news?
6. How is the news publishing process?
7. Does the news meet the 5W+1H + CEO elements?
8. Is there a voicemail or streaming widget on streaming radio?
9. Is there any news/video content available on the news portal website?

10. What template is used on the Website display?
11. Have the images/photos applied journalistic photo ethics?
12. How many news posts are there in a day?

4.2 Discussion

4.2.1 Comparison Results of Website Content Bengkuluekspress.com and Harianrakyatbenngkulu.com

In the journal "Simple Techniques for Writing News on Website Media", Al Fitri explains that web content is visual text or auditory content that is encountered as part of the user experience on a website, this can include, among others: text, images, sound, video, and animation.

Comparison	Bengkuluekspress.com	Harianrakyatbengkulu.com
Text		
Element 5W+1H + CEO	News has fulfilled the elements 5w+1H + CEO	News has fulfilled the elements 5w+1H + CEO
Length and number of paragraph	Short and few paragraphs.	Average paragraph length
Number of news posts in a day	The number of posts is 30 to 50 news in a day. 20-25 of them are news from bengkuluekspress.com and the rest are taken from newspaper news	The number of posts specifically for news coverage in online media is 10-15 posts.
Images		
Sensors	Already applied the sensor to the photo	Already applied the sensor to the photo
Obeying the Rules and Ethics of Photojournalism	Yes	Yes
Image Quality	Good	Good

Sound		
Streaming Radio	Not yet available	Not yet available
Voicemail	Not yet available	Not yet available
Video		
News video form	News available in the form of videos on web pages	No news available in the form of videos on web pages
Animation		
Social Media Account	Available	Available
Website display	There are news channels, such as categories of National, International, business, sports, etc	There are news channels, such as the metropolis, region, sports, netizens, children, mothers, etc.
	Loading various ads	Loading various ads
	There is a search box	There is a search box
	Displaying articles related to the same topic	Displaying articles related to the same topic
Public area	Displaying articles related to the same topic	Provide a comment field
Templates used	Provide a comment field	Classic
	Newser	

Table 4.1 Comparison of Website Content Bengkuluekspress.com and Harianrakyatbenngkulu.com

4.2.2 Content Analysis of News Credibility in 5W+1 H . Elements

The completeness category of news elements includes 5W+1H which means, what happened in an event? Who, was involved in it? Where, where did the event occur? When, when did it occur? Why, why did the event occur? And How, how did it happen?

Another definition put forward by Mitchel V. Charnley is the news is the fastest report of facts or opinions of interest or importance or both to a large number of people. News

writing contains elements of 5W + 1H, (Effendy, 2000:131).

The results of the study prove that the news articles posted by the online media Bengkuluekspress.com and Harianrakyatbenngkulu.com have fulfilled the elements of completeness of the 5W + 1H news, these results were obtained from in-depth interviews as well as direct observations on the two online media sites.

4.2.3 Language Presentation and News Analysis

Bengkuluekspress.com always displays news or information in less formal language, and the news analysis is written not so sharp that it makes it easier for readers to read it. Meanwhile, on Harianrakyatbenngkulu.com the language used is more formal, and also with a discussion or review of news, it is true that it is parsed sharply, the language of news is more formal.

4.2.4 Content Comparison

Basically, the comparison of Bengkuluekspress.com and Harianrakyatbenngkulu.com content is relatively similar. The difference lies in the color of the website display, the use of language, the display menu, and additional facilities such as social media and video accounts.

1. Comparison of time in access.

The speed time to access the Bengkuluekspress.com site is longer than compared to Harianrakyatbenngkulu.com. Bengkuluekspress.com takes less than 10 seconds. Meanwhile, accessing the Harianrakyatbenngkulu.com site which takes up to 10-15 seconds.

2. Display Comparison.

The appearance of Bengkuluekspress.com is identical to the blue color with the same white background color. Visitors are directly presented with the main/latest news. The difference is, in the Harianrakyatbenngkulu.com display, immediately presents an ad column located above the news placement position

3. Comparison of News Menu Display

The display of news menus from Bengkuluekspress.com and Harianrakyatbenngkulu.com are both neatly arranged and structured.

The header menu on bengkuluekspress.com contains the types of news pages needed, such as:

- Region: contains news that is in the region
- National: contains National news
- International: contains international news

- Case: contains news about cases that occurred
- Sport: contains news about sports
- Business: contains news/information about the business, economy, property, and wonderful Indonesia
- Entertainment: contains opinion information, articles, and features
- Lifestyle: contains information about health, women, Bengkulu tourism, and Events
- Politics: contains news about the world of politics
- Tekno: contains information about technology
- Inspiration: contains information that is inspiring
- Video: contains video content

Features in Harianrakyatbenngkulu.com

The header menu on detik.com contains the types of news pages needed, such as:

- Metropolis: contains news in the metropolis
- Region: contains regional news
- Sports: contains news about sports
- Zetizen: contains citizen news
- Promotion and Business: contains promotional and business information
- Visit Bengkulu: contains news about tourist attractions in Bengkulu Province
- Child and Mother: contains information about the world of children and parents
- Law contains news about the law.

Then for the latest news headlines, the initial display is displayed on the main page of the website with a fairly clear image display and a different color background, namely blue from Bengkuluekspress.com and red from Harianrakyatbenngkulu.com.

4. Comparison of Displayed Photos.

When you look at the photos displayed by each website, there are not too many comparisons. The application of photojournalism ethics has been applied by both online media, as well as the placement of photos according to their respective portions, which have been structured with the placement of news focus, whether criminal, drugs, education, law, politics, and others according to the appearance of the media menu.

5. Comparison of other facilities.

The [Bengkuluekspress](http://Bengkuluekspress.com) site has more complete facilities that Harianrakyatbenngkulu.com does not have, namely the presentation of news in the form of videos. Alternative social media account facilities that are used for the dissemination of information both these online media have the same. And always provide the latest and up-to-date news.

6. Speed of publication and accuracy of news content.

In publishing news or information, Bengkuluekspress.com posts news with a total of 30-50 news per day, 20-25 of which are special news from the online media Bengkuluekspress.com, and the rest are taken from TV news and newspapers. Meanwhile, Harianrakyatbenngkulu has 10-15 news. , where the news is focused only published in the online media Harianrakyatbenngkulu.com

The accuracy of the posted news can be accounted for, both online media open related rights of responsibility if there is news that is inappropriate, the news obtained by journalists first enters the editorial kitchen to select and sort words and see the accuracy of the news sources.

7. Web ranking comparison

According to statistical data on website rankings in Indonesia in the Bengkulu region through the source Alexa.com, March 29, 2018, edition, dailyrakyatbenngkulu.com and bengkuluekspress.com achieved the highest ranking above other local online media. Harianrakyatbenngkulu.com has a total value of 7,797 while bengkuluekspress.com is ranked 12,020. This statistical result is seen on March 16, 2018. This is also the basis for the author to see that these two online media portals have a very good position above the average among other local online media and have very large readers.

Bengkuluekspress.com has a world-scale rank traffic ranking of 572,448 and the traffic scale in Indonesia is at position 13,536. Meanwhile, Harianrakyatbenngkulu.com has world-scale traffic of 418,851 and a traffic scale in Indonesia occupies the position of 7,963.

8. Website Category

There are several types of websites, including Catalogs, E-Commerce, E-Learning, Community, Portal, and Personal. Bengkuluekspress.com and Harianrakyatbenngkulu.com are categories of portal websites. Portals are web-based applications that provide a single point of access to distributed online information, such as documents obtained through searches, news channels, and links to specialized sites. To facilitate its use is usually provided search facilities and organizing information.

9. Web 2.0 Type

Bengkuluekspress.com and Harianrakyatbenngkulu.com are included in the Web 2.0 category. Web 2.0. This is the term given to

describe the second generation of the World Wide Web that is focused on the ability of people to collaborate and share information online.

10. Age Profile of Readers

Based on the data that has been obtained during the research process, Bengkuluekspress.com and Harianrakyatbenngkulu.com have their own survey results regarding the age of readers who often visit the online media sites Bengkuluekspress.com and Harianrakyatbenngkulu.com.

These two online media have different reading interests among ages, for example, Bengkuluekspress.com has the most readers from the age of 24-44 years, while Harianrakyatbenngkulu.com has the most readers from the age group of 36-50 years.

This data was obtained by the author directly from the online media companies Bengkuluekspress.com and Harianrakyatbenngkulu.com.

a. Bengkuluekspress.com

Age

0-24 years: 21%

24-44 years: 59%

45-64 years: 16%

64 years and over: 4%

b. Harianrakyatbenngkulu.com

Age

0-25 years: 15%

23-35 years: 35%

36-50 years: 45%

50 years and over: 5%

11. Social Media Accounts

The online media portals Bengkuluekspress.com and Harianrakyatbenngkulu.com have social media accounts that are directly connected to the online media company. This social media account makes it easy for readers to get news through social media accounts, this is an additional alternative to publishing and disseminating information that has been published by Bengkuluekspress.com and Harianrakyatbenngkulu.com.

a. Bengkuluekspress.com

Facebook : @bengkuluekspressdotcom

Instagram : @bengkuluekspressdotcom

Twitter : @bkl_ekspress

Youtube : @bengkuluekspressdotcom

b. Harianrakyatbenngkulu.com

Facebook: Call it RB

Instagram: newspaper

Twitter: saysajarb

Youtube:-

12. Application of SEO Bengkuluekspress.com and Harianrakyatbenngkulu.com are currently implementing SEO techniques, by applying SEO techniques it is hoped that the published news will be easily searchable by readers/internet users.

4.2.5 Editor's Kitchen Process

Bengkuluekspress.com and Harianrakyatbenngkulu.com both have techniques for making information or news which are summarized in the concept of news processing, which includes the following steps:

1. News Planning, namely news planning. In this stage, the editor conducts a projection meeting, namely planning the information to be presented. The references are vision, mission, rubric, news value, and journalistic code of ethics. From this meeting, the types and themes of the articles/news that will be made and published are determined, then the division of tasks between journalists is carried out.
2. News Hunting, namely gathering news material. After the projection meeting and the division of tasks, the journalists collect news materials, in the form of facts and data, through coverage, reference searches, or data collection through literature, and interviews.
3. News Writing, namely script writing. After the data is collected, the script is written.
4. News Editing is editing the script. Manuscripts that have been written are edited in terms of editorial (language) and content (substance). At this stage, corrections are made to sentences, words, writing systematics, and the substance of the manuscript, including making interesting and worthy titles for sale and adjusting the manuscript to the available space or columns.

5. CONCLUSION

Content Side

Bengkuluekspress.com and Harianrakyatbenngkulu.com have complied with the writing rules for the web. This can be seen from the writing of headers, titles, punctuation marks, and topic selection using appropriate and easy-to-understand language and EYD. News writing is also straightforward and not too long.

- a. Functional Side
Bengkuluekspress.com and Harianrakyatbenngkulu.com are easily accessible because of the organized homepage display and providing category columns making it easier for readers to choose the news. Colors that are not too

eye-catching, make it easier for readers to browse the menu options displayed.

- b. Side Navigation
Bengkuluekspress.com and Harianrakyatbenngkulu.com are equipped with a choice of various news columns. At the bottom, there is also a selection of the latest, most popular news, videos, and others. This makes it easier for readers to find the content they want. Don't forget there is a search field for us to enter the password
- c. Audio/Video
Bengkuluekspress.com provides a video that becomes a visual form of news. Video helps viewers to more clearly understand a news story with the help of audiovisuals. However, this has not been implemented by Harianrakyatbenngkulu.com.
- d. Interactive Side
Bengkuluekspress.com and Harianrakyatbenngkulu.com provide an opportunity for readers to respond to news through the comments column on the news page. With this, people who read the news can respond to the writings launched by cnnindonesia.com

6. ACKNOWLEDGEMENT

Based on the observations above, suggestions that can be given to the two media include:

Bengkuluekspress.com

Bengkuluekspress.com pays attention to the appearance and placement of the news so as not to seem too crowded. In addition, it is necessary to add widgets for social media accounts such as Facebook and Instagram on the website page, so that visitors can easily find these accounts.

Harianrakyatbenngkulu.com

It would be better if the layout of the Harianrakyatbenngkulu.com website was made even more attractive. The game of various colors certainly makes the reader's eyes more comfortable. It is necessary to add news content in the form of videos so that readers can have more choices of content and are comfortable when visiting the website.

REFERENCES

- Al Fitri.(2016).*Teknik Sederhana Menulis Berita di Media Website*.Lampung: Hakim Madya Pratama Pengadilan Agama Blambangan Umpu.
- Arsyad, Azhar.(2011).*Media Pembelajaran*.Jakarta: Raja Grafindo.
- Helianthusonfri, Jefferly.2018.*88 Trik Blog dan Website Terjitu*.Jakarta: PT. Elex Media Komputindo.
- Kotler dan Keller.(2009).*Manajemen Pemasaran*.Jakarta: Erlangga.

- Kriyantono, Rachmat.(2006).*Teknik Praktis Riset Komunikasi*.Jakarta: Kencana.
- Lexy J. Moleong.(1989).*Metode Penelitian Kualitatif*.Bandung: Remaja Rosdakarya.
- Luxemburg, et.al.(1992).*Pengantar Ilmu Sastra*. Jakarta: PT. Gramedia.
- McQuail, Denis.(2003). *Mass Communication Theory (Teori Komunikasi Massa)*.Jakarta: Erlangga.
- McQuail, Denis.(2010). *Mass Communication Theory (Teori Komunikasi Massa)*.Jakarta: Erlangga.
- Mulyana, Deddy.(2007).*Metodologi Penelitian Kualitatif*.Bandung: PT. Remaja Rosdakarya.
- Rhamdani, dkk.(2007).*Obesrvasi Mengamati Fenomena Citizen Journalism*.Bandung : BP2i
- Romli, Asep Syamsul M. (2012). *Jurnalistik Online : Panduan Praktis Mengelola Media Online*. Bandung : Nuansa Cendikia.
- Straus, dkk.(1997).*Dasar-dasar Penelitian Kualitatif Prosedur, Tehnik, dan Teori*.Surabaya: Bina Ilmu Offset.
- Sugiyono.(2007).*Memahami Penelitian Kualitatif*.Bandung: Alfabeta.
- Undang-Undang Nomor 40 Tahun 1999 tentang Pers dan Kode Etik Jurnalistik. Undang-Undang Nomor 40 Tahun 2007 tentang Perseroan Terbatas.
- Yuhefizar.(1998). *Cara Mudah Membangun Website Interaktif Menggunakan Content Managemen System Joomla*.Jakarta : Elex Media Komputindo.

DIGITAL COMMUNICATION MANAGEMENT PLANNING, ACTIVITIES, AND EVALUATION WEST SUMATERA PROVINCIAL GOVERNMENT IN INCLUSIVE AND SUSTAINABLE ECONOMIC RECOVERY IN WEST SUMATERA

Saktisya Putra¹, Yuli Evitha², Jhulianfika Irrianda³, Noviandari Sari Utami⁴, Ana Chaerunisya⁵

¹²³⁴⁵ Communication Management Study Program Faculty of Social Sciences and Management STIAM Institute of Social Sciences and Management

ARTICLE INFO

Corresponding author:

Saktinabil@gmail.com

Citation:

ABSTRAK

Pandemi COVID-19 telah terjadi di dunia sejak tahun 2020, tidak hanya di Indonesia tetapi juga di seluruh negara di dunia. Dampak ekonomi dari pandemi Covid-19 sudah dirasakan masyarakat Indonesia sejak pemberlakuan Pembatasan Sosial Berskala Besar (PSBB) pada 15 Maret 2022. Aktivitas masyarakat terpaksa dilakukan melalui transformasi digital dalam layanan, transaksi, dan kerja, misalnya Pemerintah Provinsi Sumbar. Penelitian ini dilakukan untuk mengetahui Perencanaan, Kegiatan, dan Evaluasi Pengelolaan Komunikasi Digital Pemerintah Provinsi Sumatera Barat dalam Pemulihan Ekonomi yang inklusif dan berkelanjutan di Sumatera Barat. Objek penelitian ini adalah Pemerintah Provinsi Sumatera Barat. Penelitian ini menggunakan metode Fenomenologi oleh Edmund Husserl. Konsep fenomenologi adalah metode ilmiah yang tidak dimulai dengan keraguan, arah, dan kebenaran suatu pengalaman. Teknik pengumpulan data dalam penelitian ini adalah melalui observasi, wawancara, dan dokumentasi. Teknik analisis data dalam penelitian ini menggunakan reduksi data, penyajian data, dan verifikasi Miles dan Huberman. Berdasarkan Temuan data, hasil data, dan pembahasan yang telah peneliti sampaikan, dapat disimpulkan bahwa Pemerintah Provinsi Sumatera Barat telah menerapkan Manajemen komunikasi digital baik dari perencanaan, kegiatan, dan evaluasi pemulihan ekonomi yang inklusif dan berkelanjutan melalui perbaikan infrastruktur pilar dengan skor 69,0 dan pemanfaatan teknologi informasi dan komunikasi dengan skor 58,2. Penyebaran informasi dan komunikasi ini untuk lowongan pekerjaan atau nanti ada informasi kegiatan untuk membantu Usaha Mikro, Kecil, dan Menengah dengan komunikasi digital ini, informasi akan tersampaikan secara lebih masif. Produktif dengan membuat kompetisi atau dengan membantu memasarkan barang dan jasa yang saya lihat dari protokol humas Pemprov Sumbar.

Kata kunci: Manajemen, Komunikasi, Digital, Barat, Sumatera, Provinsi, Pemerintah

ABSTRACT

The COVID-19 pandemic has occurred in the world since 2020, not

only in Indonesia but also in all countries in the world. The economic impact of the Covid-19 pandemic has been felt by the Indonesian people since the implementation of the Large-Scale Social Restrictions (PSBB) on March 15, 2022. Community activities are forced to be carried out through digital transformation in services, transactions, and work, for example, the West Sumatera Provincial Government. This research was conducted to determine the Digital Communication Management Planning, Activities, and Evaluation of the West Sumatera Provincial Government in an inclusive and sustainable Economic Recovery in West Sumatera. The object of this research is the West Sumatera Provincial Government. This study uses the method of Phenomenology by Edmund Husserl. The concept of phenomenology is a scientific method that does not start with doubt, direction, and the truth of an experience. Data collection techniques in this study are through observation, interviews, and documentation. Data analysis techniques in this study use data reduction, data display, and verification of Miles and Huberman. Based on the Data Findings, Data Results, and Discussions that the researchers have conveyed, it can be concluded that West Sumatra Provincial Government has implemented Digital Communication Management both from Planning, Activities, and Evaluation of Inclusive and Sustainable Economic Recovery through improvements in the infrastructure pillar with a score of 69.0 and the use of information and communication technology with a score of 58.2. The distribution of this information and communication will be for job vacancies or later there will be information on activities to help Micro, Small, and Medium Enterprises with this digital communication, information will be conveyed more massively. Productive by making competitions or by assisting with market goods and services, which I see from the Public Relations Protocol of the West Sumatra Provincial Government.

Keywords: Management, Communication, Digital, West, Sumatera, Provincial, Government

1. INTRODUCTION

The digitalization of media through the wide internet gateway is open to all people. Most of the world's population is connected to the internet. There are several research results that Indonesia ranks one to five as the country with the largest number of social media to the content that floods the digital medium. For institutions or organizations, it provides a kind of alternative for information dissemination, activation, public, and business communication, as well as public relations and business activities institutions. Digital media provides changes and even revolutions in the relationship between institutions and society. During this time, communication tends to be dominated by one-way and broadcast types, but now it has become interactivity. Institutions and audiences are entities (in internet language referred to as nodes) that are comparable, are in the same network, and can influence. For example, digital media constructs trust and sentiment through trending topics, viral, as well as issues discussed and stored (databases and archives) that can be accessed. (Nasrullah 2021: vii –viii).

Digital media has become the talk and discussion of people in big cities. Traditional communication tools delivered to customers are very well planned and strategically able to understand consumer potential, behavior, and psychology. Digital media and social media have developed a lot of digital communication between management and customers, making it easier to transact.

The results of the research findings that there are 6 kinds of communication strategies in digital media management, namely communication management, use of communication, execution of communication planning, selection of communication channels, moving the wheels of the organization, use of communication media, and involvement of various parties as communicators both internally and externally. The results of the second study found that the factors that influenced the formation of the strategy came from the company's internal conditions and strong relationships with external parties. Companies that operate based on digital information are supported by 2 things, namely experts and management skills.

Based on the research findings that the development of digital communication strategies for the implementation and optimization of institutional communication is from the perspective of curriculum development. Digital communication functions in planning, developing, and evaluating academic programs. This research was carried out by the Indonesian Education University (UPI) in 2020. UPI has implemented the

curriculum to achieve the status of a leading university in the field of education.

The main direction of digital marketing is based on the communication strategy at Kompas.id in 2019 is focused on objectives. This study implies promoting digital aspects that not only appear in the communication mix but the whole implementation process. The existence of a digital strategy aims to design digital marketing, identify targets, decide on channels, determine the total budget, and digital communication tools and measure the results of the marketing communication process.

Consistency of individualization or personalization is used by digital platforms with imaginary and neoclassical logic of economic theory and behavioral economics. We identify contemporary policy limitations to the hazards associated with data fiction practices. Denaturalization claims need to be made regarding the increasing "natural" mass individualization techniques of market dynamics and digital technology innovations.

Digital marketing is a strategy that has the impact of increasing the number of consumers in the organic fertilizer business sector. Based on the results of research that digital marketing as marketing communication increases selling power and promotion. The results of his research discuss the use of digital marketing in marketing communications for organic fertilizer products.

Financial challenges in the era of digital technology have attracted audiences through social media. Social media is often seen by the public as a digital strategy, then directs to the main web to carry out sales promotions. Digital traffic from the top 50 news organizations was 230,375 posts made by the organization's 41 accounts on the social media platform, Tumblr.

Media management carries out advertising promotions after creative content is produced. The process of creating promotions through advertising is managed by distribution channels to reach the right target audience efficiently and effectively. This 5-year research results that new technologies have disrupted this space and supported the exponential growth of digital advertising.

Semi-structured interviews have been conducted to gain in-depth knowledge from owners, marketing staff, and marketing consultants who have experience in managing digital marketing communication strategies. The Instagram application becomes an effective marketing communication for sales promotion.

The development of digital media makes communication more innovative and creative. All levels of society are required to recognize and understand digital media. Due to the PSBB which was enforced during Covid 19, many activities were carried out online. Starting from school, work, buying and selling transactions, and others.

The public relations sector also uses digital media and investigates digital public relations competencies. Some public relations practitioners from various institutions were interviewed to fulfill this objective. Currently, traditional and digital public relations work synergistically and are still needed by organizations. In addition to having good communication, analytical thinking, interpersonal, writing, and soft skills. Expected to be familiar with digital platforms and have the ability.

Based on the formulation of the problem above, the purpose of this study is to find out the West Sumatera Provincial Government's Efforts in Inclusive and Sustainable Economic Recovery through Digital Communication Management Planning, Activities, and Evaluation.

2. RESEARCH METHOD

This study uses the method of Phenomenology by Edmund Husserl. Husserl asserted that not only research but a philosophy of theory or philosophy of science. The method used to find out from his experience becomes the truth he experiences.

The method is to be understood here not as a technique of research, but in the etymological sense of a means of access to a field of research, which is to say that those considerations belong to the theory or philosophy of science.

According to Husserl, the method of achieving eidetic knowledge is knowledge of reality. So, intentionality or directness to objective knowledge is a formal goal. Intentionally, denoting the presentational and objectivating function of consciousness, more precisely, the fact that the same object appears in a variety of manners of presentation, is entirely due to apperceptive characters.

Planned communication is an important part of the digital communication media management process. Communication management can be defined as public relations activities and accompanying activities to run programs, campaigns, and projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). In simple terms, planning can be grouped into four clusters of digital communication activities, namely promotion, conversion, strategy, and content.

Strategy

The first activity is conducting market research. This is done by determining the target, segmentation, target age, situation, or demographics. The second activity carries out campaign goals (campaign goals). The third activity of the publication channel is done by analyzing social media, publication channels, and types of content on social media. The fourth activity determines promotion channels. The fifth stage is to determine the main performance indicators (KPIs).

Content

Creating content through Keyword Analysis is currently popular in the community. Keywords will be optimized on social media. Content Planning (Content Planning). Defined campaign content outline, and content calendar. The next stage is content creation (Content Creation). Content writing according to the selection of the right hashtags, content according to SEO, and social media algorithms.

Promotion

Promotion used can be in the form of Organic Media (Organic Media). Drafting email blast, IG Story, FB Story, Facebook Page, Newsletter, Content Template. Paid Promotion can also be done using Google Ads, Facebook Ads, and Instagram Ads.

Conversion

Conversion activities are carried out by following up on Action (Follow Up Action). Subjects that engage audiences in events, seminars, webinars, product sales, discounts, quizzes, videos, content, and more. Media Offer (Media Offer) will prepare a landing page as a conversion link that is distributed on social media and other digital media. (Nasrullah 2021: 94).

Evaluation in Digital Communication

The institution's digital communication management will evaluate the performance that has been carried out. Evaluation is also interpreted as monitoring and feedback. The managers of digital communication media in the human resources department do special things to handle digital communications. Create a digital communication plan and execute the plan, to the desired output, impact, and results. (Nasrullah 2021: 162)

The objects used as informants in this research are Mr. Alpan Hidayat P, a 21-year-old Digital Communication Practitioner, Student, and Trainer where Jorong Rao – Rao lives, Ranah Batahan District, West Pasaman Regency, West Sumatra Province, Mr. Suhardi, a 24-year-old Practitioner of Digital Communication, Content Creator, Youtuber, and Celebrity, lives in Jalan Karya Utama near SMPN 1 Pasir Pengarayan, Ramba District, Rokan Hulu Regency, Riau Province, and Mr.

Didi Andova, a Digital Communication Practitioner who lives in Lapai Village, Padang City, West Sumatra Province.

The results of the study were formulated in two main terms, namely the quality of the research instrument, and the quality of data collection. The quality of the research instrument is by the validity and reliability of the instrument and the quality of data collection is by the methods used to collect data.

Data collection is done naturally (natural setting), in the laboratory with experimental methods, at home, at seminar meetings, discussions, and others. The technique of collecting is done by questionnaire (questionnaire), observation (observation), interview (interview), and collaboration. (Sugiyono 2021: 253)

Data analysis in qualitative research is carried out during data collection. Researchers conduct interviews, if the answers interviewed after being analyzed feel unsatisfactory, the researcher will continue the question until the stage of obtaining data that is considered credible. Miles & Huberman (1992) suggested that activities in qualitative data analysis were carried out interactively. Activities in data analysis are data reduction, data display, and data verification.

Conclusions in qualitative research answer the problem formulation, maybe not. The conclusions of qualitative research are expected to get new findings that have never existed or complement existing findings. The findings are in the form of a description or description of the object of research. (Mirza 2018 : 105-107)

3. RESULT AND DISCUSSION

Researchers conducted interviews with key informants Mr. Alpan Hidayat P Digital Communication Practitioner, Student, and Trainer 21 years old where Jorong Rao – Rao lives, Ranah Batahan District, West Pasaman Regency, West Sumatra Province. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). The West Sumatra Provincial Government's Digital Communication Planning has not been included in something to be proud of or to make something big. This is by Mr. Alpan's statement as follows:

“Broadly speaking, or still in the process, it is not included in something to be proud of or make big things in this digital communication. So, in the sense that it is still in the process of developing activities or things in the form of the economy into digital form because there is still a need for socialization in the

community about this. In addition, of course, not all of them have applications that have Android devices that have gadgets to be able to access digital things. But of course, this effort is still being carried out by the West Sumatra Provincial Government in disseminating it to the public, especially for those who do not know how the economy is in this digital form or developing MSMEs in digital, one of which was still in the process yesterday when I took part in a seminar, namely the certification of halal products was also introduced. to the community whose registration can be done through the application so that the MSMEs of the community can get a halal label so that their business can progress and be accepted by society. But, about it, of course, not everyone feels that way. So, if the planning is still in the process of doing this and of course it will also carry out various efforts including those carried out by the West Sumatra Provincial Government and to its staff, for example to parties in the Province, in the Regency and even in the Jorong-jorong District. this should be socialized to them to help convey it to the community.”

Digital communication activities can be grouped into four clusters, namely strategy, content, promotion, and conversion (Nasrullah 2021: 94). Digital Communication Activities of the West Sumatra Provincial Government have not been carried out evenly in sub-districts, regencies, and cities in West Sumatra, only running in big cities such as the city of Padang. Mr. Alpan said that

“The West Sumatra Provincial Government's digital communication activities have made several stages, as described here, strategy, content, promotion, and conversion. However, most of it is only done in a few big cities, for example in the city of Padang. For those who are closer to the community, such as districts, sub-districts, and so on, it is only carried out by certain parties, especially in a digital understanding, it requires something that must be understood in that field to be able to socialize it to the community in fulfilling this, which seems to be impossible. not many people understand this. In the sense that those who understand the creator's content can explain it to the public. So, in general, it is only carried out in big cities, for example in the city of Padang, for example, holding seminars in the city of Padang to conduct seminars on campus but not yet held in remote corners of the Regency, District, and so on for large events. various parties to participate in it, while in remote areas it is only carried out by, for example, local government employees, there is no direct person who has come down from the West Sumatra Provincial Government to explain it to people in remote areas. Regarding the strategy, I also really look at the market research where the digital activities will be directed, but sometimes I see there are forms of things that force why?

Because they have to understand that people must use digital, otherwise they will not be served, and some even do so. We see that there are people who are technologically stuttering and who do not know how to use digital. So it certainly shouldn't be forced and something socialization needs to be done first to fulfill the needs and facilities and various others. Regarding the content, it is also done through social media Youtube, Instagram, and so on, but only by a few who understand the creator's content. In the field of promotion, it is done through Instagram via Youtube and Facebook, even now the most famous is through Tik Tok and then related to the conversion, how the follow-up or follow-up, as I said before, does involve the audience in webinars, but in these events, it is only carried out in a few places. especially in big cities, without first looking at the public or people in remote areas."

In the final stage of digital communication management, the institution conducts an evaluation. Evaluation is also interpreted as monitoring (monitoring) and also seeking feedback. The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. That is, it is the managers themselves who know better how a digital communication plan is made, and how to execute the plan, to the desired output, impact, and results. (Nasrullah 2021: 162). Greater socialization, fulfillment of digital communication facilities, and training for the people of West Sumatra must continue to be carried out on an ongoing basis, which is an evaluation that must be carried out by the West Sumatra Provincial Government. This is by Mr. Alpan's statement as follows:

"Regarding the evaluation of digital communication carried out by the West Sumatra Provincial Government after carrying out plans to switch which were previously carried out directly but turned towards digital, then carry out or in the sense of carrying out the activities they planned to the community through, for example, seminars through socialization. and also the application after seeing whether the people of West Sumatra can go in that direction after various plans have been made. the training provided to the community, of course, also provides fulfillment to the fields or to people who can carry out these fields, for example looking for parties who can provide training to the community. there is a society toward digital communication. In addition, there is also the fulfillment of facilities, for example, for areas that are not covered by a data network or internet network, they make an effort to fulfill this. For example, making towers and also developing various networks in the vicinity to be accessible, both Telkomsel, Indosat, Three, and so on. So, that's what they evaluate about it because when they do the socialization there will be a

community network that is not yet accessible, or for example, we are technology stutter, we don't know how digital communication is, even though it has been explained now through seminars or as a whole, activities are carried out sustainable and the fulfillment of such access is carried out. That is a form of evaluation that they can do to the people in West Sumatra Province."

The researcher conducted interviews with informant Mr. Suhardi, a 24-year-old practitioner of Digital Communication, Content Creator, Youtuber, and Celebrity who lives on Jalan Karya Utama near SMPN 1 Pasir Pengarayan, Ramba District, Rokan Hulu Regency, Riau Province. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). The West Sumatra Provincial Government's digital communication plan has a very good score and ranking compared to other provinces in Indonesia. Hi, this is by Mr. Suhardi's statement as follows,

"In my opinion, the West Sumatra Provincial Government's digital communication plan is to assist an inclusive and sustainable economic recovery in West Sumatra. There are several recorded digital competitiveness scores for the Province of West Sumatra, which is in the ninth position out of thirty-four provinces in Indonesia. The position of West Sumatra has increased by three ranks from the previous one. This increase was due to an increase in the infrastructure pillar with a score of 69.0 and the use of information and communication technology with a score of 58.2. So the West Sumatra Provincial Government's digital communication plan plays a very important role in helping inclusive and sustainable economic recovery in West Sumatra. Therefore, in terms of scores alone, West Sumatra has a very high position compared to other provinces. So this, especially the West Sumatra Provincial Government, really provides an opportunity to greatly improve the people of West Sumatra."

Digital communication activities can be grouped into four clusters, namely strategy, content, promotion, and conversion (Nasrullah 2021: 94). The Government of the Province of West Sumatra highly appreciates the efforts to improve, in particular, an inclusive and sustainable economic recovery in West Sumatra. This is in accordance with the statement by Mr. Suhardi as follows:

"The West Sumatra Provincial Government's digital communication activities in helping inclusive and sustainable economic recovery in West Sumatra. The activity is that the government appreciates improving especially inclusive

economic recovery because the Province of West Sumatra is experiencing digital economic growth that continues to grow and digital competitiveness is increasing, therefore the Provincial Government of West Sumatra is very sensitive to this, therefore they appreciate it for growing The digital economy that continues to develop is a form of inclusive and sustainable economic recovery that is being implemented in West Sumatra."

In the final stage of digital communication management, the institution conducts an evaluation. Evaluation is also interpreted as monitoring (monitoring) and also seeking feedback. The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. That is, it is the managers themselves who know better how a digital communication plan is made, and how to execute the plan, to the desired output, impact, and results. (Nasrullah 2021: 162). The West Sumatra Provincial Government must invite the people of West Sumatra, especially millennials, for their role in the digital economy. Mr. Suhardi said that,

"Okay, as for the evaluation of the West Sumatra Provincial Government's digital communication in helping inclusive and sustainable economic recovery in West Sumatra, therefore the West Sumatra Provincial Government invites the people of West Sumatra, especially millennials to use this result as a motivation for the spirit which takes its role in the digital economy. This is a form of evaluation by the Government of the Province of West Sumatra and the Government of the Province of West Sumatra. In this context, they are committed to continuing to support the development of the digital economy and paving the way for the era of digital packaging in Indonesia. This is a form of development implemented by the West Sumatra Provincial Government in sustainable development for the future and this is to make the West Sumatra Provincial Government towards the era of digital packaging in Indonesia."

The researcher conducted interviews with informant Mr. Didi Andova, a Digital Communication Practitioner, Medical Entrepreneur, and Main Director of Trainer Motivator Academy who lives in Lapai Village, Padang City, West Sumatra. Conceptually, communication management can be defined as a set of techniques used in public relations activities and accompanying activities to run programs, campaigns, or projects (Kirk Hallahan in Heath, 2013: 153) (Nasrullah 2021: 87). Digital communication planning for the West Sumatra Provincial Government is very helpful in distributing information to the public, both information on job vacancies

and information on activities to help MSMEs in West Sumatra. This is by Mr. Didi's statement as follows:

"In my opinion, regarding the planning of digital communication for the West Sumatra Provincial Government, I first saw that it was very helpful, especially in distributing information to the public so that from this information and communication distribution later on for job vacancies or later there will be information on activities to help MSMEs with this digital communication information. will be delivered more massive of course. Second, I think that in West Sumatra, with this digital communication plan, I think that helping MSMEs, of course, especially when this market has entered the digital market. So, the West Sumatra Provincial Government is also helping in the field of product digitization. Third, I feel that the West Sumatra Provincial Government's digital communication plan is good, it is categorized as good, so that information such as tourism like yesterday was the Minister of Tourism and Creative Economy of the Republic of Indonesia, Mr. Sandiaga Uno, who came to West Sumatra to review the tourist sites because he was wrong. this is only digital communication. So information can be obtained quickly and can help tourism and the economy of West Sumatra."

Digital communication activities can be grouped into four clusters, namely strategy, content, promotion, and conversion (Nasrullah 2021: 94). Digital communication activities of the Public Relations Protocol of the West Sumatra Provincial Government through seminars and product training to help Young People, Micro, Small and Medium Enterprises in West Sumatra. Mr. Didi said that,

"Having communication tools, be it social media or print media, of course. I see this digital communication activity in West Sumatra is quite good because the distribution of information carried out by the Public Relations of the West Sumatra Provincial Government can be accessed, of course, both from the internet and from social media which is always updated every day. In both of these digital communications, the West Sumatra Provincial Government also helps Micro, Small, and Medium Enterprises how they can stay productive by creating competition or by assisting with market goods and services, which I see from the Public Relations Protocol of the West Sumatra Provincial Government. The Public Relations Protocol of the West Sumatra Provincial Government is not only a formal activity but also activities to help Micro, Small, and Medium Enterprises. This is where I see the advantages of digital communication from the West Sumatra Provincial Government. Finally, from this digital communication, the improvement of West Sumatran Human Resources, especially young people of West Sumatra, is more helpful because there

are seminars and training organized by public relations protocols or those engaged in digital in the West Sumatra Provincial Government. So, with this seminar and training, it can improve the integrity of young people, especially in West Sumatra."

In the final stage of digital communication management, the institution conducts an evaluation. Evaluation is also interpreted as monitoring (monitoring) and also seeking feedback. The management of digital communication media, as discussed in the human resources section, is carried out by a section that specifically handles digital communications. That is, it is the managers themselves who know better how a digital communication plan is made, and how to execute the plan, to the desired output, impact, and results. (Nasrullah 2021: 162). The West Sumatra Provincial Government can make One Stop Services digitally with a website or social media to help improve the economy in West Sumatra. Mr. Didi said that,

"First, in my opinion, digital communication in the current era is certainly very helpful in both providing information and improving the economy. The West Sumatra Provincial Government can make One Stop Services digitally with a website or social media that is indeed held by the Public Relations of the West Sumatra Provincial Government from the management of the West Sumatra Provincial Government, please cooperate with Micro, Small, and Medium Enterprises (MSMEs) who can work together to develop their respective businesses which will later help improve the economy in West Sumatra, of course, this collaboration must have a clear Memorandum of Understanding (MoU) from the West Sumatra Provincial Government regarding the management of this digital platform with Micro, Small and Medium Enterprises (MSMEs) ."

4. CONCLUSION

Based on the Data Findings, Data Results, and Discussions that the researchers have conveyed, it can be concluded that West Sumatra Provincial Government has implemented Digital Communication Management both from Planning, Activities, and Evaluation of Inclusive and Sustainable Economic Recovery through improvements in the infrastructure pillar with a score of 69.0 and the use of information and communication technology with a score of 58.2. The distribution of this information and communication will be for job vacancies or later there will be information on activities to help Micro, Small, and Medium Enterprises with this digital communication, information will be conveyed more massively. Productive by making competitions or by assisting with market goods and services, which I see from the Public Relations Protocol of the West Sumatra Provincial Government. The

researcher recommends firstly the fulfillment of facilities, for example in areas that are not covered by a data network or internet network, they make an effort to fulfill it. Secondly, there is more socialization in the form of training provided to the community, of course, they also provide fulfillment to fields or to people who can carry out these fields, for example looking for parties who can provide training to the community on digital communication. Third, invite the people of West Sumatra, especially millennials, to use this result as a motivation for the spirit which takes its role in the digital economy.

REFERENCES

- Nasrullah. Rulli. 2021. Manajemen Komunikasi Digital Perencanaan, Aktivitas, dan Evaluasi. Jakarta. Prenada Media Group
- Poespowardojo dan Seran. 2016. Filsafat Ilmu Pengetahuan Hakikat Ilmu Pengetahuan, Kritik Terhadap Visi Positivisme Logis, serta Implikasinya. Jakarta. PT. Kompas Media Nusantara
- Ronda. Mirza. 2018. Tafsir Kontemporer Ilmu Komunikasi Tinjauan Teoritis Epistemologi Aksiologi. Jakarta. Indigo Media bekerja sama dengan Yayasan Kompatibel.
- Sugiyono dan Lestari. 2021. Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional. Bandung. Alfabeta
- Dam Hee Kim, Meera Desai. 2021. Are Social Media Worth It for News Media?: Explaining News Engagement on Tumblr and Digital Traffic of News Websites. International Journal on Media Management Volume 23, 2021 - Issue 1-2 <https://www.tandfonline.com/doi/full/10.1080/14241277.2021.1958820?scroll=top&needAccess=true> (Accessed on 12 July 2022 00.09 AM)
- Danilo Tauro, Umberto Panniello, Roberta Pellegrino. 2021. Risk Management in Digital Advertising: An Analysis from the Advertisers' Media Management Perspective. International Journal on Media Management Volume 23, 2021 - Issue 1-2 <https://www.tandfonline.com/doi/full/10.1080/14241277.2021.1960532> (Accessed on 12 July 2022 0.24 AM)
- Dinn Wahyudin, Deni Darmawan, Edi Suryadi, Linda Setiawati, Yulia Rahmawati. 2021. Digital Strategic Communication Management in Developing Curriculum of Universitas Pendidikan Indonesia. Journal of Hunan University Natural Sciences <http://www.jonuns.com/index.php/journal/article/view/769> (Accessed on 3 July 2022 11.00 PM)
- Gatut Priyowidodo, Chory Angela Wijayanti, Titi Nur Vidyarini. 2019. THE COMMUNICATION STRATEGY OF DIGITAL-BASED MEDIA ORGANIZATIONS. JURNAL STUDI KOMUNIKASI DAN MEDIA ISSN: 1978-5003 e-ISSN: 2407-6015.

file:///C:/Users/hp/Downloads/3272-13376-3-PB.pdf
(Accessed on 3 July 2022 11.05 PM)

Nindyta Aisyah Dwityas¹ , Ahmad Mulyana² , Sri Hesti³ , Rizki Briandana⁴ , Putrianti Mungi Kurniasari⁵. 2020. Digital Marketing Communication Strategies: The Case of Indonesian News' Portals. International Journal of Economics and Business Administration Volume VIII, Issue 3, 2020 Page 307-316 file:///C:/Users/hp/Downloads/Digital%20Marketing%20Communication%20Strategies_%20The%20Case%20of%20Indonesian%20News%E2%80%98%20Portals.pdf (Accessed on 3 July 2022 11.10 PM)

ROBIN MANSELL. W. EDWARD STEINMUELLER. 2020. Denaturalizing Digital Platforms: Is Mass Individualization Here to Stay?. International Journal of Communication 16(2022), 461–481 file:///C:/Users/hp/Downloads/13093-61223-1-PB.pdf (Accessed on 3 July 2022 11.15 PM)

Sagar Dua. 2017. Digital Communication Management The World is Going Digital. International Journal of Recent Research Aspects ISSN: 2349-7688, Vol. 4, Issue 3, Sept 2017, pp. 50-53 <https://www.ijrra.net/Vol4issue3/IJRR-04-03-10.pdf> (Accessed on 3 July 2022 11.19 PM)

DIGITAL MARKETING HALAL FOOD HOME PRODUCTS: “BACINKIE”

Betty Tresnawaty¹, Enok Risdayah², Cecep Suryana³, Nur'annafi FSM⁴, Zulaikha⁵, Farida⁶

¹²³ Communication Studies Program, Faculty of Da'wah and Communication, UIN Sunan Gunung Djati Bandung

⁴⁵⁶ Communication Studies Program, Faculty of Communication, Dr Soetomo University-Surabaya

ARTICLE INFO

Corresponding author:

betty.tresnawaty@uinsgd.ac.id

Citation:

ABSTRAK

Pandemi COVID-19 telah meninggalkan beberapa masalah bagi kehidupan manusia. Salah satunya adalah krisis ekonomi yang melanda hampir semua kalangan. Kondisi tak terduga ini mendorong manusia untuk bangkit dan tetap hidup. Beragam produk bermunculan, salah satunya adalah produk makanan halal dengan merek “bacinkie”. Produk ini dikelola secara home industry (industri rumah tangga) oleh keluarga Novia Rohmawati. Melalui wawancara dan observasi sebagai teknik pengumpulan data dalam penelitian ini, diketahui tiga hal penting yang dilakukan produsen dalam mengelola usahanya yaitu dalam pengolahan produk menggunakan konsep packing, sedangkan dalam pemasaran produk menggunakan konsep endorser dan online shop. Konsep kemasan telah berhasil menjadikan bancinkie sebagai produk rumahan, tampilannya setara dengan produk makanan yang diproduksi oleh industri besar dan modern, dan hal ini efektif menarik konsumen untuk mencobanya. Sedangkan konsep endorsement berhasil meningkatkan penjualan, meningkatkan pendapatan keluarga. Toko online dengan mendekatkan diri dengan penyedia layanan online dapat meningkatkan penjualan di masa pandemi. Ketiga hal tersebut merupakan bagian dari konsep digital marketing yang dapat dilakukan dalam kondisi apapun dan sangat menjanjikan.

Kata kunci: Produk rumah, pengemasan ulang, konsep endorsement

ABSTRACT

The COVID-19 pandemic has left quite a few problems for human life. One of the problems is the economic downturn that hit almost every circle. This unexpected condition encourages people to get up and stay alive. Various products have emerged, one of which is a halal food product with the “bacinkie” brand. This product is managed at home (home industry) by the family of Novia Rohmawati. Through interviews and observations as data collection techniques in this study, it is known that three important things are done by producers in managing the business, namely in product processing using the packing concept, while in product marketing the endorser and online shop concepts are used. The packaging concept has succeeded in making bancinkie a home product, in

appearance equivalent to food products produced by large and modern industries, and this is effective in attracting consumers to try it. Meanwhile, the concept of endorsements succeeded in increasing sales, to increase family income. Online shops, by moving closer to online service providers, can increase sales during the pandemic. The three things mentioned above are part of the digital marketing concept that can be done in any condition and is very promising.

_____ **Keywords:** Home product, repacking, endorsements concept

1. INTRODUCTION

Baso aci is a traditional food that is recognized as originating from West Java, with indicators using the word "aci", which in Indonesian means kanji. (Rigg, 1862: 3). In general, starch consists of two types: cornstarch and tapioca. Cornstarch is made from corn, while tapioca flour is made from cassava or sweet potatoes. Baso aci itself is made from tapioca flour and wheat flour as a mixture. Foods made from starch, are now on the rise, especially in West Java and in general in Indonesia, apart from having a taste that suits the tongue of Indonesians, foods made from this material have a wide variety of choices, in addition to baso aci, there is cilok, seblak, cimin, cilung, ciwel and so on. (Observation, June 2022).

Food, for humans, has various functions, including providing energy or strength to move and do activities. The food that is recommended to be eaten is good and halal. Good food means food that is not rotten, still fresh, has a pleasant shape, does not cause disease, and so on, while halal food is food that Muslims can consume, and vice versa, it is not haram food, meaning it is not food that is forbidden to eat it. In health science known as nutritious food. Nutrition itself comes from the Arabic giza, in English nutrition., which means the process of organisms using food that is consumed normally through the processes of digestion, absorption, transportation, storage, metabolism, and expenditure of nutrients to maintain life, growth, and normal function of body organs. and to generate power. (Irianto, 2017: 2).

Halal means permitted or allowed, while haram is something that is prohibited by religion. For example, a Muslim is prohibited from consuming pork, alcohol, blood, carrion, and animal meat that are not in accordance with the teachings of Islam (Nurohman, et al. 2019: 25.). Halal in short is something that is allowed, done, used, cultivated because the ropes or ties that prevent it have been unraveled or are harmful elements by paying attention to how to obtain them are in accordance with

Islamic teachings. (Sulistiani, 2018: 85). In the context of the West (non-Muslim), halal means quality, and halal food is quality food. (Riaz & Chaudry, 2004: 14) Quality food can be seen from various aspects, including the materials used, the tools used, and the method used.

First, the materials used consist of non-critical materials or often called a positive list. Namely, if the material is included in mining/excavation materials, chemical/synthetic materials, vegetable materials that do not require further processing or without the addition of other materials, animal materials (eggs, fresh milk, honey, and fish), microbial products which are processed obtained by natural processes as well as several types of other polymeric materials. Second, the tools used must be pure, meaning that they are not mixed or used for something that contains najis. Third, the way it is done, or during the manufacturing process is not mixed or exposed to uncleanness.

The scholars divide halal food into 2, namely in terms of its essence and how to obtain it. First, halal includes all food on earth, which can be consumed except for some types of animals and plants mentioned in the Qur'an, such as pigs, blood, and carrion. Then the animal is slaughtered without mentioning the name of Allah or in the name other than Allah, the animal is strangled, beaten, and horned until it is attacked by a wild animal unless it is slaughtered. As for the types of vegetables that are forbidden, for example, such as khamr, drinking it can intoxicate a person. (Tamimah, et al. 2018: 174). Second, how to obtain and the process. Scholars explain that food is not only seen based on its essence but also on how to obtain it and also the process. Because not all halal food consumed means good, suitable, and healthy for one's body. This is often misinterpreted in consuming foods that are not supposed to be consumed by themselves. Awareness in the context of halal is to understand what is good or permissible to

consume, and understand what is bad and should not be consumed.

During the pandemic, food products are quite mushrooming. Making food to sell is a way of survival. When Termination of Employment (PHK) occurs everywhere, then it becomes one of the alternatives. Finished products need to be marketed, related to the situation caused by covid-19, then online marketing becomes an option, which is called digital marketing.

Digital Marketing

Digital marketing / digital marketing is the best way to change marketing practices that are carried out together, practiced by connecting computer networks to television, telephone, and other social media. (Rowan, 2002: 1). Digital marketing drives demand creation using the power of the Internet. The Internet is an interactive medium. It allows for currency exchange, but more than that allows for the exchange of value. A business on the Internet can gain value in the form of time, attention, and advocacy from consumers. For users, value can be added in the form of entertainment and utility. (Stokes, 2011: 21). Digital marketing can also be defined as the use of any digital technology to facilitate the marketing process, with the ultimate goal of facilitating customer interaction and engagement. (Zahay, 2015: 5).

A digital marketing strategy will help someone get great opportunities in doing business, whatever the form. Because, with digital technology, one can research, evaluate, and buy products and services that people consume. (Ryan, 2009: 22; Stokes, 2011: 22). Important things to consider in a marketing strategy include whether your product can/will be sold online. What channels are open to you for your product or proposition? Is there an opportunity to make it flexible to make it more suitable for online or mobile audiences? Does it provide real value to consumers and is it differentiated from your competitors' offerings? Is it being updated, serviced, and effectively maintained to stay strong? Are there any features that can be added or should be excluded for digital subscribers and are it fair to do so? (Kingsnorth, 2016: 22).

Important steps in digital marketing include ensuring you have a website. It is the single most valuable digital real estate for

marketers in this field. the website will be effective by observing the following ways: first, planning: covering the objectives to be achieved, analyzing the competition; finding out who the target market is, how they will find the marketer's site online, and what they will be looking for when they arrive, map out the schedule and decide who will do what and when. Second, design: determine the look and feel of the site: colors, graphics, information architecture (information structure or structure), navigation, and so on. The way information is organized can have a huge impact on the usability of a site and the perceived relevance and authority for both users and search engines. Third, development: putting it all together, taking the agreed design and building the actual site pages, structuring the content, links, and navigation hierarchies. Fourth, Testing: making sure everything is working as it should before marketers spread it to the internet. Fifth, Responsive Web Design (RWD), if the customer is mobile, it may be best to design the site with mobile screen size and functionality in mind. Sixth, deployment: the new site will be posted on the internet to be found worldwide or not, depending on the case. (Ryan, 2009: 46).

The website used is a social web, which is an online place where people with similar interests can gather to share thoughts, comments, and opinions, including social networks such as MySpace, Gather, Facebook, BlackPlanet, Eons, LinkedIn, and others. This includes branded web destinations such as Amazon, Netflix, and eBay. This includes the sites of companies such as IBM, Best Buy, Cisco, and Oracle. The social web is the new world of free media that individuals or companies create on the web. This new strategy, which has the capacity to change public opinion every hour — if not every minute — includes: Reputational builders are search engines like Google, Yahoo, Ask, and Live. (Weber, 2009: 4)

2. LITERATURE REVIEW

Writing about digital marketing has been around since 2002, namely a book compiled by Will Rowan with the title “Digital Marketing Using New Technologies to Get Closer to Your Customers”. The summary of the book explains the what, how, why and so on, about matters related to digital marketing. Likewise, with the concept of halal food, his book was published in 2004, written by Mian N. Riaz and Muhammad M. Chaudry with the title “Halal food

production". The great thing about this book is that it presents laws and regulations in a format that non-Muslims can understand. Terminology and concepts commonly associated with religious fiqh should be avoided as much as possible. The law has been translated into general guidelines for the food industry and similar product industries. In addition to the two books, this research also seeks to understand the latest writings, including the following:

Rahman El Junusi (2020) with the title "Digital Marketing During the Pandemic Period; A Study of Islamic Perspective". As the title suggests, the article highlights how digital marketing is viewed from an Islamic perspective. Furthermore, Mohamad Sodikin, (2020) wrote the title Competitive Advantages of Sharia Banks: Role of Ihsan Behavior and Digital Marketing in New Normal. In the article, Sodikin described the various advantages of digital marketing, which was then carried out by Sharia Banks. The aspect of the similarities between these two articles and the article being worked on is about digital marketing, while the difference lies in the respective material objects, namely between digital marketing from an Islamic perspective, Islamic banks, and halal food.

Another article was written by Ahyani, et al. (2020) with the title "The Potential of Halal Food as A Driver of the Economic Development in Regional Community". The essence of the article explains that, by producing halal food, three sub-districts in West Java, are able to improve the economy of their citizens. Further writings Purwanto, et al. (2020). Entitled Developing Model of Halal Food Purchase Intention among Indonesian Non-Muslim Consumers: An Explanatory Sequential Mixed Methods Research. The findings show that a person's perception of halal food, even though non-Muslim, causes that person to buy the same product again and again. The concept of halal food is a similarity between these two studies and the current research. As for the difference, with the writings of Ahyani, et al. Halal food produced by the community is able to increase the economy, while the halal food produced here focuses on being marketed digitally. While the difference with the second article in this paragraph is between non-Muslim interest in halal food and halal food produced at home. The next article, by Soedarwo and Saati (2018), is entitled "Making Halal Food in Processed Fish: From Traditional Knowledge to Fishermen's Household Awareness in Producing Fish-Processed Halal Food". The essence of the article is an effort to empower fishermen's families, by making halal food produced at home, with the aim of increasing their income. The concept of halal food made at

home, is the similarity between this paper and the writing that is being made, while the difference lies in the type of halal food produced.

3. METHODS AND APPROACH

This study uses qualitative methods with data collection techniques through observation, interviews and literature study. The results of the study will be described in a narrative manner after an analysis of the data, that has been collected, thus the approach used is descriptive.

4. RESULT AND DISCUSSION

Bacinkie, actually stands for baso aci and cuankie. It is the name of a food label, which is packaged nicely and attractively. Initiated in early 2020 by Novia Rohmawati, a housewife and also an employee in an automotive company. The idea of making bacinkie started with the family's economic collapse caused by covid-19, the pandemic conditions challenged everyone to fight and survive. In addition, there is another motive, namely Rohmawati's hobby or preference for meatball-like foods. (Interview, 24-6-2022). Another factor behind the birth of bacinkie is the availability of easily available raw materials because the rest of his family owns a factory that specializes in producing meatballs. Supported by other nuclear families, the business began.

The process of making bacinkie, through several stages. First, prepare the materials. Materials consist of several types: raw materials, additives, and auxiliary materials. Raw materials mean, all the main materials used in the manufacture of a product, and participate in the production process. In food studies, raw materials are basic materials that can be in the form of fresh food and processed food that can be used to produce food. The use of raw materials has the largest percentage compared to other materials. Additional materials mean, materials needed to complete a product, and participate in the production process, but are used relatively little, or are so complex that they cannot be considered raw materials. Food Additives are materials that are added to food to affect the nature or shape of the food.

Auxiliary materials are materials that are used in the manufacture of a product, but do not participate in the production process, are only complementary. Processing Aids are materials not including equipment, which are not normally consumed as food, used in food processing to fulfill certain technological objectives, and do not leave residues in the final product, but if it is not possible to avoid residues and/or their derivatives in the final product poses no risk to health.

(Indonesian Food and Drug Supervisory Agency., 2020: 4). Bacinkie raw materials consist of small meatballs, large meatballs, spicy filled meatballs, cilok, dry batagor or cuankie. Additional ingredients consist of oil, soy sauce, soy sauce, cayenne pepper, chili sauce, fried onions, and limes. While the auxiliary material is packaging material. (Observation, June 2022).

Second is the packaging stage. In this stage, the workers are divided into several sections with their respective tasks, namely: vacuum meatballs, carried out with the aim of making the meatballs last longer because there is no air in the packaging. The other workers, make the spices followed by packing them. Almost all materials are initially purchased from suppliers wholesale, then all materials are packaged individually. After the first packaging is finished, it is continued with the outer packaging, which is using a standing pouch of aluminum foil. (Observation, June 2022). This is what is called a package or package. The package is the final presentation and appearance of the product, which conveys the brand image that can be offered to the customer. On the other hand, packaging describes deep thinking about the total process, which is involved in bringing out the packages that entrepreneurs offer to the market. (Edema, 2016: 12).

Packaging, in the world of marketing, is an extension of product/brand communication vehicle/strategic element for brand differentiation and identity/part of product mix and distribution. The product package contains, preserves, and protects the product from damage and facilitates the effective and efficient transportation of the product. Furthermore, this package serves the role of an interface between the product and its consumer, by representing product quality, desire, and health. (Depecik, et. al. 2022: 11). Product packaging is one of the strategies in marketing, with the objectives of demonstrating product superiority, increasing market share and visibility, and safety, besides that it is also a guarantee for manufacturers: first, the packaging or container keeps the brand away from the reach of dust and moisture quickly. Second, registered trademarks, and this means legally guaranteed.

The actual packaging composition consists of a non-physical part (intangible or invisible) and a physical part (tangible or visible), all with many sub-sections. The non-physical aspect of packaging goes beyond full understanding, perhaps, only

taking consumers into the mere imagination of the brand, but largely sets the stage for product development. Some of its sub-sections include ideas, planning, meetings, surveys, consulting, reviews, software, peopleware, benchmarking, and sometimes wishes and prayers from brand owners. Even though they are part of the product development process, they remain invisible to the consumer but bear witness to the physical presence of the product. On the other hand, the physical part of the packaging deals with the outer design and description of the packaging including the housing unit to communicate to the consumer, the functional and aesthetic promise of the product.

Third, is the labeling stage. Labels are for the benefit of consumers and should be sufficiently descriptive, clear, and meaningful. The function of food labeling regulations is to ensure that consumers receive adequate information about food products to make informed personal choices, whether these choices are economic, philosophical, or health. Through proper labeling, consumers can make comparisons between competing products, can avoid foods they may be allergic to, or, in many cases, verify the status of ingredients as halal, haram, or doubtful. Requirements that must be included in the label include product name, net contents, ingredients, company name and address, production date, nutritional information, and other information (voluntary information provided by food companies, such as trademarks or copyright symbols and religious symbols). (Riaz & Chaudry, 2004: 128). In bacinkie products, almost all of these requirements are already in place, except for nutritional information. (Observation, June 2022).

Fourth, is the marketing stage. Not like aci baso or cuanki sellers in general. Bacinkie marketing is done through online shopping management and Social media. The online business known as e-commerce can be interpreted as buying and selling transactions through the media. With e-commerce, shopping can be done anytime from home, in addition, online transactions can cut distribution channels, save time and costs, and reduce transaction constraints experienced when shopping traditionally. (Yahya and Sugiyanto, 2020: 189). Online shopping is the process of buying goods directly from sellers without intermediaries or can be referred to as buying and selling goods through the internet. Online shopping deals

provide customers with a wide range of products and services, where customers can compare them with other intermediaries' offers as well, and choose the one that is best for them. (Daroch, et.al. 2020: 39). The online shop used in bacinkie marketing is shopee. It is the most visited online shop, especially by mothers in Indonesia. (Gatot and Krisnadi, 2020; Fauziah, 2020).

In addition to using an online shop, bacinkie is also marketed through Instagram, with the address @bacinkie. Instagram is the groundbreaking social network of the iPhone revolution. Based on its history, in less than two years, it has grown into a full-fledged social network boasting more than 100 million users, and in August 2012, Instagram surpassed Twitter in terms of daily active users on mobile devices. The rate of users is staggering. In six months, Instagram went from 887,000 daily active users to 7.3 million (comScore). (Miles, 2014: 3). Instagram as a marketing channel, its images are able to convey the whole message and present complex facts in a simple way. Instagram is an established social media platform. (Fabmann, & Moss, 2016: 13). It is one of the largest and most important social networks for any internet marketer to consider. Currently, Instagram has more than 1 billion active users which is an incredible number, and that means there are 7.53 billion people on earth. represents 60% of all adults who use the internet, plus 25 million businesses. (Contois and Kish, 2022: 3). Thus it is quite appropriate if bacinkie is marketed through Instagram.

To expedite marketing and increase sales of bacinkie, endorsements are also adopted. An endorsement is a tool used by companies in an effort to inform, persuade, and remind consumers by doing directly or indirectly about the products and brands they sell (Kotler & Keller, 2009: 32). One-way flow of information or persuasion is created to direct a person or organization to action that creates exchange in society. (Swastha, 2005: 49). Endorsement is an advertisement that is carried out by someone through social media as an intermediary. Endorsement is marketing that is done to inform, persuade, and remind the product of a company, (William, 2006: 171). Thus, endorsement is the core of marketing activities that play an important role in introducing, informing, and reminding the benefits of the product to make consumers interested in buying.

The elements in the endorsement include endorsers, which are supporting tools used in advertising for the purpose of marketing a product. An endorser is an advertising supporter

who is known as an advertising star who supports the product advertised by the endorsement. (Shimp, 2002) An endorser is an icon or a certain figure who is often also referred to as a direct source to deliver a message or demonstrate a product or service in promotional activities that aim to support the effectiveness of delivering product messages. (Suryadi, 2006: 132; Belch & Belch, 2004: 168). The endorser is used based on the theory that the use of opinion leaders is usually quite effective in marketing to consumers. (Sutisna, 2003: 272). Celebrity endorsers, namely famous people can influence because of their achievements. Celebrities are widely used to develop a positive image of new products or change the image of existing products, they are believed to have power because they become idols of many people. (Wiryawan and Pratiwi, 2009). They usually consist of movie stars, singers, comedians, athletes, models, YouTubers, and others. The endorsers used in marketing bacinkie are ustadz or preachers, totaling 2 people. They were chosen because they have a lot of followers on their Instagram.

The fifth stage is the delivery of orders. Is the final stage of the manufacturer in providing services to consumers. After receiving orders from consumers, because bacinkie is marketed through Shopee, while Shopee itself facilitates all transaction needs, including couriers, who will pick up the producers and then send them to consumers, then everything goes as expected, within about two years running, manufacturers never cancel orders because they are out of stock for example, or other reasons, all this is done so that the company's image remains good.

5. CONCLUSION

Halal food in principle is, everything that God created is allowed, with some exceptions that are specifically prohibited. The basic reason for the prohibition of something is impurity and danger. With the halal label listed on the top right of the bacinkie packaging, it can be ascertained that this product is halal. Even though made at home, through the right creativity and innovation, ordinary food is now extraordinary. Bacinkie comes with six flavors, packaged in attractive packaging, dominated by red color and marketed digitally. Through these touches to date, bacinkie sales continue to increase.

6. ACKNOWLEDGEMENTS

We thank first and foremost to Allah SWT, to the entire family of Novia Rahmawati, Istiti, colleagues at FDK UIN SGD Bandung, colleagues at Dr. University. Soetomo Surabaya and all parties who have provided support for this research.

REFERENCES

- Al-Teinaz, Yunes Ramadan. 2020. *The Halal Food Handbook*. USA: John Wiley & Sons.
- Badan Pengawas Obat Dan Makanan RI., 2020. *Pedoman Pengkajian BahanBaku Pangan*. Jakarta: BPOM RI.
- Contois, Emily J. H. and Zenia Kish. Ed. 2022. *Food Instagram: Identity, Influence, and Negotiation*. The University of Illinois.
- Daroch, Bindia, Gitika Nagrath and Ashutosh Gupta . 2021. *A study on factors limiting online shopping behaviour of consumers*. Emerald Publishing Limited. ResearchGate
- Depecik, Baris, Vivek Astvansh, Koray Cosguner. 2022. *Winning with Packaging: When Does Repackaging Elevate Sales?*
- Fabmann, Manuel & Christoph Moss. 2016. *Instagram als Marketing-Kanal Die Positionierung ausgewählter Social-Media-Plattformen*. Dortmund: Springer VS.
- Herman, Jenn & Eric Butow & Corey Walker. 2021. *Instagram, For Business*. Canada: John Wiley & Sons
- Irianto, Djoko Pekik. 2017. *Pedoman gizi lengkap keluarga dan olahragawan*. Yogyakarta: Penerbit Andi.
- Kingsnorth, Simon. 2016. *Digital marketing strategy: an integrated approach to online marketing*. USA: Kogan Page.
- Kotler, P. 2012. *Manajemen Pemasaran*. Jakarata: PT. Erlangga.
- Miles, Jason G. 2014. *Instagram Power, Build Your Brand and Reach More Customers with the Power of Pictures*. New York: McGraw-HillEducation.
- Proyek MEI na Internet. Tt. *Instagram: Segredos De Marketing*. Kitamura Consultoria.
- Riaz, Mian N. & Muhammad M. Chaudry. 2004. *Halal food production*. London: CRC Press.
- Riaz, Mian N. & Muhammad M. Chaudry. ed. 2019. *Handbook of Halal FoodProduction*. London: CRC Press.
- Rigg, Jonathan. 1862. *Dictionary of Sunda Language*. Batavia: lang&Co.
- Rowan, Will. 2002. *Digital Marketing Using New Technologies To Get Closer To Your Customers*. USA: Kogan Page
- Ryan, Damian. 2009. *Understanding Digital Marketing*. USA: Kogan Page
- Stokes, Rob. 2011. *eMarketing: The essential guide to digital marketing*. QuirkeMarketing (Pty) Ltd.
- Weber, Larry. 2009. *Marketing To The Social Web, How Digital CustomerCommunities Build Your Business*. Canada: John Wiley & Sons, Inc.
- Zahay, Debra. 2015. *Digital Marketing Management: A Handbook for the Current (or Future) CEO*. Business Expert Press, LLC.
- Journal:**
- Ahyani, et. al. 2020. *The Potential of Halal Food as A Driver of the Economic Development in Regional Community*. Jurnal Pariwisata Terapan Vol. 4, No.2.
- Edema, Alfred JM. 2019. *Beyond Branding: The Logical Consequence of Packaging and Repackaging in Corporate Management Strategy*. Scientific Research Journal (SCIRJ), Volume IV, Issue IV, April.
- El Junusi, Rahman. 2020. *Digital Marketing During the Pandemic Period; A Study of Islamic Perspective*. Journal of Digital Marketing and Halal Industry.
- Fauziah. 2020. *Strategi Komunikasi Bisnis Online Shop “Shopee” Dalam*
- Izzuddin, Ahmad. 2018. *Pengaruh Label Halal, Kesadaran Halal dan Bahan Makanan Terhadap Minat Beli Makanan Kuliner*. Jurnal Penelitian Iptek, Vol. 3 No. 2 Juli.
- McCormick, K. 2016. *Celebrity Endorsment: Influence of A Product-Endorser Match on Millenials Attitudes and Purchase Intentions*. Journal of Retailing and Costumer Services. *Meningkatkan Penjualan*. Jurnal Abiwara Vol. 1. No. 2. Maret.
- Nurohman, Yulfan Arif Rina; Sari Qurniawati. 2019. *Keputusan Pembelian Produk Makanan Halal Di Lingkungan IAIN Surakarta*. Among Makarti, Vol. 12 No 24.
- Purwanto, et. al. 2020. *Developing Model of Halal Food Purchase Intention among Indonesian Non-Muslim Consumers: An Explanatory Sequential Mixed Methods Research*. Systematic Reviews Pharmacy, Vol. 11. Issue 10.Oct-Nov.
- Satria, Ahmad Dhea. 2021. *Makanan Halal Perspektif Majelis Ulama Indonesia (MUI) Di Kota Palangka Raya*. Profetika, Jurnal Studi Islam, Vol.22, No. 2, Desember.
- Sodikin, Mohamad. 2020. *Competitive Advantages of Sharia Banks: Role of IhsanBehavior and Digital Marketing in New Normal*. Journal of Digital Marketing and Halal Industry.
- Soedarwo, Vina Salviana Darvina & Elfi Anis Saati. 2018. *Making Halal Food in Processed Fish: From*

Traditional Knowledge to Fishermen's Household Awareness in Producing Fish-Processed Halal Food.

Karsa, Jurnal Sosial dan Budaya Keislaman.

Suhendra, Gatot dan Iwan Krisnadi. 2020. *Kekuatan Shopee Sebagai E- Commerce Terpopuler Di Indonesiasaat Ini*. <https://www.academia.edu/>.

Sulistiani, Siska Lis. 2018. *Analisis Maqashid dalam Pengembangan Hukum Industri Halal Di Indonesia*. Jurnal Law dan Justice, Vol. 3. No 2.

Tamimah, Herianingrum, Ratih, Rofi'ah, dan U. K. 2018. *Halalan Thayyiban: The Key Of Successgul Halal Food Indusry Deloment*. Ulûmunâ: Jurnal Studi Keislaman, Vol. 4. No. 2.

Yahya, Syarifudin and Catur Sugiyanto. 2020. *Indonesian Demand for Online Shopping: Revisited*. Journal of Indonesian Economy and Business. Volume 35. Number 3.

Paper:

Omar, Emi Normalina dan Harlina Suzana Jaafar. 2011. *Halal Supply Chain in the Food Industry: A Conceptual Model*. Malaysia: IEEI Symposium on Business Engineering and Industrial Application

DIGITALIZATION MODEL IN THE DEVELOPMENT OF NATURAL TOURISM DESTINATIONS IN BANGKALAN MADURA

(Case Study of Tlangoh Beach, Tanjung Bumi District, Bangkalan Regency)

Sri Wahyuningsih¹, Netty Dyah Kurniasari², Salehah Rodiah³

¹ University of Trunojoyo Madura

³ FIKOM University of Padjadjaran Bandung

ARTICLE INFO

Corresponding author:

sri.w@trunojoyo.ac.id

Citation:

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui, menganalisis, dan menggali lebih dalam terkait tentang pemanfaatan aplikasi android sebagai aplikasi destinasi wisata pantai Tlangoh yang ada di desa Tlangoh Kabupaten Bangkalan. Penelitian ini menggunakan pendekatan studi kasus secara tunggal karena penelitian ini unik yaitu satu-satunya wisata pantai di Bangkalan yang menggunakan aplikasi android dalam mempromosikan destinasi wisatanya kepada wisatawan internal, maupun eksternal. Tujuan yang kedua dalam penelitian ini adalah ingin mengetahui, menganalisis, dan menggali secara mendalam terkait hambatan-hambatan dalam pengelolaan destinasi wisata pantai Tlangoh dalam memanfaatkan aplikasi android ini. Pengaplikasiannya dalam digitalisasi aplikasi android pantai Tlangoh ini masih belum maksimal, begitu pula melalui facebook, IG, Youtube, yang juga dijadikan sebagai alat promosi untuk mempromosikan pantai Tlangoh ini. Metode penelitian menggunakan jenis kualitatif. Paradigma penelitian ini adalah konstruktivisme, jenis penelitiannya adalah penelitian deskriptif kualitatif. Dengan menggunakan pendekatan studi kasus Dalam penelitian ini termasuk studi kasus tunggal karena fokus pada satu objek wisata yaitu wisata pantai Tlangoh. Subjek dalam penelitian ini adalah pengelola wisata pantai Tlangoh di Bangkalan Madura yang berfokus pada wisata pantai Tlangoh. Objek penelitiannya adalah Model Digitalisasi dalam Pengembangan Destinasi Wisata Alam di Bangkalan Madura. Teknik analisis datanya adalah mengumpulkan data yang didapatkan dari lapangan, kemudian mereduksi data tersebut sesuai dengan tujuan penelitian, selanjutnya disajikan dengan kategorisasi-kategorisasi yang dibuat oleh penulis, dan yang terakhir adalah ditarik kesimpulan. Teknik keabsahan datanya adalah dengan cara triangulasi sumber, triangulasi metode, dan member check. Lokasi penelitiannya adalah pantai Tlangoh Kecamatan Tanjung Bumi Kabupaten Bangkalan Madura Provinsi Jawa Timur. Hambatan-hambatan yang ada dalam pengeloan

pantai Tlangoh diantaranya adalah SDM yang kurang faham IT sehingga kurang bisa untuk selalu update adanya informasi baru Pantau Tlangoh, minimnya dana pengelolaan wisata pantai Tlangoh, dan kurang maksimal dalam penggunaan media sosial.

Kata Kunci: Pantai Tlangoh. Wisata Desa, Aplikasi Android

ABSTRACT

The purpose of this study is to find out, analyze, and dig deeper to use of android applications as an application for tourist destinations of Tlangoh beach in Tlangoh village, Bangkalan. This research uses a single case study approach because this research was unique in that it was the only beach tourism in Bangkalan that uses an android application in promoting the tourist destinations in internal and external. The second, objective of this study is to find out, analyze, and explore in the depth obstacles in the management of tourist destinations in utilizing this android application. The android application was still not optimal, as well as through Facebook, IG, Youtube, which were also used as promotional tools in the Tlangoh beach. The research method uses a qualitative type. The paradigm of this research is constructivism, the type of research is descriptive qualitative research. By using a case study approach, this research includes a single case study because it focused on one destination, namely Tlangoh beach. The subject in this study is the manager of Tlangoh beach tourism in Bangkalan Madura which focuses on Tlangoh beach. The object of the research was the Digitalization Model in the Development of Natural Tourism Destinations in Bangkalan Madura. The data analysis technique is collecting data obtained from the field, then reducing the data according to the research objectives, then presented with the categorizations made by the author, and finally drawing conclusions. Techniques for the validity of the data are source triangulation, method triangulation, and member check. The research location was Tlangoh beach, Tanjung Bumi, Bangkalan, Madura, Province of East Java. The exactly problem appear that the human resources of management at the Tlangoh beach did not understand IT so they were always unable to update the new information on Tlangoh Monitor, the lack of funds for the management of Tlangoh beach tourism, and the less optimality to use of social media.

Keywords: Tlangoh Beach. Village Tours, Android Apps

1. INTRODUCTION

Tlangoh Village is one of the villages in Tanjung Bumi, the distance of Tlangoh Village is about ± 42 km to the north from the center city of Bangkalan, Madura with a travel time about ± 1 hour. Tlangoh Village is a developing village with a population of $\pm 2,500$ people. Tlangoh village has tourism potential that needs to be developed, the only one is the white sand beach.

According to the village head and village officials in Tlangoh, the white sand beach is a very dirty beach that is not maintained, because the residents around it are not aware of cleanliness by littering the beach in Tlangoh village. The beach should be an attractive beach, in fact, with the scattered garbage, it becomes an unattractive beach. But with the tourism law that villages are required to develop their village potential, the beaches in Tlangoh village are a potential choice to be used as natural tourist destinations, besides that the Tlangoh village head also feels motivated by villages around, because many villages already have natural attractions. (Observation Results, September 20, 2022).

The village head, together with the administrators and the villagers, then worked together to clean the Tlangoh beach to make it a clean that would be attractive to tourists. The village head also invited Pertamina Hulu Energi (PHE) West Madura Offshore (WMO) to work together to turn Tlangoh beach into a beach tourism destination.

In May 2022, then by the village head the Tlangoh beach tourist destination was officially opened in collaboration with PHE WMO, whenever the year when the pandemic-19 period still existed. The aim of the village head is open Tlangoh beach, in addition to making Tlangoh beach an attractive tourist destination, another goal is to improve the economic condition of villagers on Tlangoh beach during the pandemic-19, by selling around Tlangoh beach. According to the head of the Tlangoh village, there are parking attendants, coast guards, cleaners, entrance officers, then there are 30 food and beverage stalls around Tlangoh beach (Sampaijauh.com.2021).

Tlangoh Beach is not only a local tourist destination, but also as religion and national tourist destination, it can even reach international visitors. To reach this, Tlangoh beach managers use digital media as a promotion for Tlangoh beach tourist destinations. New media is also known as new digital media. Digital media is media whose content is in the form of a combination of data, text, sound, and various types of images that are stored in digital format and disseminated through

networks based on broadband optical cables, satellites and microwave systems (Flew, 2008: 2-3).

One of the pokdarwis, Mr. Zainuddin, said that Tlangoh beach has an application,

“ini ada aplikasinya pantai Tlangoh, coba dicek di google pantai Tlangoh pasti muncul”, ternyata menurut salah satu Pokdarwis yang ada di desa Tlangoh, pantai ini sudah mempunyai aplikasi android tetapi tidak maksimal dalam penggunaannya. (Hasil wawancara salah satu pengelola pantai Tlangoh, 7 Sept 2022).

Tlangoh Beach is one of the attractive beaches among beach tourism destinations in Bangkalan, Madura. Bangkalan is the district closest to the Suramadu bridge, besides Sampang, Pamekasan and Sumenep, therefore in making it easily for tourists to open access to find out the existence of Tlangoh beach tourism, by utilizing an android application that contains tourism destinations for Tlangoh beach. Therefore, the authors have a goal in this study is to find out, analyze, and dig deeper related to the use of the android application as an application for Tlangoh beach tourist destinations in Tlangoh village, Bangkalan Regency. This research uses a single case study approach because this research is unique that it is the only beach tourism in Bangkalan that uses an android application in promoting its tourist destinations to internal and external tourists. The second objective in this study is to find out, analyze, and explore in depth the obstacles in the management of Tlangoh beach tourism destinations in this android application used.

2. LITERATURE REVIEW

Digitization

Digitization is a term or terminology used to describe a media transition process that starts from the use of print, video or audio media into digital media with the aim of being able to archive documents in the form of digital transformation. According to Brennan and Kries, digitization is digital communication and the impact of digital media on contemporary social life. Meanwhile, according to the Gartner.com dictionary of terms, digitization is the use of digital technology to transform a business model and provide new revenue and value generating opportunities, and it is a process of moving to a digital business. (exporthub.id, 2020).

Travel Destinations

Kotler (2010: 29), explains that a tourist destination is a place with a form that has real boundaries or is based on perceptions, either in the form of physical boundaries (islands), politically, or based on the market. A destination is a tourist destination in

a certain area where the destination is intended to be visited by tourists with complete tourist packages, both in terms of facilities and infrastructure, from tourist attractions, lodging, culinary.

Innovation Defusion Model

The Diffusion Model of Innovation by Everett M. Rogers (Effendy, 2003:284), defines diffusion as the process by which an innovation is communicated through certain channels within a certain period of time among members of a social system. Diffusion is a special type of communication concerned with the spread of messages as new ideas. Meanwhile, communication is defined as the process by which the actors create information and exchange information to achieve mutual understanding. In the message there is a term that gives the defuse a special feature of uncertainty. The degree of uncertainty by a person will be reduced by obtaining information.

3. RESEARCH METHOD

The paradigm of this research is constructivism, the type of research is descriptive qualitative research. By using a case study approach, namely Based on the explanation above, it can be revealed that a case study is an exploration of "a bound system" or "a case/various cases" which from time to time goes through in-depth data collection and involves various sources of large information in a context. This bound system is bound by time and place while cases can be studied from a program, event, activity or an individual (Wahyuningsih, 2013: 3). This research includes a single case study because it focuses on one tourist attraction, namely Tlangoh beach tourism. The subject in this study is the manager of Tlangoh beach tourism in Bangkalan, Madura which focuses on Tlangoh beach tourism. The object of the research is the Digitalization Optimization Model in the Development of Nature Tourism Destinations in Bangkalan Madura. The data analysis technique is to collect data obtained from the field, then reduce the data according to the research objectives then presented with the categorizations made by the author, and the last is drawn conclusions. Techniques for the validity of the data are source triangulation, method triangulation, and member check. The research location is Tlangoh beach, Tanjung Bumi, Bangkalan Regency, Madura, Province of East Java.

4. RESULT AND DISCUSSION

Digitalization Optimization Model in the Development of Nature Tourism Destinations in Bangkalan Madura

Developing natural tourism in Bangkalan, one of which is Tlangoh Beach, requires a digitalization system as a promotional tool to provide information to the public, both

local and long- distance communities, who are clearly already aware of the development of an all-digital information system at this time. Digitization is one of the best choices for the government and the community who have businesses engaged in tourism such as Tlangoh beach tourism.

Tlangoh Beach Android Application Usage

Tlangoh Beach is the only beach that is managed digitally using an android application called "Tlangoh Beach" by the manager, namely the village head and the Pokdarwis administrators in Tlangoh village. The beginning of this Tlangoh beach became famous because of an android application from the acquisition of a grant, one of the administrators of the Tlangoh beach Pokdarwis. The grant is for conventional village administrative operations, which must use a systematic administration by utilizing digital technology, so that services can be handled more effectively. Then it developed by creating an android application for the Tlangoh beach which is one of the tourist destinations in Bangkalan. As long as time go straight, so this android application must have an operator or controller, but the human resources in operation are still not qualified and there are funding problems for hosting needs. (Results of interview with Zainuddin as manager of Tlangoh Beach, 29 Sept 2022).

The importance of maximizing android applications on Tlangoh beach make it a must because Tlangoh beach is an attractive tourist destination for families or visitors from anywhere in the Tanjung Bumi sub-district, Bangkalan. Because Bangkalan is the gateway to Madura, it is very important to maximize the Tlangoh beach android application. Referring to his research (Mahendra, 2020), this Android-based Tourism Village Application developed based on the latest technology is expected to be able to overcome the internal problems of tourist villages in Indonesia, especially in terms of marketing to the outside world and can be one of the platforms in increasing the income of people living in Tourism Villages.

The use of Face Book as a promotional media for Tlangoh Beach

Face book is one of the social media that is very loved by all people to brand something, market something, add friendship widely. As he (Arifin, 2022) said that Facebook is a social media network service that allows users to connect with other users from all over the world. In introducing the Tlangoh beach in Bangkalan, Madura, it also requires Facebook social media. In the author's observation in September 2022, Tlangoh Beach already has a face book account, namely "Tlangoh Beach" with 1.3 thousand and 1.2 thousand followers who have expressed likes or likes on the existence of this Tlangoh beach face book,

search on the Tlangoh beach face book will appear on the surface. The author saw the first post on the Tlangoh beach face book on September 16, 2020 with image content of the condition of the Tlangoh beach, only the facilities and infrastructure and visitors were visible, and this face book account was still active on September 22, 2022 with coverage content from Jt which incidentally is a local television in Surabaya. Should maximize the use of face book as a promotional media for Tlangoh beach is a very effective thing, because in this era of information technology, everyone uses android, meaning that when the face book account is always updated by the manager and his team in developing Tlangoh beach as a tourist destination, they will get many visitors and it is very possible that the income of a village or region also increases significantly.

Looking at the results of research (Arifin, 2022), the Pandawa beach in Bali, that social media promotion (X) has a direct influence on image (Y1) because it has a probability value (0.554) 0.05, which means there is a significant positive effect. Likewise, based on the results of observations made, it was found that an interesting phenomenon that is currently happening, tourists themselves are more aggressively to promote Pandawa beach attractions through social media. This is inseparable from the selfie culture inherent in society. The more photos or videos along with positive reviews about the beauty and uniqueness of the coastal cliffs and various tourist attractions on the Pandawa beach, the more the image of Pandawa beach as a leading tourist attraction to the world will increase.

So, the more photos and videos that are uploaded on social media like what is done by the Pandawa beach manager in Bali, the beach tourism is famous, finally tourists come to enjoy its natural tourism. Referring to this, Tlangoh beach tourism should not want to be left behind in utilizing social media to the fullest as a promotional tool to introduce beach tourism to the outside so that more and more people know about the existence of Tlangoh beach tourism in Tanjung Bumi District.

Using Youtube as Promotional Media for Tlangoh Beach

Promoting Tlangoh beach, it can also be through youtube, the author observes that in disseminating information about Tlangoh beach, there is still no youtube channel specifically for Tlangoh beach. There is a lot of information about Tlangoh beach on youtube, but the uploader is someone else who happens to have a youtube channel, not the manager of the Tlangoh beach youtube channel himself.

Youtube is a global phenomenon which is a video sharing site that serves as a means to share videos online. Youtube is a video site that provides various information in the form of 'moving images'. Users can participate in uploading videos to the youtube server and share them with other users around the world

Utilizing digitalization such as YouTube media, Tlangoh beach tourism can be known by many people, even though Tlangoh beach itself does not have its own YouTube but it has been uploaded by other people. As the results of research conducted (Noor, 2020), that the use of YouTube social media as a promotional media is considered more effective than other media such as brochures and leaflets, because the dissemination of information via social media is more efficient and can broadcast widely about existing tourist destinations. in the city of Banjarbaru.

The problem in the Development of Natural Tourism Destinations in Bangkalan, Madura

Lack of Human Resources Understand IT

The managers of Tlangoh beach tourism are less able to understand about the operation of the Tlangoh Beach android application, only certain human resources can control so that the latest information from Tlangoh beach tourism itself is not updated at any time. Whereas in the sense of tourism human resources, which refers to Law Number 10 of 2009 concerning Tourism, all human aspects that support tourism activities, both tangible and intangible, are aimed at meeting needs and creating tourist satisfaction and having a positive impact on the economy, welfare, and tourism. environmental and cultural sustainability in a tourist area. This means that every HR who is involved in the world of tourism must master IT if for the management of tourism management using a digitalization system such as an android application.

Lack of Development Fund

According to one of the beach managers, Zainuddin, when interviewed in September 2022, said that he was less concerned about providing financial support from the tourism office manager for digitalization development, for example paying for hosting the Tlangoh Beach android application. Getting help from Pertamina's CSR is also uncertain, so so far it has only relied on input from tourists who come to tourist sites. The author's own observations when going to Tlangoh beach are still the lack of facilities and infrastructure at the Tlangoh beach location. So the more income will be used in the development of Tlangoh beach tourism, the better considering that village tourism is currently the mainstay of bringing out the potential that exists in the village.

Not Maximum Use of social media

The existence of Tlangoh beach, which is in the Tanjung Bumi sub-district, is very helpful for the local community's economy after the Covid-19 pandemic phenomenon. To improve the economy, which has almost slumped for two years, the existence of Tlangoh beach tourism is a breath of fresh air for the residents there. They can sell around the beach by setting up stalls to sell typical food, drinks, as well as souvenirs typical of the Tlangoh village or typical Tanjung Bumi souvenirs such as batik and many more.

To get the public's attention, the manager uses social media as a tool for extending the senses as a promotion of the existence of Tlangoh beach. Such as the existence of social media Facebook, Android applications, YouTube content created by tourists because they have experience playing on the Tlangoh Beach accidentally to participate in promoting.

The author looks to update data and tourist visits are less than optimal. From the facebook account that has been analyzed above by the author, the management of IG is also less than optimal because its existence is in the Tlangoh beach android application. Youtube content is also still being created by other people. So, no one has managed the Tlangoh beach youtube channel independently and well managed. So, this is very influential on the interest of tourists who come to this natural tourist location.

Relevance of Innovation and Defusion Theory to research results

The digitalization applied in the management of the Tlangoh coast is very relevant to the theory of Innovation and Defusion. Diffusion of Innovation by Everett M. Rogers (Effendy, 2003:284), defines diffusion as the process by which an innovation is communicated through certain channels within a certain period of time among members of a social system. Diffusion is a special type of communication concerned with the spread of messages as new ideas. The Tlangoh beach android application, social media such as youtube, face book, IG, is an innovation to diffuse information to the wider community in its reach so that Tlangoh beach village tourism can become a tour that is known by domestic and foreign tourists. Indirectly it can lift Mandura Island of itself, Tanjung Bumi sub-district and Bangkalan district with its salt island, with the wisdom of batik, and very thick with tenacity as a Madurese who is known as a hard worker who never gives up easily. Not only that, with innovation, it can diffuse culinary tourism, cultural tourism, and religious tourism.

Digitization Model in the Development of Natural Tourism Destinations in Bangkalan Madura



Picture: Digitization Model for Development of Tlangoh Beach Tourism Destinations Bangkalan

Model Description:

In the management of the tourist village, there are managers and pokdarwis to develop Tlangoh Beach in the Tourism village by using an android application to attract local, archipelago and international tourists. However, in its implementation, there are obstacles, including human resources who do not understand IT, lack of development funds, and the use of social media that is not optimal.

Proposition:

- Co-managers with Pokdarwis in managing Tlangoh beaches to use the android application, to attract local, archipelago and foreign tourists.
- The management of Tlangoh beach tourism is hampered because human resources do not understand IT, the lack of funds for developing Tlangoh beach tourism, and the use of social media is not optimal.

5. CONCLUSION

This digitalization model is very helpful for the potential of tourist villages in the Tanjung Bumi sub-district, Bangkalan Madura Regency, this can be recognized by local, domestic and foreign circles. Its application in digitizing the Tlangoh beach android application is still not optimal, as well as through Facebook, IG, Youtube, which are also used as promotional tools to promote this Tlangoh beach.

The obstacles that exist in the management of the Tlangoh beach include human resources who do not understand IT so they are unable to always update the new information on Tlangoh Monitor, the lack of funds for the management of Tlangoh beach tourism, and the less-than-optimal use of social media.

6. ACKNOWLEDGEMENT

Thank you for funding by LPPM UTM independently and thank you to Fikom Unpad for national cooperation to become

a member in this research. Hopefully the results of this research will be useful and a blessing for all.

REFERENCES

- Arifin, Rudi Dian, (2022), *Pengertian Facebook beserta Sejarah, Manfaat, Kelebihan, Kekurangan*, (Online) (dianisa.com, diakses September 2022).
- Effendy, Onong Uchjana, (2003), *Ilmu, Teori, dan Filsafat Komunikasi*, Bandung, Citra Aditya Bakti.
- Exporthub.id, (2020), *Digitalisasi*. (Online) <https://www.exporthub.id/digitalisasi-adalah-proses-yang-penting-di-zaman-ini-mengapa/>, diakses September 2022).
- Flew, T, (2008), *New Media: an introduction*, New York: Oxford University Pers.
- Kotler, Philip, (2010), *Manajemen Pemasaran. Edisi tiga belas Bahasa Indonesia*. Jilid 1 dan 2, Jakarta: Erlangga.
- Mahendra, Ida Bagus Made, (2020), *Aplikasi Desa Wisata Berbasis Android*, (Online) (Jurnal Elektronik Ilmu Komputer Udayana Volume 8, No 3, diakses September 2022).
- Noor, Muhammad Fakhriyan, Lieta Dwi Novianti, Risa Dwi Ayuni, (2022), *Penggunaan Video Promosi Wisata Via Youtube untuk Meningkatkan Kunjungan Wisatawan ke Kota Banjarbaru*, (Online) (<https://repository.uniska-bjm.ac.id>).
- Sampaijauh.com, (2021), *Wisata pantai Tlango Madura*, (Online) (<https://sampaijauh.com/wisata-pantai-tlangoh-madura-2657>, diakses September 2022).
- Raditya, Topan, I Wayan Suardana, Putu Agus Wikanatha Sagita (2020), *Pengaruh Promosi Facebook, Twitter, dan Instagram Terhadap Keputusan Wisatawan ke Pantai Pandawa Bali*, Jurnal IPTA, Vol. 8 No. 1.
- Undang-undang Nomor 10 Tahun 2009 tentang *Kepariwisata*.
- Wahyuningsih, Sri, (2013), *Metode Penelitian Studi Kasus: Konsep, Teori Pendekatan Psikologi Komunikasi, dan Contoh Penelitiannya*. Bangkalan. UTM Press.
- Exporthub.id, (2020), *Digitalisasi*. (Online) <https://www.exporthub.id/digitalisasi-adalah-proses-yang-penting-di-zaman-ini-mengapa/>, diakses September 2022).

DIGITALIZING MUSEUM COMMUNICATION INFORMATION FOR TOURISTS IN PALEMBANG POST COVID-19

Gita Astrid, M.Si¹, Rina Pebriana, M.Pd², Sonia Nurprameswari, M.Sos³

¹²³⁴Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, UIN Raden Fatah Palembang.

ARTICLE INFO

Corresponding author:

gitaastrid_uin@radenfatah.ac.id

rinapebriana_uin@radenfatah.ac.id

sonianurprameswari_uin@radenfatah.ac.id

Citation:

ABSTRAK

Saat ini mengakses informasi sudah terintegrasi pada komputer, termasuk informasi yang ada di Museum. Salah satu museum di Kota Palembang yang telah menerapkan informasi berbasis digital untuk memudahkan wisatawan mengakses informasi benda-benda yang terdapat di museum adalah Museum Sultan Mahmud Badaruddin II. Penelitian ini dilakukan untuk mengamati perubahan informasi komunikasi berbasis digital pada salah satu museum pariwisata yang ada di Kota Palembang yakni Museum Sultan Mahmud Badaruddin II. Fokus penelitian ini adalah penerapan informasi komunikasi yang diperoleh wisatawan setelah adanya pandemi covid-19. Pendekatan penelitian yang digunakan adalah penelitian kualitatif dengan cara mengamati dan mewawancarai secara langsung pihak-pihak terkait, mengambil data yang tersedia di lapangan, kemudian data pendamping dari media online, serta buku pendukung yang berkaitan dengan penelitian ini. Metode analisis datanya adalah dengan mengklasifikasikan data yang telah diperoleh kemudian dianalisis dari data umum sampai dapat kesimpulan. Teori Difusi Inovasi akan menjadi alat ukur untuk memecahkan persoalan yang ada dalam penelitian ini, adapun elemen pokok dalam difusi inovasi yaitu inovasi, saluran komunikasi, jangka waktu dan sistem sosial. Hasil penelitian menunjukkan perubahan informasi komunikasi dari sistem manual ke basis digital mempermudah pelayanan bagi wisatawan domestik maupun mancanegara, dengan adanya perubahan tersebut juga dapat meningkatkan kunjungan dari wisatawan untuk berpariwisata ke museum.

Kata Kunci: Komunikasi Berbasis Digital, Wisatawan, Museum Pariwisata

ABSTRACT

Today, all information can be accessed from a computer, including information in museums. One museum in Palembang has been adjusted to digital pieces of information, which tourists can access to learn about the objects in the museum. This research would like to observe communication information change by digitalizing one of the museums in Palembang, especially the Sultan Mahmud Badaruddin II Museum. The focus of this study is communication information applications obtained by tourists after the COVID-19

pandemic. The method of this study is descriptive qualitative by observing, interviewing, and conducting a literature study, then it will interpret the findings in the field. The theory used in this study is the Diffusion Innovation proposed by Everett Rogers. This theory has four elements: innovation, communication channel, period, and social system. The results of this study show changes in communication information from manual to digital systems, simplifying services to domestic and international tourists. Then, in this system, changes can improve tourists to visit the museum.

Keywords: Communication-based on Digital, Tourists, Museum Tourism

1. INTRODUCTION

Palembang City is a metropolitan city and the largest city in South Sumatra Province, with a population with the largest population of 1,668.85 thousand people (BPS, 2022: 398). The city of Palembang itself provides recreational destinations aimed at its people, one of these destinations is a museum tourism destination. The several museums are: (1) South Sumatra Monpera Museum; (2) South Sumatra State Museum "Balaputra Dewa"; (3) National Hero Museum dr. A.K. Gani; (4) Sriwijaya Museum; and (5) Sultan Mahmud Badaruddin II Museum (Amalia, 2021).

One of the tourist attractions with a unique attraction in the city of Palembang, which is the focus of research, is the Sultan Mahmud Badaruddin II Museum. This museum stores an extensive collection of objects from the Palembang Sultanate. The collections stored are very diverse, ranging from textile products to handicrafts. Visitors will also be amazed by the existence of other collections, not from the Palembang Sultanate. The collection of inscriptions and artifacts from the Sriwijaya Kingdom is an example (Sofyan, 2022).

In addition, this museum tourism destination sector is considered quite attractive because it contains historical and educational values. The museum is also often visited by several formal educational institutions (schools) at the elementary and upper levels, aiming not only as a place for recreational entertainment but also for educational recreation.

Museums are a variety of ecotourism products. Where in ecotourism, a destination will be classified according to existing products such as historical tourism, especially in terms of management and according to local standards. This type of tourism is not only for economic purposes but rather an effort to publicize aspects of historical and environmental preservation that will provide long-term results as conservation of tourism

resources. The approach to developing and promoting ecotourism goes hand in hand with mass tourism in a way that complements each other (Hasan, 2015).

However, the COVID-19 pandemic that is endemic in almost all parts of the world has limited physical activity for visiting museums. During these conditions, the existence and role of museums in the community face a formidable challenge. This resulted in almost all museums worldwide experiencing closure (Glaser 2021). This requires various preventive measures that must be taken in all aspects of life. The world's museums are under the auspices of the UNESCO-affiliated International Council of Museums (ICOM) to immediately take a policy by recommending the use of digital technology to publish and exhibit museum collections virtually and online (Council of Museums (ICOM) 2020; Glaser 2021).

Technology is understood as the systems and machines we use to get things done (Green, 1994). Therefore, advances in the field of communication technology have tremendous consequences for cultural, economic, and political life. Technology determines how information is processed, transferred, and creatively expressed (Ibrahim and Akhmad, 2014: 103).

The focus of this research is on how to apply communication information for tourists at the post-covid-19 Sultan Mahmud Badaruddin II Museum, to see the application of communication information for tourists at the post-covid-19 Sultan Mahmud Badaruddin II Museum, and to find out what can make to improve and develop the Museum as a tourist attraction.

2. LITERATURE REVIEW

Digitizing Information Communication

Along with the rapid developments in the field of communication technology, the understanding of communication technology has received a lot of attention from communication

experts, one of which is Everett M. Rogers (1986:2), who sees that communication technology is hardware in an organizational structure that contains social values, which enables each individual to collect, process and exchange information with other individuals.

Rogers' definition shows that communication technology has several characteristics. First, communication technology is related to hardware or tools. Second, communication technology appears in a particular economic, social and political structure. Third, communication technology carries specific values from the above structure. Fourth, communication technology is related to hardware in the field of communication.

Feldman (1997), digital technology is a technology that can be compressed, manipulated, and connected to the network, dense, and impartial. Manipulative information is formed quickly and allows interactive services.

Information technology results from human engineering in delivering information from the sender to the recipient, so that information delivery is faster, more comprehensive in distribution, and longer stored (Akadun, 2009: 114).

Sultan Mahmud Badaruddin II Museum

The museum is a tourist attraction that has its charm for the community. In general, a museum is a place for those with various cultures and a long historical journey from one period to the next. According to Government Regulation Number 19 of 1995: in the Guidelines for the Indonesian Museum of 2008 explains that museums have two main functions, namely as a place for the preservation and maintenance of collections of cultural heritage objects and as a source of information by carrying out utilization activities through research and presentation to the public.



Figure 1. Facade of SMB II Museum Buildi

Source: (researcher documentation, 2022)

The Sultan Mahmud Badaruddin II Museum, which the Palembang City Government manages, is one of the exciting case studies objects that this research is currently working on as a starting point for the design and promotion of the museum in the future. This museum is located on Jalan Ratu Sianum Lr. R. H. Umar No. 663, 1 Ilir Palembang so right next to the Musi river and passing the Ampera bridge, which is known to be quite iconic, the Sultan Mahmud Badaruddin II Museum is the only museum building on Earth Sriwijaya which is included in the category of cultural heritage. However, occupying a strategic location did not necessarily make the museum start operating in 2006 and quickly become a favorite tourist destination for the people of Palembang and travelers from outside South Sumatra (Haswati et al., 2021).

Covid-19 Phenomenon

The COVID-19 pandemic in Indonesia is part of the 2019 coronavirus disease (COVID-19) pandemic that is taking place around the world. This disease is caused by the severe acute respiratory syndrome coronavirus (SARS-CoV-2). The first positive case of COVID-19 in Indonesia was detected on March 2, 2020, when two people were confirmed to have contracted it from a Japanese citizen. On April 9, 2020, the pandemic spread to 34 provinces, with DKI Jakarta, West Java, and Central Java as the provinces most exposed to the coronavirus in Indonesia (Jaya, 2021).

The Covid-19 pandemic has had a tremendous impact and hit all sectors of human life, from the social, economic, cultural, and political industries, and tourism is no exception. In the tourism sector, the Covid-19 pandemic has impacted the closure of tourist objects, affecting the number of tourist visits. At the beginning of the Covid-19 pandemic, almost all tourism managers closed their tourism objects under the pretext of following government recommendations and regulations in the form of social restrictions to break the chain of the spread of Covid-19. The closure of tourist objects resulted in the number of tourists experiencing a significant decline, so it also had an economic impact on people's lives (Mahardika, 2022).

The outbreak of the Covid-19 pandemic has pushed the government as a representative of the power that has the authority to regulate the behavior of citizens to create self-discipline shown by entire obedient behavior from the community. Obedience and discipline in self-preservation are considered essential keys to preventing the spread of Covid-19 from spreading more widely.

Therefore, to strengthen the guidelines for how the community is in a new normal situation, the Ministry of Health issued Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning Health Protocols for the Community in Public Places and Facilities in the context of Prevention and Control of COVID-19. The government's policy to implement this new normal is expected to coincide with public awareness to maintain strict health protocols because COVID-19 has not entirely disappeared.

Innovation Diffusion Theory

According to Rogers (1995, Schiffman, and Kanuk 2010), in the diffusion of innovation, there are four main elements: an innovation communicated through specific communication channels over time and occurs among members of a social system.

- a. Innovation is an idea, action, or item considered new by someone. In this case, the novelty of the innovation is measured subjectively according to the views of the individual who accepts it;
- b. Communication channels convey innovative messages from the source to the recipient. If communication is intended to introduce an innovation to a large and widespread audience, the mass media is the more appropriate, fast, and efficient communication channel. But if communication is intended to change the attitude or behavior of the recipient personally, then the most appropriate communication channel is the interpersonal channel;
- c. The period is the innovation-decision process from someone knowing until deciding to accept or reject it. Confirmation of the decision is closely related to the time dimension. At least the time dimension is seen in the innovation decision-making process, a person's innovativeness is relatively earlier or slower in accepting innovations, and the speed of adoption of innovations in social systems;
- d. A social system is a collection of functionally distinct units bound together to solve problems to achieve a common goal.

3. RESEARCH METHODS

The research method used is qualitative with a case study approach. The selection of qualitative research methods with a case study approach is appropriate for researching the application of digitization at the Sultan Mahmud Badaruddin II Museum of Palembang City after Covid-19. Qualitative research uses human analysis as a research instrument, uses inductive analysis, directs research objectives to obtain basic theory, is

descriptive, and prioritizes process over results. According to Yin, the case study approach is suitable when the central research questions are related to how and why. The researcher has little opportunity to control the events to be studied and focus his research on current phenomena (Yin in Wahyuningsih, 2013).

Qualitative research is an approach to conducting research oriented toward natural phenomena or symptoms (Abdussamad, 2021:39). This research applies the case study method, which is a study that explores a problem with clear boundaries, has in-depth data collection, and includes various sources of information (Murdiyanto, 2020:32). The case studied was the application of digital-based communication information carried out by the Sultan Mahmud Badaruddin II Museum manager in Palembang City after the Covid-19 outbreak. So that it can be seen as an effective communication information model so that it can be accessed by the wider community, especially tourists who visit the museum.

In qualitative research, data analysis is carried out during the process in the field, along with data collection activities (Sugiyono, 2010). It is stated that qualitative data analysis activities are carried out interactively and directly and continue until they are completed until the data is saturated. Researchers used 3 (three) stages of data analysis: data reduction, data presentation, and conclusion drawing and verification. So, this research data collection uses direct observation of the field, unstructured interviews, observation, and documentation studies. Interview data were collected by researchers with the Sultan Mahmud Badaruddin II Museum manager in Palembang City. In addition to conducting interviews, researchers also conducted observations to obtain complementary data and studied the literature or supporting documents. Then, the researcher will conclude the processing of the data obtained through the informants.

4. RESULTS AND DISCUSSION

Currently, digital media is no stranger to society; even to access information, people are already using digital media. In fact, digital media has been widely used in public places, one of which is the museum in Palembang. Palembang has several museums, but the Sultan Mahmud Badaruddin II Museum is a museum that has been around for a long time and is a large museum. This museum is the only one in Palembang City that has implemented digitization, where tourists visiting the museum can access information about the objects on display by scanning barcodes through the tourists' smartphones.



Figure 2. The barcode on one of the objects on display at the SMB II Museum

Source: (researcher documentation, 2022)

The rapid flow of globalization, marked by technological developments, demands changes in various aspects, conditions, and situations. Likewise, what happened to the museum's communication information management system, primarily related to how to make visiting tourists still enjoy the recreation of historical places comfortably and educated.

As a tourist destination and a learning resource for students, museums must be connected to the public, namely museum visitors, both physically and digitally, especially in service. To continue to fulfill its function as a center and source of education and knowledge, the Museum must also develop along with the development of technology. The role of digital media is as a communication and learning tool to support the absorption of information, education, and knowledge in museums because one of the main functions of museums is as a means and source of teaching and learning for everyone (Wulandari, et al, 2021).

According to Nyimas Ulfah (2022), his party does not just idly by seeing the rapid development of the times. The management of museum communication information is constantly updating, one of which is activating communication information through social media accounts such as Instagram.

This is done so that the wider community can access information on the museum before coming directly to its location.

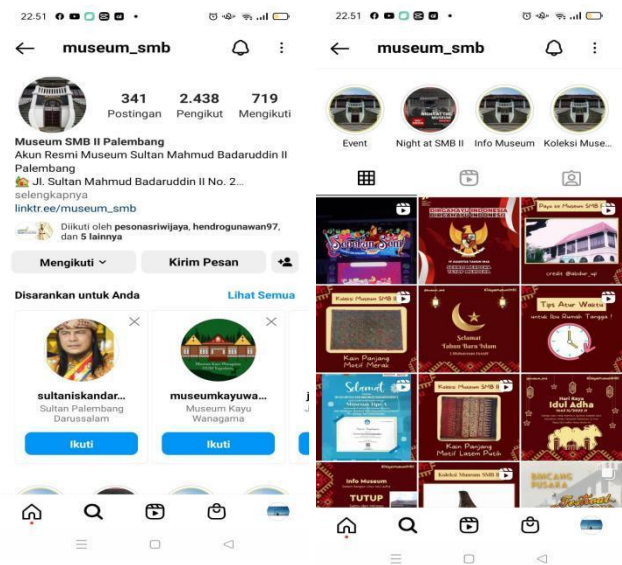


Figure 3. SMB II Instagram Social Media Account

Source: (researcher documentation, 2022)

On the other hand, Aby Sofyan (2022) explained that changes in communication information also occurred due to the Covid-19 outbreak in early March 2020. Previously, before the Covid-19 pandemic, the Sultan Mahmud Badaruddin II museum was still applying communication information manually.

However, after the COVID-19 pandemic, there was a change in communication information implemented by the Sultan Mahmud Badarudin II museum, namely, setting up a barcode-based smartphone application that allows visitors to read more information about museum collections so that visitors do not need to queue to read information boards, by Scanning the barcode attached to the glass divider will then display information related to the collection on the visitor's smartphone, this is part of an effort to modernize the museum to make it more interesting.

In addition, the museum manager said that "the schedule of visits to the SMB II Palembang Museum is temporarily divided into 13.00-15.00 WIB (Monday) and 09.00-15.00 WIB (Tuesday-Sunday)". This is a fact that the Sultan Mahmud Badaruddin II museum has implemented a diffusion process of innovation related to the digitization of communication information for Palembang tourists.

According to Rogers 1995 and Sciffman and Kanuk (2010), the process of diffusion of innovation has four main elements; the author will describe one by one these elements according to the facts obtained through field observations and several informants

related to the digitization of communication information that occurred at the Sultan Mahmud museum. Badaruddin II Palembang :

- a. Innovation, change, and renewal of the communication information system at the museum, which previously used a manual system, has now switched to a digital strategy so that visitors from local and foreign tourists can only access it without touching or direct contact with the objects in the museum.
- b. Communication Channels, communication information at museums that previously used manual systems have now switched to digital systems where the public, as visitors, can access information about objects in the museum by scanning barcodes with a technology called Augmented Reality (AR). As with the process of using it, visitors install and open the Sultan Mahmud Badaruddin II Palembang application, then click start and point the smartphone camera at the barcode attached to the museum collection glass barrier, then use a finger behind the screen to determine each collection object. That way, visitors can see details of objects such as historical equipment, inscriptions, historical writings, and others with a 3D smartphone display (Kompas TV, 2020).
- c. The period, the innovation decision-making process from the time the museum manager finds out about it until he decides to accept or reject it. Confirmation of the decision is closely related to the time dimension. The time dimension is seen in the innovation decision-making process; a person's innovativeness is relatively earlier or slower in accepting innovations, and the speed with which innovation is adopted in social systems, as the museum manager, who has used the time optimally and determined to update communication information with barcodes when technology is developing and during the Covid-19 pandemic that hit.
- d. Social System, it is intended that a group of units from various parties managing the museum seek agreement in dealing with the COVID-19 phenomenon and responding to the challenges of the swift current of globalization without realizing it creates new problems and new challenges for museum managers to try to maintain the existence of museums to achieve common goals. As previously stated by the museum manager and the head of the cultural heritage and museum service of the Palembang City Culture Service, Rudi Indrawan said that his party "hopes that

the intensity of return visits will increase with the reopening of the SMB II Museum, because in normal conditions before Covid-19 the average number of visitors reached 50 people per day from domestic and foreign countries" (Manggala, 2020).

5. CONCLUSION

The rapid flow of globalization, marked by technological developments, demands changes in various aspects, conditions, and situations. Likewise, what happened to the museum's communication information management system, primarily related to how to make visiting tourists still enjoy the recreation of historical places comfortably and educated.

The existence of the covid-19 pandemic has caused a change in communication information implemented by the Sultan Mahmud Badarudin II museum, namely, preparing a barcode-based smartphone application with a technology called Augmented Reality (AR) that allows visitors to read more information about museum collections, so that visitors do not need to queue to read the information board, by scanning the barcode attached to the glass divider then information related to the collection will appear on the visitor's smartphone, this is part of the museum's modernization efforts to make it more interesting.

Thus, the change in communication information from a manual system to a digital basis makes it easier for services for local and domestic tourists; these changes can also increase visits from tourists for tourism to museums.

REFERENCES

- Abussamad, Zuhri. (2021). *Metode Penelitian Kualitatif*. Makasar:Syakir Media Perss.
- Akadun. (2009). *Teknologi Informasi Administrasi*. Bandung: Penerbit Alfabeta
- Amalia, 5 *Museum yang Wajib Disinggahi di Palembang*, Traveling Edukatif!. (2021). (<https://www.idntimes.com/travel/destination/malmal/museum-yang-wajib-disinggahi-di-palembang-clc2>).
- Council of Museum (ICOM). (2020). *Report Museum, Museum Professionals, and COVID-19: Survey Result," International Council of Museum (ICOM)*.
- Feldman, T. (1997). *An Introduction to Digital Media*, London: Routledge.
- Green, L dan R. Guinery (eds.), (1994), *Framing Technology: Society, Choice & Change*. Sydney: Allen & Unwin.
- Haswati, Sri Maharani Budi dan Erica Albertina dan Agrie Pratama Harwinanto (2021), *Participatory Design dalam Kajian Perancangan Standarisasi Museum Sultan Mahmud Badaruddin II*, Jurnal Desain Komunikasi Visual, Manajemen Desain dan Periklanan

Vol. 06 No. 01 (Maret 2021)
(<http://journals.telkomuniversity.ac.id/> Retrieved
August 31 2022).

- Mahardika, Dyota Hayu (2022). *Pengelolaan Museum Benteng Vredenburg Yogyakarta di Tengah Pandemi Covid-19*. (<https://e-journal.uajy.ac.id/26874/> Retrieved September 1 2022).
- Manggala, Yudha. (2020). Museum SMB II Kembali di Buka. (<https://republika.co.id/berita/daerah/sumatra/qgb2gh284/museum-smb-ii-palembang-kembali-dibuka> Retrieved August 30 2022)
- Ibrahim, Idi Subandy dan Bachruddin Ali Akhmad, (2014), *Komunikasi dan Komodifikasi*. Jakarta : Yayasan Pustaka Obor Indonesia.
- Jaya, Indra. (2021). *Penguatan Sistem Kesehatan dalam Pengendalian COVID-19*. diakses dari <http://p2p.kemkes.go.id/> Retrieved August 30 2022
- Murdiyanto, Eko. (2020). *Metode Penelitian Kualitatif (Teori dan Aplikasi Disertai Contoh Proposal*. Yogyakarta: LP2M Universitas Veteran Yogyakarta Press.
- Sugiyono. (2015). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*, Bandung : Alfabeta
- Wahyuningsih, S. (2013). *Metode Penelitian Studi Kasus: Konsep, Teori Pendekatan Psikologi Komunikasi, dan Contoh Penelitiannya*. In UTM PRESS Bangkalan - Madura.
- Wulandari, Yulianti Fajar, dkk (2021). *Virtual Tour Sebagai Media Komunikasi Digital Dalam Pelayanan Museum Kehutanan Di Masa Pandemi Covid-19*. Jurnal Media Penyiaran Volume 01 Nomor 01 Juni 2021 (<http://103.75.24.116/index.php/jmp/article/view/389> Retrieved August 31 2022).

INTEGRATED MARKETING COMMUNICATION STRATEGY IN INCREASING TOURIST VISITS IN KUALA JAMBI DISTRICT, TANJUNG JABUNG TIMUR REGENCY

Nurfaidah

State Islamic University Sultan Thaha Saifuddin Jambi

ARTICLE INFO

Corresponding author:

nurfaidahmanessa@gmail.com

Citation:

Strategy is a tool to achieve a company goal regarding long-term goals, follow-up programs, and resource priorities (Rakuti, 2006:3)

Marketing communication is a marketing activity that seeks to disseminate information, influence, persuade, and increase the target market for the company and its products so that they are ready to accept, buy and be loyal to the products offered (T Jiptono, 1997: 219).

Integrated marketing communication is seen as an effort to integrate all matters related to promotion which include advertising, sales promotion, public relations, personal selling, and direct marketing (Polyorat: 2014)

ABSTRAK

Penelitian ini membahas tentang Strategi Komunikasi Pemasaran Terpadu Dalam Meningkatkan Kunjungan Wisatawan di Kecamatan Kuala Jambi Kabupaten Tanjung Jabung Timur. Pokok permasalahan penelitian ini adalah untuk mengetahui Strategi Komunikasi Pemasaran Terpadu Dalam Meningkatkan Kunjungan Wisatawan di Kecamatan Kuala Jambi Kabupaten Tanjung Jabung Timur. Rumusan masalah dari penelitian ini yaitu, Bagaimana penerapan strategi komunikasi pemasaran terpadu dalam meningkatkan kunjungan wisatawan di Kecamatan Kuala Jambi, Bagaimana faktor pendukung dan penghambat dari strategi komunikasi pemasaran terpadu dalam meningkatkan kunjungan wisatawan di Kecamatan Kuala Jambi. Tujuan dari penelitian ini adalah untuk mendeskripsikan Strategi komunikasi pemasaran terpadu dalam meningkatkan kunjungan wisatawan di Kecamatan Kuala Jambi.

Pendekatan penelitian yang penulis gunakan adalah penelitian kualitatif deskriptif, dengan metode penelitian observasi, wawancara dan dokumentasi. Dari pendekatan tersebut akan memberikan fakta dan data, kemudian data tersebut dianalisis dengan menggunakan teknik analisis data sebagai berikut: reduksi data, penyajian data dan verifikasi data.

Dalam penelitian ini, dapat ditarik hasil bahwa dalam meningkatkan kunjungan wisatawan menggunakan promosi serta promosi di media sosial meningkatkan minat wisatawan untuk berkunjung. Adapun strategi komunikasi pemasaran terpadu yang diterapkan oleh pengelola panorama kuala jambi dan pemerintah kuala jambi dalam meningkatkan pengunjung yaitu: dengan memanfaatkan media sosial sebagai media yang digunakan dalam pemasaran produk, dan mempromosikan produk ke publik atau konsumen .

Adapun faktor pendukung dalam meningkatkan kunjungan wisatawan di Kecamatan Kuala Jambi dalam menjalankan strategi pemasaran yaitu pertemanan, media sosial dan pelayanan yang baik diberikan kepada wisatawan. Selain faktor pendukung, dan terdapat juga faktor penghambat dalam menjalankan strategi komunikasi pemasaran dalam meningkatkan kunjungan wisatawan di kecamatan kuala jambi. Faktor penghambatnya ialah terkendala dari inspartutur jalan yang masih belum memadai untuk

pengunjung sampai ketempat wisata yang ada karena hanya kendaraan roda dua saja yang dapat langsung sampai ketempat wisata tersebut.

Kata Kunci : *Strategi Komunikasi, Pemasaran Terpadu, Wisatawan Kuala Jambi.*

ABSTRACT

This study discusses the Integrated Marketing Communication Strategy in Increasing Tourist Visits in Kuala Jambi District, Tanjung Jabung Timur Regency. The main problem of this research is to know the Integrated Marketing Communication Strategy in Increasing Tourist Visits in Kuala Jambi District, Tanjung Jabung Timur Regency. The formulation of the problem from this research is, How is the implementation of an integrated marketing communication strategy increasing tourist visits in Kuala Jambi District, How are the supporting and inhibiting factors of an integrated marketing communication strategy in increasing tourist visits in Kuala Jambi District. The purpose of this study is to describe the integrated marketing communication strategy of nature to increase tourist visits to Kuala Jambi District.

The research approach that the author uses is descriptive qualitative research, with research methods of observation, interviews, and documentation. This approach will provide facts and data, then the data is analyzed using data analysis techniques as follows: data reduction, data presentation, and data verification.

In this study, it can be concluded that increasing tourist visits using promotions and promotions on social media increase the interest of tourists to visit. The integrated marketing communication strategy implemented by the management of the panorama of Kuala Jambi and the government of Kuala Jambi in increasing visitors is: by utilizing social media as a medium used in product marketing, and promoting products to the public or consumers.

The supporting factors in increasing tourist visits to Kuala Jambi District in carrying out marketing strategies are friendship, social media, and good service provided to tourists. In addition to supporting factors, there are also inhibiting factors in carrying out marketing communication strategies in increasing tourist visits in the Kuala Jambi sub-district. The inhibiting factor is that the road infrastructure is still not adequate for visitors to the existing tourist attractions because only two-wheeled vehicles can directly get to the tourist attractions.

Keywords: Communication Strategy, Integrated Marketing, Kuala Jambi Tourist.

1. INTRODUCTION

Background: Every region in Indonesia has potential in the field of tourism because Indonesia is rich in natural scenery and cultural diversity that has the potential to be developed again to compete. The Indonesian tourism sector is one of the biggest factors contributing to the Indonesian economy. The tourism sector is a non-oil and gas sector which is one of the sectors of economic development that is the main supporter of the second foreign exchange earner after oil and gas (Ismayanti, 2010: 1). And of course to increase the local opinion, the creation of job opportunities which of course can have an impact on the welfare of the surrounding community.

The phenomenon of the development of the world of tourism in this era of globalization shows many significant changes in the aspects of the accommodation business, culinary, tourist attractions, air transportation, land transportation, and sea transportation, as well as the travel business, tour packages located in various regions in Indonesia (Isdarmanto, 2010). 2016:2). Tourism is a dynamic activity that involves many people both individually and in groups and revives various fields of business. Tourists are actors in tourism activities. Traveling is a human experience to enjoy, anticipate and enhance the times in the process of enjoying life on their way (Isdarmanto, 2016: 6).

The tourism office of East Tanjung Jabung Regency is fully supportive of the potential of existing tourism objects in Kuala Jambi District. Because the people of Kuala Jambi can compete with areas that have the potential for tourism objects and from these tourist attractions in remote areas such as Kuala Jambi District, many people already know about it.

Tourism marketing is optimally able to increase economic growth, this is evidenced by the growing development and the more utilization of tourism in certain areas, the more the economic growth of the community and certain local governments in the area where tourism is developed. Considering this, good handling is needed to develop tourist objects in Indonesia. Tourism actors began to take development actions with research, and observation of tourist objects in Indonesia. This step is taken to find out the potential and problems that exist in each object and then look for locations (M Liga Suryadana, Vanny Octavia, 2015:30).

A communication strategy is a plan to achieve organizational goals in the field of marketing. In other words, marketing strategy is a set of goals and means, policies, and rules that provide direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as the company's response to the environment and competitive

conditions that are always changing. changed (Nurul Hidayah, 2016).

The right marketing technique cannot be implemented without good communication from the company that will be conveyed to consumers, because communication and marketing are inseparable. An effective communication strategy requires good planning with communication methods or tools in marketing communications referring to the media or effective communication channels for marketing activities. Likewise, tourism marketing aims to inform, persuade, introduce and increase tourist consumers so that potential tourists have the desire to visit Kuala Jambi District.

Currently, the company is starting to move towards a process called Integrated Marketing Communication (IMC), which includes coordinating efforts from various promotional elements and other marketing activities (Morissan 2008). According to (Chitty, Barker, and Shimp, 2008) IMC is a process that includes the planning, implementation, integration, and implementation of various forms of marketing communications such as advertising, sales promotion, personal selling, sponsorships, and publicity, as well as direct marketing that conveys to the target and audience. prospects for the company's customers (Sri Widyastuti, 2017).

Syakir Sula in his book Marketing Syariah said that Islamic marketing is a business process in which the whole process applies Islamic values. Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing values from a principal initiator of its stakeholders which in the whole process is following the contract and muamalah principles in Islam (Sri Widyastuti, 2017: 150-151).

To improve the economy of the people of Kuala Jambi District, a marketing strategy is needed so that tourism in Kuala Jambi District is visited by many tourists. Effective steps are needed from the Tanjung Jabung Timur Regency Government to increase visits that have an impact on the economy of the people of Kuala Jambi.

Kuala Jambi District is one of the sub-districts in East Tanjung Jabung Regency, Jambi Province. Kuala Jambi District has a sector that can stimulate the economy so that it does not lag behind sub-districts in other districts. Recently, in Kuala Jambi District, the Kuala Jambi panorama has emerged, which from this panorama introduces what natural attractions exist in Kuala Jambi District.

Before the panorama of the Kuala Jambi District, tourists from outside the district and even the city were familiar with the

Kuala Jambi District but did not know what tourism was in Kuala Jambi District.

Not only is its natural potential, but Kuala Jambi District has diverse culinary and cultural potential. In terms of shrines, Kuala Jambi District has marine products that cannot be found in other areas, namely axis or often known as bamboo shells. One of the culinary delights in the Kuala Jambi District is the clear soup of curry soup, for the culture because the Kuala Jambi District has a shoal or what is called Kampung Laut Beach where the Sumbun Festival is held every year. The Sunburn Festival was not only attended by the people of the Kuala Jambi District but was also attended by officials and even people from outside the East Tanjung Tube District.

The most visited tourist objects in Kuala Jambi District are cafes and beaches/shoals (during certain months) each month there is an increase in the number of tourist visitors in Kuala Jambi District. This is interesting for visitors to come to visit Kuala Jambi District because of this tourist attraction. However, since the Covid-19 pandemic in Indonesia, tourists visiting the Kuala Jambi District have experienced a very significant decline.

The lack of attention from the Tanjung Jabung Timur Regency Government to the road sector to tourist attractions in Kuala Jambi District is still an obstacle at this time. Visitors who use four-wheeled vehicles that cannot directly arrive at the tourist attractions, must use two-wheeled vehicles or on foot to go to these tourist attractions.

Based on the explanation above, the researcher is interested in compiling research in the form of a thesis with the title: "Integrated Marketing Communication Strategy in Increasing Tourist Visits in Kuala Jambi District, Tanjung Jabung Timur Regency".

2. LITERATURE REVIEW

1. Marketing Strategy

A marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that guides activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs, and distribution. In other words, marketing strategy is a set of goals and objectives, policies, and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as the company's response to the competitive environment and conditions. always changing. Therefore, the determination of the marketing strategy must be based on an analysis of the company's internal and external environment through an analysis of the company's

strengths and weaknesses, as well as an analysis of the opportunities and threats facing the company from its environment (Sofyan Assauri, 2007: 168-169).

2. Marketing Communication

Philip Kotler said that the most popular marketing today is to become a winning company where companies are consistently able to exceed customer expectations and satisfaction (Philip, Kotler, 2010:26). Because the main goal of companies that apply the marketing concept is to pay attention to customer satisfaction. Customer satisfaction, of course, will also have an impact on the next visit made by consumers. Consumers will come and come back because of the power of successful marketing.

A marketing strategy utilizes all aspects of communication to structure a marketing message. Through this perspective, marketing communication is more than just communication. All message signals explicitly or implicitly aim to convince the recipient of the message to take certain actions, not only informative but also normative (Kirana Prima Rahardi, 2017:9).

3. Marketing Communication Strategy

In the process of communicating the product to the target market, marketers need to pay attention to the theme and content of the message that must be conveyed. This issue is very important because it relates to how to position the product in the eyes of consumers and this will determine the position of the product in the eyes of consumers (Philip Kotler and Gary Armstrong, 2010:124).

Marketing communication strategy is a term used to describe the flow of information about products from marketing to consumers. Marketers use advertising, publicity, direct marketing, promotion, selling, and direct selling to provide information that they hope will influence consumer buying decisions. This encourages interest in building advertising as clearly as possible, if advertising is confusing, then consumer perceptions will be wrong (Ilham Prisgunanto, 2006:203).

4. Integrated Marketing Communication Strategy Concept of IMC (Integrated Marketing Communication)

Marketing communication strategy is divided into three main activities, namely planning, implementation, and evaluation or results. These three indicators are steps to identifying whether marketing can be said to be directed or not.

1). Integrated Marketing Communication Planning

a. Analyzing the Situation

This is done so that the company can identify and know what things must be faced, both from the strengths of the company itself, what weaknesses the company has, what opportunities the company can take, and what obstacles to achieving the company's goals.

b. Identifying the Target Audience

A marketer needs to identify a target audience that may be potential buyers or current users, people who make buying decisions, or people who influence purchases. The audience here is meant to be individuals, groups, public or special or general society.

c. Defining Integrated Marketing Communication Goals

Determining the purpose of integrated marketing communication is fundamental before carrying out its implementation. Because the main purpose of a promotion or integrated marketing communication is to inform, influence or persuade and remind target customers about the company and the marketing mix so that they are always in line with the original goal.

d. Setting an Integrated Marketing Communications Budget

The number of costs that must be incurred by a company for marketing communication activities is a difficult decision.

e. Developing an Integrated Marketing Communication Program

Developing an integrated marketing communications program is the most influential step in planning a marketing communication strategy. Each tool of integrated marketing communication also has its advantages and disadvantages.

2). Implementation of Integrated Marketing Communication

Currently, many companies are starting to realize the need to integrate various marketing communication activities that have been carried out separately. The implementation of marketing communications includes (Morissan, 2010:7):

a. Advertising (advertising)

Advertising is an indirect communication based on information about the advantages or benefits of the product so that it creates a sense of someone to make a purchase.

b. Direct marketing

An interactive marketing system utilizes one or more advertising media to generate a measurable response and/or transaction at any location.

c. Sales promotion

The direct form of persuasion is through the use of various incentives that can be arranged to stimulate immediate product purchases and/or increase the number of goods purchased by customers.

d. Personal seller

Personal communication efforts to influence perceptions and attitudes of various personal opinions.

e. Interactive marketing

Interactive marketing is more focused on how a company is able or not to communicate with its customers or can provide good solutions related to product use. Through interactive media, buying and selling activities can be done quickly.

f. Public relations

Comprehensive communication efforts of a company to influence perceptions, opinions, beliefs, and attitudes of various groups towards the company.

3). Evaluation of Integrated Marketing Communication

After conducting a marketing communication, the communicator or company must research its impact on the target audience. This effort is done by asking the target audience how many times they have seen the message, whether the message that has been conveyed can be remembered, what information is the first to be remembered, how they respond to the message, and what is their attitude after seeing the message in a company.

The communicator will also measure the behavior of the audience caused by the message that has been conveyed. How many people bought the product, recommended the product to others, or visited the store?

3. RESEARCH METHODS

This study uses descriptive qualitative research methods and uses data analysis techniques by taking samples to find out integrated marketing communication strategies in increasing tourist visits.

The subjects in this study were centered on tourist attractions in Kuala Jambi District, East Tanjung Jabung Regency, which included the Kuala Jambi District government, Kuala Jambi panoramic administrators, and tourists. Considering a good subject is a subject who is actively involved, has an interest in the activities under study, and provides correct information to researchers.

Data Collection Techniques According to Sugiyono, observation as a data collection technique has specific characteristics when compared to other techniques. According to Sutrisno Hadi, observation is a complex process, a process composed of various biological and psychological processes, the most important of which are the processes of observation and memory (Sugiyono, 2013:145).

a. Interview

The in-depth interview technique is a method of collecting data that is carried out verbally or face-to-face between researchers and human data sources. In this case, the author interviewed several informants who, according to the author, are competent in this case, namely the Kuala Jambi District Government apparatus, and Kuala Jambi Panorama Manager.

b. Documentation

The method of collecting data is through documentary data, in the form of notes, transcripts, books, newspapers, magazines, agendas, or journals that can provide information about the object under study. The documentation data in question is about photos and various data needed in this study to complement the data obtained from the results of interviews and observations obtained.

Data Analysis Techniques In qualitative research, conceptualization, categorization, and description are developed based on events obtained by ongoing field activities. Therefore, the activities of data collection and data analysis cannot be separated from each other. Both take place simultaneously, the process is cyclical and interactive, not linear. Meles and Huberman describe the process of analyzing qualitative research data as follows (Ahmad Rijali, 2021:82-83).

4. RESULTS AND DISCUSSION

1. Planning an Integrated Marketing Communication Strategy to Increase Tourist Visits in Kuala Jambi District, East Tanjung Jabung Regency

1). Integrated Marketing Communication Planning

a. Analyzing the Situation

This is done so that the company can identify and know what things must be faced, both from the strengths of the company itself, what weaknesses the company has, what opportunities the company can take, and what obstacles to achieving the company's goals.

In an integrated marketing communications program, the situational analysis focuses on factors influencing the development of promotional strategies. From promotion through what attracts many tourists to visit the Kuala Jambi District tourism.

What we have seen so far is that the event is still one of the sources of attracting tourists to visit Kuala Jambi District and also placing advertisements on social media (Akmal Sentosa, 2021).

The results of the interview, that carrying out promotions such as events and fish posted on social media can attract a lot of tourists to visit tourism in Kuala Jambi District.

And there is an achievement target expected by the Kuala Jambi Panorama Manager.

One of the efforts to achieve results is something that cannot be forgotten, in marketing or service efforts there are usually several things that are very much considered, including the satisfaction of tourist visitors in Kuala Jambi District. And also in this case what advertisers usually want is advertising that can educate tourists so they want to visit Kuala Jambi District (Akmal Sentosa, 2021).

From the results of the interview above, it is explained that the achievement expected by the Panorama Kuala Jambi Management Party is success in introducing tourism and also wants tourism to be recognized.

b. Identifying the Target Audience

A marketer needs to identify a target audience that may be potential buyers or current users, people who make buying decisions, or people who influence purchases. The audience

here is meant to be individuals, groups, public or special or general society.

The identification process must begin with a proper analysis of the target audience. The most important part of this step is to analyze the benefits that consumers want and measure the extent to which consumers know the company's image, product image, and competitor's image. To get maximum results from this broadcaster business, of course, it is very much supported by other things that cannot be separated.

The Kuala Jambi Panorama Manager and the Kuala Jambi District Government received positive things from tourists who promote tourism in Kuala Jambi District.

From several tourists who promote tourism in Kuala Jambi District, of course, we get a positive impact on existing tourism (Taufik Kurniawan, 2021).

The results of the interview above, are for the positive impact of tourists promoting existing tourism for more and more people who come to visit tourism in the Kuala Jambi District.

c. Defining Integrated Marketing Communication Goals

Determining the purpose of integrated marketing communication is fundamental before carrying out its implementation. Because the main purpose of a promotion or integrated marketing communication is to inform, influence or persuade and remind target customers about the company and the marketing mix so that they are always in line with the original goal.

d. Setting an Integrated Marketing Communications Budget

The number of costs that must be incurred by a company for marketing communication activities is a difficult decision.

e. Developing an Integrated Marketing Communication Program

Developing an integrated marketing communications program is the most influential step in planning a marketing communication strategy. Each tool of integrated marketing communication also has its advantages and disadvantages.

2. Implementation of Integrated Marketing Communication Strategy in Increasing Tourist Visits in Kuala Jambi District

In carrying out marketing activities, marketing communication activities must be carried out to convey information or messages from the products offered by the company to the public through a series of promotional activities through various types of channels, namely: advertising (advertising), personal selling, sales promotion (sales promotion), public relations and publicity (public relations and publicity), and direct marketing (direct marketing).

1). Advertising (advertising)

Advertising is one of the promotional activities that can be reached by many parties. The existence of advertising to be used to accelerate quick sales, advertising activities that are often carried out when introducing tourism in Kuala Jambi District using print media and social media. Tourists can find out about tourism in Kuala Jambi District through social media. Submission of information about existing tourism is very effective where advertisements have a positive influence when they want to visit a tourist place.

In the implementation of an integrated communication strategy, it has been used by making advertisements that are shared through social media such as youtube, Instagram, Facebook, and other social media plus banners, banners to promote tourism in Kuala Jambi District (Taufik Kurniawan, 2021).

The results of the interview can be seen in that the government and the panoramic manager of the Kuala Jambi District have implemented an integrated marketing communication strategy to increase tourist visits in the Kuala Jambi District by conducting promotions that are shared through social media. With promotion through social media, many audiences can find out about tourism in Kuala Jambi District from each of the existing media. Advertisements that are created and shared frequently can increase visitors. Advertising is one of the stages that can build visitor awareness.

The promotions carried out not only use social media and also promotions by distributing brochures to tourists visiting Kuala Jambi, the distribution of the banners has already been installed at the airport, in Jambi City, and Garage, and is directly supported by the Tanjung Regency Tourism Office. East Jabung and also those who fund in promoting our local tourism (Akmal Sentosa, 2021).

From the results of the interview above, we can see that tourism in Kuala Jambi District has been fully supported by the Tanjung Jabung Timur Regency Tourism Office and is also fully assisted in promoting tourism in Kuala Jambi District.

2). Sales promotion

Promotion is one of the marketing activities that aim to form the desire of buyers for direct sales. From promotional activities it can help the market to several targets, to be able to encourage curiosity to try existing products, increase new consumers, and motivate sellers to promote their products. Sales promotion activities carried out in the District of Kuala Jambi are attractive offers from these tours. Not only from attractive offers but also provides a form of promotion by offering new tours or by adding rides to play in the river.

And there are also several choices of tour packages offered by the Kuala Jambi panoramic manager and also offered to the public or the East Tanjung Jabung Regency Tourism Office. The effectiveness of the promotion of these products is determined by the clarity of the creation of attractive designs and the rapid distribution of messages.

By holding promotions for visitors to more easily choose which package they want by setting the package rate not too expensive and also the price of the package offered to be determined so that there is no difference between domestic tourists and foreign tourists (Akmal Sentosa, 2021).

The result of the interview is that the Kuala Jambi manager provides a price promotion given from each of the tour packages to determine the price of the tour package so that there is no difference in the price of the tour package between one tour and another.

3). Personal selling

Personal selling can help identify potential customers so that marketers can be trusted, feel needed, and ultimately can be agreed to provide highly profitable solutions that consumers can need.

From our selling activities, we often participate in exhibitions held by the East Tanjung Jabung Regency Government. Holding the exhibition can provide profit or income opportunities and will be able to explain products directly to tourists (Akmal Sentosa, 2021).

The results of the interview can be seen that the Tanjung Jabung Timur Regency Government often holds exhibitions that are attended by the Kuala Jambi panoramic manager to market tourism in Kuala Jambi District. From the exhibition, many visitors came. Therefore, the target of existing tourism marketing is everyone, both domestic and foreign tourists.

4). Direct marketing

Direct marketing is an act of communication carried out by producers, but with a very personal approach to consumers to get a response or agreement. Of course, this direct marketing process does not go through intermediaries in introducing its products or services.

With this, the manager of the Kuala Jambi panorama carries out direct marketing activities by sending proposals to the Tanjung Jabung Timur Regency Tourism Office, relevant agencies, and the Kuala Jambi District Government. Posters were also installed on the street as a form of direct promotion to everyone (Akmal Sentosa, 2021).

From the results of the interview, the Kuala Jambi panorama manager collaborates with the tourism office and the Tanjung Jabung Timur Regency Government officials to provide direct promotions to the community so that people are curious about existing tourism.

3. Evaluate Integrated Marketing Communication Strategy in Increasing Tourist Visits in Kuala Jambi District, East Tanjung Jabung Regency

After conducting a marketing communication, the communicator or company must research its impact on the target audience. This effort is done by asking the target audience how many times they have seen the message, whether the message that has been conveyed can be remembered, what

information is the first to be remembered, how they respond to the message, and what is their attitude after seeing the message in a company. The communicator will also measure the behavior of the audience caused by the message that has been conveyed. How many people bought the product, recommended the product to others, or visited the store?

Evaluation of integrated marketing communications After implementing integrated marketing communications, the communicator must research its impact on the target audience. There are several basic activities to evaluate the strategy, comparing the expected results with the reality obtained.

In this evaluation, the Kuala Jambi Panorama Manager receives input from visitors, we often get it directly from advertisers, criticism can be in the form of things related to the satisfaction that tourists get who visit themselves and also criticism about road access to tourist attractions (Akmal Sentosa, 2021).

The results from the interview above say that most of the tourists are satisfied with what is given by the Kuala Jambi Panorama Manager from visiting tourism in Kuala Jambi District and there are only criticisms about road access to these tourist attractions.

From the results of research on integrated marketing communication strategies in increasing tourist visits in Kuala Jambi District, East Tanjung Jabung Regency, the following conclusions can be drawn:

Marketing carried out in increasing tourist visits in Kuala Jambi District is by distributing banners in several places, and distributing brochures to visiting visitors. In increasing tourist visits to Kuala Jambi District, they also use social media such as YouTube, Instagram, Facebook, and other social media that are packed with interesting features to attract tourists.

5. CONCLUSION

The integrated marketing communication planning in its planning so far has been obtained from events and advertisements as revenue. The target of achievement expected by the manager of the Kuala Jambi panorama is the satisfaction of tourists visiting existing tourism. And the Kuala Jambi Panorama Manager and the Kuala Jambi District Government involve advertisers in introducing tourism in Kuala Jambi District.

The implementation of integrated marketing communication in increasing tourist visits in Kuala Jambi District is carried out in several ways, namely: by making attractive advertisements or promoting existing tourism, then also using social media to promote to all existing media about tourism in Kuala Jambi District.

The evaluation of integrated marketing communication in the tourism evaluation of Kuala Jambi District received criticism and suggestions. For the Panoramakuala Jambi Manager and

the Kuala Jambi District Government, the criticism is about road access to tourist attractions.

6. ACKNOWLEDGMENT

On this occasion, the author would like to express his deepest gratitude to all those who have guided and helped the author to complete this research. For this, the author is very grateful to:

1. Praise be to Allah SWT, with the grace of giving strength and providing convenience so that the author can complete this research.
2. Drs. H. Muhsin Ruslan, M.A, and Herri Novealdi, SH, MH have guided, motivated, and directed for the perfection of this research.
3. To my parents Mr. H. M. Saman and Mrs. Hj. Sitti Sahri who always supports and prays for me in completing my research.
4. Taufik Kurniawan, S.STP as the sub-district head of Kuala Jambi and Akmal Sentosa who have been willing to take the time to help the author complete this research.
5. To all residents of Kuala Jambi District and tourists.

REFERENCES

- David Fred. Management.Strategic: Concepts. Jakarta: Index, 2004.
- Ismayanti. Introduction to Tourism. Jakaeta: Grasindo.2010.
- Isdarmanto. Tourism Fundamentals and Management of Tourism Destinations.Yogyakarta: Knowledge of Bartending Mixing Drinks. 2016.
- Miftahuddin. Strategic Planning for Social Organizations. Yogyakarta: Student Library, 1999.
- Rahardi Prima Kirana. Integrated Marketing Communication Strategy (Qualitative Descriptive Study Regarding Integrated Marketing Communication Activities of Gulo Jowo Cafe in Solo City). Thesis (Surakarta: Undergraduate Program, University of Muhammadiyah Yogyakarta, 2017).
- Ridwan Aan. Communication Philosophy. (Bandung: Faithful Library: 2013)
- Sugiono. Qualitative Research Methods, Qualitative And R D. Bandung: Alfabeta 2012.
- Suryadana Liga M and Octavia Vanny. Introduction to Tourism Marketing. Bandung: Alphabe. 2015.
- Widyastuti Sri. Integrated Marketing Communication Management. South Jakarta: FEB-UP Press. 2017.
- Ahmad Rijali, Qualitative Data Analysis, Journal of Alhadharah, Vol 17 No 33 January-June 201, pp. 82-83, Available at .[https://www. researchgate.net](https://www.researchgate.net) accessed on June 8, 2021.
- Nurul Hidayah. Analysis of Marketing Strategy for Convection Products and Accessories at UD Stores. Gina Ria, Tetara District, East Lombok. vol.4,no 2 (September,2016). Retrieved 7 June 2021.

LIFESTYLE FACTORS, DIGITAL MARKETING COMMUNICATION, PRICE PERCEPTION, AND INFLUENCER IN AFFECTING THE PURCHASE DECISION PROCESS

(Marketing Communication Study Of Lavenrice La Scoop Le Petit Bengkulu Restaurant)

Rike Indriani M. Ikom¹, Dr. Alfarabi², MA, Dr. Lisa Adhrianti, M.Si³

¹²³University of Bengkulu

ARTICLE INFO

ABSTRAK

Corresponding author:

rikeindrianirike@gmail.com

Citation:

Perkembangan teknologi telah memacu para pelaku usaha untuk menggunakan strategi agar dapat bertahan dan memenangkan persaingan. Termasuk dalam mengatur penyampaian pesan kepada konsumen atau komunikasi melalui komunikasi pemasaran. Penelitian ini bertujuan untuk menganalisis masing-masing faktor yaitu gaya hidup (X1), komunikasi pemasaran digital (X2), persepsi harga (X3), dan influencer (X4) dalam mempengaruhi proses keputusan pembelian (Y). Studi komunikasi pemasaran dilakukan di restoran Lavenrice La Scoop Le Petit di Kota Bengkulu. Populasi adalah semua orang di dalam dan di luar kota Bengkulu yang pernah membeli suatu produk minimal satu kali. Sampel penelitian sebanyak 169 orang dengan teknik accidental sampling. Untuk memperoleh data primer menggunakan angket tertutup, responden memilih salah satu dari 5 pilihan jawaban (skala likert) sedangkan data sekunder diperoleh dari studi kepustakaan. Untuk mengolah data primer menggunakan program SPSS versi 25 dengan teknik analisis linier berganda. Hasil pengolahan data menunjukkan bahwa semua indikator dinyatakan valid dan semua variabel dinyatakan reliabel. Masing-masing variabel bebas signifikan dan positif. mampu mempengaruhi proses keputusan pembelian. Dilihat dari nilai koefisien regresi, secara hierarki kinerja variabel bebas pertama adalah persepsi harga, kedua gaya hidup, ketiga komunikasi pemasaran digital dan keempat influencer. bahwa semua indikator dinyatakan valid dan semua variabel dinyatakan reliabel. Masing-masing variabel bebas signifikan dan positif. mampu mempengaruhi proses keputusan pembelian. Dilihat dari nilai koefisien regresi, secara hierarki kinerja variabel bebas pertama adalah persepsi harga, kedua gaya hidup, ketiga komunikasi pemasaran digital dan keempat influencer. bahwa semua indikator dinyatakan valid dan semua variabel dinyatakan reliabel. Masing-masing variabel bebas signifikan dan positif. mampu mempengaruhi proses keputusan pembelian. Dilihat dari nilai koefisien regresi, secara hierarki kinerja variabel bebas pertama adalah persepsi harga, kedua gaya hidup, ketiga komunikasi pemasaran digital dan keempat influencer.

Kata kunci: gaya hidup, komunikasi pemasaran digital, persepsi harga, influencer, keputusan pembelian

ABSTRACT

Technological developments have spurred business actors to use strategies to survive and win the competition. Including in managing the delivery of messages to consumers or communicants through marketing communications. This study aims to analyze each of the factors, namely lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) in influencing the purchasing decision process (Y). A marketing communication study was conducted at Lavenrice La Scoop Le Petit restaurant in Bengkulu City. The population is all people inside and outside the city of Bengkulu who has purchased a product at least once. The research sample was 169 people with an accidental sampling technique. To obtain primary data using a closed questionnaire, respondents choose one of 5 answer choices (Likert scale) while secondary data is obtained from a literature study. To process primary data using the SPSS version 25 program with multiple linear analysis techniques. The results of data processing show that all indicators are declared valid and all variables are declared reliable. Each independent variable is significant and positive. able to influence the buying decision process. Judging from the regression coefficient value, hierarchically the performance of the first independent variable is price perception, the second is a lifestyle, the third is a digital marketing communication and the fourth is an influencer. that all indicators are declared valid and that all variables are declared reliable. Each independent variable is significant and positive. able to influence the buying decision process. Judging from the regression coefficient value, hierarchically the performance of the first independent variable is price perception, the second is lifestyle, the third is a digital marketing communication and the fourth is an influencer. that all indicators are declared valid and that all variables are declared reliable. Each independent variable is significant and positive. able to influence the buying decision process. Judging from the regression coefficient value, hierarchically the performance of the first independent variable is price perception, the second is a lifestyle, the third is a digital marketing communication and the fourth is an influencer.

Keywords: lifestyle, digital marketing communication, price perception, influencer, purchasing decision

1. INTRODUCTION

Messages are at the core of every communication that exists. It is very important for communicators in choosing the best message delivery strategy so that the message conveyed can be received by the communicant with the same understanding of the purpose of delivering the message to the communicator.

The process of technological development has spurred business development to grow more rapidly. Business actors carry out various creations and innovations to survive and win the competition. Including managing the delivery of messages to consumers or communicants through marketing communications.

Humans as consumers are currently experiencing lifestyle changes where they are happier with things that are practical, easy, and fast. The activity of eating which was originally a fulfillment of the primary needs of each person at home then developed according to the times. The barter transaction then developed into a sale and purchase transaction, making the sale and purchase of food a promising business.

Along with the development of technology and communication, the culinary business is growing rapidly. The ease of communication and promotion encourages more culinary businesses to appear in various regions. Not only in big cities, but also in developing cities such as Bengkulu City. This condition is in line with the growing public awareness of eating activities that have led to the fulfillment of a lifestyle so that the need for food today is not only to meet basic or primary needs but also as a means of communicating and showing the lifestyle and identity of the perpetrators.



Source: We Are Social and Hootsuite

Hootsuite and We Are Social stated that until February 2022, Indonesian internet users reached 204.7 million. Compared to the number of internet users in 2021, there is an increase of 1% or more than 2.1 million people in the last 12 months. The total population of Indonesia is 277.7 million people. When there are 204.7 million internet users, it means that 73.7% of Indonesians have been touched by surfing in cyberspace.

This signal is captured by culinary business actors. The number of internet users throughout Indonesia will be able to have a

positive impact on the development of the culinary business. Especially in the promotion and marketing sector. The habit of consumers uploading photos while eating at a restaurant and providing reviews related to restaurants and the food they enjoy is a promotional activity carried out by consumers, without being asked by producers.

Currently, culinary businesses have their own social media accounts which are a means of promotion and business identity. The continuous exposure to information and promotions carried out by culinary business actors is a stimulus for potential consumers who see the information being disseminated. This is a form of persuasive marketing communication. The strategy is in accordance with the Stimulus Organism Response (SOR) Theory which is a simple learning principle, where the effect is a reaction to a certain stimulus. Continuous exposure to persuasive information from business owners will provoke responses from readers.

According to Setiadi (2003), consumer behavior is an action that is directly involved in obtaining, consuming, and disposing of a product or service, including the decision processes that precede and follow this action. This behavior is a concern for producers with the aim of being able to encourage consumers to make decisions to be able to buy the products offered so that producers try in many ways to provide a stimulus containing information about the advantages of the product and the benefits that consumers can get after buying the product being sold. Purchase decisions are strongly influenced by marketing stimuli. According to Kotler (2000:34), marketing stimulus can be seen from the marketing mix which includes:

- Product policy covers product planning and development.
- Price
- Promotion
- Distribution channel

The product referred to in this study is food and drink at a culinary business that was newly established in Bengkulu City in September 2021. A food outlet or restaurant that offers the concept of "one-stop eating" by having 3 (three) different but side-by-side outlets. This restaurant is called "Lavenrice La Scoop Le Petit". "La Scoop" offers a variety of Ice cream variants, "Lavenrice" offers a variety of domestic and foreign cuisine menus, and "Le Petit" offers a variety of bread and cakes. So far, in Bengkulu City, there has never been a culinary business that carries the concept of one-stop eating with the theme of the city of Paris.



Source: IG Le petit.id

2. LITERATURE REVIEW

LIFESTYLE

Since it officially opened in early September 2021, this restaurant seems to be crowded with consumers. A social media account belonging to a restaurant that uploads pictures of visitors every day and product stocks that often run out. The message that the communicator wants to convey is that product enthusiasts exceed the product supply capacity so they often run out. This is one of the marketing communication strategies through the delivery of persuasive messages. According to the Stimulus Organism Response (SOR) theory used in this study.

Anderson (2005:97 in the journal of Commerce Education Education) said that nowadays, times have changed people's thinking to make food in a good place just to satisfy prestige. The reach of advertising through digital media today is very broad. Currently, social media accounts owned by culinary business owners are used as promotional tools to provide product information to consumers. Every advertisement, whether through electronic media or social media, aims to create awareness and arouse consumer interest (Dyah, 2014: 3). For example, manufacturers can inform about product quality, price, and product uniqueness through "Instagram" social media. Manufacturers can arrange the layout of the display of information and product advantages on their social media accounts as attractive as possible.



Source: IG lascoop.id lavenrice.id lepetit.id

Over time, causing changes in trends in people's lifestyles. According to Saragih's (2015) in his research says that consumers experience lifestyle changes where they are happier with things that are easy, practical, and fast. Not only driven by the need for the functions and benefits of the product but also based on the desire to maintain prestige. Lifestyle shows how people live, how to spend their money, and how to allocate their time (Minor and Mowen, 2008: 282).

PRICE

Another factor is price. One person's view of the price of one product can be different. Is it considered expensive or not expensive.

In the Bengkulu Province Medium-Term Development Plan (RPJMD) 2021-2026 as stipulated in the Bengkulu Provincial Government Regional Regulation number 5 of 2021, the state of the industry in Bengkulu Province has not yet developed an industrial area and is planning the development of a new industrial area integrated with the island port. Bengkulu City Baai (RPJMD BENGKULU PROVINCE 2021-2026, Chapter II page 15).



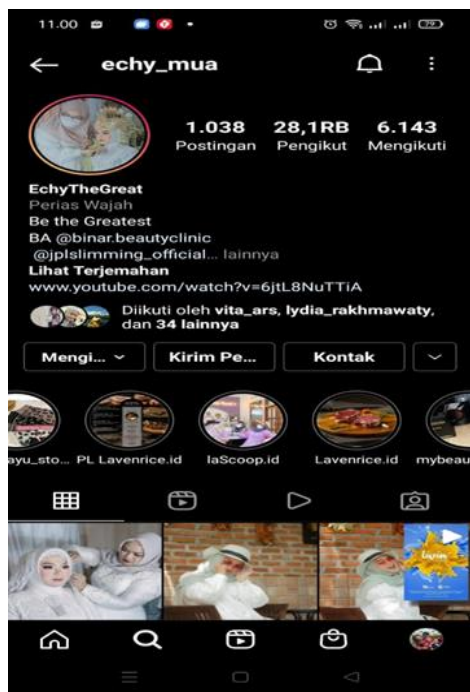
Source: IG lascoop.id lavenrice.id lepetit.id

This restaurant dares to offer products with selling prices above the average product of other stores in Bengkulu City. The courage and foresight of the owner of this restaurant are very interesting. Moreover, considering that Bengkulu City is neither a big city nor an industrial city, which adheres to a

consumptive lifestyle with people's purchasing power usually already high.

The high selling price is a separate message from the manufacturer. According to Tjiptono (2008), the role of information from price is an educational function where the perception that often applies is that high prices reflect high quality.

INFLUENCER



Source: personal IG

Nowadays, the use of influencers in product promotion are no stranger. Many artists and celebrities are hired by manufacturers to provide reviews of their products. Manufacturers invite influencers to restaurants or provide samples of products to be consumed and then give interesting reviews. With a very large number of followers, product reviews from the influencer are expected to influence their followers to buy the product.

From the description above, it can be seen that the communicator, namely the restaurant, manages messages through factors that are strongly suspected of influencing the communicant or potential consumers to make purchases, namely lifestyle factors, digital marketing communications, price perceptions, and influencers. Producers (communicators) realize that the communicant (consumers) in a business is the main key to winning the competition. Consumers today are also increasingly critical, careful, and selective in choosing a

product or service to be purchased. The more sophisticated the technology, the more consumer tastes are also progressing (Maghfiroh, 2016: 133).

Formulation of the problem

Noting these things, researchers are interested in analyzing the factors that influence consumer decisions to buy/shop at Lavenrice La Scoop Le Petit restaurant as part of Marketing Communications from Producers, namely How are lifestyle factors, digital marketing communications, price perceptions, and influencers in influencing buying decisions?

SOR Theory

The theory used in this study is the theory of SOR (Stimulus, Organism, Response). The SOR theory was discovered by Hovland (1953) and originally came from psychology. But in development, it is also used in communication science. According to this theory, Organisms produce certain behaviors if there are certain stimulus conditions, the effect caused is a special reaction to a special stimulus, so that one can expect and predict the correspondence between the message and the communicant's reaction. SOR (Stimulus, Organism, Response) is a communication theory in which humans are material objects whose souls include components: attitudes, opinions, behavior, cognition, affection, and conation (Effendy, 2003). The elements in this theory are:

- Message (Stimulus)
- Communicant (Organism)
- Effect (Response)

According to this stimulus-response theory, in the communication process, about attitude change, it is the how aspect, not what and why. It is clear how to communicate in this case how to change the attitude, and how to change the attitude of the communicant. In the process of changing attitudes, it appears that attitudes can change, only if the stimulus that hits them exceeds the original. The point of emphasis in this communication model is that the message conveyed can foster motivation, foster passion for the communicant so that the communicant quickly receives the message received and subsequently changes in behavior.

The relevance of the SOR theory in this study are:

- The stimulus in question is a message from Lavenrice La Scoop Le Petit restaurant that is conveyed through social media and mass media which has four aspects that can influence potential consumers to make purchases, namely lifestyle, digital marketing communications, price perception, and Influencers.

- b. The organisms in question are potential consumers and consumers who will go through the stages of attention, understanding, and acceptance of the message conveyed.
- c. The response in question is the purchase decision of the consumer to buy the product offered by the restaurant as a producer.

Digital Marketing Communication

According to Kotler and Armstrong (2008) promotion is the company's communication to consumers of products or services produced to build profitable relationships. Profit gains for producers and gains on use for consumers. Promotion is one of the marketing mix variables used by companies to communicate with their market. Promotion is also often referred to as a "continuous process" because it can lead to a series of further activities from the company.

The purpose of the company doing promotions according to Tjiptono (2001) is to inform (inform), influence and persuade (persuade) and remind (remind) customers about the company and its marketing mix. Sistaningrum (2002) explains that the purpose of promotion is four things, namely introducing oneself, persuading, modifying and shaping behavior, and reminding yourself about the product and the company concerned.

Buying decision

The purchasing decision is an integration process that is combined to evaluate two or more alternative behaviors and choose one of them (Peter Olson in Dewi, Prabowo: 712). This means that a person can decide to choose between several options. According to Kotler (2009: 190), the purchase decision is the stage in the purchase decision-making process where consumers buy. When consumers buy a product or service, consumers always compare prices from one restaurant to another by using social media as a medium of information in today's technological era.

Based on the opinions of these experts, it can be interpreted that purchasing decisions are the behavior of buyers in the process of deciding to buy a product or service when they have a choice of two or more of the same product.

Hypothesis

Based on the analytical framework above, the hypotheses put forward in this study are:

1. It is suspected that the influence of lifestyle affects purchasing decisions for Lavenrice La Scoop Le Petit restaurant products.

2. It is suspected that the influence of digital marketing communications affects purchasing decisions for Lavenrice La Scoop Le Petit restaurant products.
3. It is suspected that the effect of price perception on purchasing decisions for Lavenrice La Scoop Le Petit restaurant products.
4. It is suspected that the influence of influencers on purchasing decisions for Lavenrice La Scoop Le Petit restaurant products.
5. It is suspected that lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) together influence the purchase decision of Lavenrice La Scoop Le Petit restaurant products (Y).

3. RESEARCH METHOD

This study uses a quantitative approach that explains and describes how the influence of lifestyle variables, digital marketing communications, price perceptions, and influencers on the purchasing decision process of prospective consumers at Lavenrice La Scoop Le Petit Restaurant in Bengkulu City. By using data in the form of numbers obtained from each measured variable as a tool to determine the influence of four independent variables on one dependent variable.

The quantitative approach is used in line with the Positivism paradigm in this study. The method used is a survey, which examines a relatively large population by determining a representative sample of the population studied (Kriyantono, 2006). This survey method was carried out by distributing a questionnaire in the form of a google form.

Research variable

In this study, there are four independent variables, namely lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4). The dependent variable in this study is the purchasing decision process (Y).

Population and Sample

The population in this study are all consumers who have made purchases of food and beverage products from Lavenrice La Scoop Le Petit Restaurant either by purchasing by eating in (dine in), take away (take away), or online purchases through the application. The total population cannot be known with certainty. In addition, visitors who come to the restaurant may be repeat visitors (not the first visitors).

The sampling technique used in this research is non-probability sampling. Researchers can meet respondents who are transacting at the research location. In this study, researchers first find out the distribution of respondents and then distribute

questionnaires to respondents who are transacting in restaurants, spreading through social media and chain messages from one respondent to another.

This study uses the Rao Purba formula because the exact number of the population is not known. According to Rao Purba, in principle, there are no definite rules to determine the presentation that is considered appropriate in determining the sample. Rao Purba in Sujarweni (2015:155) Using the formula:

$$n = Z^2 \alpha (\text{Moe})^2$$

Where:

N = Number of Samples

Z = Normal distribution level at significant level 5% = 1.96.

Moe = Margin of Error max, which is the maximum overall level that is tolerated by 10%.

By calculation:

$$n = 1,9624 (0,10)^2$$

$$n = 96,04 \text{ or } 97$$

Based on the calculation, the sample obtained is 97. So the sample in this study is 97 respondents (n = 97). In facilitating the research, the researchers took a sample of 100 respondents.

Provided 5 (five) alternative answers. If the respondent answers Strongly Agree (SS) then it is given a weighting value of 5, Agree (S) weight of 4, Neutral (N) weight of 3, Disagree (SS) weight of 2, and Strongly Disagree (STS) is given a weight of 1.

Data collection technique

The primary data in this study are data obtained from questionnaires. The researcher sent a list of questions via google form to ask for information about known facts and also about respondents' opinions about the research phenomenon. The type of questionnaire used is a closed questionnaire where the answers to the questions have been provided.

In this study, secondary data was obtained from documentation and brief interviews with several respondents, then information from reading literature, books, articles, journals, data from the internet, and previous theses.

Validity test

The measurement was obtained from SPSS 25 with a significance level of 0.05 because it is considered quite representative and is a significance level commonly used in social science research. The number of samples (n) = 169 respondents, so the rateable value is 0.148. The validity of the instrument is as follows:

Table 3.3 Lifestyle Variable Validity Test Results (X1)

Statement Items	r-count	r-table	Information
Number 1	0.549	0.148	Valid
Number 2	0.596	0.148	Valid
Number 3	0.687	0.148	Valid
Number 4	0.590	0.148	Valid
Number 5	0.418	0.148	Valid
Number 6	0.596	0.148	Valid
Number 7	0.586	0.148	Valid
Number 8	0.507	0.148	Valid
Number 9	0.423	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Table 3.4 Results of Validity Test of Digital Marketing Communication Variables (X2)

Statement Items	r-count	r-table	Information
Number 1	0.675	0.148	Valid
Number 2	0.764	0.148	Valid
Number 3	0.746	0.148	Valid
Number 4	0.709	0.148	Valid
Number 5	0.782	0.148	Valid
Number 6	0.811	0.148	Valid
Number 7	0.709	0.148	Valid
Number 8	0.613	0.148	Valid
Number 9	0.506	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Table 3.5 Validity Test Results of Price Perception Variables (X3)

Statement Items	r-count	r-table	Information
Number 1	0.445	0.148	Valid
Number 2	0.315	0.148	Valid
Number 3	0.803	0.148	Valid
Number 4	0.760	0.148	Valid
Number 5	0.476	0.148	Valid
Number 6	0.817	0.148	Valid
Number 7	0.780	0.148	Valid
Number 8	0.520	0.148	Valid
Number 9	0.703	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Table 3.6 Influencer Variable Validity Test Results (X4)

Statement Items	r-count	r-table	Information
Number 1	0.462	0.148	Valid
Number 2	0.591	0.148	Valid
Number 3	0.636	0.148	Valid
Number 4	0.704	0.148	Valid
Number 5	0.746	0.148	Valid
Number 6	0.766	0.148	Valid

Number 7	0.753	0.148	Valid
Number 8	0.388	0.148	Valid
Number 9	0.420	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Table 3.7 Validity Test Results of Purchase Decision Variables (Y)

Statement Items	r-count	r-table	Information
Number 1	0.388	0.148	Valid
Number 2	0.534	0.148	Valid
Number 3	0.707	0.148	Valid
Number 4	0.793	0.148	Valid
Number 5	0.615	0.148	Valid
Number 6	0.645	0.148	Valid
Number 7	0.756	0.148	Valid
Number 8	0.806	0.148	Valid
Number 9	0.617	0.148	Valid

Data source: SPSS 25, 2022 . Data Processing Results

Reliability Test

According to Indrawati and Riduwan (Zahra & Rina, 2018, p. 50), reliability is concerned with the level of trustworthiness, reliability, consistency, or stability of the results of a measurement. The reliability test of the research instrument used the Cronbach Alpha formula, which is a mathematical formula used to test the level of reliability of the measure.

Table 3.8 Reliability Test Results

Variable	Cronbach Alpha	r-table	Information
Lifestyle (X1)	0.704	>0.6	Valid
Digital Marketing Communication (X2)	0.868	>0.6	Valid
Price Perception (X3)	0.810	>0.6	Valid
Influencers (X4)	0.786	>0.6	Valid
Victim's Willingness (Y)	0.833	>0.6	Valid

Data source: SPSS 25, 2022 . Data Processing Results

The table above can be seen that the Cronbach Alpha value is greater than the r table value, which is 0.6. According to Sugiyono (Zahra & Rina, 2018), the instrument is declared reliable if the reliability coefficient is at least 0.6. So it can be concluded that the instrument has reliability.

Data analysis technique

The process of data analysis and processing is carried out using quantitative methods with multiple linear regression statistical

tests. Multiple Liner Regression statistical test is used if the cause is more than one variable (Kriyantono, 2006: 181).

Formula :

$$Y = +\beta_1x_1 + 2x_2 + 3x_3 + 4x_4 + e$$

To determine whether there is an overall effect or contribution between the variables that can be tested Ftest at a significance level of 5% (which means the possibility of error in this study is 5% so that the confidence level in this study is 95%) with the following formula:

$$F_{count} = R^2 (n-m-1) / m (1-R^2)$$

Information:

Fcount= price F regression line m = number of independent variables

R = correlation coefficient between X and Yn = number of respondents

To test whether the hypothesis is accepted or rejected, the results of Fcount are consulted with Ftable at an alpha level of 5% if:

- If the value of Fcount is greater than Ftable (Fcount > Ftable) then there is a significant effect.
- If the value of Fcount is smaller than Ftable (Fcount < Ftable) then there is no significant effect.

Meanwhile, to determine the significance of the effect of each variable X on Y, a test is used with the formula:

$$t_{count} = \frac{bs}{sb}$$

Information:

b = regression coefficient

Sb = default standard/error standard

- To test whether the hypothesis is accepted or rejected, the tcount results are accepted or rejected, the tcount results are consulted with the t table at the 5% alpha level.
- If the value of tcount is greater than ttable (tcount > ttable) then the working hypothesis (HK) is accepted or the null hypothesis (H0) is rejected.
- If the value of tcount is less than ttable (tcount < ttable), then the working hypothesis (HK) is rejected or the null hypothesis (H0) is accepted.

4. RESULT AND DISCUSSION

Research result

This study uses quantitative research methods by distributing questionnaires to 169 respondents spread across the city of Bengkulu. The characteristics of the respondents studied were people inside and outside the city of Bengkulu who had purchased at the Lavenrice La Scoop Le Petit restaurant at least 1X.

Table 5.1 Characteristics of Respondents by Gender

Gender	Number of people)	Percentage (%)
Man	17	10.1%
Woman	152	89.9%
Amount	169	100%

Table 5.2 Characteristics of Respondents by Occupation

Work	Number of people)	Percentage (%)
ASN	101	59.76
IRT	16	9.47
Private sector worker	27	15.98
Student	6	3.55
Bank employees	7	4.14
BUMN employees	6	3.55
Honor Power	3	1.78
Not yet working	3	1.78
Amount	169	100

Table 5.3 Characteristics of Respondents Based on Domicile

Domicile	Number of people)	Percentage (%)
Bengkulu City	160	94.67
Kaur County	1	0.59
Rejang Lebong Regency	3	1.78
Lebong County	2	1.18
New Week	1	0.59
Lampung	1	0.59
Depok	1	0.59
Amount	169	100

Table 5.4 Characteristics of Respondents by Age

Age Range	Amount	Percentage
Under 20 years	3	1.78
21-30 years old	18	10.65
31-40 years old	123	72.78

Over 40 years	24	14.20
Amount	169	100

Table 5.5 Characteristics of Respondents Once Make a Product Purchase

Ever bought	Number of people)	Percentage (%)
1 X	82	48.5
More than 1 X	87	51.5
Amount	169	100

Table 5.16 Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,638	1.618		-2,248	.026
	X1 Lifestyle	.377	.067	.312	5.589	.000
	X2 Digital Marketing Communications	.166	.057	.180	2,890	.004
	X3 Price Perception	.398	.060	.401	6.666	.000
	X4 Influencers	.119	.049	.120	2,448	.015
	a. Dependent Variable: Purchase Decision Y					

The formula for multiple linear regression equations is:

$$Y = +\square X + 2X_2 + 3X_3 + 4X_4$$

From the above equation obtained:

$$Y = 3.638 - 0.377 X + 0.166 X_2 + 0.398 X_3 + 0.119 X_4$$

From the results of multiple linear regression analysis are described as follows:

- a. Regression Coefficient (a)
From the table, the constant value is 3.638 states that if lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) remain (no change) then the value of purchasing decision consistency (Y) is equal to 3.638.
- b. Regression Coefficient (b1)
In the table above, it is found that the regression coefficient (b1) of the lifestyle variable (X1) is 0,377, states that if the lifestyle (X1) increases or changes, the purchasing decision (Y) will change by 0,377, assuming there is no addition (constant) to the value of other variables. The positive sign on the regression coefficient value symbolizes a unidirectional relationship between X1 and Y. If the lifestyle (X1) is higher, then the purchase decision will increase by 0,377.
- c. Regression Coefficient (b2)
Based on the table above, it is found that the value of the regression coefficient (b2) for the digital marketing communication variable (X2) is 0,166 states that if digital marketing communication (X2) increases, the purchase decision (Y) will change by 0,166 assuming there is no addition (constant) of the other variables. The positive sign on the regression coefficient value symbolizes a unidirectional relationship between X2 and Y. If the digital marketing communication (X2) is higher, the purchase decision will increase by 0,166.
- d. Regression Coefficient (b3)
Based on the table above, it is found that the value of the regression coefficient (b3) for the price perception variable (X3) is 0,398, states that if the price perception (X3) increases, the purchase decision (Y) will change by 0,398, assuming there is no addition (constant) of the other variables. The positive sign on the regression coefficient value symbolizes a unidirectional relationship between X3 and Y. If the perception of price (X3) is higher, then the purchase decision will increase by 0,398.
- e. Regression Coefficient (b4)
Based on the table above, it is found that the regression coefficient (b4) of the influencer variable (X4) is 0,119, states that if the influencer (X4) increases, the purchase decision (Y) will change by 0,119, assuming there is no addition (constant) of the other variables. The positive sign on the regression coefficient value symbolizes a unidirectional relationship between X4 and Y. If the influencer (X4)

is higher, then the purchase decision will increase by 0,119.

Correlation Coefficient (R) and Coefficient of Determination (R²)

The correlation coefficient is used to show the relationship between lifestyle variables (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) on the purchasing decision variable (Y). While the coefficient of determination is used to show the percentage of the contribution of all independent variables simultaneously to the dependent variable of purchasing decisions (Y).

Table 5.17 Correlation Coefficient (R) and Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863a	.745	.738	252.201
a. Predictors: (Constant), Lifestyle, Digital marketing communications, Price perception, Influencers				
b. Dependent Variable: Purchase decision				

The correlation value (R) between lifestyle, digital marketing communication, price perception, and influencers with purchasing decisions is 0.863. While the value of the coefficient of determination (R²) between lifestyle, digital marketing communication, price perception, and influencers simultaneously on purchasing decisions is 0.745. This means that the contribution of lifestyle variables, digital marketing communications, price perception, and influencers in influencing purchasing decisions is 74.5%, while the other 25.5% is influenced by other variables not examined in this study.

T. Test Results

The t statistic test is also known as the individual significant test, which shows how far the influence of the independent variable on the dependent variable is partial. Partially means that individually, the variables X1, X2, X3, and X4 can be tested separately whether they influence the purchasing decision variable (Y). The criteria for making t-test decisions are as follows:

- a. If the value of $t_{count} > t_{table}$ then the working hypothesis (H_k) is accepted or the null hypothesis (H_o) is rejected.
- b. If the value of $t_{count} < t_{table}$, then the working hypothesis (H_k) is rejected or the null hypothesis (H_o) is accepted.

Table 5.18 Value of tcount

Data source: SPSS 25 Data Processing, 2022

Variable	T value	t-table	Hypothesis
Lifestyle (X1)	5.589	>1.9745	Received
Digital marketing communications (X2)	2,890	>1.9745	Received
Price perception (X3)	6.666	>1.9745	Received
Influencers(X4)	2.448	>1.9745	Received

The following is an explanation of the SPSS t-test output:

1. The Working Hypothesis (Hk) is accepted, meaning that there is a partial influence between lifestyle on purchasing decisions, while the Zero Hypothesis (H0) is rejected.
2. The Working Hypothesis (Hk) is accepted, meaning that there is a partial influence between digital marketing communications on purchasing decisions, while the Zero Hypothesis (H0) is rejected.
3. The Working Hypothesis (Hk) is accepted, meaning that there is a partial influence between price perceptions on purchasing decisions, while the Zero Hypothesis (H0) is rejected.
4. The Working Hypothesis (Hk) is accepted, meaning that there is a partial influence between the influencers on purchasing decisions while the Zero Hypothesis (H0) is rejected.

No	Variable	tcount
1.	Price perception (X3)	6,666
2.	Lifestyle (X1)	5,589
3.	Digital marketing communications (X2)	2,890
4.	Influencers(X4)	2,448

Table 5.19 Order of Significance of tcount Variable X to Variable Y

Data source: SPSS 25 Data Processing, 2022

MISCELLANY BELL	REGRESSION COEFFICIENT (beta)	CORRELATION COEFFICIENT (Pearson)	R SQUARE
X1	0.312	0.738	74.5
X2	0.18	0.730	
X3	0.401	0.791	
X4	0.12	0.551	

5.2.4 F Test Results
Table 5.20 Value of F . Test Results

ANOVAa					
Model		Sum of Squares	df	Mean Square	Sig .
1	Regression	3,040,384	4	760,096	.000b
	Residual	1.043.131	164	6.361	
	Total	4,083,515	168		
a. Dependent Variable: Purchase decision					
b. Predictors: (Constant), Lifestyle, Digital marketing communications, Price perception, Influencers					

Data source: SPSS 25 Data Processing, 2022

Ftest together sees that X1 to X4 affects purchasing decisions (Y). From the ANOVA or Ftest test, it can be seen that the Fcount value is 119,502 with a Sig (p) value of 0.000, it was consulted with Ftable with a 95% confidence level. Based on the results of the data analysis that has been carried out, it can be seen that Fcount is greater than Ftable (119,502 > 2.37). So it can be concluded that together or called simultaneously, the variables of Lifestyle, Digital Marketing Communication, Price Perception, and Influencers affect purchasing decisions.

SE and SR . Test Results

Table 5.21 Regression Coefficients (Beta) and (Pearson)

Data source: SPSS 25 Data Processing, 2022

Formula to find SE:

$$SE(X)\% = \text{Beta}_X \times \text{Koefisien Korelasi} \times 100\%$$

ATAU

$$SE(X)\% = \text{Beta}_X \times r_{xy} \times 100\%$$

www.spssindonesia.com Rumus sumbangan efektif

Table 5.22 Results of Calculation of Effective Contribution (SE)

EFFECTIVE DONATIONS	SCORE
X1	23.03
X2	13.14
X3	31.72
X4	6.61
R SQUARE	74.50

Data source: SPSS 25 Data Processing, 2022

Based on the calculation in table 5.22, it can be seen that the Effective Contribution (SE) of the lifestyle variable X1 to the purchasing decision (Y) is 23.03%, and the SE of the digital marketing communication variable (X2) to the purchasing decision (Y) is 13.14%. , SE of the X3 price perception variable on purchasing decisions (Y) is 31.72% and the SE of X4's price influencer variable on purchasing decisions (Y) is 6.61%. Thus it can be concluded that the price perception variable X3 has the most dominant influence compared to other variables. The total SE is 74.5% or the same as the Coefficient of Determination (R Square) for regression analysis, which is 74.5%.

Relative Contribution (SR)

Relative Contribution is a measure that shows the contribution of an independent variable to the number of squared regressions. The sum of the relative contributions of all independent variables is 100% or equal to 1.

Formula to find SR:

$$SR(X)\% = \frac{SumbanganEfektif(X)\%}{R_{Square}}$$

ATAU

$$SR(X)\% = \frac{SE(X)\%}{R^2}$$

Rumus sumbangan relatif

Table 5.23 Results of Calculation of Relative Contribution (SR):

RELATIVE DONATIONS	SCORE
X1	30.91
X2	17.64
X3	42.58
X4	8.88
TOTAL	100.00

Source: SPSS 25 Data Processing, 2022

Based on the calculation in table 5.23, it can be seen that the Effective Contribution (SR) of the lifestyle variable X1 to purchasing decisions (Y) is 30.91%, and the SR of the digital marketing communication variable (X2) to purchasing decisions (Y) is 17.64%, SE price perception variable (X3) on purchasing decisions (Y) is 42.58% and SE influencer variable (X4) on purchasing decisions (Y) is 8.88%. Thus, it can be concluded that the order of influence of variable X on variable Y is: Price perception variable (X3), lifestyle variable (X1), digital marketing communication variable (X2), and finally the

influencer variable (X4). The total SR is 100% or the same as 1.

Discussion

In this study, the message conveyed by restaurant producer Lavenrice La Scoop Le Petit is a stimulus that is seen in the form of lifestyle, digital marketing communication, price perception, and influencers.

1. Attention Stage. In this stage, the communicant who is a potential customer from Lavenrice La Scoop Le Petit Restaurant receives information about products from mass media, digital media, and direct information received from other people (Word of Mouth). The information received is in the form of location information, services, product attractiveness, taste quality, and product prices. This variety of information is received by the communicant as the beginning of the stimulus given by the communicator (producer) to convey the intention (invitation to purchase) to the communicant or potential consumer.
2. Understanding Stages. Furthermore, the information received by the communicant occurs repeatedly and will enter the understanding stage where the communicant will analyze the information received in the form of exposure to lifestyle influences, digital marketing communications, price perceptions, and the influence of influencers.
3. Acceptance Stage. Information that has been received and through the stages of understanding will encourage the communicant to determine attitudes (acceptance). Acceptance in this case can be a positive reaction according to the expectations of the communicator or vice versa.

The sample in this study amounted to 169 people who were people who had purchased products at the Lavenrice La Scoop Le Petit restaurant. From the results of hypothesis testing, it is proven that lifestyle factors, digital marketing communications, price perceptions, and influencers simultaneously or jointly influence purchasing decisions. Then from the results of the regression analysis, it is known that the influence of lifestyle factors, digital marketing communications, price perceptions, and influencers is 74.5%. While the remaining 25.5% is influenced by other variables not examined in this study. Based on these results, It can be seen that the stimulus given by the communicant (Lavenrice La Scoop Le Petit restaurant) to the communicator (consumer) is proven to influence the Organism to give a positive response in accordance with the expectations of the communicator. This means that the Stimulus Organism Response theory found by Hovland (1953) is proven in this study.

Furthermore, among the four variables, all variables that have t_{count} are greater than t_{table} . The variable that has the largest t_{count} is the price perception variable (X3), so it can be concluded that the price perception variable (X3) is the sub-variable that has the most significant influence on the purchasing decision process at Lavenrice La Scoop Le Petit restaurant. Based on the results and calculations that have been done, it can be seen that F_{count} is greater than F_{table} ($119,502 > 2.37$). It can be interpreted that simultaneously X1 (lifestyle), X2 (digital marketing communication), X3 (price perception), and X4 (influencers) affect Y (purchase decision).

From the SOR theory used, the lifestyle variables, digital marketing communication, price perception, and influencers which are the stimulus will be conveyed together to the organism/communicant, namely Lavenrice La Scoop Le Petit restaurant consumers. The organism will go through 3 stages of attention, understanding, and acceptance to arrive at the response that will be given by the organism to the stimulus. Based on the results of the data analysis test in this study, it is known that lifestyle stimuli, digital marketing communications, price perceptions, and influencers can jointly influence purchasing decisions. This happens because the quality of the stimulus (stimulus) is good from sources of communication (sources) such as complete, interesting, and up-to-date product information, strategic locations, comfortable facilities,

5. CONCLUSION

This study aims to determine how the influence of the variables studied, namely lifestyle (X1), digital marketing communication (X2), price perception (X3), and influencers (X4) on purchasing decisions (Y). Based on the results of the research and discussion, it can be concluded that the four independent variables have a positive effect both partially (separately) and simultaneously (overall) on the dependent variable, namely purchasing decisions with the calculated F_{count} value greater than F_{table} ($119.502 > 2.29$). As for partially:

1. Lifestyle variables separately (partial) have a positive effect on purchasing decisions with a t_{count} value of 5.589 which is greater than t_{table} which is 1.9745. So that the working hypothesis (HK) is accepted, while H_0 is rejected.
2. The digital marketing communication variable separately (partial) has a positive effect on purchasing decisions with a t_{count} value of 2.890 which is greater than t_{table} which is 1.9745. So that the working hypothesis (HK) is accepted, while H_0 is rejected.
3. The price perception variable partially has a positive effect on purchasing decisions with a t_{count} value of 6.666

which is greater than t_{table} which is 1.9745. so that the working hypothesis (HK) is accepted while H_0 is rejected.

4. The influencer variable partially has a positive effect on purchasing decisions with a t_{count} value of 2.448 which is greater than t_{table} which is 1.9745. so that the working hypothesis (HK) is accepted, while H_0 is rejected.
5. Based on the research that has been done, it is concluded that the influence of Lifestyle Factors, Digital Marketing Communication, Price Perception, and Influencers in Influencing the Purchasing Decision Process is 74.5%. The remaining 25.5% is influenced by other variables not examined in this study.
6. Based on the calculation of the Relative Contribution (SR), it can be seen that the price perception variable has the highest influence on purchasing decisions, which is 42.58%, then the lifestyle variable X1 is 30.91%, the digital marketing communication variable (X2) is 17.64. % and finally the influencer variable (X4) is 8.88%

6. Suggestion

Theoretically, it is hoped that further researchers will:

1. Further researchers can develop this research using different research methods, or combine quantitative and qualitative research methods so that more in-depth results can be obtained regarding other factors that influence purchasing decisions that have not been studied in this study. There are 25.5% that is not influenced by the variables in this study can be the development of research by further researchers.
2. Develop samples to be more varied based on work and can develop sample characteristics based on hobbies and motivations. Because in this study it was found that the majority of the sample were State Civil Apparatus (ASN).
3. Furthermore, the results of this study are expected to be a motivation or stimulus for other researchers for similar cases or phenomena in different research places.

This research is expected to be used as a reference for Lavenrice La Scoop Le Petit restaurant to:

1. Maintaining the quality, benefits, and convenience that consumers receive for compensation from the price paid. When the communicant gets a match between expectations and reality for the product offered, the communicant can then act as the next communicator in providing reviews and inviting other communicants to make product purchases.
2. Maintaining the comfort of the place, easy access to the location, and keeping up with the times. Because lifestyle factors will continue to develop according to attitudes towards restaurant reputation, interest in allocating time,

allocating money, and the value of pride in the ability to buy products.

3. Improving the quality of Digital Marketing Communications by expanding digital networks/connections. Based on follow-up interviews with several respondents in this study, interesting marketing communication is to periodically hold promotions in the form of price discounts, lucky draws, and online service improvements from restaurant admins to be more responsive to responses. This is because the communicant it very easy to access a variety of interesting information from various manufacturers and can choose and evaluate directly. It is very important for manufacturers to continuously upgrade their digital marketing communication skills.
4. Increase the role of promotional partners in expanding the influence of the restaurant's attractiveness. This study has researched and obtained the results that influencers have an influence on the purchasing decision process but are not significant, meaning that they still need to be improved.

REFERENCES

Book

- Anderson, E. 2005. Everyone Eats Understanding Eating and Culture
- Creswell, John W. 2016. Research Design: A Qualitative, Quantitative, and Mixed Methods Approach - 4th Edition First Printing. Yogyakarta: Student Library
- Efendy, Onong Uchjana. 2003. Science, Theory and Philosophy of Communication, Bandung: Citra Aditya Bakti.
- Hartini, S. (2016). The Effectiveness of Endorsment on Instagram Social Media on Skin Care Products, 3(1), 43–50.
- Joseph, Thomas. (2011). APPS The Spirit of Digital Marketing 3.0. Jakarta: PT Elex Media Komputindo.
- Kotler, P., & Kevin Lane Keller. 2016. Marketing Management. Erlangga
- Kotler, Philip; Armstrong, Garry, 2008. Principles of Marketing, Volume 1. Erlangga
- Kriyantono, Rachmat. 2006. Practical Techniques of Communication Research. Jakarta. date
- Mowen, JC, & Minor, M. 2012. Erlangga Consumer Behavior
- Setiadi, Nugroho J. 2013. Consumer Behavior. Jakarta : Kencana
- Sugiyono. 2018. Quantitative, Qualitative, and R&D Research Methods (27th ed). Alphabet
- Soelistio, Yuwan (2016). The Influence of Price Perception, Promotion and Service Quality on Repurchase Interest in Indonesian Postal Package Services. THESIS. Yogyakarta.
- Bengkulu Provincial Government Regional Regulation Number 5 of 2021 concerning the Bengkulu Province RPJMD for 2021-2026*

Journal

- Dewi, Nia Safitri., Prabowo, Rokh Eddy. (2018). Product Quality Performance, Price Perception, Promotion, and Lifestyle in influencing the isotonic drink purchasing decision process (Study of Isotonic Drinks Consumers in Semarang City). Proceedings of SENDI_U ISBN : 978-979-3649-99-3 Retrived from https://unisbank.ac.id/ojs/index.php/sendi_u/article/view/6054
- Pratiwi, Meilaati Indra., Patrikha, Finisica Dwijayanti. (2021). The Influence of Lifestyle, Price and Influencers on Purchase Decisions at Se'i Sapiku Restaurant Surabaya. Journal of Business Administration Education P-ISSN 2337-6078 Retrived from <https://ejournal.unesa.ac.id/index.php/jptn/article/view/41930>
- Sutardjo, Deagiva., Mandey, Silvya L., Raintung, Michael Ch. (2020). The Influence of Lifestyle, Word Of Mouth and Endorsement on Purchase Decisions at GloriusGloriuss Store Manado. EMBA Journal Vol. 8 pp. 90-99. Retrived from <https://ejournal.unsrat.ac.id/index.php/emba/article/view/30580>
- Setyorini, Rahmawan. (2021). The Influence of Products, Influencers and Media Promotion Strategies on Herborist Purchasing Decisions. JDM Journal pp. 78-87. Retrived from https://publikasi.mercubuana.ac.id/index.php/jdm/article/download/12110/pdf_1
- Febriani, Nadia. (2021). Effectiveness of Celebrity Endorsment Marketing Communication Strategy on Instagram Against Generation Z. Journal of Communication Management Vol 5 No 2 pp 238-258. Retrived from <http://jurnal.unpad.ac.id/manajemen-komunikasi/article/view/27682>
- Ma'ruf, Khair. (2020). Effect of Instagram Social Media Communication on Brand equity, Brand Attitude, and Purchase Intention. Journal of Communication Management Vol 5 No 2 pp 1-18. Retrived from <http://journal.unpad.ac.id/manajemen-komunikasi/article/view/25948>
- Pomegranate, Humaidi. (2020), The Effect of Marketing Communication on the Decision to Buy Books by the Community at Gramedia Banjarmasin Veterans. Journal of Communication Studies Vol 3 No 1. Retrived from <https://ojs.uniska-bjm.ac.id/index.php/mutakallimin/article/view/3526>
- Hariyanti, 2018. The Effect of Influencer Marketing as a Digital Marketing Strategy for the Modern Era (A Literature Study). Executive, 15 (1). pp. 133-146. ISSN 1829-750. <http://repository.ikado.ac.id/61/>.
- Kusniadji, Suherman. (2016). Marketing Communication Strategy in Consumer Goods Product Marketing Activities, (Case Study At PT Expand Berlian Mulia In Semarang). UNTAR Communication Journal.
- Zahra, R., & Rina, N. (2018). The Influence of Celebrity Endorser Hamidah Rachmayanti on Purchase

Decisions for Mayoutfit Online Shop Products in Bandung City. Journal of Lontar, 6(1), 43–57.

On line

www.spssindonesia.com(Accessed throughout March-April 2022)

<https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/>(Accessed November 9, 2021)

<https://betvnews.com/lavenrice-la-scoop-dan-le-petit-manjakan-lidah-dunia-bengkulu/>(Accessed on December 5, 2021)

https://www.instagram.com/le_petit.id/?hl=en(Accessed November –December 2021)

<https://www.instagram.com/lavenrice.id/?hl=en>(Accessed November –December 2021)

https://www.instagram.com/la_scoop.id/?hl=en(Accessed November –December 2021)

MAKING SHORT MOVIE AS INFORMATION AND EDUCATIONAL MEDIA FOR VISITORS OF HARAU TOURISM IN THE IMPLEMENTATION OF “SAFE TOURISM IN THE NEW NORMAL ERA”

Yesi Puspita¹, Nurkhalila Fajrini²

¹Ilmu Komunikasi FISIP Universitas Andalas, Limau Manis, Pauh, Padang, 25175

²Ilmu Komunikasi Universitas Terbuka, Jalan Cabe Raya Pondok Cabe, Tangerang Selatan, 15437

ARTICLE INFO

Corresponding author:

yesipuspita@soc.unand.ac.id,

yesifisip@gmail.com

ABSTRAK

Pandemi Covid-19 memaksa kita untuk bangkit dari keterpurukan. Salah satunya sektor pariwisata yang sudah membuka tempat-tempat wisata. Dengan membatasi jumlah pengunjung dan menjalankan protokol Kesehatan. Namun, kenyataan di lapangan masih banyak pengunjung wisata yang mengabaikan protokol Kesehatan selama berada di objek wisata Harau. Belum banyak pelaku pariwisata setempat yang menggunakan teknologi untuk memberikan satu upaya agar masyarakat di sektor pariwisata dapat menjalankan kehidupan after new normal. Penggunaan teknologi seharusnya bisa memudahkan pelaku wisata untuk memberikan pengarahan terhadap pengunjung wisata. Produksi short movie dimasa pandemi menjadi salah satu alternatif bagi pelaku pariwisata sebagai media informasi dan edukatif yang akan diberikan kepada pengunjung. Dengan penerapan short movie yang memperhatikan unsur gambar, warna, bahasa dan suara yang digunakan, menjadi media yang menarik pengunjung untuk melakukan wisata ke objek wisata Harau, Kabupaten Lima Puluh Kota dalam suasana After New Normal yang disesuaikan dengan anjuran protokol kesehatan yang tepat bagi pengunjung nantinya.

Kata kunci: *Protokol Kesehatan; Objek Wisata; Short Movie; New Normal*

ABSTRACT

The Covid-19 pandemic has forced us to rise from adversity. One of the tourism sectors that has opened tourist attractions. By limiting the number of visitors and implementing Health protocols. However, the reality on the ground is that there are still many tourist visitors who are in the health sector while they are at the Harau tourist attraction. Not many local tourism actors use technology to provide efforts so that people in the tourism sector can live a post-new normal life. The use of technology should make it easier for tourism actors to provide directions to tourist visitors. Production of short films during the pandemic is an alternative for tourism actors as a medium of information and education that will

be provided to visitors. With the application of short films that pay attention to the elements of image, color, language, and sound, which become a medium that attracts visitors to travel to the Harau tourist attraction, Fifty Cities Regency in an After New Normal atmosphere, which is used with recommendations for appropriate health protocols for visitors later.

Keywords: Health Protocols; Tourism Object; Short Movie; New Normal

1. INTRODUCTION

New normal is said to be a new way of life amid the coronavirus whose recovery rate is increasing. Because the Covid-19 case is still a shared focus, several regions have made rules regarding the new-normal implementation while continuing to make efforts to prevent COVID-19. However, the reality is that there are still many tourist visitors who ignore the health protocol. Tourism activists have checked and warned to always wear masks, maintain distance and wash hands while in tourist areas. This is what makes the academic community of Andalas University look for ways to persuade visitors to be aware of the health protocol.

With the implementation of the new normal at this time, the academic community is looking for other ways so that information and educational media for the wider community can be understood properly. In this case, the academic community performs community service by utilizing the production of short films in collaboration with one of the Government Offices. Short Movie is one of the audio-visual-based communication media. The delivery of communication messages through short films consists of pictures, text, and sound. In communication studies, we are not only talking about the elements that fill a short film, but also there are still many things to consider, such as color, type of writing, appropriate language, (non-verbal) movements of actors in the video, and additional voices that can increase interest in a short movie. The combination of image and sound forms the same character as the original object. The use of audio-visual media can heighten public attention with an attractive appearance. The use of pictures can also make a person more focused because the image can focus attention (Emma, et al., 2019). So that the message conveyed is following the function of the media, namely as a medium of information, prevention, and education. Information related to the handling of Covid-19 and the implementation of the new normal that the public generally gets, both from mass media, TV stations, and even social media, is swallowed raw without finding out what the truth is.

Especially people who live in remote areas where there are still a lot of people who do not understand correctly what Covid-19 is and how to live a life that is instructed in the proper new-normal era. The information they get is sometimes only by word of mouth, causing the fear of Covid-19 is so high. In Facing this new normal, there is still a lack of public understanding, especially in the local community that still considers it to be something normal, and many also ignore the recommended health protocols. So, the Andalas University community service team feels the need for a media that can provide information and understanding to the wide receiver. Through "Implementation of Short Movie After New Normal Production as Information and Educational Media for local communities and visitors in collaboration with the Tourism Office of the Regency of Fifty Cities".

Audio-visual-based media contains the use of voices, in addition to producing it. The combination of image and sound forms the same character as the original object. The use of audiovisual media can heighten public attention with an attractive appearance. In addition, they will be afraid to miss the video if they miss it by diverting their concentration and attention. For that, we try to oversee the notification of the material for making short films and socialized with the local community (tourists) so that the short films can be applied to visitors to tourist attractions. Finally, the applications of the short movie after the new normal become a medium of information and education for visitors to the Harau tourist attraction in the Lima Puluh Kota District.

Based on short film messages, it is one form of alternative media in the new-normal period. The message in the short film contains appeal, information, and education to visitors to the Harau tourist attraction. Thus, this form of activity is another form of health education. Health education is an activity that is carried out by spreading messages, and instilling faith so that people are not only aware, know and understand, but are also willing and able to make recommendations related to health to

achieve changes in the behavior of individuals, families, and communities in fostering and maintaining healthy behavior and a healthy environment, as well as playing an active role in efforts to realize optimal health degrees, (Haryani., Sahar., Sukihananto, 2017). This counseling will be delivered with audiovisual media. Audiovisual delivery can provide education for visitors. In addition, it can provide convenience for tourism actors and local government.

2. LITERATURE REVIEW

Health Protocols Short Movie

Some research results provide an overview of the impact of the COVID-19 pandemic on film production, distribution, cast, festivals, and teaching in several European countries (Akser, 2020; Hanzlík and Mazierskac, 2021).

According to Leni, et al., 2021, the short film will be a medium of socialization and information on Covid-19 as well as efforts to prevent and control Covid-19 among the community, where this research was conducted on Suradadi Village residents, most of whom use the Sasak language. (Local Language) in daily communication, and not a few do not understand Indonesian.

Health education requires media in delivering the material to be given, one of which uses video media (Setiani & Warsini, 2020). Media education or education with audio-visual provides a stimulus to the eyes (sight) and ears (hearing). Audio-visual media is still rarely used in health education, even though the provision of knowledge is more interesting if it is delivered with interesting methods and media (Wulandari et al., 2020). Therefore, the service team chose to provide education and socialization about the importance of implementing Health protocols for visitors.

The Information and education of Health Protocol

For the problems above, it is possible to apply short films in the new-normal period. This short film will be an alternative for tourist visitors to the Lima Puluh Kota, as an informational and educative medium. With the application of short films that pay attention to the elements used; image, color, language, and sound, it will be a suitable medium for the public to obtain information after the new normal. As the results of research related to the level of effectiveness of health counseling through videos of 85.7% (Indriani, 2017). The level of intervention given through video to counseling participants increased the knowledge of both participants. So, our service team gave a short film related to how to apply it as a medium of information and education for visitors to the Harau tourist attraction in the new normal era.

Education and socialization are one of the main components of preventing and controlling Covid-19 issues (Herman, 2021) (Zulfa & Kusuma, 2020) (Sarkadi & Syarifa, 2020) (Nasution et al., 2021). Education is also a medium that can be used to increase public knowledge about something. The public needs to get education and socialization about the coronavirus and how to prevent it so that the number of cases decreases and even zero incidents (Wardhani et al., 2020) (Setiani & Warsini, 2020) (Nagari et al., 2021) (Hartati et al., 2020). Education and socialization must contain clear and easily understood language by the community. So far, there has been no media for education and socialization of coronavirus control using the Sasak language on the island of Lombok.

3. RESEARCH METHOD

The method used to overcome this problem is the qualitative method by conducting field observations and interviews. Then, the approach in this research by promoting a short movie after the new normal to the Tourism Office of the Regency of Fifty Cities. In the early stages, the program that started in August 2021 is an assessment and discussion with the governments, on this problem with the Fifty Cities Regency Tourism Office.

The second stage is the outreach process with the community as tourism actors. This process has been going on before being applied to tourist attraction visitors. The next stage, which is the third stage, is the implementation of the after-new-normal short film production for visitors to the Harau tourist attraction in Lima Puluh Kota Regency. The last stage in this service activity is monitoring and evaluating the short-term impact of the application of short films after the new normal as a medium of information and education for visitors to the Harau tourist attraction in Lima Puluh Kota Regency. At this stage, the Andalas University community service team also provided the "Instagram Story Challenge" competency as a

4. RESULT AND DISCUSSION

In generating tourism activities according to the health protocol standards, synergy is needed between the parties involved, including the local government, the community, tourism activists, and tourists (tourists). Previously, the service team had prepared the preparation of a short film on the solution to the problem. The making of short films is adjusted to the conditions and needs in the field, related to how to travel safely in the new-normal era.

The UNAND service team collaborates with the Harau tourism activists to conduct socialization in the tourist environment for visitors. The socialization activity was on December 24-25, 2021, to coincide with the Christmas holiday. This activity was carried out during the holiday because the tourist attraction was

crowded. On December 24, 2021, the condition of the Harau tourist spot was visited by tourism from within and outside the city. On the first day of service activities, there were still many visitors who ignored health protocols while in tourist attractions. That way, our Unand service team tries to introduce how to travel safely in the new-normal era through a short film prepared in advance.

Based on the observations result in the field, many visitors who are in tourist attractions ignore the Health protocol. They do not use the masks they carry while in the tourist area. In fact, at that time the state tourist attractions was quite crowded. The The service team tries to introduce how to travel safely while at tourist attractions by showing short films to the visitors we meet and are open to being briefed on the recommended Health protocols.

The efforts can be increased the community's sense of responsibility as good citizens in the mid of the Covid-19 pandemic, and the importance of complying with government recommendations by providing knowledge about the correct Health Protocols with these educational videos. This service does not determine targets in providing short film socialization related to Health protocols while in tourist attractions. In the field, the service team always met with visitors from outside the Fifty Cities Regency area, including Padang City, Payakumbuh City, Jambi City, and Palembang City. Visitors who came from the Lima Puluh Kota Regency community themselves were not found during the service process. This can happen due to the Christmas holiday, which also coincides with the school holiday.

The short film was produced with the theme "safe travel in the new-normal era" which can be understood by all circles. The response given by the visitors was good enough. Visitors who previously ignored the health protocol immediately demonstrated safe travel behavior while in tourist areas, by wearing masks and maintaining distance. Furthermore, the Andalas University Service Team conducted socialization related to Health protocols in the new-normal era through short films, which aimed to increase public understanding of implementing the new-normal life and responding to the Covid-19 pandemic. Next, realizing how to travel safely during the new normal. In principle, the program will not succeed if no processes and actions are taken. Thus, the UNAND Service Team seeks to educate all components of Nagari, especially the community targets. When public visitors can comply with and implement appropriate health protocols in tourist attractions, the construction of tourist attractions in the new-normal era can also be carried out well as expected by the government.

On the second day of service, December 25, 2021, to coincide with the Christmas holiday, there were more visitors to Harau tourism than the previous day. As happened on the first day, many visitors still ignore health protocols while in the tourist area. The service team provides socialization to visitors and wants to set aside time to see short films. On the second day, the service team also directly involved tourist visitors to create interesting videos about Covid-19 safe travel, which they uploaded on their social media. This activity certainly adds to the promotional media and also educates the followers on the account of the challenge participants. Visitors were very enthusiastic about showing our short film, they even competed to upload short videos on their respective social media accounts with the hashtag #pengabdianharau2021.

The Covid-19 situation requires everyone to keep their distance and even stay at home, Instagram can be an alternative to stay social and get educational content. Instagram is an application to share photos and videos with followers. So, this form of socialization also uses a communication strategy on Instagram social media. The socialization that occurs through efficient communication will help better coordination and control. Thus, the form of socialization and education carried out will provide new habits for the community in implementing Health protocols that should be carried out after the new normal. The socialization program also makes the public aware that the COVID-19 pandemic exists and is our common enemy so that the government's program in opening tourist attractions can be carried out properly.

5. CONCLUSION

Based on the result and discussion of the research, it can be concluded that:

1. There is a suitability of the material with the needs of the government and tourism activists to visitors in terms of the material being socialized, namely public understanding and awareness (in this case tourist visitors) in carrying out Health protocols while in tourist attractions.
2. There was a positive response from visitors (as the target of the service) regarding the socialization of short films given by the Unand service team, which was indicated by the questions and responses given during the socialization as well as the application of using masks, keeping a distance from other visitors and washing hands while in place. tour.
3. There is interest from visitors who have understood safe tourism by sharing on their Instagram accounts in the context of social media challenges.

4. The government and tourism activists need ongoing consultation/consultation to develop tourism socialization to visitors through short films to facilitate the sharing of information and education to visitors.

KESEHATAN PADA PEDAGANG DI CAR FREE DAY TEMANGGUNG. *Jurnal Ilmiah Kesehatan*, 6-15.

The next activities require high motivation from local governments to tourism activists and good coordination in organizing safe tourism in the new-normal era. In increasing visitor awareness of mutual safety, a follow-up consultation session can be held between the government, activists, and the Unand service team.

6. ACKNOWLEDGEMENT

The Authors thank the Government of Lima Puluh Kota, West Sumatra. Thank you also to all the service teams who had been involved directly or indirectly in this successful service program.

REFERENCES

- Akser, M. (2020). Cinema, Life and Other Viruses: The Future of Filmmaking, Film Education and Film Studies in the Age of Covid-19 Pandemic. *CINEJ Cinema Journal*, 8(2), 1–13. doi:10.5195/cinej.2020.351
- Hanzlík, J., & Mazierska, E. (2021). Eastern European film festivals: streaming through the covid-19 pandemic. *Studies in Eastern European Cinema*, 1–18. doi:10.1080/2040350x.2021.1964218
- Hartati, I., Sumarni, E., & Fransiska, R. (2020). EFEKTIVITAS MEDIA LEAFLET DAN POSTER TERHADAP TINGKAT PENGETAHUAN DAN SIKAP REMAJA TENTANG PENCEGAHAN HIV/AIDS DI MAN 2 LANGSA. *Jurnal Pendidikan Dan Praktik Kesehatan*, 3 (2), 168–177
- Leny, Baiq N., dkk. (2021). PEMBUATAN SHORT MOVIE EDUKASI COVID-19 MENGGUNAKAN BAHASA SASAK UNTUK MASYARAKAT DI PULAU LOMBOK. *Jurnal Pengabdian Masyarakat Berkemajuan Volume 5, No. 1, 2021*.
- Sarkadi, & Syarifa, S. (2020). Video Edukasi Covid-19 Bagi Masyarakat Untuk Meningkatkan Tanggung Jawab Warga Negara yang Baik. *Jurnal Ilmiah Pengembangan Dan Penerapan IPTEKS*, 18(02), 238–247.
- Setiani, D. Y., & Warsini. (2020). Efektivitas Promosi Kesehatan Menggunakan Media Video Dan Leaflet Terhadap Tingkat Pengetahuan Tentang Pencegahan Osteoporosis. *Jurnal Kesehatan Holistic*, 4(2), 55–67. <https://doi.org/10.33377/jkh.v4i2.83>
- Wulandari, T. S., Anisah, R. L., Fitriana, N. G., & Purnamasari, I. (2020). PENGARUH PENDIDIKAN KESEHATAN DENGAN MEDIA LEAFLET UNTUK MENINGKATKAN PENGETAHUAN DAN PERILAKU DALAM UPAYA MENERAPKAN PROTOKOL

PHUBBING PHENOMENON ON THE COMMUNICATION PROCESS OF BENGKULU UNIVERSITY COMMUNICATIONS STUDENTS

Anisa Nur Syafitri¹, Rasianna BR Saragih²

University of Bengkulu

ARTICLE INFO

Corresponding author:

syafitrinuranisa2@gmail.com

Citation:

University of Bengkulu

Jl. WR. Supratman, Kandang Limun, Kec.
Muara Bangkahulu, Bengkulu 38371.

ABSTRAK

Penelitian bertujuan mengetahui motif yang melatarbelakangi seseorang berperilaku phubbing dan efek yang dirasakan oleh seseorang yang berperilaku phubbing (phubber) serta persepsi masyarakat mengenai phubbing dilihat dari lingkup keluarga. Penelitian ini menggunakan teori fenomenologi dari Alfred Schutz mengenai because of motive dan in-order-to-motive. Penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologi. Pemilihan informan menggunakan teknik purposive sampling. Pengumpulan data didapatkan dengan melakukan wawancara terhadap 10 informan terdiri dari 5 informan yang terindikasi sebagai phubber dan 5 informan dari keluarga phubber, observasi, dan dokumentasi. Hasil penelitian menunjukkan terdapat beberapa motif yang melatarbelakangi seseorang berperilaku phubbing. Because of motive sebagai faktor penentu terjadinya phubbing dilatarbelakangi oleh adanya kecanduan terhadap smartphone, kecanduan internet, kecanduan terhadap sosial media, game online, maupun pengaruh lingkungan. Adapun in-order-to-motive menghasilkan beberapa hal yang menentukan phubber bertindak phubbing melalui kategorisasi berdasarkan perasaan, berdasarkan konteks komunikasi, dan berdasarkan partner komunikasi. Sedangkan efek yang dirasakan phubber setelah berperilaku phubbing menghasilkan dampak negatif terhadap kepuasan hubungan, perasaan yang terganggu, dan pengurangan kualitas komunikasi. Dan dari motif tersebut didapatkan bahwa phubbing merupakan tindakan yang berdampak negatif terhadap jalannya komunikasi.

Kata kunci : Phubbing, Fenomenologi, Komunikasi, Motif, Efek, Kualitas, Phubber

ABSTRACT

This study aims to determine the motive behind a person's phubbing behavior and the effect felt by someone who behaves phubbing (phubber) and the public's perception of phubbing seen from the family scope. This study uses the phenomenological theory of Alfred Schutz regarding because of motive and in-order-to-motive. This research is qualitative research with a phenomenological approach. Selection of informants using a purposive sampling technique. Data collection was obtained by

conducting interviews with 10 informants consisting of 5 informants indicated as phubber and 5 informants from the phubber family, observation, and documentation. The results of the study indicate that there are several motives behind a person's phubbing behavior. Because of motive as the determining factor for phubbing is motivated addiction to smartphones, internet addiction, addiction to social media, online games, and environmental influence. The in-order-to-motive results in several things that determine the phubber's act of phubbing through categorization based on feelings, based on the context of communication, and based on communication partners. While the effect felt by phubber after phubbing behavior resulted in a negative impact on relationship satisfaction, disturbing feelings, and reduced communication quality. And from the motive, it was found that phubbing is an action that harms the course of communication.

Keywords: Phubbing, Phenomenology, Communication, Motive, Effect, Quality, Phubber

INTRODUCTION

The presence of communication such as smartphones in human life has had a major influence in facilitating daily activities, this technology helps people to obtain, store, process, remember, and disseminate information and data technology more easily and effectively.

Especially in the interest of communicating, a person can easily interact via a smartphone anywhere and anytime. The use of this technology has touched various groups of individuals, from children to the elderly. Many factors can make a person cannot be separated from the use of mobile phones, such as work or interests that are diverted to technology and fulfill self-actualization needs.

Excessive use of technology will affect changes in patterns and a person's social life. If it is not used wisely and cannot control oneself, it will certainly be dangerous for the life and health of the user, because anything in excess will certainly have a bad impact. However, feeling comfortable with the sophistication of technology has slowly eroded a person's social soul, an individual will feel that he does not need other people enough with a smartphone he can do whatever he wants, technology has made a lot of people lazy to interact and as a place to stay escape from the social environment.

Communication as a connecting road in carrying out social activities requires cooperation between communicators and communicants in providing feedback and the expected

response so that the message or meaning conveyed can be achieved. We can see in the social environment that many people communicate with each other to interact and form discussion groups, these gathering activities certainly have a purpose and are carried out to be able to exchange ideas, and opinions or just enjoy time together. This activity can certainly foster a high spirit of brotherhood and sociality as well as add new insights. However, the presence of smartphones by looking at the popularity of smartphones in today's society, which often uses them inappropriately, has an impact and affects the quality of communication between individuals.

According to the Indonesian Internet Service Providers Association (APJII) 2017, students are the second largest number of Smartphone users at 48.40%. Based on a recent survey conducted by the Association of Indonesian Internet Service Providers (APJII), smartphone users in Indonesia are dominated by teenagers aged 15-19 years. Based on data obtained from the Ministry of Communications and Information Technology in March 2021, it was stated that smartphone users in Indonesia were very high, reaching up to 167 million people or 89% of the total population of Indonesia, this made Indonesia the Asian Digital Technology Giant. The high intensity of smartphone users will have its own effects on users, such as the results of research from Chotpitayasunondh and Douglas (2018) which shows that an increase in phubbing significantly and negatively affects the perceived quality of communication and relationship satisfaction. This effect is mediated by reduced feelings of belonging and positive and

negative influences. As defined by communication experts Shanon and Weaver in Karyaningsih (2018) communication is a form of human interaction that influences each other, either intentionally or unintentionally. Not limited to forms of communication using verbal language but also in the form of facial expressions, paintings, and technology. Willian I Gordon said that communication is a dynamic transaction involving ideas and feelings (Karyaningsih, 2018).

When we go to a place, it is not uncommon to see the phenomenon of people gathering in groups but spending time talking while playing on smartphones. In the research of Chotpitayasunondh and Douglas (2016) people often ignore other people who physically interact with them to use their smartphones. This phenomenon, called phubbing, seems to have become normative in everyday communication (Chotpitayasunondh & Douglas, 2018). The neglect that occurs will certainly make communicators feel ignored, even though they hope that the story can be heard and responded to well. However, phubbing behavior can make communicators and other friends feel annoyed and end up not wanting to continue the story. Such behavior can certainly damage the atmosphere and reduce the quality of ongoing communication, causing a loss of respect and a lack of achievement of the desired feedback. So the expected communication will be difficult to achieve.

Macquarie Dictionary 2012 launched a campaign called phubbing which explained social phenomena caused by smartphone addiction. Phubbing is a behavior in which a person shows that they care less about their social environment. Because the individual is more focused on the gadget or smartphone he carries. Excessive use of smartphones to cause addiction will have a negative impact on individuals. Users don't seem to want to be separated from their smartphones anywhere and under any conditions. Based on data obtained through CNN Indonesia, it was explained that around 143 individuals were tested, and it was found that 70% could not be separated from smartphones and did phubbing. While there were about 450 respondents who had become victims of phubbing, 46% were found to have become victims of their own partners and the rest immediately complained.

This obsession with cell phones that makes one ignore others can be considered a violation of social norms. As one study said that the use of mobile phones during face-to-face interactions can affect the formation of impressions as a result of a violation of conversational norms (Abeele et al., 2016). Especially in Indonesia, which is famous for its friendly nature

to its people, so with an addiction to cell phones, it is feared that someone will become apathetic among others.

Many people unconsciously normalize this phubbing behavior in their social activities and daily communication. One study conducted by Ranie and Zickuhr in 2015 reported that 90% of respondents used their smartphones during their most recent social activity, and also felt that 86% of other people involved in social interactions did the same. Roberts and David 2016 also found that almost half of adult respondents reported being phubbing by their romantic partners (Isrofin, 2020). Chotpitayasunondh and Douglas (2018) have shown that phubbing behavior itself predicts the extent to which people receive phubbing treatment from others, thus becoming phubber. This can result in a vicious and self-reinforcing phubbing loop that makes the behavior normative.

Using a smartphone as an escape or alternative medium when you feel like you don't know what to do is an option for most people. Some of the reasons that researchers found in the field, which was withdrawal or a feeling that he felt ostracized by the environment so he turned to smartphones. People who feel ostracized will tend not to attach importance to conversations with other people and are preoccupied with themselves and the virtual world. As explained in the research by Chotpitayasunondh and Douglas (2018), social exclusion is discussed. Where social exclusion can have a detrimental effect on four basic human needs: the need for belonging, the need for self-esteem, the need for a meaningful existence, and the need for control.

Based on the context of the research problems above, the research question can be formulated, namely, how is the phubbing phenomenon in the communication process of Bengkulu University Communication Science students? To know to find out the motives behind a person's phubbing behavior in their activities and find the perceived effect.

LITERATURE REVIEW

Communication

Communication has a very broad scope, communication has the most important role in influencing life, communication is the main key for an individual to interact and socialize with the social environment. Many experts study communication, one of which is expressed by Carl. I. Hovland quoted by Effendy in his book "Theory and Practice of Communication Science", said that communication is a systematic effort to formulate firmly the principles of information delivery and the formation of opinions and attitudes. Hovland argues that what is used as an object in the study of communication science is not only the

delivery of messages or information but also the formation of general perceptions or public opinion and public attitudes, which in social life play a very important role. In addition, he also said that communication is a process of changing the behavior and behavior of others (communication is the process to modify the behavior of other individuals).

So it can be said that communicating will not only affect the delivery of messages or information to others but also have an influence in changing one's attitudes and opinions. This can occur in communicative communication between communicators and communicants (Mubarak & Andjani, 2014).

In communication, there are elements known as S-M-C-R or Source-Message-Channel-Receiver. The elements of communication consist of:

1. Source
a person or group of people who have a motive to take the initiative and convey a message.
2. Messages
Described in the form of symbols and you are like verbally written words, pictures, numbers, and gestures that can be in the form of soap operas, etc.
3. Channel
Channel is something that is used as a means of delivering or sending messages.
4. Receiver
A person or group of people who are the target recipient of the message.

The communication process is essentially the delivery of messages from the communicator to the communicant, in this case, communication is categorized into two perspectives as follows:

1. Communication Process in Psychological Perspective

This process can occur in communicators and communicants. When the communication process occurs, the delivery and receipt of messages by and from the communicator to the communicant, there is a process in them. The message conveyed consists of two aspects, namely the content of the message (the content of language) and the symbol (symbol). The concrete content of the message is thoughts and feelings, while the symbol is the language used.

2. Communication Process in Mechanistic Perspective

This process takes place when the communicator conveys his message to the communicant orally or in writing. Catching messages that are carried out orally by the communicant can be done with the senses of the body directly. In this process, it is

reclassified into two, namely the primary communication process and the secondary communication process.

a. Primary Communication Process

In the primary communication process, message delivery is done by using a symbol (symbol) as a medium or channel. There are two types of symbols, namely verbal and nonverbal. Verbal is in the form of language, both orally and in writing. While non-verbal in the form of body cues, gestures, and signs that do not include language, both spoken and written.

b. Secondary Communication Process

This process is the delivery of messages using media or tools by the communicator to the communicant. The use of these tools is due to the long distance between the communicator and the communicant which ultimately requires them to use the tool as a medium to communicate, for example using a smartphone.

In general, communication has goals, among others, to achieve mutual understanding, build trust, coordinate actions, plan strategies, divide work, and share feelings. The purpose of this communication is not always able to run as desired, meaning that the communication process also often does not go well, is hampered, and actually experiences obstacles that cause congestion in the exchange of messages. Interference in communication is a factor that affects the course of information conveyed to the recipient or diverts it from receiving it.

There are two types of interference in the communication process:

1. Technical Trouble

This disorder concerns the barriers that exist in the communication channel which is the medium between the communicator and the communicant, which can cause the message to not arrive properly.

2. Semantic Disorder

Disorders related to problems regarding different understandings of the meaning of symbols or the content of messages conveyed, for example, in different languages.

Phubbing

Phubbing is a new word in terms of excessive and inappropriate use of smartphones, this phubbing consists of two words, namely "phone" and "snubbing" which means "phone" and "insulting". Based on the opinion of an expert, Haigh in (Irvangi, 2020) said that phubbing is a behavior and an act of hurting the interlocutor because he is more focused on his smartphone. Someone who behaves phubbing tends to ignore the interlocutor when telling a story because they focus on the

cell phone while interacting and communicating face-to-face. This action often gives off unpleasant feelings for the person speaking, such as feeling resentful and unappreciated.

According to Karadag, phubbing is a concept about the addictive dynamics of a person who no longer has decency and respect for others, where the person prefers a virtual environment on a smartphone rather than real life. Individuals prefer to interact or explore the virtual world rather than interact with nearby people (Karadağ et al., 2015). Phubbing is defined as the behavior of someone who doesn't care about other people when they are together. He is more concerned with the cell phone he is holding than paying attention or interacting with the surrounding environment (Chotpitayasunondh & Douglas, 2018).

Based on research by Karadag (2015) mentions several factors that influence phubbing behavior including the following:

1. Addiction to smartphones
2. Internet addiction
3. Addiction to social media
4. Addiction to online games
5. Environmental influence

In phubbing itself, there are other terms such as "phubber" which defines a person who engages in phubbing behavior, and "phubbed" to mention people who receive phubbing treatment (Chotpitayasunondh & Douglas, 2018). In this condition, the phubber usually uses a smartphone due to the tendency to feel bored or uncomfortable in the situation he is in or his environment, the phubber also has an addiction to excessive smartphones that makes him consciously or not check or play cell phones. In some cases, the phubber usually feels awkward when he is doing phubbing and is not used to being in a crowd, especially when he is hanging out with his friends in one place.

It can be seen that phubbing is an act of someone who tends to ignore the environment and withdraw, by placing more importance on playing smartphones, the individual seems inseparable from virtual life and also feels more comfortable with focusing on playing mobile phones. This phubbing behavior will certainly create a bad impact on social relations between individuals, as stated by Chotpitayasunondh & Douglas (2018) that phubbing behavior has the potential and has an effect on ongoing social communication. The effect is a reduced feeling of mutual understanding and understanding it will affect the quality of communication and satisfaction in interacting in the social environment.

Phenomenology

The word phenomenology itself comes from Greek, namely phenomenon which means the appearance of an object, event, or condition in one's perception and thought. In the phenomenological tradition, experiences or events are used as a form of understanding the life of the world. The experience is tested consciously through the thoughts and feelings that an individual has. The most important thing in the study of phenomenology is interpretation so that it can produce perceptions.

This phenomenological tradition provides a study of the problem of experience when interacting with other people, where these parties construct an understanding of reality. In this phenomenology, communication is understood as "... a sharing of personal experience through dialogue". For phenomenology, communication is not just a skill, but a human activity that can be an act of mutual understanding in exchanging experiences because there are different values of human interaction through communication (Soyomukti, 2012, p. 37).

Based on the opinion of O. Hasbiansyah (2008) said that phenomenological research wants to explore two dimensions: first, what is experienced by the subject (the person being studied). Second, how the subject under study can interpret the experience (Geovany & Hasbiansyah, 2020). Alfred Schutz in his book *The Phenomenology of The Social World* said that phenomenology is an activity to understand human behavior, actions, and thoughts by adjusting based on the level of scientific thinking between one individual and another individual simultaneously. so that it becomes the subject and object of research. Alfred Schutz also has the opinion that humans interpret what is seen based on the experience experienced by giving signs and meanings. Schutz brought the understanding of phenomenology into the social sciences and made it a hallmark. According to him, phenomenology has a role to connect scientific knowledge with experience in everyday life, from activities where experience and knowledge originated. In other words, phenomenology bases social action on experience, meaning, and consciousness.

In Schutz's thought, phenomenology has the main task of reconstructing the real life of a person through the experience of the person himself. Schutz said that knowing one's actions can be seen through two phases, namely in-order-to-motive (um-Zu-motive) which refers to actions that refer to the future because motives (Weil-motives) refer to the past. actions taken by someone must have reasons in the past (Kuswarno, 2009, pp. 110-111). It can be concluded that a phenomenology is a

form of understanding about life that is known through the experiences of reality experienced by a person directly so that it can produce perception and meaning. Researchers use a phenomenological view to be able to understand the meaning of events that occur in the social environment and their relation to the community or people involved in certain situations or conditions.

RESEARCH METHOD

This research is qualitative research, where the data is collected in the form of words, pictures, and analysis from interviews and observations not from numbers. Qualitative research was conducted to gain an understanding of the existence of general social realities from the participant's perspective. The understanding in question is not determined in advance but is obtained after an analysis of the social reality that is the focus of the research. Furthermore, in order to draw conclusions from the analysis of the general understanding of the social realities encountered (Ruslan, 2013: 215).

In this study, phenomenology is used as an approach, which aims to observe and understand the process of one's interaction with others. This phenomenological approach is used to dig deeper into the consciousness of the subjects through the actual experience that is felt so as to produce meaning and perception. This study uses a phenomenological approach because researchers want to see the real experiences felt in a person's life when carrying out the communication process with the involvement of a strong smartphone at this time.

Phenomenology is a view of thinking that focuses on subjective experience and interpretation, this is often used as a philosophical perspective and a qualitative methodological approach which means subjective or phenomenological experience and a study of consciousness from a person's main perspective (Ruslan, 2013). This study uses a qualitative approach with a phenomenological approach to obtain accurate facts in the field in detail and to find out about the occurrence of the phubbing phenomenon in influencing the occurrence of communication among students majoring in Communication Science, at Bengkulu University.

This study uses the purposive sampling technique as an informant selection technique. Purposive sampling itself is a sampling technique for data sources with certain considerations (Sugiyono, 2016:85). The reason for the researcher in determining the informants is to consider in advance various aspects and conditions as well as the right criteria to meet the expected data. Because not all samples have criteria that match

the phenomenon under study. In obtaining the data, the researcher conducted observations and in-depth interviews.

The informants of this research have the following criteria:

a. Communication Science Student Informants

1. A student majoring in Communication Science, at Bengkulu University.
2. Is an active smartphone user with playing time ranging from >5 hours a day.
3. Having a dependency on using a smartphone anywhere anytime.
4. Often gather and spend time with good friends for organizational purposes, discussions about lectures, or hanging out with friends.
5. Indicated to have done phubbing or experienced phubbing actions from other people.
6. Willing to give time to be interviewed.

b. Informants Family Scope of Communication Studies Students

1. Is a member of the family of Communication Science students who are used as informants.
2. Willing to be interviewed.

Communication Studies Student Research Informants:

No	Name	NPM	Force
1.	Aryan Sahputra	D1E018061	2018
2.	Muhammad As-Siddiq	D1E018035	2018
3.	Febiana Kususmastuti A.	D1E019043	2019
4.	Shinta Febriani	D1E020056	2020
5.	Wulan Rahmaniah Putri Ningsih	D1E020042	2020

Student Family Scope Research Informants :

No	Name	Age	Family Status
1.	Ratna Wulandari	18 years old	Aryan's younger brother.
2.	Mahcfudin Shubhi	19 years old	Sidiq's younger brother

3.	Tiara Alamsyah Putri	23 years old	Informant's Sibling Febi
4.	Tira Monita	24 years old	Informant Sita's Sita
5.	Kurnia Mutiara Indah	22 years old	Wulan's Informant's Brother

Researcher, 2022

Researchers go directly to the field, both in the grand tour question, focused and selection stage, conducting data collection, analysis, and concluding (Sugiyono, 2013: 223-224). Researchers collect data through primary data in the form of observation, interviews, and documentation methods, then secondary data in the form of a literature study which is supporting and reinforcing data from primary data. This data was obtained through literature searches such as books, journals, and articles related to the research being tested.

The data analysis technique is the most important process in producing information and research findings. The data analysis process is used to examine the information from various sources. This study uses several stages in the form of data reduction, data presentation, and conclusion. Test the validity of the data used to ensure the accuracy of the data obtained. This study itself uses triangulation to determine the validity of the data. Triangulation is a method of checking data from various sources using various methods and times (Sugiyono, 2018, p. 368). The type of triangulation in this study is source triangulation. Source triangulation is checking and re-comparing data and information obtained through different times and tools and how strong the existing data can be trusted.

RESULT AND DISCUSSION

There were 10 informants in this study with 5 informants from students and 5 informants from the student's family scope as data reinforcement and to determine phubbing behavior by students in the home environment.

Based on the findings of interviews with informants, on average, they will check or play on cell phones when carrying out the communication process, but everyone has certain reasons. The informants judged whether or not this phubbing behavior was good depending on the type of conversation that was taking place. Not all types of conversations can be carried out while playing on a cellphone because of course it will violate ethics and disturb the feelings of others, but if the conversation is relaxed and not so important then phubbing can

still be understood as happening. Because as is often the case in today's social environment, cellphone addiction is nothing new, and playing or checking cell phones at any time including talking to people has become a habit that we often encounter in social circles.

The existence of the phubbing phenomenon in communication will certainly have an impact on the communication process, as felt by the informants as phubbers when they are cool playing cellphones even though they are still listening to the conversation, the delivery of the information will be hampered and lack of understanding. This is of course due to a split focus when one side has to listen but the other side plays the phone. Such as the acknowledgment of informants who admit that the act makes the delivery of the message received less effective so that it is often unable to provide good and appropriate feedback.

Phubber after committing the act of phubbing felt the impact and effects that occurred on him, both for himself and for the interlocutor. The five informants felt the same feeling that they were uncomfortable and felt guilty for phubbing and ignoring the other person, this made them often get reprimands both verbally and non-verbally from the other person, either in the form of satire, warning, or changes in mood from the opponent. speak because of seeing the phubbing act. People who often behave phubbing often get reprimanded by people in their environment, when reprimanded they will stop focusing on their smartphones, but after a while, they will return to doing this behavior (Pratiwi, 2020). Like the experience of Sidiq's informant who had received a warning from a lecturer during a face-to-face lecture when Sidiq was caught playing with a cell phone, or the experience of Sinta and Aryan who received a direct warning from a friend. The act of phubbing can make phubbed feel ignored and not listened to, but as the opinion of the informant said that depending on the type of conversation being carried out, of course, there will be different communication styles between playmates and new people.

The phubbing phenomenon that occurs in this communication process has a close relationship between cellphone addiction and the determinants of phubbing. The phubbers, before he became a phubber must have had experience in phubbing before and became a victim aka phubbed. So that the cycle of communication with the phubbing phenomenon in it will continue and be related, the informants who do phubbing (phubber) when behind the position of being the person receiving the phubbing (phubbed) treatment will also feel annoyed, disappointed, unappreciated and others, this is will lead to a decrease in the impression of the relationship being

lived. Satisfaction with speaking will be disturbed by the presence of phubbing because it will cause a decrease in the quality of communication. However, in some situations, this is acceptable and understandable according to the type of conversation and the relationship between the individuals.

This study was analyzed using Alfred Schutz's phenomenological theory which explains that human actions are motivated by two motives as follows:

A. Because of Motive

According to Schutz, this motive refers to actions taken by social actors in the past, so this shows a person's experience in carrying out the action. Because of Motives can occur because of habits or attitudes that can give birth to the formation of attitudes and plans in-order-to-motive (Weigert, in Zulvi & Esfandari, 2021). In other words, because of motive is what is behind someone doing certain actions. In this study, there are several determinants of an individual's phubbing behavior.

The results of research conducted by Karadag (2015) are in line with the results of research conducted by researchers, where Karadag mentions several factors that influence phubbing behavior including the following:

No	The Determinants of Phubbing	Explanation
1.	Addiction to smartphones	The need for entertainment, information, and other needs that can now be accessed only through smartphones makes many people think that smartphones are basic needs that must always be there. Informants said that in a day they use smartphones for around 6-12 hours, this includes dependence because normally humans can access smartphones for a maximum of 4 hours 17 minutes a day, if it exceeds it will disrupt the brain's working system.
2.	Addiction to the internet	Currently, smartphones have been dominated by the use of the internet which has a big role to support the needs of human life, the internet is used to access

		almost all existing applications. so you can say the heart of the smartphone is in the sophistication of the internet available. Based on the informants' statements, shows that they use the internet a lot to find information, education, entertainment, and exchange messages.
3.	Addiction to social media	This social media is used to be able to socialize online with people who can be reached from the closest people to distant people with unlimited distances. On social media, one can get to know the outside world only by using the sophistication of a smartphone. The most widely used social media according to informants are Whatsapp, Instagram, and TikTok. Especially Whatsapp is very helpful in supporting the needs of online interaction, almost all smartphone users use Whatsapp as a chat medium.
4.	Addiction to online games	Online game addiction is now not a new thing, especially among children and teenagers. Individual dependence on online games excessively makes someone want to do it continuously which can have negative effects on the individual's physical and psychological. The impact of this dependence on online games can spread and interfere with daily habits, where a person cannot control and place himself in accordance with the situation he faces when playing online games. The experience of some

		informants who use smartphones to play online games as a means of entertainment is based on the experience of these informants, they have played online games when they are together or when communicating.
5.	Environmental influence	The possibility of phubbing by an individual depends on the environmental situation he faces. The influence of the social environment and academic demands encourage greater smartphone use. The possibility of phubbing carried out by individuals of active age such as children too young adults will certainly be different from older individuals, due to the different levels of need for smartphones. For students who are thirsty for information and the use of smartphones makes them accustomed to always checking their cell phones. In addition, the atmosphere in the environment also affects the occurrence of phubbing, for example, for an individual who is in a cool or serious environmental situation, the possibility of phubbing is small. However, when someone is in an environmental situation that makes him feel uncomfortable, the possibility of phubbing will be great, an individual will play cellphones as a form of withdrawal and diversion from the environmental situation at hand. This is

		evidenced by the statement of informants who once withdrew from the situation at hand when communicating, they ended up using a smartphone as a medium of self-diversion, due to an unfamiliar or uncomfortable environment.
--	--	--

This motive is a retrospective view of the factors that cause a person to take certain actions (Iskandar & Jacky, 2015). Briefly in order to motivate describes and describe the determinants of phubbing which then encourages phubbing in the communication process. Informants interpret in communication listening and paying attention to the conversation is something that must be considered, by listening to the conversation can make the process of communication run smoothly and enable the achievement of the expected communication goals.

The following are things that encourage phubbing:

1. Based on Feelings

Every moment experienced by a person has a different form of feeling, these feelings can express the conditions and circumstances experienced by that person. Feelings tend to be difficult to control and often change, depending on the underlying cause. Similar to an individual who then decides to phubbing in communication activities, this is driven by factors such as feeling bored with the situation he is in, feeling uncomfortable, awkward, or feeling that the topic being discussed is not interesting and does not produce benefits or interests. This is what then encourages someone to do phubbing, by using the cell phone as a form of diversion and withdrawal from the communication that is being undertaken with the aim of dispelling the feelings experienced.

2. Based on the Communication Context

A phubber will certainly have different attitudes between being in a formal and informal environment, but this also depends on their decision to phubbing or not, because each individual has a different personality. There are individuals who are phubbing in formal communication but quietly and still trying to pay attention to the communicator, this is an effort to still respect and listen. But there are also those who feel it is normal to do phubbing and act ignorant.

As for the type of conversation that is informal an individual will tend to feel more relaxed to behave in phubbing, for

example to colleagues, phubbing behavior is not something foreign to happen in an environment such as a social one.

3. Based on Communication Partner

In communicating, an individual will pay attention and observe in advance who the other person is talking to. An individual will not just behave phubbing to people who should be respected, such as older people, lecturers, or people who are respected.

B. In Order to Motives

In addition to these factors, the results of the study show the effects experienced by phubber after phubbing, as follows:

No	Phubbing Effect	Explanation
1.	Disturbed feeling	The results show that after phubbing, informants will feel feelings that interfere with themselves, such as feeling bad and feeling guilty for being phubbed. Judging from the statement of one of the informants who said he would be thinking after doing the phubbing action, after the action he would flashback about the actions he had done and evaluate himself. Another statement from the informant said that after he did phubbing and realized what he had done, he would immediately try to improve his behavior and find ways so that the other person could talk again without feeling that they were not being listened to.
2.	Reduce message effectiveness	This phubbing action can reduce the effectiveness of receiving messages conveyed and reciprocal responses that are not as expected, this leads to a decrease in the quality of communication. When doing phubbing, the message that is heard cannot be received in its entirety

		and can eliminate important points from the communication, this is because the focus is shifted to the cellphone. According to the informant, they then tried to outsmart the interlocutor by asking for repetition of the interlocutor for fear of hurting the interlocutor's heart for their low-tolerance act, but for some conditions asking for repetition of the story could not be done, such as when communicating formally or important. Some cases experienced by phubber are that they find it difficult not to look at their cellphones because they have been triggered by the feeling that there is always something on their cellphones so they have to look at their cellphones even though there is nothing important.
3.	Relationship satisfaction	When you have planned to gather or are already in a situation of conducting communication activities, there are expectations and expectations from the occurrence of such communication, such as quality time together, sharing stories, and discussions. However, with the phubbing action in the communication process, the existing expectations are not achieved, thus making the communication process unsatisfactory for its members. For example, a group that wants to hang out together because they haven't seen each other for a long time and wants to

		<p>spend time telling stories and exchanging information when they're already together are busy with their smartphone which then makes the initial plan or the desired expectations can't go well and accordingly. This will cause a feeling of disappointment from the phubbed who sees and experiences so that the mood changes become decreased or less good.</p>
--	--	--

CONCLUSION

The results of the study obtained the following conclusions:

A person's motives for using a smartphone and phubbing behavior in the communication process include:

1. Phubbing behavior, especially in students, is driven by excessive use of smartphones or addiction to smartphones, so they always depend on cell phones wherever and whenever causing the phenomenon of phubbing in communication in the communication process.
2. The audience felt that the conversation was less interesting and boring, so they chose to play smartphone as an alternative to overcome this.
3. The audience felt that the conversation was less interesting and boring, so they chose to play smartphone as an alternative to overcome this.
4. The audience feels they are in a situation that makes them uncomfortable or excluded from the communication that occurs so they choose to withdraw by playing on smartphones.
5. Have an interest in a smartphone that requires the audience to answer it. Like news from family or lecturers.
6. Feeling that the conversation that is happening is not so important and does not provide benefits or have a good impact on him, makes it easier for someone to do phubbing.
7. Changes in mood that occur erratically by the individual.

Through the motives that determine the occurrence of the phubbing phenomenon in the communication process, it encourages the following effects:

1. There are obstacles to the way of communication. Like a broken concentration due to playing on a cellphone, it makes someone not focus on listening as a whole.
2. Reception of the message conveyed becomes less effective so that the understanding and information received by the audience cannot be digested properly. This determines the feedback and feedback that will be given.

3. Make phubber feel guilty and feel bad because she realizes her actions are wrong and can hurt phubbed. This phenomenon causes a low attitude of empathy and mutual support in communication.
4. Making phubbed feel disappointed, unappreciated, and not listened to for the phubbing treatment he received. However, some people can tolerate phubbing depending on the context of the conversation and the other person when communicating.
5. Decreased relationship satisfaction.

When viewed from the views and perceptions of students and families, it was found that dependence on smartphones and the use of smartphones that were not wise gave positive results to the occurrence of the phubbing phenomenon in the community when carrying out the communication process. So that this phubbing phenomenon results in negative impacts on the course of the communication process.

Based on the results of the analysis and interviews conducted by researchers, the researchers provide suggestions, namely:

1. The researcher realizes that there are still many shortcomings in the writing of this thesis, therefore the researcher hopes that in future research researchers who discuss the same thing about phubbing in communication to improve the shortcomings in this research will be better future.
2. With this research, the researcher hopes that the public can realize and recognize the phenomenon of phubbing in the social environment, thereby minimizing the occurrence of phubbing in the communication process to achieve the expected success of communication and the goals of communication.

REFERENCES

- Nur B, A. (2020). *Phubbing & Komunikasi Sosial*. Edisi ke 1. Jawa Timur: UIJ-KYAI MOJO.
- Effendy, O. U. (2009). *Ilmu komunikasi*. In *Bandung*: PT Remaja Rosdakarya.
- Ruslan, R. (2013). *Metode Penelitian Public Relation dan Komunikasi*. PT Raja Grafindo Persada. Jakarta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif Dan R & D*, Cetakan Ke-19. Alfabeta, CV. ISBN:979-8433-64-0.
- Zulvi, N. I., & Esfandari, D. A. (2021). *Studi Fenomenologi Motif Bookstagrammer Indonesia*. *EProceedings of Management*, 8(3). [Artikel] <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/15016> [Diakses pada 17 Maret 2022]
- Abeele, M., Antheunis, M., & Schouten, A. (2016). *The Effect Of Mobile Messaging During A Conversation On Impression Formation And Interaction Quality*.

- Computers in Human Behavior*, 62, 562–569.
<https://doi.org/10.1016/j.chb.2016.04.005>
- Chotpitayasunondh, V., & Douglas, K. M. (2018). *The Effects Of “Phubbing” On Social Interaction*. *Journal of Applied Social Psychology*, 48(6), 304–316.
<https://doi.org/10.1111/jasp.12506>
- Citraningrum, P. P. (2016). *Komunikasi dan Persepsi Mengenai Kepemimpinan Perempuan dalam Masyarakat Jawa*. *Jurnal Communication*.
[http://www.jurnalkommas.com/docs/JURNAL_PritaPermatasari_C_\(D0211080\)_1_.pdf](http://www.jurnalkommas.com/docs/JURNAL_PritaPermatasari_C_(D0211080)_1_.pdf)
- Geovany, R. V., & Hasbiansyah, O. (2020). *Fenomena Perilaku Phubbing dalam Etika Komunikasi*. *Prosiding Manajemen Komunikasi*, 6(1), 80–83.
- Iskandar, D., & Jacky, M. (2015). *Studi fenomenologi motif anggota Satuan Resimen Mahasiswa 804 Universitas Negeri Surabaya*. *Jurnal Ilmu Sosial Universitas Negeri Surabaya*, 3(1), 1–12.
- Isrofin, B. (2020). *Validasi Generic Scale of Phubbing (GSP) Versi Bahasa Indonesia dengan Rasch Model*. *Nusantara of Research : Jurnal Hasil-Hasil Penelitian Universitas Nusantara PGRI Kediri*, 7(1), 9–18.
<https://doi.org/10.29407/nor.v7i1.13883>
- Karadağ, E., Tosuntaş, Ş. B., Erzen, E., Duru, P., Bostan, N., Şahin, B. M., Çulha, I., & Babadağ, B. (2015). *Determinants Of Phubbing, Which Is The Sum Of Many Virtual Addictions: A Structural Equation Model*. *Journal of Behavioral Addictions*, 4(2), 60–74.
<https://doi.org/10.1556/2006.4.2015.005>
- Paramitha, V. (2015). *14.E1.0119 VANIA PARAMITHA (5.08).pdf BAB III*. 36–43.
- Pratiwi, Z. S. (2020). *Phubbing Sebagai Sebuah Fenomena Budaya Pop Studi Kasus Pada Mahasiswa Fakultas Ilmu Sosial Ilmu Politik Universitas Andalas*. *Jurnal Kesejahteraan Dan Pelayanan Sosial*, 1(1), 20.
<https://doi.org/10.52423/jkps.v1i1.12473>
- Purba, C. A. (2021). *Analisis Perilaku Pengguna Smartphone Di Kalangan Mahasiswa (Studi Kasus Mahasiswa Ilmu Komunikasi Universitas Bengkulu)*. Universitas Bengkulu.
- Irvangi, M. (2020). *Aktivitas Penggunaan Smartphone Sebagai Fenomena Phubbing Di Kalangan Pengunjung Taman Unhas*. Makassar. UIN Alauddin Makassar.

POLITICAL PERSONAL BRANDING OF FEMALE LEGISLATORS ON INSTAGRAM MEDIA

Nur'annafi Farni Syam Maella¹, Zulaikha², Farida³, Harliantara⁴, BettyTresnawaty⁵, Enok Ridayah⁶

^{1,2,3,4}Dr. Soetomo University-Surabaya

^{5,6}Islamic State University Sunan Gunung Djati-Bandung

ARTICLE INFO

Corresponding author:

syammaella@gmail.com

Citation:

ABSTRAK

Kehidupan politik penuh persaingan, dan keberadaan perempuan sebagai anggota legislatif seringkali dipandang sebelah mata. Mereka membutuhkan pengakuan atas kinerja dan kehadirannya dalam kehidupan politik. Melalui media Instagram, legislator perempuan membangun kepercayaan dan citra di mata publik. Penelitian ini bertujuan untuk menjelaskan strategi politik personal branding di media sosial yang dilakukan oleh legislator perempuan di kota Surabaya. Penelitian ini menggunakan metode analisis tekstual pada feed media sosial politisi perempuan yang berfokus pada berbagai elemen, termasuk membingkai eksistensinya melalui kehidupan pribadinya yang ditampilkan dalam bentuk perjuangan politisi perempuan dalam menjalankan tugas dan fungsinya sebagai anggota DPR maupun badan legislatif. Hasil penelitian menunjukkan bahwa political personal branding di media sosial yang ditampilkan oleh perempuan sebagai anggota legislative terdiri dari mendeskripsikan siapa dirinya, mendeskripsikan apa yang dilakukannya, mendeskripsikan posisinya, dan bagaimana ia mengelola atau menampilkan citranya. Strategi pembentukan personal branding oleh perempuan menjadi media untuk dapat memperkenalkan diri kepada masyarakat dan membangun kepercayaan publik terhadap legislatif perempuan. Perempuan memiliki tanggung jawab atas pekerjaannya di legislatif dan juga tetap menjalankan peran lain seperti menjadi bagian dari partai politik, dan anggota masyarakat, dan juga peran ibu tetap menjadi prioritas. Kajian ini menyimpulkan bahwa kehadiran media sosial memberikan "ruang baru" bagi perempuan di legislative, memperkenalkan kompetensi dan reputasinya sebagai anggota legislatif, memfasilitasi komunikasi dengan publik, dan menjalin kerjasama dengan berbagai pihak. Implikasi dari penelitian ini adalah memberikan reputasi politik yang dapat mempengaruhi perilaku pemilih pada pemilu legislatif tahun 2024.

Kata kunci: Media sosial, branding politik, politik digital, dan perempuan di legislatif.

ABSTRACT

Political life is full of competition, and the existence of women as members of the legislature is often underestimated. They need recognition for their performance and presence in political life. Through Instagram media, female legislators build trust and image

in the eyes of the public. This study aims to explain the political personal branding strategy on social media carried out by female legislators in the city of Surabaya. This study uses a textual analysis method on social media feeds of female politicians that focuses on various elements, including framing their existence through their personal lives which are displayed in the form of women politicians' struggles in carrying out their duties and functions as members of the legislature. The results show that political personal branding on social media, which is displayed by women as members of the legislature, consists of describing who they are, describing what they do, describing their position, and how they manage or show their image. The strategy of forming personal branding by women becomes a medium to be able to introduce themselves to the community and build public trust in legislative women. Women have responsibility for their work in the legislature and also continue to carry out other roles such as being part of political parties, and community members, and also the role of mothers remains a priority. This study concludes that the presence of social media provides a "new space" for women in the legislature, introduce his competence and reputation as a member of the legislature, facilitate communication with the public, and establish cooperation with various parties. The implication of this research is to provide a political reputation that can influence voter behavior in the legislative elections in 2024.

Keywords: Social media, political branding, digital politics, and women in the legislature.

1. INTRODUCTION

The digital era requires everyone, especially political actors, to be able to adapt to very dynamic changes. Based on data from a survey conducted by Hootsuite, there are 204.7 million internet users in Indonesia as of February 2022. This figure is equivalent to 73.7% of the Indonesian population already using the internet in their daily lives. The biggest use is social media. (<https://kominfo.go.id/index>). The use of Instagram in the 4.0 era is no longer a new thing for the people of Indonesia. Instagram is one of the most popular social media in society. The use of Instagram as a political medium is used by political actors to build their brands (Rahmah, S. 2021; Eliya, I., & Zulaeha, I., 2017). For political campaigns (Maella, N. A. F. S., Elita, R., Mustika, F., Rijal, E., & Mulyana, S. (2019); Dhara, K., Hutomo, K., Brigitta, L., & Arzella, N. (2020); Weninggalih, L., & Fuady, M. E. (2021)) Political communication on Instagram is one way for politicians to introduce themselves, and their political ideology through the programs they have made, to the public. In Indonesia, almost

all political elites such as the Indonesian president with the @jokowi account, as well as regional leaders do not escape using Instagram media such as @ridwankamil, @ganjar, @anibaswedan, @puanhamarani and all other political elites who intensively use Instagram media in their activities. socializing political programs and also self-branding. Campaigning on social media is not limited by the number of masses and public speeches. Globalization also affects voter behavior or voter expression in reacting to the campaigns of politicians who are socializing their vision and mission. Because of that, Instagram is widely used by political elites both in disseminating work programs and ahead of political campaigns, because many potential voters have the potential to be influenced by their political opinions and attitudes. Communication that occurs on Instagram media is two-way communication, between users and connoisseurs interacting with each other through the comments column provided by Instagram.

Women regional legislators whose names are often not heard, but have good competence in carrying out their duties and functions as members of the legislature. This is evidenced by women being able to carry out their duties as members of the legislature for two periods. His existence as a representative of the people and so close to the problems of society but its existence is not taken into account. Negative stereotypes are still often heard that women are only intended to fulfill representation. Women in politics are still underestimated. Therefore, the existence of Instagram media provides new opportunities and spaces for female legislators, to be able to build their reputations. Shows the performance that has been carried out with its duties and functions as a legislature. And also the division of labor in the domestic space. Personal branding carried out by female legislators will shape public perception of themselves and facilitate female legislators in political communication. This is one of the conditions considered sufficient by the political elite in increasing their popularity and electability to the public. According to popular perception, politicians are portrayed as political celebrities, not just famous figures. So the use of the media is a new collective area to form the political brand image itself. Social media is described as an ideal tool and information base to find out public opinion about policies and political positions, as well as to build community support for politicians who are campaigning. (Hagar, 2014)

The use of Instagram media for political activities affects young adults' political efficacy, political participation, and political knowledge. The most substantial influence is on the political effectiveness of young adults. Previous research stated (Nurannafi, Rd. Funny, Rizal, & Miulyana, 2018) that the communication competence of women legislators is related to how female legislators have the knowledge and skills in building relationships and presence on social media. When trying to control the use of Instagram media for political activities with the frequency of using Instagram media in general, it was found that the level of use of social media, in general, affects the use of social media for political activities. Another study (Holbert, Shah, & Kwak, 2003) showed that information exchanged via the internet fosters civic engagement, trust, and life satisfaction in young people. Interactive communication between legislators and constituents can connect legislators to a wider network and extend their reach to the online political communication ecosystem.

Meanwhile, social recreation on the internet is negatively correlated with trust and life satisfaction. Related to this situation, it is important to understand the thoughts, attitudes, and actions of women legislators regarding the use of social

media. As individual members of the legislature, women have the freedom and opportunity to convey messages, create impressions, and self-resolve from the social media they use, including their identities. This study is certainly interesting to study scientifically because only a few parties accurately assess political trends on Instagram. For this reason, it should be noted that the public increasingly understands the female legislators who convey and carry out political propaganda to increase their political influence on the public, specifically the incumbent women in Indonesia. If in everyday life women legislators are bound by many activities, values, and rules in society, then how can women legislators communicate online and establish themselves on social media ahead of the 2024 congressional elections? This study also wants to see when media convergence is used in political campaigns in the country, and how politicians use media convergence to promote themselves, create identities and explain political goals to constituents.

2. RESEARCH METHOD

In this study, researchers used qualitative research with a narrative approach. According to Daiute & Lightfoot (2004), (and Cresswell, John W. (University of Nebraska, 2013), it takes many forms and is rooted in various human and social disciplines. Narrative can mean the theme given to a particular text or discourse or version that is used in the context or form of inquiry in qualitative research. Narrative analysis of online conversational writing, language style, published images, video shows, and activities in using online media symbols. In this study, the author entered as a participant in the phenomenon, namely in this study the author became a follower on Instagram social media belonging to female legislators in the city of Surabaya. The research data was collected through observation of the uploads of 6 female legislators and literature studies related to the research theme. The author made the legislative members of the city of Surabaya informants because the representation of women in the city of Surabaya for two periods consistently reached 30% female representation. The legislative woman of the city of Surabaya, although not a celebrity, always uses Instagram as an internal medium. Informing about his political activities. The following are data from informants used in this study.

Table 1: Informant data

No.	Informant	Party	Instagram acc
1	Informant 1	PKS	@reniastuti_surabaya
2	Informant 2	PDIP	@katarinadyah
3	Informant 3	Demokrat	@herlinasharsononjoto
4	Informant 4	PDIP	@khusnul.surabaya

5	Informant 5	PKB	@lailamufidah
6	Informant 6	PAN	@ning.juliana

3. RESULT AND DISCUSSION

During the process of presenting the data, the researcher found political personal branding content, about the identity, and representation of the role of each informant, the importance of choosing a profile photo, the significance of entering the relationship status, the authority to remove inappropriate or disturbing images, the motive for status updates. So the construction of social reality itself will not be separated from the use of symbols in personal branding. In (Rahmah, 2020) explains personal branding, name brands that are related to personal or individual. (Ramadhan, 2018) explains the understanding of the brand, as a seller's promise to consistently provide certain values, features, benefits, and performance to prospective buyers, so that the brand can deliver all the things that have been promised previously. A person's brand is a reflection of himself and what he believes, which has been revealed from what someone has done and how to do it. (McNally and Speak, 2004) explain that to achieve success in complex political life, full of competition in winning political campaigns, by getting a large number of voters, female legislators must be active in building personal branding power. In other words, personal branding is what we promise, what we stand for, and what is more important is how a person describes and presents himself to society. Personal branding includes activities that have meaning to describe a strong and clear image in the minds of others (Montoya, 2009), regarding the qualities and values of that person (Timothy, 2007) so personal branding is a form of promotion of the strength and uniqueness of individuals towards Ardiansyah. (Markos & Milne, 20011; Karaduman, 2013) is reinforced by the explanation (Rangkuti, 2013) that the formation of branding issues includes four strategies for formation and development, namely, determine who you are, determine what you are, determine what you do, position yourself and manage your brand.

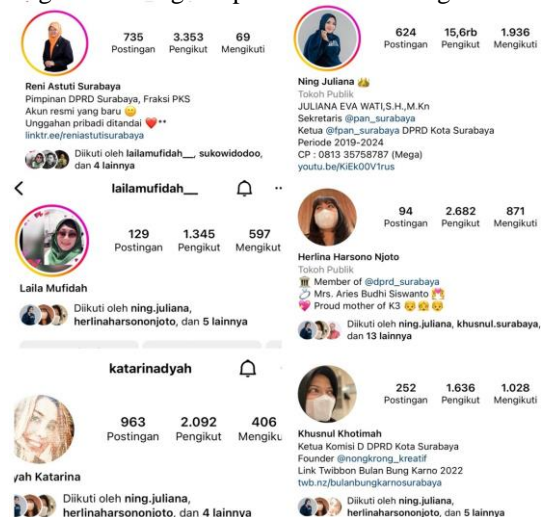
Determining who you are is the initial strategy for determining who you are. Personal branding becomes a reflection of the individual who is attached to the object. Therefore, personal branding can be identified by asking yourself what to do to be different from others. "Determine what you do" can be done by identifying the uniqueness and the main forces tied to what we do. Personal branding does not have to be done by doing something that draws more attention to understanding the values that you already have. The "Position yourself" strategy identifies the characteristics and qualities that distinguish us from our competitors. To make positioning stronger, it can be done by equating one's values with the values of the group.

Women as members of the Surabaya city legislature are representatives of the people who represent their chosen regions to be able to take part in parliament and actively use social media Instagram. Communication actions that occur and are carried out by women as legislators are in the form of sharing posts in the form of photos, and videos and also not hesitating to answer any comments. Women legislators expressly and implicitly in all activities carried out and displayed on Instagram media interpret that all activities are for the benefit of the constituents. Women legislators assume that the community must know or understand their productivity as members of the legislature. When analyzing the information displayed on his Instagram account.

a. Attributes of self/profile

The informant's self-image is visualized through the identity of the profile he wrote on social media. This profile identity consists of self-attributes symbolized by a cover photo, profile photo, and information about the school, birth, and work. The self-attribute tells about who is in power on social media and what netizens who are friends/related to their Instagram want to see.

Figure 1. Instagram profile of female legislators



source: Instagram

Based on Figure 1 regarding the Instagram profile of a female legislative member, she describes her identity as follows:

1. Showing his identity as a member of the Surabaya City DPRD
Of the 6 informants, there are 4 female legislative members who introduce themselves on Instagram as members of the DPRD. It can be seen from the identity written on his Instagram profile as a member of the DPRD.
2. Showing his identity as a member of a political party.

The identity of the party is also written as part of the identity that you want to build on social media. That he is part of the ideological values of political parties.

3. Showing her identity as a mother.

On the @herlinaharsono account, she wrote that apart from being a member of the DPRD, she is also the mother of three children. Another role is shown by the @herlinaharsono account as a form that her responsibilities as a mother must still be prioritized

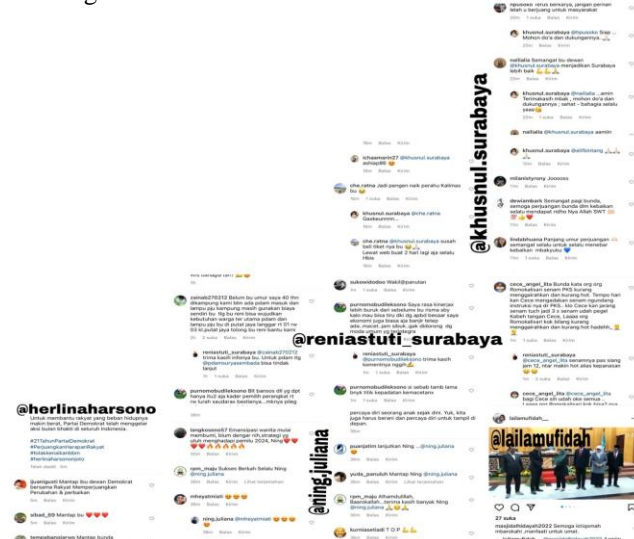
4. Showing his identity as part of the community mobilizer in Surabaya.

The additional role displayed by the @khusnulxhotimah account also illustrates that he is part of the driving force of the community and creative economy, helping the welfare of the community.

5. Does not describe his identity.

Two accounts do not describe their identity as members of the legislature in their profiles. Personally, these two accounts are very familiar to the citizens of Surabaya. @dyahkatarina's account as the former chairman of the PKK in the city of Surabaya. The account @lailamufida is a female figure in NU who has a lot of mass.

Figure 2. Interaction in the comments column



source: Instagram

Based on Figure 2 regarding interactions in the comments column made by female legislators on Instagram, describing "Determine what you do" is a personal brand strategy by determining what we will do to support the first personal branding strategy. In this strategy, research informants identify their main strengths and uniqueness. Political activities or actions taken by female legislators in the form of posting photos, captions, and comments shared on Instagram provide opportunities for the people of the city of Surabaya to easily chat with their representatives and be able to respond directly to what they complain about. In responding to a complaint in a comment, female legislators from the city of Surabaya responded by using the same language as those who commented, some of the comments were often answered with the use of the symbol of love of peace (love) so that explanations were easily accepted and felt there was a closeness. This means that there is a very close distance between the legislators and the citizens of Surabaya.

Identity on profiles is a strategy for women in the Surabaya city legislature in building a personal brand through social media. They believe, "determine who you are". They clearly define themselves as representatives of the people and introduce them. The difference in each identity displayed by each informant interprets that each informant wants to form strengths and opportunities for himself in building an image on Instagram media.

b. Posts on Instagram (photos, videos, and also captions) and interactions made.

The reflection of the identity on his profile in Figure 1, is evidenced by research informants consistently posting all political activities carried out in the legislature. Political activities are carried out in the internal legislature such as plenary sessions, and commission sessions. Activities outside the legislature were carried out with the executive, as well as several activities carried out when together with the community, in the form of recess activities, visits to residents, etc. The following is an illustration of the interaction of female legislators in responding to the comments given to each post.

Picture 3 posts on the Instagram of female legislators in Surabaya



source: Instagram

Based on Figure 3, some of the posts displayed by female legislators on Instagram raise issues that are happening in the city of Surabaya. Like concern for Kanjuruhan events, they post concerns and concerns. Several other informants posted about the programs run by members of the legislature in helping the welfare of their citizens. And one of the informants with the account @reniastuti provides transparency of information related to the budgets that have been planned by DPRD members. The method used by informants in forming a personal brand in the "determine what you do" strategy makes the image of the informants more formed and captured by the public. However, each informant has different interests according to the commission. The public can also assess what their representative figure in parliament looks like through the way female legislators are active on social media, the posts that are displayed, and how to respond to public complaints and use language when interacting with the community. Some of them post personal activities outside of council activities. These activities also attract attention, especially those related to family life. Even when some informants posted family circumstances, more were given good comments. Personal family posts often touch society. Of course, this condition illustrates that the personal condition of female legislators, who have similarities with the community, are better able to touch the emotional side of the community, such as postings when they are with their partners, postings of their children, etc. related to the family. This strengthens what has been described in Figure 1, one member of the legislature displays her role as a mother.

c. The meaning of each post (position yourself)

The next personal brand formation strategy is "position yourself". Women legislators through self-determination and actions taken try to position themselves as representatives of the people who have responsibility for their duties and functions, respond quickly to public complaints, are active, and have competence. However, he still loves his family, maintains the dignity of the party, and is close to the community. Some members of the legislature position themselves as if they were equal to their citizens. His uniqueness and approach to society make him a member of the legislature who has characteristics. Some members of the legislature are women. Each informant interprets their activities to inform their constituents that their presence in the legislature does not just stand still, but they work to fight for the interests of the people. Some others interpretations on social media as a form of education for the public related to the duties and functions of legislative members.

Based on Figure 2 and Figure 3, various kinds of personal comparison activities for each informant, including:

1. The informant with the account @herlinaharsononjoto positioned himself as a member of the legislature who also showed his priorities for his family, husband, and children. Some posts showing his whereabouts with his family describe things that are part of the information to be conveyed to the public. Posting the family wants to create personal branding that there is another side of him that is not yet known by the public. The ability to share roles and be responsible for the roles they have becomes the positioning that informant @herlinaharsononjoto wants to form. His background in psychology becomes a reference for how this informant uses his family as a political reference to be able to attract family segments, especially a mother, to support herself in the upcoming campaign.
2. The informant with the account @reniastuti_surabaya positions himself as a member of the legislature who serves the people and is responsive to public complaints. @reniastuti_surabaya does not hesitate to provide content that is very sensitive but is needed by the public regarding the budget or comments on cases that are currently being discussed in the city of Surabaya. This informant also wants to brand himself as a person who is loyal to political parties as reflected by including political parties in his Instagram bio and daily activities. The background of the condition of the political parties in each informant becomes a reference for what narrative is conveyed by the informant in

producing messages that will be transmitted on social media.

3. The informant with the account @khusnuslkhohimah branded himself as a member of the legislature who became part of the community he built as a form of concern for the creative economy in Surabaya. This account expands but is more specific in the scope of his political movements. Attract the sympathy of groups that have the same interests.
4. The informant with the account @ningjuliana branded himself as a millennial legislative member, young, active, smart, and beautiful. The posts on Instagram are not only about political activities but her life as a successful young woman is also shown. The relationships that are built with several celebrities, or certain characters do not hesitate to be displayed in every post. Even the use of branded goods and their socialite lives is part of their activities on Instagram.
5. Meanwhile, informants @katarinadyah and @lailamufidah did not do branding specifically but still showed concern regarding the problems that exist in the people of the city of Surabaya.

From the description above, it can be seen that each female legislative member has the power to carry out personal branding, which is different from one another. As members of the legislature, women are also adaptive to the existence of technology but still carry personal values. They want to show the community there are the same personal values that can be taken as representatives of the community. Feminine values are not necessarily eliminated but are still mixed and matched as an attitude that is shown in their actions and interactions on Instagram media. The application of the values possessed by the informants of this study consisted of family values, cultural values, moral values, spiritual values, and others. Personal branding refers to the distinction of an incumbent woman as a representation of society who wants to compare herself to a person who is different from one another. Personal branding refers to the differentiation of a politician who wants to distinguish himself as a different person from politicians in general. If we look back at the nature of the brand, it was initially said that the use of branding in the political realm was for the sake of optimally distinguishing candidates amid the many choices of politicians. According to him, in political communication, an important issue is the brand that exists in political figures. (Prisgunanto, 2015) Each member of a political party is usually promoted vigorously and intensively. Facebook media as a trend on the internet is currently being used as a medium for political campaigns, including the

implementation of social media from political parties in the 2019 Indonesian legislative elections. The majority of female legislators want to be described as pleasant, good at socializing and have a friendly and lively environment. harmonious surroundings, as well as a profile picture that shows the process of life being lived. Communication media is used as an intermediary tool for self, social, and political narratives that cannot be separated from the construction of reality or social structure.

d. Post intensity

The last strategy to do is "manage your brand". Women legislators in the city of Surabaya continue to use Instagram as a medium to introduce and brand themselves as members of the legislature. This is because it is very important to maintain or build relationships. Even though not many people comment and like posts, every woman as a member of the legislature remains consistent in uploading her political activities on Instagram. Women as members of the legislature want to leave an imprint on the minds of the people and that has a good impact.

On social media, women as members of the legislature have the freedom to effectively carry out personal branding, either by communicating work programs, or political messages, and forming the image of parties or individuals. Therefore, the form of communication, both express and implied, is in the form of an invitation to propaganda, employing an appeal to vote for himself, the party, and the candidate promoted by his party. It is also used as a means of campaigning for political parties by moving various political advertising themes which are expected to increase electability in the upcoming elections. This political activity is an act of communication planned by female legislators to create a certain effect on a large number of audiences which is carried out sustainably. Political activity on Instagram is expected by legislators to become a personal branding that becomes the strength and initial capital for many people to see, related to their identity as members of the 2019-2024 legislative period. (Rogers & Storey, 1987) defines "a campaign as a series of communication actions that are planned to create a certain effect on many audiences that are carried out continuously over a certain period." Setting a personal brand is expected to influence voting behavior in the future. Instagram has become a medium where female legislators can introduce themselves and influence the perception of netizens. Instagram has become a political platform for female legislators. In the formation of a personal brand that makes it easier to communicate between female legislators and the community. For this reason, everyone does a "show" for others, life is like a theater, and actors are the performers.

4. CONCLUSION

The formation of a personal brand is something important for female legislators to make it easier to communicate with the public. A successful personal brand will form a good image and build public trust in him. Personal branding can also control oneself and also the perspective or perception of others toward female legislators. From the results of this study, it can be concluded that Instagram media provides a new space that is an opportunity for female legislators to communicate with their citizens in the city of Surabaya through the personal branding they have formed. The efforts of women as members of the legislature through Instagram media bring results that affect the image of legislative members in the eyes of the community as evidenced by the selection of research informants in each period.

REFERENCES

- Kain, BE, Ferejohn, JA, & Fiorina, MP (2006). Rumah Bukan Rumah: Anggota Parlemen Inggris di Daerah Pemilihannya. *Studi Legislatif Triwulan*. <https://doi.org/10.2307/439403>
- Cresswell, John W. (University of Nebraska, L. (2013). *Penyelidikan Kualitatif dan Desain Penelitian, Edisi Ketiga*. Sage.
- Dhara, K., Hutomo, K., Brigitta, L., & Arzella, N. (2020). Penggunaan Instagram Sebagai Media Kampanye Politik pada Pemilihan Kepala Daerah DKI Jakarta 2017: Studi Kasus pada Basuki Cahaya Purnama (Ahok). *COMMENTATE: Journal of Communication Management*, 1(2), 193-207.
- Eliya, I., & Zulaeha, I. (2017). Model Komunikasi Politik Ridwan Kamil di Medi Sosial Instagram: Kajian Sosiolinguistik. *Dialektika*, 2(4).
- Gumilar, G. (2016). Pemanfaatan instagram sebagai sarana promosi oleh pengelola industri kreatif fashion di kota Bandung. *JIPSI-Jurnal Ilmu Politik dan Komunikasi UNIKOM*, 5(2).
- Hagar, D. (2014). Kampanye online: Media sosial dalam pemilihan kota Niagara 2010. *Jurnal Penelitian Perkotaan Kanada*.
- Holbert, RL, Shah, DV, & Kwak, N. (2003). Implikasi politik penggunaan drama dan sinetron prime-time: Genre representasi dan opini tentang hak-hak perempuan. *Jurnal Komunikasi*. <https://doi.org/10.1093/joc/53.1.45>
- Ling, R., & Baron, NS (2007). Pesan teks dan IM: Perbandingan linguistik data perguruan tinggi Amerika. *Jurnal Psikologi Bahasa dan Sosial*. <https://doi.org/10.1177/0261927X06303480>
- Montoya, P. (2002). Fenomena personal branding. *Pers Merek Pribadi*.
- Maella, N. A. F. S., Elita, R., Mustika, F., Rijal, E., & Mulyana, S. (2019). Instagramable Politics: Indonesian Celebrities Politicians Campaign.
- Nurannafi, F., Rd. Funny, E., Rizal, E., & Miulyana, S. (2018). Konstruksi Identitas Politisi Perempuan di Facebook. <https://doi.org/10.2991/icomacs-18.2018.59>
- Prisgunanto, I. (2015). Pengaruh Sosial Media Terhadap Tingkat Pengaruh Media Sosial Terhadap Tingkat Keyakinan. *Stik*.
- Putra, AM (2011). Media Baru dan Fenomena Komunikasi Politik pada Pemilu di Provinsi Banten 2011. *Jurnal ULTIMA Comm*. <https://doi.org/10.31937/ultimacomm.v3i2.203>
- Rahmah, S. (2021). Personal Branding Ganjar Pranowo untuk Membangun Komunikasi Politik di Media Sosial Instagram. *Jurnal Interaksi: Jurnal Ilmu Komunikasi*, 5(1), 94-101.
- Rogers, EM, & Storey, JD (1987). Kampanye komunikasi. *Buku Pegangan Ilmu Komunikasi*. <https://doi.org/10.4135/9781412982818>
- WELLMAN, B., HAASE, AQ, WITTE, J., & HAMPTON, K. (2001). Apakah Internet Menambah, Mengurangi, atau Menambah Modal Sosial? *Ilmuwan Perilaku Amerika*, 45 (3), 436-455. <https://doi.org/10.1177/00027640121957286>
- Weninggalih, L., & Fuady, M. E. (2021). Hubungan Kampanye Politik Calon Presiden 2019 melalui Media Sosial Instagram dengan Keputusan Memilih Mahasiswa Indonesia di Thailand. *Jurnal Riset Public Relations*, 1(1), 22-32.

RELATIONSHIP BETWEEN MOTIVATION AND STUDENTS SATISFACTION IN WATCHING LOCAL TELEVISION (Uses And Gratification At Student Communication Department Of Bengkulu University)

Daris Yunaidah¹, Mas Agus Firmansyah², Yuliati³

¹²³ Faculty of Social and Political Science, University of Bengkulu

ARTICLE INFO

Corresponding author:

yunaidahdaris@gmail.com,

mgs.firmansyah@gmail.com,

yuliati@unib.ac.id

Citation:

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara motivasi dan kepuasan mahasiswa jurusan Ilmu Komunikasi Universitas Bengkulu dalam menonton televisi lokal RBTv. Penelitian ini menggunakan jenis penelitian kuantitatif dengan pendekatan jenis korelasional. Populasi dalam penelitian ini adalah mahasiswa aktif Jurusan Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik UNIB angkatan 2018, 2019, 2020 dan 2021 yang sedang dan tinggal bersama orang tua atau berdomisili di Bengkulu dan masih menonton televisi lokal RBTv. Teori yang relevan dengan penelitian ini adalah teori Uses and Gratification yang menjelaskan bagaimana khalayak aktif dan selektif menggunakan media untuk memenuhi kebutuhan. Penentuan sampel dalam penelitian ini melalui teknik simple random sampling. Penarikan jumlah sampel melalui rumus slovin dengan jumlah 61 responden. Teknik pengumpulan data dilakukan dengan 2 cara, yaitu dengan kuesioner dan studi pustaka dari beragam literatur seperti buku, internet, jurnal ilmiah, dan skripsi yang berkaitan dengan penelitian ini. Teknik analisis data yang digunakan dengan menggunakan analisis regresi linear sederhana melalui program SPSS versi 16. Melalui pengujian hipotesis ditemukan bahwa $T_{hitung} > T_{tabel}$ yakni $8,424 > 1,670$, sehingga H_a diterima dan H_o ditolak. Artinya terdapat hubungan antara motivasi dengan kepuasan dalam menonton televisi lokal RBTv. Hasil penelitian ini menunjukkan bahwa motivasi mahasiswa menonton televisi lokal RBTv adalah untuk mendapat informasi terupdate tentang Provinsi Bengkulu dan mengetahui beragam peristiwa daerah yang terjadi di Provinsi Bengkulu. Sedangkan untuk kepuasan, mahasiswa setuju dan merasa puas setelah menonton televisi lokal RBTv karena mampu menambah pengetahuan tentang Provinsi Bengkulu serta dapat membantu mereka dalam mengingat dan memahami isi dan pesan yang ingin disampaikan dari tayangan yang ditonton.

Kata Kunci: Motivasi, Kepuasan, Televisi Lokal

ABSTRACT

This study aims to determine the relationship between motivation and satisfaction of students majoring in Communication Science, Bengkulu University in watching local television RBTv. This research uses quantitative research with a correlational approach. The population in this study were active students of the Communication Studies Department, Faculty of Social and Political Sciences, UNIB class 2018, 2019, 2020 and 2021 who were living with their parents or domiciled in Bengkulu and still watching local television RBTv. The theory that is relevant to this research is the Uses and Gratification theory which explains how the audience actively and selectively uses the media to fulfill their needs. Determination of the sample in this study through simple random sampling technique. Withdrawal of the number of samples through the slovin formula with a total of 61 respondents. Data collection techniques were carried out in 2 ways, namely by questionnaires and literature studies from various literatures such as books, internet, scientific journals, and theses related to this research. The data analysis technique used was simple linear regression analysis through the SPSS version 16 program. Hypothesis testing shows $T_{count} > T_{table}$ was $8,424 > 1,670$, so H_a is accepted and H_o is rejected. This means that there is a relationship between motivation and level of satisfaction in watching local television RBTv. The results of this study indicate that the motivation of students to watch RBTv local television is to get updated information about Bengkulu Province and to find out various regional events that occur in Bengkulu Province. As for satisfaction, students agree and feel satisfied after watching RBTv local television because it is able to increase knowledge about Bengkulu Province and can help them remember and understand the content and messages they want to convey from the shows they watch.

Keywords: Motivation, Satisfaction, Local Television

1. INTRODUCTION

Television is a mass media that is easily accessible to the public to meet information needs. The rapid development of television media today has an impact on the existence and management of broadcast materials displayed no longer focused on the center, so many local televisions have sprung up. Local television is the broadcasting station with the smallest broadcast area covering one city or district area (Morissan, 2014). In Bengkulu Province, there are currently only 3 local television stations still operating. Based on the results of research on the potential of local television viewers conducted by AC Nielsen in 2017, data was obtained that

RBTv excels as the most watched local television than local television stations and national television or other network broadcast systems (SSJ) in Bengkulu.

However, in the era of rapid technological development today, the interest of the younger generation to watch television, especially local television, is a problem for the media industry. Various shows or programs are presented to attract the motivation to watch the younger generation in order to achieve satisfaction. In line with the Theory of Uses and Gratification, audiences are free and active in choosing or using a medium based on certain motives (Kriyantono, 2014, p. 206). The

variety of information and entertainment needs between individuals gives rise to certain reasons for them to look for which media they want to use and are considered to be able to meet their needs to achieve satisfaction.

Data obtained from the results of the 2019 JalanTikus.com survey through the collection of questionnaire data, 58% of Indonesian millennials and generation Z never watch television again (JalanTikus.com, 2019). However, based on data from the IDN Research Institute (Television, the Most Consumed Media for Indonesian Millennials, 2020), it shows that television is still the most consumed media for Indonesians aged 21-36 years, which is 89%. The use of local television media by the younger generation in Bengkulu Province, it can be seen in the results of the 2021 Bengkulu KPID survey. Where was found the fact that generation Z of Bengkulu Province aged 14-18 years is still watching local television, namely RBTv (rakyatbengkulu.com, 2021). Based on data from the Central Statistics Agency of Bengkulu Province (2021), it shows that Bengkulu Province is dominated by generation Z and the millennial generation, which is 56.02%. These findings refute that TV audiences of generation Z have moved on and fully opted to use the internet. From this reality, researchers see the importance of retaining the audience of generation Z (who have switched to new media) by conducting research to listen to feedback and further examine the motivation and satisfaction of generation Z in watching local television. So there can be an imbalance between generation Z and the local television stations that are most in demand.

The phenomenon of generation Z who still watch local television, researchers found among students majoring in Communication Sciences UNIB so to find supporting data from this phenomenon researchers conducted a pre-study. The results strengthened the data that students of the Department of Communication Sciences, University of Bengkulu who were living with their parents or domiciled in Bengkulu were still watching RBTv. The criteria for respondents involved in this study are: active students majoring in Communication Sciences, University of Bengkulu class of 2018-2021 who are still watching RBTv local television and are living with their parents or domiciled in Bengkulu because it is assumed that they can still access RBTv via TV in their respective homes. In addition, considering that they are included in the category of generation Z with the age of 15-24 years and have learned about mass communication, so they are considered to know and understand mass media communication and various aspects of audience viewing behavior.

Based on this, in this study the researcher was interested in raising the research title "**The Relationship of Student Motivation and Satisfaction in Watching Local Television (Uses and Gratification on RBTv viewers among Students of the Department of Communication Science, University of Bengkulu)**".

Problem Formulation

Based on the background above, the formulation of the problem in this study is stated, namely, is there a relationship between the motivation and satisfaction of students majoring in Communication Sciences, Bengkulu University in watching RBTv local television?

Purpose

Based on the formulation of the problem, the goal to be achieved by the researchers of this study is to determine the relationship between the motivation and satisfaction of students majoring in Communication Sciences, at Bengkulu University in watching RBTv local television.

2. LITERATURE REVIEW

Mass Communication

Is the process by which organizations use technology as a medium to communicate with a large, heterogeneous, and dispersed audience (Stanley J. Baran & Dennis K. Davis, 2015, p. 5). Mass communication media consists of electronic media such as television and radio, while print media such as magazines and newspapers. Communication activities with the mass media are organized activities, so that the objectives and effects both affective and conative that the audience expects are also clear.

Effects of Mass Communication

The effect of mass communication is a change in human attitudes after being exposed to messages obtained from the mass media. Jampel et al (2016, p. 36) posited the types of effects of mass communication that are divided into 2, namely primary and secondary. The primary effect consists of exposure, attention and understanding related to (1) the message conveyed and the mass media used, (2) the exposure of the mass media that hits the audience, and (3) the audience talks about the program of the show being broadcast on television. . While secondary effects consist of cognitive and conative effects, namely (1) describing real events that occur in society, (2) uses and gratification as a form of effect related to measuring the usefulness and satisfaction of the audience towards the mass media used, and (3) the effect that focuses on how the audience responds to messages from the media.

There are several effects of mass communication seen from the realm of human ability, including: (1) cognitive effects in the form of increasing knowledge, (2) affective effects that in the delivery of an event in the mass media always involve feelings of communicant, (3) conative effects related to behavior and intention in doing things in a certain way (Sukendar, 2017, p. 68).

Television And The Development of Local Television Media

Television consists of the word "Tele" which means far, off, far away. As well as ending with the word "Vision" which means vision. So literally, television is a tool for seeing images (both moving and still) of an event, an event where the scene and event are far from the person who sees it (Sumartono, 2009). Television is one of the media that in the process of communication can efficiently reach communicants in very large quantities. Television stations are categorized into several types based on their coverage area, namely commercial and non-commercial television stations, public, local and national television stations. Under the Broadcasting Law, national television is required to enact a Network Station System (SSJ) and must collaborate with local television in the regions to facilitate local communities in fulfilling the right to obtain information as well as the right to use publicly owned frequencies (Juditha, 2018).

Motivation

According to Andremica (2010) motivation is something that drives a person in meeting his needs. Motives or motivations are used to denote a human behavior that encompasses the mover, reasons, or impulses in man that cause the man to do something. However, if it is linked to the context of media consumption, motives are all factors and drivers from within humans that cause a person to use media to achieve a goal. The motivation or motives of users in watching local television RBTV are focused on the motives for the use of media according to McQuail's typology in Kriyantono (2014, p. 213) namely:

1. Information, this motivation relates to the efforts of media users to:
 - a. Search for news about events and conditions related to the immediate community environment.
 - b. Satisfies curiosity and general interest.
 - c. Seek guidance regarding various practical issues, opinions, and other matters related to making choices
 - d. Learning, self-education.
2. Personal Identity, this motivation relates to the efforts of media users to:
 - a. Find support for values related to the student's own personality

- b. Identifying with other values in the media
 - c. Increase understanding of oneself
3. Social Integration and Interaction, this motivation relates to the efforts of media users to:
 - a. Gaining knowledge of the circumstances of others, social empathy
 - b. Find material on conversations and social interactions with others around them
 - c. Helping to carry out social roles
 - d. Desire to be close to others
4. Entertainment, this motivation is related to the efforts of media users to:
 - a. Get away from trouble
 - b. Relax and fill your free time
 - c. Channeling emotions
 - d. Getting entertainment and fun

From the various motives that encourage the use of media, there will be hopes that are sought by the speaker through the media. So this is what will give rise to a pattern of behavior in the use of media as a manifestation of existing motives. Motivation can also be said to be the difference between being able to carry out and being willing to carry out. Motivation is closer to being willing to carry out to achieve the goal.

Satisfaction

Is the fulfillment of audience needs which is the effect of using media, in the form of feelings of liking or disappointment that arise from individuals after comparing the expectations thought about with the reality received. Satisfaction with the use of media can be seen through the theory of audience satisfaction with the media, namely through the use (uses) and satisfaction obtained (gratification), where media users actively choose the media they want to use. Nowadays, many media have emerged as expansionists to meet the needs of the audience. Due to the need for information and entertainment among different individuals, the audience can freely choose what medium to consume according to their motivation. Satisfaction is said to be fulfilled if the feelings felt have been achieved and can meet needs.

Satisfaction is formed over an individual's perception of the results obtained from using or consuming a particular type of media. Or in other words, the satisfaction of watching and the motivation of watching have a strong relationship with each other.. Katz, Gurevitch, and Haas in Effendy (2003, p. 294) reveal that individual needs are determined by the social environment. The social environment includes group affiliation traits and personality traits. They categorize an individual's needs as follows:

1. Cognitive needs

Needs are related to the strengthening of information, knowledge, and understanding through the environment. This need is based on the desire to understand and master the environment and fulfill curiosity and the urge to explore the environment.

2. Affective needs
Needs related to the strengthening of beautiful, satisfying, and emotional experiences.
3. Personal integrative needs
Needs related to strengthening credibility, trust, stability, and personal status. These needs are derived from the desire for self-esteem.
4. Social integrative needs
Needs related to strengthening connections with family, friends, and the world. Such needs are based on the desire to associate.
5. Escapist needs
Need is related to avoiding stress and the desire to release tension.

The fulfillment or satisfaction obtained by the audience is the effect of using the media. Operation of media effects as an assessment of the media's ability to provide satisfaction (Rakhmat, 2004, p. 66).

Theory of Uses and Gratification

The theory in this study is uses and gratification or use and fulfillment (satisfaction) according to its founders Elihu Katz, Jay G. Blumer, and Michael Gurevitch, where this model is not interested in what the media does to individuals, but is interested in what the individual does to the media (the effect of mass media). When people want to access, read or watch media it is because of the need for what he gets from the media access. The theory of uses and gratification is useful for knowing the motivation for the use of media by the audience, especially the tendency to watch the audience's television. Because even though currently with the convergence of media through the internet, audiences are free to choose to access any media and content, but the focus of this research is television. So this study will test the theory of uses and gratification.

The five characteristics of an active audience according to Frank Biocca are selectivity (selective in using the media), utilitarianism (use of media to meet certain needs and goals), intentionality (implicitly acknowledging the use of media content for a specific purpose), involvement (the audience actively follows, thinking about using the media) and impervious to influence (very not easily persuaded by the media itself). Based on the above reviews, this theory argues that audiences are considered active and deliberately use the media to meet their needs in achieving a goal. Research in this

field focuses on the use (uses) of media content to obtain the gratification of one's needs. Media users are trying to find the best media sources in an effort to meet their needs. The audience is no longer seen as passive and only receives information from the media, but the audience is active and selective, and critical of all information conveyed by the media.

3. RESEARCH METHOD

The type of research used in this study is quantitative with a correlational approach. The theory used is the theory of uses and gratification (Elihu Katz, Jay G Blumer, Michael Gurevitch) with the basic assumption that an individual chooses the medium according to the satisfaction it wants to obtain. The population used in this study was 157 active students of the Department of Communication Sciences FISIP UNIB class of 2018-2021 who were domiciled in Bengkulu. This study uses simple random sampling and the slovin formula, a sample of 61 respondents was obtained. As for the data collection technique, it is in the form of questionnaires and literature studies. To be able to take measurements, each social phenomenon is described into several components of the problem in the form of variables and indicators. While the correlation approach is used to find the relationship between two variables. In this study independent variables (X): motivation to watch local television RBTv and dependent variable (Y): satisfaction of watching local television RBTv. Data analysis techniques using simple linear regression analysis through the SPSS version 16 program.

4. RESULT AND DISCUSSION

A. Recapitulation and Description of Respondent Characteristics

A total of 61 respondents are students of the Department of Communication Sciences, the University of Bengkulu who registered and entered the class of 2018-2021. Respondents with an age range of 18-19 years as many as 13 respondents, aged 20-21 years as many as 25 respondents, and aged 22-23 years as many as 23 respondents. A total of 26 respondents from the class of 2018, as many as 12 people from the class of 2019, as many as 11 people from the class of 2020, and as many as 12 people from the class of 2021.

The characteristics of respondents who most often watched the RBTv Evening Report program were 6 respondents (9.8%), Regional Reports as many as 4 respondents (6.6%), Pekaro as many as 35 respondents (57.4%), Good Morning Bengkulu as many as 6 respondents (9.8%), Hobby Qta as many as 1 respondent (1.6%), RBTv by Request as many as 1 respondent (1.6%), Tourism Village as many as 7 respondents (11.5%)) and Hijrah as many as 1 respondent (1.6%). This shows that the

most watched program of the RBTv show respondents is the crime news program "PEKARO".

B. Recapitulation of Respondent Responses

Table 1 is the result of a recapitulation of respondents' responses to statements submitted through filling out a questionnaire.

Table 1
Recapitulation of Respondents' Answers to Independent Variables

No.	Statement Items	SS	S	KS	TS	STS	Total Score
1	I Watch RBTv Local Television Because I Want to Get Updated Information About Bengkulu Province	44	14	2	1	-	61
2	I Watch RBTv Local Television Because I Want to Know The Various Regional Events That Happened in Bengkulu Province	43	15	3	-	-	61
3	I Watch RBTv Local Television Because It Can Be Used as a Learning Medium	39	14	8	-	-	61
4	I Watch RBTv Local Television Because It Helps Support Values Related To My Self-Identity As A Student	18	27	14	1	1	61
5	I Watch RBTv Local Television Because I Want To Identify As A Student With Other Values In The Media	18	31	11	1	-	61
6	I Watch RBTv Local Television Because I Want to Increase Understanding of Myself, Especially Regarding Bengkulu Province	34	22	5	-	-	61
7	I Watch RBTv Local Television Because I Want to Realize the Knowledge Gained to the Surrounding Environment	22	30	9	-	-	61
8	I Watch RBTv Local Television Because I Want to Know About The Circumstances of Others Who Are Able to Hone My Sense of Social Empathy	31	22	8	-	-	61
9	I Watch RBTv Local Television Because I Want To Find Chat Material When I Meet People Around	19	26	13	3	-	61
10	I Watch RBTv Local Television Because I Want to Relax and Fill My Spare Time	17	31	10	1	2	61
11	I Watch RBTv Local Television Because I Want to Relieve Boredom and Boredom	10	32	11	6	2	61
12	I Watch RBTv Local Television Because I Want to Have Fun and Entertainment	14	29	11	5	2	61

(Source: Researcher's Processed Data, 2022)

Table 2
Recapitulation of Respondents' Answers to Dependent Variables

No.	Statement Items	SS	S	KS	TS	STS	Total Score
1	After I Watched RBTv Local Television I Felt Satisfied Because I Was Able To Increase My Knowledge About Bengkulu Province	40	16	5	-	-	61
2	After I Watched RBTv Local Television I Felt Satisfied Because It Could Help Me In The Effort To Remember And Understand The Content And Message Of The Watched Show	25	31	4	1	-	61
3	After I Watched RBTv Local Television I Felt Satisfied Because It Was Able To Elicit My Emotions (Happy, Joyful, Sad, or Disappointed)	18	27	14	1	1	61
4	After I Watched RBTv Local Television I Felt Satisfied Because It Was Able To Support My Needs For Information and Entertainment	30	24	7	-	-	61
5	After I Watched RBTv Local Television I Felt Satisfied Because It Was Able To Help Me in Communicating Both Verbally and Non Verbally	17	25	17	2	-	61
6	After I Watched RBTv Local Television I Felt Satisfied Because I Could Release the Boredom and Boredom That Afflicts Everyday	15	23	20	2	1	61

(Source: Researcher's Processed Data, 2022)

In general, the results of this study show that respondents' assessment of student motivation and satisfaction with RBTv is good. And the average value of the highest questionnaire results in the category of respondents' motivation in watching RBTv is to get updated information about Bengkulu Province and find out about various regional events that occur in Bengkulu Province. While the average value of the highest questionnaire results in the satisfaction category, RBTv is

considered to be able to increase knowledge about Bengkulu Province and can help them remember and understand the content and message they want to convey from the shows they watch.

C. Data Analysis

1. Simple Linear Regression Analysis

Furthermore, to calculate whether there is a relationship between variable X (motivation to watch local television RBTv) and variable Y (satisfaction of watching local television RBTv) using a simple linear regression analysis through SPSS version 16 which is as follows:

Table 3
Simple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.420	2.231		2.878	.006
Motivasi menonton televisi lokal RBTv	.370	.044	.739	8.418	.000

(Source: Researcher's Processed Data, 2022)

Based on table 3 above, it is found that the value of the constant (α) is 6.420 and the value of the regression constant (b) is 0.370. The simple linear regression equation found in the form of a formula is $Y = 6.420 + 0.370 X$. Based on the results obtained above, it is known that variable X has a positive effect on variable Y. This can be seen from the value of b (regression coefficient) which is positive.

2. Pearson Product Moment Statistical Test

To test how much the relationship between motivation and satisfaction in watching local television RBTv used a statistical test tool pearson product moment through SPSS version 16 which is as follows:

Tabel 4
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.538	2.18646

a. Predictors: (Constant), Motivasi menonton televisi lokal RBTv

b. Dependent Variable: Kepuasan menonton televisi lokal RBTv

(Source: Researcher's Processed Data, 2022)

From table 4 of the summary model above, it can be explained that the magnitude of the value of the correlation coefficient is 0.739. To carry out the interpretation of the strength of the relationship between two variables is carried out by looking at the number of the correlation coefficient the result of the calculation using the interpretation of the value of r is as follows:

- 0,00 – 0,20: There is no correlation between two variables
- 0,20 – 0,40: Weak correlation

- 0,40 – 0,70: Correlation is quite strong
- 0,70 – 0,90: Strong correlation
- 0,90 – 1,00: Very strong correlation
- 1: Perfect correlation

From these data, it can be concluded that between variable X (motivation to watch local television RBTv) and variable Y (satisfaction of watching local television RBTv) has a strong relationship or correlation because the value is close to 1, which is 0.739.

Table 4 of the summary model above, it also shows the value of the coefficient of determination. This figure shows the percentage of the contribution of the influence of variable X on variable Y. In addition, an R Square value of 0.546 was obtained which contains the understanding that the relationship of the motivation variable of watching local television RBTv with the satisfaction of watching local television RBTv is 54.6%. The remaining 45.4% was influenced by other variables that were not studied in this study.

3. Test the Hypothesis

To see the high and low significant levels between variable X and variable Y by conducting a t-test, that is, comparing the calculated number t with the value of t of the table. In the table, the number t count is found to be 8.424 or if calculated manually with the following formula:

$$t_{count} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} = \frac{0,739\sqrt{61-2}}{\sqrt{1-(0,739)^2}} = \frac{0,739\sqrt{59}}{\sqrt{0,454}} = \frac{5,6763}{0,6737} = 8,424$$

The t_{table} value can be calculated by the following formula:

$$\begin{aligned} t_{table} &= \left(\frac{\alpha}{2} : n-k\right) \\ &= \left(\frac{0,1}{2} : 61-2\right) \\ &= (0,05 : 59) \\ &= 1,670 \text{ (judging from the table's t-value distribution table)} \end{aligned}$$

Referring to the table t value and the calculated t value above, it can be seen that the calculated t value > the table t value is $8.424 > 1.670$, which indicates H_0 was rejected. This means that there is a relationship between motivation and the level of satisfaction in watching RBTv local television. From these data, it can be concluded that between variable X (motivation to watch local television RBTv) and variable Y (satisfaction of watching local television RBTv) has a strong relationship or correlation because the value is close to 1, which is 0.739.

Table 4 of the summary model above, it also shows the value of the coefficient of determination. This figure shows the percentage of the contribution of the influence of variable X on variable Y. In addition, an R Square value of 0.546 was

obtained which contains the understanding that the relationship of the motivation variable of watching local television RBTv with the satisfaction of watching local television RBTv is 54.6%. The remaining 45.4% was influenced by other variables that were not studied in this study.

DISCUSSION

This study aims to determine the relationship between the motivation and satisfaction of students majoring in Communication Sciences, the University of Bengkulu in watching RBTv local television. The number of samples involved in this study was 61 people who were students of Communication Science FISIP UNIB who were domiciled in Bengkulu and still watching RBTv local television.

Based on the results of hypothesis testing, it was proven that RBTv's local television viewing motivation had a positive relationship with a strong correlation of 0.739 to RBTv's local television viewing satisfaction. Furthermore, referring to the results of the analysis using simple linear regression above, a statement was obtained that $Y = 6.420 + 0.370X$. With a regression coefficient of 0.370, it can be interpreted literally that every increase of 1 unit X will increase Y by 0.370. Furthermore, the results of data analysis using simple linear regression also found how much influence variable X had on variable Y, which was 54.6%. While the remaining 45.4% was influenced by other factors outside of this study.

Based on calculations, a t-test value of 8.424 was obtained. This price is then consulted with a significance value of 10% which is 1,670. If each of them is compared then it can be seen that the calculated t value > the table t value which is $8.424 > 1.670$ so that H_a is accepted and H_0 is rejected. Referring to these results, it can be concluded that the hypothesis stating there is a relationship between motivation and satisfaction in watching RBTv local television is accepted. In line with the results obtained in the hypothesis testing that has been carried out, it means that the motivation of students in watching local RBTv television is related to the satisfaction obtained. Students watched the local television after watching RBTv local television and their needs were met so that they felt satisfied. The satisfaction obtained refers to the categories of individual needs of Ellihu Katz, Gurevitch, and Haas in Effendy (2003, p. 294) in the form of satisfying cognitive needs, satisfying affective satisfaction of satisfaction, integrative gratification of personal needs, integrative gratification of social needs, and satisfaction of the needs of release.

The social environment underlies the selection of media used by the Communication Science students class of 2018-2021

which will later determine the satisfaction of their respective needs. From a cognitive point of view, the needs of the Communication Science students class of 2018-2021 are based on the desire to understand and master their environment and to satisfy their curiosity about the information they need. From an affective point of view, the needs of Communication Science students class of 2018-2021 who are satisfied or dissatisfied with the information or entertainment content they get through the RBTv program shows. In addition, the emotional emergence of individuals in the form of happy, sad, or emotional emotions appears after watching RBTv shows. The individual needs of students are also met from within themselves where they trust the information they get from RBTv shows. So that RBTv is able to meet their information and entertainment needs.

Based on data from the research findings, the majority of respondents in this study, namely Communication Science students of the class of 2018-2021, chose the news program "PEKARO" as the most watched RBTv show. In addition to the high motivation to watch Pekaro, based on the data obtained that entertainment satisfaction is also high. The satisfaction of entertainment needs is included in the context of a form of need to be able to enter the social environment in an integrative manner. As referring to Ellihu Katz, Gurevitch, and Haas in Effendy (2003, p. 294) integrative fulfillment of social needs, one of which has to do with how a person connects with his social environment due to the curiosity of students to know the state of crime that occurs in the midst of society. Where after watching the criminal show, there is vigilance against crimes, so that they become more anticipatory so as not to become victims of similar crimes.

Although it is packaged in the form of news or investigations most audiences prefer to regard the event as entertainment. Where crime news is considered to present information that displays elements of violence that are considered to be able to make students watch crime news just to find entertainment. The attention of the Pekaro news program with criminal nuances turned out to be enjoyed and responded to positively by students. It is known that the Pekaro crime program was aired with an average duration of 30 minutes and occupied a prime time position, at which time students watching TV had free time and really enjoyed the broadcasts presented. So that inevitably students watched the show and even some made it a favorite show.

The use of local television by students is generally in the form of the use of various program programs available on RBTv to meet the needs of the respondents themselves. As young people who are known as agents of change in the future, this Communication Science student must certainly have a diverse

knowledge of what is happening. Through RBTv local television, the respondents gained a lot of knowledge, starting from the latest news, especially about Bengkulu Province. Entertainment-related information such as the latest music videos, newly released films, and various local sciences can support their daily duties as students who are known to be close to the media, so they are required to be more updated about something that is going viral. In addition, it can also support their creativity to make music or work.

RBTv through the shows of the program and news programs offered is able to guide them in making choices such as choosing tourist destinations, technological equipment or facilities, study or education choices, and also the field of work they will choose later. RBTv as a local television in Bengkulu can provide alternative answers to respondents' questions and are answered through information contained in the shows in the program and news program.

Seeing how the use of mass media can have an impact on satisfaction levels, it is in line with the theory of uses and gratification used in this study. The theory states that audiences are considered active and deliberately use the media to meet needs with a certain purpose. Studies in this field focus on the use (uses) of media content to get gratification for the fulfillment of one's needs. In this study, the audience in question is students majoring in the Communication Science classes of 2018, 2019, 2020, and 2021 who selectively choose the media to get the necessary information. In addition, they are oriented towards the purpose of using the media itself according to their needs.

Judging from the local television media in Bengkulu, namely TVRI Bengkulu, BETV, and RBTv, Communication Science students of the class of 2018-2021 watch RBTv local television more often than other Bengkulu local television. The average student who still watches RBTv local television is those who are living with their parents or domiciled in Bengkulu. They have a high motivation to watch local television and want to try to fulfill the information needed through the mass media. So it is assumed that they still access RBTv through television in their respective homes.

Watching RBTv local television for information and entertainment is still effective amid the rapid development of digital media today. Because of the information or events that will be aired by RBTv as local television, of course, it will go through many processes and considerations before it is said to be worthy of being shared and aired to the people of Bengkulu. RBTv is able to provide information and entertainment through audio-visual shows so that the information and entertainment that is broadcast are very easy for the audience to understand.

In the use of media, Communication Science students class of 2018-2021 are active audiences. Based on the concept of an active audience in the theory of uses and gratification, they watch RBTv local television according to its uses, such as obtaining information, entertainment, and as a learning medium. This is in accordance with the concept of active audiences in the first theory of uses and gratification, namely utility or usefulness. Communication Science students class of 2018-2021 watch RBTv based on the motivation that exists in them, namely in the form of motivation to obtain information, find personal identity, conduct social interactions, and to get entertainment and pleasure. Referring to this, in accordance with the concept of active audiences in the second theory of uses and gratification, namely intentionality or recognizing the use of media content for a certain purpose.

Communication Science students class of 2018-2021 selected the media they wanted to use. RBTv was chosen as the local medium they use because of the appeal of the advantages of RBTv itself, such as the actuality and trustworthiness of the information presented, as well as the ease of accessing it. Where this is in accordance with the concept of active audiences in the third theory of uses and gratification, namely selectivity or selectiveness in using media. Communication Science students class of 2018-2021 after watching RBTv local television get information and entertainment that will affect their behavior and thoughts on something from the information they watch. This is also in accordance with the concept of active audiences in the fourth theory of uses and gratification, namely impervious to influence or very unable to be persuaded by the media itself.

5. CONCLUSION

Based on statistical tests of relationships, it can be concluded as follows:

- There is a relationship between the motivation and satisfaction of students of the Department of Communication Sciences class of 2018-2021 in watching RBTv local television. This is proven by obtaining a t-test value of 8.424. This value was then consulted with a research significance value of 10% which was 1.670. It turns out that the calculated t-value is greater than the table t-value ($t_{\text{count}} = 8.424 > t_{\text{table}} = 1.670$), so it can be concluded that the analytical hypothesis is accepted and the null hypothesis is rejected.
- The relationship between the motivation to watch local television and the satisfaction of watching local television RBTv is included in the strong category because the results of the Pearson product-moment

calculation, obtained a correlation value close to 1, which is 0.739.

- The highest average score in the motivation category of respondents in watching RBTv is to get updated information about Bengkulu Province and know various regional events that occur in Bengkulu Province. Meanwhile, in the satisfaction category, RBTv is considered to be able to increase knowledge about Bengkulu Province and can help them remember and understand the content and message they want to convey from the shows they watch.
- In line with the Theory of Uses and Gratification, 61 respondents, namely students majoring in Communication Sciences class of 2018-2021, became selective and active spectators in choosing the local mass media they want to use according to their needs, where individuals have different needs in deciding to use a medium.

REFERENCES

- Badan Pusat Statistik Provinsi Bengkulu. (2021). *Provinsi Bengkulu dalam Angka*. BPS Provinsi Bengkulu.
- Effendy, O. U. (2003). *Ilmu, Teori dan Filsafat Komunikasi*. Citra Aditya Bakti.
- Effendy, O. U. (2009). *Ilmu Komunikasi Teori dan Praktek*. Remaja Rosdakarya.
- Jampel, I. N., Sudhita, I. W. R., & Suartama, I. K. (2016). *Komunikasi Massa*. Universitas Pendidikan Ganesha.
- Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi: Disertai Contoh Praktis Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran*. Kencana.
- Morissan. (2014). *Teori Komunikasi Individu Hingga Massa*. Kencana.
- Rakhmat, D. (2004). *Metode Penelitian Komunikasi*. PT. Remaja Rosdakarya.
- Stanley J. Baran, & Dennis K. Davis. (2015). *Mass Communication Theory Foundations, Ferment, and Future*. Cengage Learning.
- Sukendar, M. U. (2017). *Psikologi Komunikasi: Teori dan Praktek*. CV Budi Utama.
- Juditha, C. (2018). *Televisi Lokal dan Konten Kearifan Lokal (Studi Kasus Di Sindo TV Kendari)*. Jurnal Penelitian Komunikasi dan Pembangunan, 16(1), 49. <https://doi.org/10.31346/jpkp.v16i1.1337>
- Sumartono. (2009). *Motif dan Pola Menonton Siaran Stasiun TV Swasta Nasional di Kalangan Mahasiswa FIKOM Ubhara Jaya*.
- JalanTikus.com. (n.d.). *Survey JalanTikus: 58% Milenial dan Gen Z di Indonesia Tidak Suka Nonton TV*. 2019 <https://jalantikus.com/news/25229/survey-milenial-gen-z-nonton-tv>
- Survei KPID Bengkulu RBTv Paling Digandrungi Milenial*. rakyatbengkulu.com.

- <https://rakyatbengkulu.com/2021/12/21/survei-kpid-bengkulu-rbtv-paling-digandrungi-milenial/>
Televisi, Media Paling Banyak dikonsumsi Milenial Indonesia.
(2020). Databoks.
<https://databoks.katadata.co.id/datapublish/2020/01/16/televisi-media-paling-banyak-dikonsumsi-milenial-indonesia>
- Andreminca, A. (2010). *Hubungan Motivasi dan Pola Menonton dengan Tingkat Kepuasan Mahasiswa Terhadap Program Berita Tv One*. Institut Pertanian Bogor.

ROLE OF RINTIK SEDU AUDIO PODCAST AS INFORMATION DISTRIBUTION MEDIA (Study of Self Development on Communication Science College Students in Bengkulu University)

Femil Okta Yolanda¹ Mas Agus Firmansyah² Verani Indiarma³ Nurlianti Muzni⁴ Dwi Aji Budiman⁵

^{1 2 3 4 5} Department of Communication Science, Faculty of Social and Political Sciences, Bengkulu University

ARTICLE INFO

Corresponding author:

yfemilokta@gmail.com

Citation:

ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui bagaimana peran podcast audio Rintik Sedu sebagai Media Penyebaran Informasi Self Development pada mahasiswa Ilmu Komunikasi Universitas Bengkulu. Penelitian ini menggunakan metode penelitian kualitatif. Informan ditentukan berdasarkan teknik purposive sampling yang menyesuaikan kriteria yang ditentukan oleh peneliti. Teknik pengumpulan data yang menggunakan jenis data primer yaitu dengan wawancara, observasi dan dokumentasi serta data sekunder yang ditemukan dalam jurnal, skripsi, dan penelitian terdahulu tentang podcast, spotify, teori maupun metode yang diperlukan berdasarkan hasil dari jawaban informan saat wawancara. Penelitian ini menggunakan teknik analisis data melalui reduksi data, penyajian data, dan penarikan kesimpulan. Teori yang digunakan dalam penelitian ini adalah teori kegunaan dan kepuasan (uses and gratification) yang menjelaskan proses internal (kedalam diri) seorang khalayak dalam mencari kebutuhan dan kepuasan dari media. Self Development adalah usaha yang diarahkan serta dilakukan dengan 3 konsep dasar yaitu mengetahui siapa diri sendiri sebenarnya, mengetahui kemauan dan tujuan yang ingin kita penuhi, mengetahui unsur-unsur yang dimiliki diri sendiri untuk mencapai tujuan. Hasil penelitian menunjukkan podcast audio Rintik Sedu memiliki peran dalam menyebarkan informasi self development pada mahasiswa, audiens yang memilih podcast audio Rintik Sedu sebagai media informasi, audiens menyadari adanya informasi self development, terdapat temuan baru dari teori uses and gratification yang diterapkan pada media baru digital karena peran dari algoritma sosial media audiens.

Kata Kunci: *Self Development, Media Baru, Podcast Audio Rintik Sedu, Uses and Gratification*

ABSTRACT

The purpose of this study was to determine the role of Rintik Sedu's audio podcast as a Media for Disseminating Self Development Information to Bengkulu University Communication Science Students. This study used qualitative research methods.

Informants were determined based on a purposive sampling technique that adjusted the criteria determined by the researcher. Data collection techniques that use primary data types are interviews, observation, and documentation as well as secondary data found in journals, theses, and previous research on podcasts, Spotify, theories, and methods needed based on the results of informant's answers during interviews. This study uses data analysis techniques through data reduction, data presentation, and drawing conclusions. The theory used in this research is the theory of uses and gratification, which explains the internal processes (into the self) of an audience in seeking needs and satisfaction from media. Self-development is an effort that is directed and carried out with 3 basic concepts, namely knowing who truly we are, knowing the desires and goals we want to fulfill, and knowing the elements that we have to achieve our goals. The results showed that Rintik Sedu's audio podcast had a role in disseminating self-development information to college students, the audience choose Rintik Sedu's audio podcast as a medium of information, the audience was aware of the existence of self-development information, and there were new findings from the uses and gratification theory applied to new digital media because of the role of the audience's social media algorithm.

Keywords: Self Development, New Media, Rintik Sedu Audio Podcas, Uses, and Gratification.

1. INTRODUCTION

Communication and information technology is growing to help human activities. One result of the development of this technology is the emergence of the internet. The internet is the reason why everyone has easy access to all information and communication needs. Because the internet is a communication link, this is also helped by the existence of new media that becomes a connecting platform, which makes the delivery of information easier. Therefore, it can be said that the internet and new media are connected, namely, the internet is a place to access new media and some of these new media can be connected to each other due to the role of the internet (Ramadhany, 2020).

Media that is increasingly being accessed by the public for communication purposes is emerging and growing at this time, namely new media (digital media) or media based on digital technology. This new media will not change the way professionals work in mass media, but what will change is only when the message delivery process uses digitalization (Sucahya, 2013). Therefore, new media continue to have innovations in the process of receiving information and

delivering information. One of the innovations of the digitalization technology of this new media is the podcast audio broadcast.

Podcasts are different from radio in general, which requires broadcasting on a certain frequency. Podcasts can be listened to at any time and possibly through various electronic media as long as they are connected to the internet network, and can even be downloaded to be listened to when not connected to the internet. Because of that, now all levels of society have started to spread to the world of Podcasts. There are many kinds of podcast content on several online *platforms* today. Due to the need for entertainment and information, creating content creators compete to provide diverse content (Efi Fadilah, 2017).

One *platform* that provides various kinds of podcast content is the Spotify application. This application is a music playback service application at first. Podcasts were not very popular when Spotify was recently launched in Indonesia in March 2016. As reported by the CNN Indonesia page, the emergence of podcasts became a big wave when Spotify opened a special

channel for podcasts by acquiring a number of hosting services including Anchor in early 2019. Since then it has started to become routine. Audio podcasts have sprung up with diverse content and have their *charts* such as music playback in this application.

One of the top podcast creators today is Podcast created and managed by Rintik Sedu. This name comes from the pen name of the famous novelist, Nadhifa Allya Tsana. Rintik Sedu's podcast content was the first broadcast in May 2019 and has published more than dozens of content to date. This channel is fairly new to starting a podcast which has a lifespan of around 3 years, but Podcast Rintik Sedu has already become a top podcast when Spotify started to hold appreciation awards every year-end for podcasters since 2020, namely *Spotify Wrapped* for 2 years in a row.



Picture 1.1 Rintik Sedu Podcast Indonesia's Top Podcast 2022

Source: www.podcastcharts.byspotify.com

The emergence of a new model of information dissemination media, namely podcasts, does not rule out the possibility for listeners to experience experiences that have never been experienced before, or hear new ideas. This allows listeners to be influenced and experience certain changes to be able to develop themselves by applying them in their daily way of thinking and behavior, supported by podcast listeners who use the very latest digital technology and are close to young people.

-development or *self-development* is defined as a process of change in improving one's personal, personality, and social-emotional abilities or potentials so that they continue to grow and develop (Suprayitno, 2019). Basically, in the process of self-development, what happens to each person is certain to have a different process because it adjusts the standards of their needs to carry out activities. Everyone has a point of view, a way of behaving, and choosing the things they consider important as a way to develop themselves. *Self Development*

for some people will be an important thing to understand because *self-development* becomes a bound thing.

For that reason, researchers are interested in further describing how the experience of audio podcast listeners about the Rintik Sedu podcast as a medium for disseminating information, how the Rintik Sedu podcast meets student needs for *self-development information*, how students assess *self-development information*, and why did they choose Rintik Sedu podcast as a medium. dissemination of their *self-development information*.

2. LITERATURE REVIEW

Mass Communication

Mass communication comes from English mass communication, which is short for mass media communication, which means communication using media. This term is defined as a channel, namely the mass media. The mass means many people, masses that do not have to be in the same location, they can be scattered or scattered in various locations, at the same time, or have almost the same time when receiving the same communication message (Mukarom, 2020). Sendjaja (2005) in the book *Communication Theories* by Mukarom, Mass Communication is communication carried out through mass media aimed at several large audiences.

Moss and Tubbs (2000) in the same book, explain the context of this mass communication using the media, the source of which the message is conveyed through print media or electronic media. The message to be conveyed is aimed at a large group of audiences, not just a few individuals. Mass communication is public, fast, and mediated. The feedback was given by mass communication is also limited, and incomplete, like communication between 2 or more people who are few in number.

New Media

The growing media makes information now very easy to find. According to the Association of Technology and Communication (Association of Education and Communication Technology of AECT) in America, it limits the definition of media itself, namely the media are all forms and channels used by people to channel messages or information (Rinda Lavircana, 2020). Media is a place where you can find and receive various information, many types of media are used to find information, starting from print media, and electronic media, and now there are new media.

Technological advances can add to the function of media without changing the purpose of the message to be conveyed,

and because of that media can evolve over time. Ronald Rice (1984) in a research journal (Afiah, 2021) provides a definition of new media as a communication technology that provides facilities and allows for interactivity between users and information.

Podcasts

New media that are designed and have the latest functions make technology also increasingly intensively updated, one of which is the emergence of technology for listening to audio recordings that can be repeated continuously based on applications using an internet connection, known as podcasts. Unlike conventional FM or AM radio, podcasts don't broadcast their broadcasts in a linear fashion. Podcasts are an on-demand voice broadcast platform. Where when someone wants to listen to a podcast, then they just need to download the content series they want without waiting for a certain time. Because podcasts are on-demand, that's what makes podcasts able to be listened to over and over again (Kencana, 2020).

Until now podcasts can refer to audio podcasts and video podcasts. So the term podcast is currently said to have the material in the form of audio and video that is automatically available to portable media both for free and in violation (Liyanty, 2020). Spotify is an internet-based application that is used to stream digital podcasts, songs, and some other content for all its users spread to several countries in the world. This streaming application can be accessed using several other digital devices such as smartphones, tablets, personal computers, smart televisions, and several Bluetooth -based devices such as loudspeakers. (Priyanti, 2021).

Information Dissemination

As a tool and means of disseminating information, the media was created to forward messages in communication. With the development of the internet world, the dissemination of information has an effect in various fields, one of which is the field of media that is widely used by the masses, namely broadcasting. Dissemination of information provided through mass media has now become a mandatory channel to meet the information needs of an educational and entertainment nature to meet saturation with audiences who are spoiled by audio or audio-visual formats (Ramadhany, 2020). Information dissemination activities cannot be separated from the communication process. One element in the communication process is the media. The development of the media is in line with the development of science and technology (IPTEK) which gave rise to the internet. With this combination of media

and the internet, it is easy to spread information without knowing the time (Jumino, 2020).

As the definition above, information is data, experience, or events that are briefly a message. Then the changes in society that occur are normal symptoms, and the influence quickly spreads to other parts of the world because of modern communication. Since the discovery of technology and humans have used it, then someone has reason and mind. Technological developments occur when a person uses his mind and thoughts to solve every problem he faces. All aspects of life are developing rapidly along with the development of society from traditional to modern society. Automatically this development requires society to be more modern (Risma, 2018).

Self Development

According to McClelland, self-development can be categorized as an effort to fulfill the need to have achievement. Where achievement here is meant not only in academic terms but also in career and social environment. Then Erik Erikson said that everyone goes through a psychosocial crisis when faced with a certain target or maturity because everyone has certain emotional obstacles to overcome. Self-development is an effort that is directed and carried out to get certain things to be achieved to develop self-knowledge, skills, and abilities. (Suprayitno, 2019).

The thing that underlies us to learn all the science related to self-development and experience various kinds of changes in ourselves is to know a series of benefits and goals that are in it. Ways that can be determined based on interests and talents as well as training skills for inner change (Suprayitno, 2019). There are 3 concepts that become the basic concepts in self-development as part of a person's efforts to develop himself:

- a. Knowing who we really are
- b. Knowing the will and goals we want to fulfill
- c. Knowing the elements that are owned by oneself to achieve goals

Uses and Gratification Theory

According to Kim and Rubin in Miller (2002), there is a model of uses and gratification that provides an explanation of the search for satisfaction and audience activities that explain to obtain satisfaction in terms of information, education, and entertainment, audiences will make various efforts in selecting media that can meet satisfaction. the. Kim and Rubin explain the internal process (into the self) of an audience in seeking gratification or satisfaction from the media, including (Humazi, 2018) :

- a. An audience will perform the stage of the process of sorting or Selection (Selecting).
- b. An audience will then pay attention (Attention).
- c. The last process is the involvement process.

Rubin also argues that people's motivation to use media can be divided into several categories, such as spending time, fulfilling interests, having fun, escaping, as friends, social interaction, getting information, and studying certain media content.

3. RESEARCH METHOD

The type of research used is a qualitative method. This research method is also referred to as the artistic method because the research process is artistic or less patterned and is referred to as the interpretive method because the research data is more comfortable with the interpretation of the data found in the field. Qualitative methods are often called naturalistic research methods because this research is carried out in natural conditions or *natural settings* (Sugiyono, 2019).

Used purposive *sampling technique* in this study. This technique uses certain considerations or criteria in selecting informants. The researcher himself will choose the informants according to the characteristics that have been set previously. Therefore, researchers will easily find the necessary data in depth because they have informants who are still within the reach of researchers, namely Bengkulu University Communication Science students. In addition, in qualitative research according to the book (Sugiyono, 2019). The relationship between researchers and informants has the characteristics of empathy or familiarity in order to gain a deep understanding, the same position or even as a consultant/teacher and long-term so that the data is saturated, and researchers assume that students themselves are more active, understanding, and sensitive in media renewal and modern information technology.

Some of the criteria determined for this research are:

- a. Bengkulu University Communication Science student.
- b. Students listen to Rintik Sedu's audio podcast.
- c. Listen to podcasts through the Spotify app.
- d. Listen to 3 different podcast content.
- e. Duration of listening to podcasts 1-2 hours a day.
- f. Willing to be the object of research.

3. Lilis Kartika 2020
4. Nazwa Iqrami Sakina 2021

Source: Researcher, 2022

Researchers use data collection techniques so that data can be obtained and relevant to data collection using primary data in the form of interviews, observations, and documentation, then secondary data which is additional data obtained through intermediary media, namely library research, this literature study can be found in various journals, the previous thesis, articles and others that discuss concepts and theories related to the research needed to be based on the results of the informants' answers during interviews.

Data analysis techniques are related to data management which contains simplification and presentation of data. In this study, which has qualitative characteristics, there are several stages, namely data reduction, data presentation, and conclusion drawing. Techniques and criteria for checking the validity of the data in this study were carried out by triangulation. Triangulation itself is a way of testing the truth of data, where this stage compares data obtained from the field with data obtained from other sources at different times (Harahap, 2020). In his book (Sugiyono, 2019), the main purpose of triangulation is not only to find the truth about a phenomenon, but rather to increase the researcher's understanding of what has been determined.

4. RESULT AND DISCUSSION

In this study, informants helped researchers to find out how the role of Rintik Sedu's audio podcast was to become a medium for disseminating information on *Self Development* for themselves. There were 4 informants in this study consisting of 2 men and 2 women. The data that the researcher got was deemed to be able to answer the problems of this research and met the criteria that the researcher had previously set.

Uses and Gratification Theory was used as a liaison between the audience who consciously chose the desired content on the Rintik Sedu audio podcast. This theory makes informants choose the content they need when using the Spotify application media. This theory becomes an outline in determining decisions on informant satisfaction who need other alternatives in achieving personal interests and needs. There is an internal process (into the self) of a user in seeking gratification and satisfaction from the media :

No.	Name	Force
1.	Wilyadi Bintang Kurnia Esa	2019
2.	M. Aditya Arbie	2019

- a. One will pass the Selection stage.

Like Wilyadi's experience looking for the Rintik Sedu Podcast after learning from other media, Instagram. Then Nazwa, who did a search and selection of some existing content, then found the Rintik Sedu content. Furthermore, Lilis who needs inspiration in continuing the writing that is being made selects several social media, music, and visual and audio-visual podcasts.

- b. Someone will next Notice

Like the experience experienced by Nazwa who noticed that Rintik Sedu's audio podcast was present as the top podcast, for that he tried to get to know him by listening to some content, and finally interpreting the content that was present. It's the same with Lilis who thought that Rintik Sedu's content was originally just a regular podcast, but Lilis interpreted things differently because Rintik Sedu's content was quite unique. Then Arbie, who received a recommendation from Spotify, made Arbie begin to know and have an understanding of Rintik Sedu's content, not always about love, but rather about interpreting the social environment around her. Furthermore, Wilyadi, who has an understanding of Rintik Sedu's audio podcast, provided him with a medium for entertainment and education regarding self-communication.

- c. One will experience the process of Engagement.

Wilyadi, who feels that Rintik Sedu's content is like talking to himself when facing a problem. At this stage, Wilyadi felt the emotional impression of a personal relationship with the Rintik Sedu audio podcast because he thought he understood the problem at that time. Arbie and Nazwa went through the process of getting validation through the Rintik Sedu audio podcast because they felt they were personally understood by the Rintik Sedu audio podcast media. Then, the informants have their own targets in their lives that are adjusted to the standards of their needs. Developing knowledge, skills, and abilities is one method that can be used to achieve this goal.

In this situation, the informants assessed that Rintik Sedu's audio podcast made them understand themselves better, and got new methods in determining the will and goals they want to fulfill, as well as the elements they have to achieve their goals. Even though in the early stages they only needed entertainment in their spare time, listening to Rintik Sedu's audio podcast allowed them to get what they needed. This is what makes them understand that they are developing to achieve their goals.

As experienced by the 4 informants when listening to Rintik Sedu's audio podcast, they have personal problems and needs that make them realize that their inner emotions become their

power to move themselves by looking for other alternative solutions to relieve emotions through the media. They experience that their emotions are information that is needed inside of them to be validated. Their emotions lead them to behave in the social environment around them, and then their emotions are also a sign of their success in achieving goals themselves.

Then, the researcher found from the statement of the informant Arbie that he got the Rintik Sedu audio podcast recommendation from the Spotify platform recommendation. The algorithm is defined as a sequence of steps to be able to solve problems that are arranged systematically and logically. Algorithms are mathematical instructions, which Ed Finn says are mathematical tools for manipulating data or calculating problem-solving. Today's digital audiences are built based on computational algorithms. The logic of this algorithm is widely used to find new efficiencies from various aspects of the wants and needs of the audience's life (Suyanto, 2019). Algorithms from social media are defined as monitoring everything users do in accessing the media which will then provide feedback on an advertisement/impression/image recommendation that we like and we often look for. Algorithms play a role in filtering content to remain relevant and not interfere with user comfort in social media.

5. CONCLUSION AND RECOMMENDATIONS

Based on the research findings and discussion data, this research can be concluded as follows:

- a. Rintik Sedu's audio podcast has a role in disseminating *self-development information* to students. This is shown by 4 informants who regularly listen to the Rintik Sedu audio podcast every day for 1-2 hours experiencing a self-development process such as the basic concept of self-development.
- b. Audiences choose Rintik Sedu audio podcast as a medium of information for *Self Development* based on their individual needs and their satisfaction anytime and anywhere based on digital technology owned by audio podcasts.
- c. Audiences are aware of information in the form of *self-development* that can make them experience communication with themselves, each depending on how they view when they are feeling emotions within themselves.
- d. There are new findings regarding the *uses and gratification theory* which has renewal if it is applied in new media or digital media.

Based on the conclusions above, the researchers provide the following suggestions:

a. Theoretical Suggestions

- Researchers hope that this research can be taken into consideration to add insight into the field of digital media because digital media is relatively new so there will be many new problems along with the times.
- This research can be a new guideline for further research on the relationship between uses and gratification theory which can still be associated with the existence of social media algorithms.

b. Practical Advice

- Researchers provide advice to readers to be able to use the media wisely and not excessively adjust the needs and desires of users.

REFERENCES

- Harahap, N. (2020). *Qualitative Research*. Medan: Wal Ashri Publishing.
- Humazi. (2018). *Uses and Gratification Theory*. Medan : USU Press.
- Mukarom, Z. (2020). *Communication Theories*. Bandung: UIN Sunan Gunung Jati Bandung.
- Sugiyono. (2019). *Research Methods: Quantitative, Qualitative, and R&D*. Bandung: CV. Alfabet.
- Suprayitno, A. (2019). *Guidelines and Preparation of Self-Development for Teachers*. Yogyakarta: Depublish.
- Suyanto. (2019). *Data Mining for Data Classification and Clustering*. Bandung: Informatics.
- Afiah, N. (2021). The Effectiveness of Youtube as a Media for Dissemination of Information and News (Study on Makassar.Tv). *Journal of Communication Sciences FS UMI* , 23-41
- Efi Fadilah, PY (2017). Podcasts as an Alternative for Audio Content Distribution. *Journalism Studies* , 90-104.
- Jumino, DM (2020). Utilization of Podcasts and Instagram by the Literative Community as a Media for Disseminating Information in the Library Sector. *ANUVA* , 327-342.
- Kencana, M. d. (2020). On Demand Based Digital Voice Broadcasting Platform (Descriptive Study of Podcasts in Indonesia). *Journal of Communication and Media*, 191-207.
- Ramadhany, ID (2020). The Role of Podcasts as Audio-Based Modern Broadcasting Media. *Diploma thesis* , 1-9.
- Rinda Lavircana, MH (2020, November 16). The Role of Podcasts as Media for Entertainment and Information in Banjarmasin. *Diploma thesis* , 1-9.
- Sucahya, M. (2013). Communication Technology and Media. *Journal of Communication* , 6-12.
- Liyanty, LAP (2020). Podcast Effectiveness as a New Media in Disseminating Local Brand Educational Information (Study on Kata Dochi Podcast Account Followers). (Thesis), University of Muhammadiyah Malang, East Java.
- Priyanti, IM (2021). Millennials and Music Streaming Applications (Phenomenological Study of Spotify Application Use Among Millennials). (Thesis), Pertamina University, South Jakarta.
- Risma. (2018). Modernization of Information Technology on Community Communication in the Sossok Environment, Anggeraja District, Enrekang Regency. (Thesis), University of Muhammadiyah Makassar, South Sulawesi.
- Primary, AB (2020, March 1). <https://www.cnnindonesia.com/hiburan/20200226151849-241-478352/sejarah-podcast-dari-godfather-as-to-bkr-brothers>. Taken December 9, 2021, from CNNIndonesia

SOCIAL MEDIA BRANDING, STRATEGY IN THE ERA OF MEDIA DISRUPTION

Prio Susanto

Master of Communication Science, Faculty of Social and Political Sciences, Bengkulu University

ARTICLE INFO

Corresponding author:

sajaprio@gmail.com

Citation:

ABSTRAK

Disrupsi media dalam beberapa tahun terakhir, membuat para praktisi media khususnya media konvensional harus super adaptif serta merespon cepat tumbuhnya iklim jurnalistik baru yang memberi ruang jauh lebih luas bagi keterlibatan jurnalisisme warga. Perubahan teknologi komunikasi yang begitu cepat diterima dan diterapkan masyarakat khususnya penggunaan internet, tak lagi menempatkan masyarakat hanya sebagai audiens namun juga pelaku aktif yang harus diakomodir. Khusus di Bengkulu, hal ini sejalan dengan pertumbuhan jumlah pengguna internet, yang akhirnya membuat media konvensional harus aktif melakukan branding di media-media sosial agar tak kehilangan audiens.

Kata Kunci: *Internet; Media Sosial; News Media; Citizen Journalism*

ABSTRACT

Media disruption in recent years has made media practitioners, especially conventional media, have to be super adaptive and respond to the rapid growth of a new journalistic climate that gives much more space for citizen journalism involvement. Changes in communication technology that are so quickly accepted and applied by the community, especially the use of the internet, no longer put the community only as an audience but also active actors who must be accommodated. Especially in Bengkulu, this is in line with the growth in the number of internet users, which ultimately makes conventional media have to actively do branding on social media so as not to lose the audience.

Keywords: Internet; Social media; News Media; Citizen Journalism

1. INTRODUCTION

The Central Statistics Agency (BPS) of Bengkulu Province noted that as of 2021, the number of internet users or viewers in Bengkulu Province reached 54.97 percent. This figure shows that more than half of the total population in Bengkulu Province, exactly around 1 million Bengkulu residents have used and enjoyed internet services. The distribution of internet

users in Bengkulu Province, according to BPS data, is also almost evenly distributed in all regions except Bengkulu City which reaches 78.66 percent and Kaur Regency which is only around 38.27 percent.

Of all these internet users, BPS Bengkulu Province recorded that as many as 98.22 percent of internet users in Bengkulu

access the internet using devices or mobile phones. Then 4.15 percent used a computer, 14.49 percent used a laptop, 1.03 percent used a tablet and 0.05 percent used other devices. Furthermore, BPS of Bengkulu Province detailed of all internet users in Bengkulu Province, the highest were active internet users who accessed social media such as Facebook, Whatsapp and other ceilings with a total of 88.18 percent. While the rest use the internet to find information or read the news.

This number of internet users is an illustration as well as a reference for business actors in Bengkulu, including media practitioners to find and expand their audience. This is also one of the main considerations in determining a marketing strategy, especially for media that is just present and must win the hearts of potential audiences.

The inseparable characteristic of news media in the current era is digitalization. News media with digital platforms have many advantages over the characteristics of conventional media. In addition, to opening two-way communication channels, the use of digital platforms is also able to increase the performance of both impressions and audience reach more broadly. Rather than the term near death, mainstream media today is more fused with social or personal media to maintain and expand its reach. The news media is now more active in distributing production content, and some even specifically only present their content on official social media pages and are not aired on major broadcast channels.

The selection of social media channels ranging from TikTok to Facebook is also following the characteristics of the information age society which is much more active both in distributing and participating in collecting information. This is what the Bengkulu Tribune is doing, which officially operates in Bengkulu Province as of February 26, 2022. Pages or fan pages and Youtube accounts immediately became the main choice of this media to hit the audience in Bengkulu once they entered Bengkulu province.

There are several optimization strategies chosen by Tribun Bengkulu in optimizing the achievements of the two main social media selected from the beginning of their presence, including the presence of live reportage on their official fan page every day by each reporter owned. Even though the main production base of this media is online media, namely on the bengkulu.tribunnews.com website. Apart from internal considerations in choosing this strategy, it seems that the management of Tribun Bengkulu fully understands the meaning of media convergence in the current era of the

industrial information society, which wants speed, efficiency and cross-border in obtaining information. Media must now be able to concoct text, audio and visual devices in line with the support and development of internet suggestions that are now integrated with each other (Straubhaar & LaRose, 2006).

The presence of internet technology, which can even now be enjoyed directly from the palm of the hand, has completely changed the order of production and distribution of information whose role is no longer solely controlled by the media but also by audiences who play a significant role. Now internet technology is not only changing public habits but also enriching the cultural aspects of society related to belief in progress, awareness and creativity (Pacey, 2000). This can be seen from the increasingly active involvement of the community in distributing information along with the development of wireless communication devices in the regions so that the visualization of information by the public is often much faster, complete and accurate compared to even journalists. The development of citizen journalist culture is what must be able to be balanced and accommodated properly by the media and journalist crews in general in the field (Brown, 2012).

The development of citizen journalists is what the Bengkulu Tribune seems to be well aware of, which response by preparing special spaces for citizen journalists ranging from providing special forums or channels for correspondence such as Whatsapp groups to rubrics that display the works of citizen journalists.

2. RESEARCH METHOD

To understand the transformation of the strategy carried out by the Bengkulu Tribune together with the development of citizen journalists in the era of the latest information society, the research was carried out using qualitative methods to dig deeper, into both the things behind and the facts of the development of the convergence of the media that occurred itself. The design of the research itself is descriptive with the deepening the quality of data, to describe, and summarize both situations and phenomena from the realities that exist in society. In addition, the research is also supported by literature studies on previously existing research, plus literature studies equipped with related practitioner interview data, especially related to the production of journalistic works and strategy design by the Bengkulu Tribune.

3. RESULT AND DISCUSSION

February 26, 2022, this is the first time that the online media Tribun Bengkulu through the bengkulu.tribunnews.com portal

officially started operating in Bengkulu Province. Tribune Bengkulu itself is a group subsidiary of Tribun Network, precisely from the online portal division, and is considered a fairly late group child formed compared to other regions in Indonesia which have existed much earlier. The soft opening of the Bengkulu tribune at that time was also held quite simply, considering that it was still in the era of the Covid-19 pandemic that never stopped. Even though it has only been officially launched, Tribun Bengkulu is not completely just born because it has been prepared a few months earlier, including several supporting social media accounts that have been prepared first, then full support of both funds and human resources from the parent company, namely Tribun Network.

The author will not discuss the details of the preparation process for the establishment of the Bengkulu Tribune, which was present to directly compete with the children's media of the former Jawa Pos group, namely the People of Bengkulu Media Group (RBMG) which has existed in Bengkulu Province. This paper will explore more about the management strategy of the Bengkulu Tribune, in opening up the market and gaining a place in the hearts of the people of Bengkulu Province both by utilizing the development and means of the internet and the climate of convergence and citizen journalists that have been formed in Bengkulu Province.

Live News Report at Fanspage

Invisibly, the Bengkulu Tribune seems to choose Facebook and youtube social media as the main means of optimizing their social media networks. Even specifically on Facebook, Tribun Bengkulu immediately actively carried out live news reporting even before the launching of the Bengkulu Tribun office was carried out. Even the author's observation, during the process of recruiting new journalists to complement the needs of the production crew, the Bengkulu Tribune continues to optimize the existing journalist crew to always carry out live news reporting which is even more prioritized than the production of text news on the main news page of the Bengkulu Tribune. This phenomenon is certainly very interesting because it gives the impression that this online media is more concerned with updates on social media accounts than their news portals.

The themes or events raised in this live reportage are not always headlined news or news and major events that are usually able to grab great attention from the audience or the public. The Bengkulu Tribune was even seen doing live reporting for light news with the theme of tourism, culinary to daily trends in Bengkulu. Usually, we will get mainstream media using their social media accounts as an effort to expand the audience reach of the news raised on the

official portal, then the news link is re-shared on social media accounts in the hope of adding visitors to the portal or major news channels. However, we see the opposite in the Bengkulu Tribune, which not only makes their social media accounts a tool to add statistics to views or visits but rather makes social media accounts part of the branding of the brand or media image they want to get.

What this does adds its burden, especially for the crew involved in the process of producing live audio-visual content. This is the main business of Tribun Bengkulu is writing news text as befits online media in general. However, the management took this policy and this was followed by the field production crew, namely the reporters or reporters assigned. The shift in production style from the main workload of writing text news to package audio-visual news for the needs of updates on social media accounts has begun to be commonly done, especially by other online media. The main goal is of course to increase the breakout power of the news while securing a position in the hearts of their audiences. However, packaging audio-visual news in the form of live reportage, seems that it is still rarely done.

Optimizing of Citizen Journalist

The next thing that tribun Bengkulu does is to maximize the role of citizen journalists, who are currently very active in Bengkulu Province both in the production of visualizations from news locations and the distribution of news that has been produced by journalists. In particular, Tribun Bengkulu prepares a special forum or group on the Whatsapp application, to accommodate these citizen journalists both for the benefit of news production and continuous education to build mutually beneficial relationships.

"Yes, we have prepared a special group in WA, which contains netizens who can actively send information, both data and videos of the incident from the scene. But the challenge is indeed quite big considering that not all those who are members of the WA group, focus on the news discussions that we expect. They often use the existing group outside of agreed needs, for example by sending photos or videos that have absolutely nothing to do with news or information about events. Yes, there are often those who send inappropriate photos or videos in the group, their names are also the general public," said Komi Kendy, Area Manager of Tribun Bengkulu when the author contacted via his cellphone.

Maximizing the role of citizen journalists is like maximizing the role of reporters or journalists owned by the mass media. What the Bengkulu Tribune does, is not only to accommodate

but also to provide several education so that the quality and accuracy of information and visualization provided by citizen journalists also improves or improves, at least close to the standard of presenting information owned by reporters. However, the existence of citizen journalists in providing the information is usually still with assistance and re-checking the information provided in layers and tiers. This is indeed mandatory to do to avoid the consumption of false information or hoaxes which will ultimately worsen the overall performance of information production. The Bengkulu Tribune itself did not provide details of what kind of return relationship was carried out, to maintain relations with their citizen journalists. Are there any special rewards or other returns.

Expand audio-visual content

In addition, to live news reports, Tribun Bengkulu is also seen to multiply and enrich the production of their audio-visual content to be displayed on fan pages and YouTube. This can be seen from the variety of their social media posts, which not only contain news links from the main portal and live report videos, but also short videos, which are between 1 to 4 minutes, both made from the main video and photos assembled in the form of video displays. Usually, these videos shown come from the Tribun news network or Tribun Network in Indonesia.

The selection of audio-visual content in the current era of information and media disruption is certainly very understandable, considering that audio-video content, especially those that are short or not too long, has a greater opportunity to reach more audiences or trends. When a piece of content produced can trend and reach more audiences, then naturally the main goal of media branding on social media will be easier to achieve. Trending content will naturally lift the creator or media who uploads the content.

Special Reward for Reporter

Not only requiring reporters on duty to do live reportage, but the Bengkulu Tribune also prepared several special small teams with the main task of conducting live reports more properly and ideally like mainstream media in general. Until now, Tribun Bengkulu has at least 3 live reportage teams separate from the crew of reporters or journalists assigned to the field. Interestingly, Tribun Bengkulu prepares additional rewards or bonuses for their reporters or reporters, whose live report videos can break the number of views millions in a certain number of days. The bonuses given are in the form of cash, excluding the communication or production allowances that they usually do. To be known, each crew or reporter assigned has been equipped with basic production equipment prepared

by the company. In addition to stimulating the performance of reporters or journalists, the application of rewards for live report content that has succeeded in penetrating millions of views seems that is also expected to be able to have a positive domino effect on the company's image, especially because the age of Tribun Bengkulu is not even 1 year old, so it is still very much in need of positive image growth and potential audiences.

4. CONCLUSION

Potential Revenue

The tendency to choose a strategy to optimize social media channels outside the main media channels owned by the Bengkulu Tribune, can be understood and understood from several considerations or situations faced. The company will certainly not just determine the branding strategy, let alone drop the choice to prioritize social media if without confidence it will get a positive return that is much more profitable.

Some of the considerations that the author finds include the revenue or potential income from social media account optimization. In today's digital world, it is almost certain that internet users will spend most of their time in cyberspace, especially on social media, both to get entertainment, information, and some other needs such as work-related. Moreover, social media today also encourages its users with a variety of interactive features such as sharing information, and building networks or connections to economic interests in the form of buying and selling channels. There are so many human social needs, which can now be met through various features on social media.

Tribun Bengkulu Area Manager, Komi Kendy, did not deny their choice in social media optimization, especially Facebook, apart from according to the direction of the parent management, also for consideration of the potential revenue or advertising revenue that can be obtained from Facebook social media, in this case, the page or fan page. This ad revenue comes from the ad impressions that will appear when social media users watch or view video content shared by the Tribun Bengkulu page. This is expected to be one of the other income alternatives amid the increasingly tight and difficult competition in getting direct advertisements. With the number of followers continuing to grow close to the 200 thousand followers mark in just a matter of months, Tribun Bengkulu is now looking at the potential revenue from advertisements prepared or shared by Facebook.

"Of course, the main thing we consider is the potential for advertising revenue from Facebook. Nowadays, it is

increasingly difficult to get advertisements directly from third parties," explained Komi Kendy.

From the author's personal experience, the potential revenue on Facebook is currently much greater when compared to the YouTube channel, which existed and developed first, including with its established content creators. With a comparison of the number of followers or subscribers that are almost the same, Facebook currently dares to provide a much greater level of revenue or nominal advertising than Youtube. Furthermore, Facebook also provides assistance and direction through a special consulting manager, which will actively monitor and directly accompany their potential content creators even though the number of followers they have is still around 100 thousand people.

Netizen Growth

In addition to revenue potential, the main consideration for choosing a marketing strategy through the Facebook page by the Bengkulu Tribune is none other than the large growth of internet users in Bengkulu Province, especially in recent years. Apart from the fact that along with the development of the internet service industry in the regions, this is also in line with the increasing literacy of internet users about the benefits of accessing information that they do. This is also in line with the encouragement of the Indonesian government, which encourages various sectors, especially village governments, to optimize the existence of the internet and cyber networks in building their communities, especially in terms of marketing MSME products and tourism potentials and resources.

The government's incessant efforts to encourage all lines to optimize the existence of the internet certainly contribute to encouraging the private sector to take advantage of this momentum. Referring to BPS data from Bengkulu Province in year 2021, the number of internet users in Bengkulu Province is more than 54 percent of the total population in Bengkulu, which is a total population of around 2 million people. This number is believed to continue to grow rapidly, in line with the growth of the internet service industry in Bengkulu, considering that currently there are still several areas that have not been reached by internet services, especially cellular internet, which is affordable in terms of individual costs. Call it the Enggano island area, which currently can only enjoy special paid internet services based on satellite internet services that are high cost, and rarely affordable by ordinary people.

Wilayah	Persentase Penduduk Usia 5 Tahun Keatas Yang Mengakses Internet (Persen)								
	Laki-Laki			Perempuan			Laki-Laki dan Perempuan		
	2019	2020	2021	2019	2020	2021	2019	2020	2021
Provinsi Bengkulu	42,54	47,08	56,56	38,83	43,50	53,30	40,72	45,32	54,97
Bengkulu Selatan	33,47	40,21	50,50	33,57	35,47	45,21	33,52	37,85	47,86
Rejang Lebong	38,21	42,93	55,49	40,35	39,77	54,37	39,28	41,37	54,94
Bengkulu Utara	39,37	39,46	51,24	32,67	37,82	50,35	36,11	38,66	50,81
Kaur	30,36	37,10	42,03	27,43	26,53	34,30	28,95	32,01	38,27
Seluma	31,29	37,44	48,72	23,76	32,17	41,93	27,57	34,88	45,42
Hukumuko	42,07	44,67	60,35	36,62	40,50	53,51	39,47	42,65	57,06
Lebong	33,34	38,39	45,49	28,77	35,16	44,03	31,07	36,80	44,77
Kepahiang	35,09	41,66	48,45	31,57	37,91	45,24	33,37	39,83	46,87
Bengkulu Tengah	33,32	43,46	54,95	30,43	36,60	46,15	31,90	41,08	50,69
Kota Bengkulu	69,73	73,61	78,59	65,42	71,91	78,73	67,62	72,77	78,66

The highest percentage of distribution of internet users in Bengkulu Province referring to the BPS data above, is in Bengkulu City, followed by 9 other districts with the lowest percentage figure being in Kaur Regency, which is only around 38 percent. BPS itself also mentioned the tendency of internet users in Bengkulu Province to access Facebook social media more than other social media. Data on the tendency of Facebook users in Bengkulu, which is much higher than several other social media, is also in line with data from several regional election teams in 2020, which made data on the number of Facebook users in Bengkulu as one of the main references.

During the 2020 regional elections, the author interacted with several R&D teams of regional head candidates who said that the most social media users in Bengkulu were indeed Facebook users, just followed by several other platforms. This means that the promotion and marketing process on Facebook for the segmentation of Bengkulu Province is currently the best choice with optimal expected results. Moreover, Facebook also provides a lot of support for additional features, for example, we want to sharpen engagement or reach both in terms of age, and gender to the point of distribution of the desired area. The cost required if you want to take advantage of these features is also very affordable and the benchmark.

So the decision to promote and brand the company that is newly present through the Facebook friend site is the most logical and cheapest choice both based on the fact that the number of internet users specifically Facebook in Bengkulu is very large and on consideration of very cheap costs. In addition, the use of social media, especially by the mass media, is now no longer limited to seeking popularity or company branding interests alone. Moreover, the use of Facebook social media accounts is expected to be able to provide potential revenue, through various business features and advertising cooperation which is now also available on Facebook

REFERENCES

BPS Provinsi Bengkulu. 2021. Persentase Penduduk Usia 5 Tahun Keatas yang Mengakses Internet. Bengkulu. <https://bengkulu.bps.go.id/indicator/2/347/1/persentase-penduduk-usia-5-tahun-keatas-yang-mengakses->

[internet.html](#)

- Brandtetter, B., & Schmalhofer, J. (2014). Paid Content. *Journalism Practice*, 8(5), 499–507. <https://doi.org/10.1080/17512786.2014.895519>
- Brown, M. C. (2012, August 27). A Camera Goes Anywhere. *Time: The Wireless Issue*, 189(9).
- Carminanda. 2022. Pengguna Internet di Bengkulu Capai 45,32 Persen. Bengkulu. Antara Bengkulu. <https://bengkulu.antaranews.com/berita/144294/pengguna-internet-di-bengkulu-capai-4532-persen>
- Indainanto, Yofiendi Indah. 2021. “Masa Depan Media Massa di Era Digital” dalam *Muqoddimah: Jurnal Ilmu Sosial Politik dan Humaniora* Volume 5, FISIP Universitas Muhammadiyah Tananuli Selatan.
- Kriyantono, R. (2012). *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana.
- Liputan6. (2022, 22 June). Menelisik Tantangan Media Mainstream di Era Medsos. Jakarta. <https://www.liputan6.com/news/read/4984629/menelisik-tantangan-media-mainstream-di-era-medsos>
- Pacey, A. (2000). *The Culture of Technology*. Massachussets: The MIT Press.
- Respati, Wira. (2014, April). Transformasi Media Massa Menuju Era Masyarakat Informasi di Indonesia dalam HUMANIORA Volume 5 Nomor 1. 39-51.
- Soliha, S. F. (2015). Tingkat Ketergantungan Pengguna Media Sosial Dan Kecemasan Sosial [Level of Dependence on Users of Social Media and Social Anxiety]. *Interaksi: Jurnal Ilmu Komunikasi*, 4(1), 1–10.
- Straubhaar, J., and LaRose, R. (2006). *Media Now, Understanding Media, Culture and Technology*. Belmont: Thomson Wadsworth

THE EFFECT OF KENDARI DANDIM REMOVAL NEWS ON SOCIAL MEDIA ON THE NETICKET LEVEL OF GENERATION X AT THE NAVY WIVES ASSOCIATION “JALASENASTRI” LANAL BENGKULU

Herdyan Adikusuma

¹ University of Bengkulu

ARTICLE INFO

Corresponding author:

haku9dua@gmail.com

Citation:

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Berita Pencopotan Dandim Kendari pada Media Sosial terhadap Tingkat Netiket Generasi X pada Persatuan Istri TNI Angkatan Laut “Jalasenastri” LANAL Bengkulu. Hasil penelitian menyimpulkan bahwa Membaca/menonton berita dan Pesan Persuasif dalam berita pencopotan DANDIM Kendari pada Media Sosial tidak memiliki pengaruh secara parsial terhadap Tingkat Netiket Generasi X pada Persatuan Istri TNI Angkatan Laut “Jalasenastri” LANAL Bengkulu. Hal ini diperkuat dengan analisis uji regresi berganda, dengan besar pengaruh 16,6%. Hasil uji F diperoleh bahwa harga ($F_{hitung} = 3,496147 > F_{tabel} = 3,27$). Hasil penelitian ini juga berhasil menguji Teori Ekologi Media bahwa manusia dalam kehidupannya tidak dapat menghindari atau melarikan diri dari media, yang mana Media mampu memperbaiki persepsi dan mengorganisasikan pengalaman-pengalaman penggunaannya, Akibatnya khalayak harus mulai tertarik dengan peristiwa global sehingga hal ini dapat mendorong keseragaman tindakan dari setiap khalayak dalam menggunakan media, terutama dalam hal ini mengarah kepada bagaimana Netiket dalam menggunakan Media Sosial.

Kata Kunci : Media Sosial, Netiket, Generasi X.

ABSTRACT

This study aims to determine the effect of the news of the removal of the Kendari Dandim on Social Media on the Netiquette Level of Generation X at the Navy Wives Association of the Navy "Jalasenastri" LANAL Bengkulu. The results conclude that reading/watching news and persuasive messages in Kendari DANDIM takedown news on social media does not have a partial effect on the level of netiquette Generation X at the Indonesian Navy Wives Union "Jalasenastri" LANAL Bengkulu. This is reinforced by multiple regression analysis, with a large effect of 16.6%. The results of the F test show that the price ($F_{count} = 3.496147 > F_{table} = 3.27$). The results of this study also succeeded in testing the Media Ecology Theory that humans in their lives cannot avoid or escape from the media, where the media is able to improve perceptions and organize user experiences. As a result, the

audience must start to be interested in global events so that this can encourage uniformity of action from every audience in using the media, especially in this case it leads to how Netiquette is in using Social Media.

____ **Keywords:** Social Media, Netiquette, Generation X.

1. INTRODUCTION

Today's development of communication and information technology can not only make easier a job but also contribute to changing the mindset and user attitude. One reject measure of technology development communication and information is with the advent of the internet. Throughout its development, the internet is capable of changing what you think of users and how they behave them, this is inseparable from the easier it is to access the internet for various groups, one of which is the adult age group. With any internet can we do good, and positive some of the positive impacts internet which is related to development in education, business, technology, and society. Educational sites, museum sites, sites recreation area, cultural site, site business, historical sites, spiritual sites, and technology is an example of a site that has a positive impact on the advancement of knowledge for internet usage. Besides having a positive impact, the internet also has a negative impact. para Internet users are expected to use the internet for the good of themselves and others. Some of the effects of negative internet i.e. pornography, Cruelty, Sadism, Deception, Carding, Gambling, Autism, Cyber Crime, Human trafficking, others, etc.

In the process of development, the internet can build interaction in the social sphere non-physically or online between users, it can be seen from the birth and widespread use of social media. Users not only just make friends online via social media facilitated by the internet, but users can also build identity social. More and more users share related information on various things that are difficult to obtain from real-life environments indicating that the wider relationships in a virtual or online environment where users intertwine.

The Internet is able to bring influence the developmental process of users' socially negative physical environment because at the end more users spend a lot of time with gadgets and the internet. Not only that, but the internet also has an influence negative on the process of social interaction, we are now faced with many cases of social media abuse. Related to social media abuse, yet long-time real-world community and Maya were shocked by the case the stabbing of the

Coordinating Minister for Political, Legal, and Security Affairs required him to be rushed to hospital during a visit to work in Banten. Stabbing news spread very quickly on social media so inviting various reactions and comments from Netizens. Netizen's comments not only express sorrow but also react cynically to what is against the Coordinating Minister for Political, Legal, and Security Affairs.

Wrong one comment that is considered very controversial so that it leads to the case law for those who respond cynically to what befalls the Coordinating Minister for Political, Legal and Security Affairs experienced by the wife of Dandim Kendari Irma Nasution who not only effect on him but also impact on her husband's military career because on Irma's status post-Nasution is judged to have violated discipline military. Not only Irma, the thing that the same is experienced by a member of the NCO with the rank of Sergeant two consequences of similar status related Menkopolhukam posted by his wife.

Based on initial observations of what the researcher did to his wife member of the Navy Bengkulu, they responded related what happened to DANDIM's wife related to the stabbing of one of the officials country some time ago was a thing which is a pity, because it will certainly cause the bad view of neutrality of the military apparatus who in this case it is the National Army Indonesia. But even so, Social Media for members' wives in The Navy is not a thing foreign, most of them know that various platforms or types of social media exist, don't they? just knowing, they too understand the difference in how to use as well as the functionality of multiple platforms. Most of them use Social Media platforms Facebook is used to interact via status and posts that include a news link or more information, next Instagram Social Media Platform as a second Social Media platform by the wives of TNI members This Navy is generally used to post their best photos or videos. Researchers see a diversity of ways of capturing messages on Generation X in using the Internet, especially in getting information from the use of Social Media among the wives of members of the Indonesian Armed Forces The sea, so this phenomenon makes researchers interested in knowing the influence of the news removal of Dandim Kendari on Social

Media to Level Generation X netiquette among the wife of a military member. In simple terms, the scope of this research is not just seeing a news story on social media, but also Expected by Generation X to be able to capture persuasive messages from news, so netiquette applicable can be applied as long as communicate with other people by using social media.

2. LITERATURE REVIEW

Social media is wrong one instant medium that currently does have various functions in its role. Apart from working as a means of communication, Mass media is also a means for users in digging various information. The definition of media social is not necessarily a baseless idea put forward by these experts. social media has a role and impact on life society that must be designed in such a way that social media stick to the function and purpose of the media social itself and have benefits for every living individual. As stated by Henderi, the notion of social media is a network site web-based social possible for every individual to build a public profile or semi-public in the system restricted, register other users with who they are connected, and see and explore the connection list those made by others with a system (Henderi, 2007:3).

As safety progresses, social media is transformed into a public area. The idea of space for the public develops in particular along with the emergence of power in civil society. In this case, the philosopher Germany, Jurgen Habermas, looked on as the originator of the emergence of ideas of public space (Sulfikar). Jurgen Habermas introduces the idea of public space through his book, *The Structural Transformation of the Public Sphere: an Inquire Into a Category of Bourgeois Society* published circa 1989.

As a medium, Media exposure generated by social media finally can't be avoided. Media exposure is trying to find audience data about the use of media, both types of media, frequency of use and duration of usage or longevity, and the relationship between audience and content media including attention or attention. Media movement is almost impossible without process influencing opinion. The expert's communication often emphasizes that persuasion is activity psychology. Persuasion can be interpreted as a person as process of influencing opinion, and people's actions by using psychological manipulation, so that the person acts of his own will. Affirmation means holding differences with coercion. Destination of persuasion and coercion are the same, that is to change attitudes, opinions, or behavior, but if persuasiveness is done by, supple, smooth, containing human traits, while coercion contains sanctions, threats, orders, instructions, bribes, extortion and boycott (Divine, 2010: 125).

This of course will also affect the ethics of each person's media users. Ethics is the choice of moral values in the face of reality, which can substantially be pulled to the root, that is how perpetrator defines alter in social interaction (Siregar, 2006:73). Restrictions or ethics This is in the form of internet rules which is often called Netiquette. Previously, according to Darmastuti (in Sitepu, 2017:89), Etiquette is the rules of conduct in life everyday. The term etiquette comes from the French word, namely etiquette which means invitation letter along with the rules contained in the invitation.

Etiquette or this manner usually is the result of an agreement together in a particular society, which becomes the norm in regulating the behavior of community members. One of the characteristics of etiquette is relative. Relative here means what is considered good in a place is not necessarily good either other places. Besides, etiquette only applies in relationships. If there are people present then etiquette applies, and if no one is present then the etiquette does not apply. Can so this is what causes when skating in cyberspace, where no other person's presence physical, then internet users often forget to be polite manners or etiquette. Even though when we communicate in cyberspace, rules it's still there. Conrad (in Floyd, 2012:27) found that rules/etiquette that need to be observed, that is:

1. Be nice: Communicate politely and respectfully towards others in a way choose the words that will pronounce carefully.
2. Conduct conflict privately: If we conflict with people else, don't do it on the forum public. However, discussing the problem is through personal, such as e-mail for example.
3. Show support: Help other people in a way support them with how to give feedback/suggestions for their posts especially those who have this has received less attention.
4. Use silence to reduce negativity: We often meet someone who communicates negatively in cyberspace. However, we shouldn't respond in a way that negative too. We'd better be quiet for a moment until the situation the negativity subsides.

So, netiquette is etiquette in cyberspace. Netiquette (Network etiquette) or internet etiquette is ethics in interacting via the internet which is also a social and moral code that must be followed by internet users. The philosophy of netiquette itself is effective communication through the internet by using norms the same as the real world as a guide regarding the rules and standards in communication using the internet.

According to Marshall McLuhan (West & Turner, 2010:149), the presence of media technology determine the shaping of

human life. This theory is centered on the principle that society can't let go away from the influence of technology. McLuhan feels that society is very dependent on technology that uses the media and that the social order of a society is based on the ability to deal with this technology. media in general act directly to shape and organize culture.

3. RESEARCH METHOD

Hadari Nawawi explained, A method used in Attempts to catch symptoms nature and social phenomena in human life with use work procedures systematic, orderly, orderly, and be accounted for scientific". (Hadari Nawawi, 1996:91). The method used in this research is quantitative. Where is this quantitative methodology used to research on a certain population or a certain sample, data collection using research instrument, data analysis statistical, with the aim of test the hypothesis that has been determined (Sugiyono, 2010:8). This research uses which statistical analysis technique data collection using questionnaire and regression test analysis multiple linear as an instrument the main thing in looking at the influence of News of the Dismissal of Dandim Kendari on Social Media against Level Netiquette Generation X at the Indonesian Navy Wives Association "Jalasenastri" LANAL Bengkulu.

4. RESULT AND DISCUSSION

Based on regression analysis it is found that there is an influence between (Variable X) News Removal of Dandim Kendari on Social Media to Level Generation X netiquette on members Jalasenastri LANAL Bengkulu. Thing This is evident from the results of statistical tests that use regression equation two predictor, with the equation $Y = 32.369778 - 0.742077 X1 + 0.115035902 X2$. With a value correlation coefficient of determination of 16.6%. Although the effect is not that big but still can be concluded that there is an influence between variables X and Y. From the calculation F test can be seen that the F test of 3.496147. To test the level the significance of these three variables, then consulted with F table with a 95% confidence level and degrees of freedom (n-1) where Fcount is greater than Ftable (Fcount = 3.496147 > Ftable = 3.27). So, can conclude that X1 (Reading/watching) and X2 (Messages Persuasive in Takedown News Dandim Kendari on Social Media) positive effect on Level Generation X netiquette on members Jalasenastri LANAL Bengkulu (Y).

Next, calculate the obtained in consultation with ttable at 95% confidence level and degrees of freedom (n-1). Results count on variable X1 (reading/watching) states tcount is smaller than ttable, where the value of tcount is -0.37335, while ttable is 2.02809 then The null hypothesis (H0) is accepted it means there is no effect partially positive between reading/watching

news Dandim Kendari Removal on Social Media against level Generation X netiquette on members Jalasenastri LANAL Bengkulu.

Second count result declares X2 (Persuasive Message in the News of Dandim Removal Kendari on Social Media) declare tcount smaller than ttable, where the value of tcount of 0.137059 while ttable 2.02809 then the null hypothesis (H0) accepted means that there is no large influence partially between Persuasive Messages in Dandim Removal News Kendari on Social Media against Generation Netiquette Level X on Jalasenastri members LANAL Bengkulu.

Based on the Ecological theory of Media, society is very dependent on the technology that uses media, and the social order of a society is based on the ability to face the technology. media generally act directly to form dan organize a culture. The audience in this theory can be active in using media. This theory centralizes many types of media and views the media as an environment and hardly possible to find an unaffected society by the media. General description respondents about Reading or watching takedown news DANDIM Kendari on Social Media also shows that humans cannot be separated from the presence and the influence of media technologies such as explained in the theoretical principle Media Ecology. The first assumption in Media Ecology theory emphasizes the idea that in life, people don't can avoid or escape from the media. This first assumption is proven because of the data reading/watching news removal of DANDIM Kendari (X1) have a high percentage in accessing information, namely from overall total touched on 97% for the high category and 3% for the very high category which taken from the total. So, Reading/watching news removal of DANDIM Kendari on Social Media against Netiquette level Generation X which in this case Jalasenastri members are included in the high category.

Media Ecology looks at the media as something directly affects humans. Method humans judge, feel, and react tends to be influenced by the media. As in Persuasive Message variables in News The removal of the Kendari Dandim on Social Media (X2) has a very high percentage on numbers 26% of the total, 55% of the overall total for category high, then medium category on 18% of the total. So that it can be concluded that the Persuasive Message variable in News of the Dismissal of Dandim Kendari on Social Media is included in the high category with 55%, the relationship that occurs between messages Persuasive in Takedown News Dandim Kendari on Social Media with Generation X Netiquette Level is a logical thing, the more the audience understands pay attention and deepen the message persuasive from the news watched or read,

it will be more there is a lot of information recorded remembered so that it changes good people attitude and behavior by writing or speech. This matter in line with the main elements in persuasive communication involves the psychological conditions of the individuals in it so that there is mutual understanding, acceptance, and mutually open due to the absence of emphasis on either side. If analyzed in the realm of Ecology media, then Persuasive messages in News of the Dismissal of Dandim Kendari on Social Media according to the second and third assumptions in media ecology theory.

Based on the second assumption based on this theory, explained that Media improves perception and organizes user experiences. This context is seen from the perspective of media ecology theory that media is something that can affect human life where every human way of judging something, reacting, and feeling something tends to be influenced by media. While based on the third assumption describes that the Media in particular can bridge culture that was not previously ever communicated. Impact as McLuhan said is the ability to receive information directly. as a result, audiences should start to be interested in global events compared focuses only on their community so that this can encourage uniformity of action from every audience in using the media, especially in this leads to how The netiquette of the wives of the TNI in using Social Media.

5. CONCLUSION

Based on the results of data collection using a questionnaire, observation, literature study, and data analysis using multiple regression analysis it can be concluded that the news of the removal of the Kendari Dandim on social media has an influence simultaneously on the Netiquette Level of Generation X at the TNI Wife Association Navy "Jalasenastri" LANAL Bengkulu with a Fcount more than greater than Ftable ($F_{count} = 3.496147 > F_{table} = 3.27$). Simultaneously means overall independent variables (X1 and X2) affect the variable (Y) not free. however, even so, each variable partially between X1 to Y and X2 to Y has no effect. Based on the descriptive findings in the field, it can be concluded that the contribution of influence of the news of the removal of the Kendari Dandim on Social Media on the Netiquette Level of Generation X in the Indonesian Navy Wives Association "Jalasenastri" LANAL Bengkulu is 16.6% while the rest 83.4% is influenced by other variables not examined in this study. Based on the descriptive findings in the field, it can be concluded that the contribution of influence of the news of the removal of the Kendari Dandim on Social Media on the Netiquette Level of Generation X in the Indonesian Navy Wives Association "Jalasenastri" LANAL Bengkulu is 16.6% while the rest 83.4% is influenced by other variables not examined in this study.

6. ACKNOWLEDGEMENT

Alhamdulillah, praises and thanks to the author for the presence of Allah SWT, for all His grace so that this research can be completed. Implemented This research is acknowledged by the author because of the help and support from various parties, therefore, the author conveys his greetings and a big thank you to my lecturer Dr. Gushevinalti, S.Sos, M.Si, Drs. Dedi Supriyadi, M.Si, Dr. Alfarabi, S. Sos, MA, Dr. Lisa Adhrianti, M.Si, Dr. Mas Agus Firmansyah, M.Si, Dr. Dhanurseto Hadiprashada, S.IP, M.Si, and members of JALASENASTRI LANAL Bengkulu City who are very assisting in this research process. Finally, the author is fully aware, that for the sake of perfection, Of course, this research still needs a lot of input, hopefully, the results of this research can be useful for all of us.

REFERENCES

- Abrar, Ana Nadhya. 2003. Teknologi Komunikasi: Perspektif Ilmu Komunikasi.
- Adityar. 2017. Pengaruh literasi digital terhadap perilaku Internet berisiko di kalangan siswa SMA dan MA di Kota Makassar. Tesis. Makassar: Fakultas Ilmu Sosial dan Ilmu Politik Program Studi Ilmu Komunikasi Universitas Hasanuddin.
- Adrian, Tengku. 2018. Netiquette Bermedia Sosial di Kalangan Remaja (Studi Kualitatif Mengenai Netiquette Bermedia Sosial di Kalangan Remaja pada Platform LINE dalam Konteks Sexting). Skripsi. Fakultas Ilmu Sosial dan Ilmu Politik Program Studi Jurnalistik Universitas Sumatera Utara.
- Amalia, Reza Rosita. (2016). Urgensi Literasi Digital Untuk Pelajar SMA Survei Tingkat Literasi Digital Pelajar Sekolah Menengah Atas Negeri di Daerah Istimewa Yogyakarta. Skripsi. Yogyakarta: Universitas Gajah Mada.
- Ardianto, Elvinaro, Lukiati Komala, Siti Karlinah. 2014. Komunikasi Massa: Suatu Pengantar. Bandung: Simbiosis Rekatama Media
- Arthapaty, Adhika. (2011). Pola Hubungan Komunikasi Antar Pengguna dan Cara Penggunaan pada Microblogging Twitter.
- Azwar. 1997. Metode Penelitian Jilid I .Yogyakarta: pustaka pelajar
- Hadari Nawawi, 1998. Metode Penelitian Bidang Sosial. Yogyakarta:Gadjah. Mada University
- Hills, Michael K. (2010). Digital Natives And Immigrants: The Role Of Student Attitudes Towards Technology On Attrition And Persistence In Professional Military Education Online Distance Learning Environments, A Dissertation in Information Sciences and Technology, Proquest LLC : Ann Arbor.
- Naab, Teresa K. & Schnauber, Anna. (2014). Habitual Initiation of Media Use and a Response-Frequency Measure for Its Examination. Media Psychology
- Negara, Phulia Widya. 2016. Media Habit: Remaja Pendengar Radio Usia 14-19 Tahun di Kota Solo. Surakarta. Jurnal penelitian. Universitas Sebelas Maret Surakarta.

- Padayachee, K. (2018). The Myths and Realities of Generational Cohort Theory on ICT Integration in Education: A South African Perspective. *The African Journal of Information Systems*.
- Ratna, Dwi F. 2018. Efikasi Diri Kelompok Digital Immigrant Versus Digital Native Aparatur Pemerintah Daerah Yang Senjang Secara Digital (Studi Pada Pegawai Sekretariat Daerah Kabupaten Lampung Timur Dan Pesawaran). Skripsi. Tidak Diterbitkan. Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Lampung: Bandar Lampung
- Siregar, Ashadi (2006). “Dari Kode Etik Wartawan Indonesia ke Dewan Pers”. Dalam Membangun Kebebasan Pers yang Beretika. Jakarta: Dewan Pers dan Yayasan Tifa
- Sitepu, Yovita Sabarina. (2017). Persepsi Mahasiswa FISIP Universitas Sumatera Utara Mengenai Netiket di Dunia Maya. Jurnal. Universitas Sumatera Utara
- Sudin, Sakinah. 2013. Analisis Pemanfaatan Facebook Sebagai Ruang Publik. Skripsi Tidak Diterbitkan. Makassar: Fakultas Ilmu Sosial dan Ilmu Politik Universitas Hasanuddin.

THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA ACCOUNTS @VISITBENGKULU ON VISIT INTEREST IN TOURISM OBJECTS IN BENGKULU PROVINCE

(Study On Followers Of Instagram Social Media Accounts @visitbengkulu)

Bima Agusfa¹, Yuliati², Eka Vuspa Sari³

¹²³ Department of Communication Science, Faculty of Social and Political Sciences, Bengkulu University

ARTICLE INFO

Corresponding author:

bimaagsf16@gmail.com yuliati@unib.ac.id

eka.vuspa89@gmail.com

Citation:

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh akun media sosial instagram @visitbengkulu terhadap minat berkunjung pada objek wisata di provinsi Bengkulu. Penelitian ini menggunakan metode penelitian kuantitatif dengan melakukan survei. Responden dalam penelitian ini ada 100 orang yang ditetapkan dengan rumus Taro Yamane. Penentuan responden menggunakan teknik purposive sampling dengan karakteristik pengikut akun media sosial instagram @visitbengkulu lebih dari 1 tahun dan pengguna aktif media sosial instagram. Teknik pengumpulan data dilakukan dengan kuisioner dan studi pustaka yang relevan. Kuisioner yang dibagikan terdiri dari 12 pernyataan pada variabel X dan variabel Y dengan menggunakan skala Likert sebagai skala pengukuran. Data kuisioner yang telah disebar kepada 100 responden dianalisis dengan menggunakan program SPSS versi 21. Hasil analisis menggunakan regresi linier sederhana menunjukkan adanya pengaruh pada akun media sosial instagram @visitbengkulu terhadap minat berkunjung pada objek wisata di provinsi Bengkulu. Nilai konstanta regresi yang ditemukan sebesar 0,893 dengan koefisien determinasi sebesar 0,701 yang berarti besarnya pengaruh akun media sosial instagram @visitbengkulu terhadap minat berkunjung pada objek wisata di provinsi Bengkulu sebesar 70,1%. Hasil penelitian ini sejalan dengan teori uses and gratification, dimana pengikut akun media sosial instagram @visitbengkulu (uses) berperan aktif dalam mencari informasi mengenai objek wisata untuk memenuhi kebutuhan informasi yang kemudian menjadi pemicu munculnya minat berkunjung ke objek wisata di provinsi Bengkulu.

Kata kunci: Instagram; @visitbengkulu; Minat Berkunjung; Penggunaan dan Kepuasan

ABSTRACT

This study aims to determine the effect of the Instagram @visitbengkulu social media account on interest in visiting tourist objects in Bengkulu province. This study uses quantitative research methods by conducting a survey. The respondents in this study were 100 people were determined by the Taro Yamane formula.

Determination of respondents using purposive technique sampling with the characteristics of followers of the Instagram social media account @visitbengkulu for more than 1 year and active users of social media Instagram. Data collection techniques were carried out by questionnaires and relevant literature studies. The questionnaire distributed consisted of 12 statements on the X and Y variables using a Likert scale as a measurement scale. Questionnaire data that has been distributed to 100 respondents were analyzed using the SPSS version 21 program. The results of the analysis using simple linear regression showed that there was an influence on the Instagram social media account @visitbengkulu on interest in visiting tourist objects in Bengkulu province. The value of the regression constant found is 0.893 with a coefficient of determination of 0.701, which means that the influence of the Instagram @visitbengkulu social media account on interest in visiting tourist objects in Bengkulu province is 70.1%. The results of this study are in line with the uses and gratification theory, where followers of the Instagram social media account @visitbengkulu (uses) play an active role in finding information about tourist attractions to meet information needs which then triggers the emergence of interest in visiting tourist objects in Bengkulu province.

Keywords: Instagram; @visitbengkulu; Visiting Interests; Uses and Gratification

1. INTRODUCTION

The presence of new media is an indication of human progress in meeting information needs. With the internet, conventional media also began to gradually transform into online media, which is known as new media (*new media*). In the embodiment of new media, there is the use of media in it, one of which is social media. Social media has an important role in social life. This is due to the impact required by the community as a medium for communicating and seeking information. Every individual certainly needs communication and information-seeking activities. This is necessary so that individuals are not left behind regarding the development of information.

Social media itself consists of several types, namely video sharing, social microblogs, social networks, professional networks, and photo sharing. One of the social media that is widely used is Instagram social media. Instagram social media is social media of the type of photo sharing or photo sharing social media applications.

Instagram social media is one of the popular media among Indonesian people. Based on data from Hootsuite (We Are

Social): Indonesian Digital Report 2022, the social media platforms that are widely used in Indonesia are; WhatsApp (88.7% of the total population of Indonesia), Instagram (84.8% of the total population of Indonesia), Facebook (81.3% of the total population of Indonesia), and TikTok (63.1% of the total population of Indonesia). The number of Instagram social media users in Indonesia, there are 99.15 million people, or 35.7% of the total population of Indonesia (Hootsuite (We Are Social): Indonesian Digital Report 2022).

Instagram social media is an effective media used as promotional media. This is supported by the features, content, and number of active users so that the delivery of information can be received with a wide reach. One of the uses of Instagram social media as a promotional media is the promotion of tourism objects. With the encouragement of features, content, and the number of active users, it is recognized as a tourist attraction by a wide audience, so that local and foreign tourists can find out information and come.

There are several social media accounts on Instagram that utilizes Instagram social media as a promotional event for

tourist attractions in Bengkulu province, namely the @pesonabengkulu account which has 1,359 posts and 18,900 followers, the @wonderfulbengkulu account which has 1,683 posts and 54,700 followers, the @explorebengkulu account which has 36 posts and 690 followers, and the @visitbengkulu account which has 4,381 posts and 114,164 followers was recorded on September 2, 2022. By uploading the content of several Instagram social media accounts, it is good faith in introducing Bengkulu province and it is tourist attractions in Bengkulu province to a wide audience. This will also have a good impact on the continuity of the Bengkulu province because the attractions introduced can be known and visited by local and foreign tourists.

Based on the types of Instagram social media accounts that use it as a promotional event for tourism objects in Bengkulu province, Instagram social media @visitbengkulu is considered an active and consistent medium for uploading information about tourist attractions in Bengkulu province. This is based on as of September 2, 2022, the Instagram social media account @visitbengkulu has had 4,381 posts with a total of 114,164 followers. The tourist content uploaded by Instagram social media @visitbengkulu is also interesting and informative, this makes the message conveyed affordable to a wide audience. With the content of tourist objects uploaded by the Instagram social media account @visitbengkulu, it is quite helpful for followers to find references about tourist objects in Bengkulu province.

Picture 1

Instagram Social Media Account @visitbengkulu



(Source: https://instagram.com/visitbengkulu?utm_medium=copy_link)

Based on the results of the pre-research conducted by the researcher, it was concluded that the Instagram social media account @visitbengkulu is an active and informative account in

providing information about tourist attractions in Bengkulu province. The implication is that the Instagram @visitbengkulu social media account becomes a means of reference for potential tourists when they want to visit tourist objects in Bengkulu province. This is based on uploading interesting content so that it becomes a trigger for attraction or interest for potential tourists.

In supporting tourism, Bengkulu province also has as many as 222 hotels or accommodations as supporting infrastructure for visitors to able to travel in Bengkulu province. Hotels have an important role in supporting the progress of tourism, this is because the hotel is one of the lodging places used by tourists. Thus, the province of Bengkulu seeks to renew accommodation to meet the demand for tourist capacity every year. The renewal of the number of accommodations, will optimize the progress of tourism in Bengkulu province.

Table 1.

Number of Accommodations, Rooms, and Beds Available at Star Hotels by Regency/City of Bengkulu Province (2019 – 2021)

Year	Accommodation	Room	Bed
2019	12	899	1400
2020	14	875	1296
2021	17	1053	1582

Table 2.

Number of Accommodations, Rooms, and Beds Available at Non-star Hotels by Regency/City of Bengkulu Province (2019 – 2021)

Year	Accommodation	Room	Bed
2019	208	3440	5057
2020	219	3600	5249
2021	205	3288	4796

(Source: BPS Bengkulu Province, Bengkulu Province in Figures 2022)

Based on data on the number of accommodations, rooms, and beds in hotels compiled by BPS Bengkulu Province, there has been a dynamic movement in the number of lodging accommodations in the last 3 years in Bengkulu province. This indicates that there is a dynamic movement of traveling trends in tourist attractions in Bengkulu province every year. With this data, it becomes an evaluation and record for Bengkulu

province in optimizing Bengkulu province tourism when the data decreases. Based on the phenomenon and the basis of the results of pre-research data that have been carried out by researchers, the researchers hereby decide to examine the "Influence of Instagram Social Media Account @visitbengkulu on Interest in Visiting Tourist Attractions in Bengkulu Province".

2. LITERATURE REVIEW

New Media

New media is a term that describes the convergence of digital communication technology that is integrated into the network (Efendi, Astuti, and Rahayu, 2017). New media has at least two elements, namely digitization, and convergence. In its description, new media are interactive, digital, and integrated by the network. Thus, it can be concluded that the use of new media is more efficient, affordable, interactive, and faster in obtaining information than conventional media.

Social Media

According to Nasrullah (2015), there are 6 (six) categories in the distribution of social media, the distribution of which is as follows (Nurrahman and Yuliati, 2019):

1. Social Networking is the most common media used by a wide audience. Examples of these social networks are Facebook, Twitter, Instagram, etc.
2. Blog (Online Journal), is a social media that allows users to upload daily activities, share and comment on other web links, information, etc.
3. Micro-blogging (Simple Online Journal), is a type of social media that allows users to write and publish activities and opinions.
4. Media Sharing is a type of social media that allows users to share media such as documents (files), videos, audio, images, etc.
5. Social Bookmarking, is a type of social media that works to organize, store, manage, content comment, and search for information or news *online*.
6. Wiki (Shared Content Media), is a collaborative site for social media users to discuss related information. Wiki is similar to dictionaries or encyclopedias.

Instagram Social Media

According to Sari (2017), Instagram social media is a medium used in terms of taking photos which are then sent in a short time (Puspitarini and Nuraeni, 2019). Instagram is one of the social media that is widely used by the public. Not only sharing photos, but Instagram can also share various other content. Tourist Attraction

According to Law No. 10 concerning tourism, it is explained that a tourist attraction is everything that exists in a tourist destination which is a tourist attraction. Most areas have tourist attractions, be they natural attractions or artificial attractions. There are at least 2 (two) tourist destinations. The purpose is for recreational or leisure needs and business or business needs.

Interested Visit

According to Albarq (2014), visiting interest is assumed to be the same as buying interest (Cantika, 2021). This is because there is no specific theory that discusses interest in visiting. The correlation with buying interest is because in buying interest, prospective buyers make observations first before finally deciding to carry out transaction activities. This is similar to interest in visiting, prospective visitors make observations to collect some information before deciding to visit.

Uses and Gratification Theory

The uses and gratification theory is one of the theories in mass communication that defines that each individual uses and responds to media content differently. This is based on various social or psychological factors that differ between individuals. This theory was pioneered by Elihu Katz. According to Katz et al (1973), there are 3 assumptions in the uses and gratification theory, including the first assumption that the audience is faced with many choices of media in fulfilling motive needs. The second assumption is that the needs of the audience consist of various needs, so the media tries to identify the needs of each audience. The third assumption is that there is competition between media in meeting the information needs of the audience (Karunia, et al, 2021).

Uses and gratification theory, there is a classification that describes the relationship or correlation between the user (audience) and the media. According to Griffin (2018), there are 8 (eight) classifications that describe the relationship between the user (audience) and the media contained in the uses and gratification theory, which include the following (Karunia, et al, 2021):

1. Passing time, namely as an effort to fill spare time.
2. Companionship, namely as an effort to make friends.
3. Escape, is an attempt to enjoy alone time and escape from the pressure of a problem.
4. Enjoyment, namely as an effort to get something fun.
5. Social Interaction, namely an effort to establish relationships with other people.
6. Relaxation, namely as an effort to relax or make yourself more relaxed.

7. Information, namely as an effort to find information so that users (audience) stay up to date.
8. Excitement, namely an effort to get a pleasant sensation.

3. RESEARCH METHOD

Types of Research

The type of research used in this research is quantitative research. Quantitative research is research whose process uses numerical data or statistical analysis which is then processed by certain formulas.

Research Variable

The research variables in this study are the Instagram social media account @visitbengkulu as the independent variable (variable X) and interest in visiting as the dependent variable (variable Y).

Population and Sample

• Population

The population in this study are followers on Instagram social media accounts @visitbengkulu with a total of 114,164 followers.

• Sample

The criteria or considerations of the sample that have been set by the researcher are as follows:

- Following the Instagram @visitbengkulu social media account for more than 1 year.
- Active user of Instagram social media.

Conceptual Definition

In this study, the conceptual definition is the conceptual of variable X (Instagram Social Media Account @visitbengkulu) and variable Y (Interest in Visiting Tourism Objects in Bengkulu Province).

Operational definition

The operational definition of each of the variables to be measured and formulated as follows:

- Independent Variable (X): Instagram Social Media Account @visitbengkulu Indicators:
 1. Caption
 2. Hashtags (#)
 3. Geotag
- Dependent Variable (Y): Visit Interest Indicators:
 1. Interest
 2. Preference
 3. Information Search

Data Source

1. Primary data

Primary data in this study is data from questionnaires

distributed to the sample in this study, namely followers of Instagram social media account @visitbengkulu.

2. Secondary Data

Secondary data in this research is data from literature studies such as supporting books in research, journals or previous research theses that are relevant in this study, as well as information on the internet that has been verified.

Measurement and Scoring Scale

In this study using a Likert scale as a measurement scale.

Table 3 Likert's Answer Score

Answer	Score
Strongly agree	5
Agree	4
Doubtful	3
Don't agree	2
Strongly Disagree	1

(Source: Researcher, 2022)

After the data from the respondents answers have been obtained, then the interval calculation is carried out. This calculation is carried out to interpret the data for each item that has been submitted to determine its value by using a percentage interval:

$$\text{Percentage Interval} = \frac{100\%}{\text{Jumlah Skor Likert}}$$

$$\text{Percentage Interval} = \frac{100\%}{5}$$

$$\text{Percentage Interval} = 20\%$$

Through this formula, this research has a percentage scale as follows:

**Table 4
Category Percentage Index**

Category	Scale
Very high	80% - 100%
Tall	60% - 79.99%
Currently	40% - 59.99%
Low	20% - 39.99%
Very low	0% - 19%

(Source: Researcher, 2022)

Based on the percentage of categories that have been

determined by the researcher, then from each answer item a percentage index will be used to draw conclusions about the weight of each item with the following formula:

$$\text{Percentage Index} = \frac{\text{Number of Likert Score}}{\text{Likert Scale Highest Score}} \times 100$$

- Highest Score Likert Scale : 5 x 100 (respondent) = 500
- Lowest Score Likert Scale : 1 x 100 (respondent) = 100

Data analysis technique

a. Knowing Influence

In this study, researchers used a simple regression analysis test formula. This simple regression analysis test formula is used to measure whether there is an effect between the variable x (independent variable) and variable y (the dependent variable). The formula is as follows:

$$Y = a + bX$$

Information :

- a = constant of regression
- b = regression constant (direction value as a determinant of direction indicating an increase (+) or decrease value (-) variable Y)
- X = independent variable
- Y = dependent variable

b. Measuring Influence

Furthermore, to find out the magnitude of the influence between variable X (instagram social media account @visitbengkulu) on variable Y (interest in visiting tourist objects in Bengkulu province), the researchers used the following formula:

$$KD = r^2 \times 100\%$$

Information :

- KD = Coefficient of determination
- r = Correlation coefficient
- 100 = Fixed number
- Limit coefficient of determination $0 < KD$

c. Hypothesis Testing

Hypothesis testing is used to determine whether there is a significant or insignificant effect between variable (x) and variable (y). The formula used is as follows:

$$t \text{ count} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t \text{ table} = \left(\frac{\alpha}{2}; n - k - 1\right)$$

4. RESULT AND DISCUSSION

Data Analysis Results

a. Simple Linear Regression Analysis Results

Based on the results of simple linear regression analysis, the following results were obtained:

Table 5

Simple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,103	3,071		1,662	,100
Akun Media Sosial Instagram @visitbengkulu	,893	,059	,837	15,158	,000

a. Dependent Variable: Minat Berkelanjutan Pada Objek Wisata di Provinsi Bengkulu

Based on the table above, the researcher found the constant value (a) was 5,103 and the regression constant (b) was 0,893. Also obtained the value of arithmetic that is equal to 15.158 and also sig value of 0.000. The simple linear regression obtained is as follows:

$$Y = a + bX$$

$$Y = 5.103 + 0.893X$$

In the table, the significance value shows the number $0.000 < 0.1$, so there is an influence from the Instagram @visitbengkulu Social Media Account on Interest in Visiting Tourist Attractions in Bengkulu Province. The influence found in this study is positive, which is seen from the positive number of the regression constant, which is 0.893. It means that for every increase in the influence of the Instagram @visitbengkulu social media account by 1%, the Interest in Visiting Tourism Objects in Bengkulu Province has increased by 0.893.

b. Coefficient of Determination Results

The results of the magnitude of the influence between variables are as follows:

Table 6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,837 ^a	,701	,698	2,89799

a. Predictors: (Constant), Akun Media Sosial Instagram @visitbengkulu

From the table above, the R square value is 0.701. This means that the influence of variable X on variable Y is 70.1%. This is obtained by the formula $KD = r^2 \times 100\%$.

Hypothesis Testing Results

The following is the calculation of the hypothesis, namely:

$$\begin{aligned}t \text{ count} &= \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \\&= \frac{0,837\sqrt{100-2}}{\sqrt{1-0,837^2}} \\&= \frac{0,837\sqrt{98}}{\sqrt{0,300}} \\&= \frac{0,837(9,89)}{0,547} \\&= \frac{8,277}{0,547} \\&= \mathbf{15,131}\end{aligned}$$

$$\begin{aligned}t \text{ table} &= \left(\frac{\alpha}{2}; n - k - 1\right) \\&= \left(\frac{0,1}{2}; 100 - 2 - 1\right) \\&= (0,05 : 97) \\&= \mathbf{1.660 \text{ (seen from the distribution of } t \text{ table values)}}$$

Based on the value of t arithmetic and t table, it can be compared that $15.131 > 1.660$ which means that H_a can be accepted and H_o is rejected. So it can be concluded that the hypothesis is that there is an influence on Instagram social media accounts @visitbengkulu the interest in visiting tourist objects in Bengkulu province is acceptable.

Discussion

Based on the data collected and gone through the analysis process, it is concluded that the Instagram social media account @visitbengkulu has a great impact on followers of the Instagram @visitbengkulu social media account in meeting the need for information which then becomes a trigger for interest in visiting tourist objects in Bengkulu province. This is evidenced by the value of the coefficient of determination (R square) of 0.701 or 70.1%.

The uses and gratification theory explains that basically, audiences have an active role in using mass media. This is based on certain motives of each individual so that the audience is trying to find the best media in meeting the needs of their motives. Motives can occur due to an impulse that arises from within a person to take an action due to a need that needs to be fulfilled. The presence of the Instagram @visitbengkulu social media account is a medium that also plays a role in fulfilling the need for motives from a wide audience.

Referring to this research, it is concluded that the motive that is fulfilled for followers of the Instagram social media account @visitbengkulu to make Instagram @visitbengkulu social media a fulfillment of information needs is because of the informative caption or message on uploading tourist attraction content uploaded by the Instagram social media account @visitbengkulu. Apart from that, the motive that is also

fulfilled for followers of the Instagram social media account @visitbengkulu is because following the Instagram social media account @visitbengkulu makes it easier to find information about tourist attractions in Bengkulu province. So the implication is that followers of the Instagram social media account @visitbengkulu make the Instagram social media account @visitbengkulu a source of interest, preference, and search for related information about tourist attractions in Bengkulu province, which then becomes a trigger for followers of the account Instagram social media @visitbengkulu is interested in visiting tourist attractions in Bengkulu province.

5. CONCLUSION AND SUGGESTION

Conclusion

Based on the research that has been done, the following conclusions can be drawn:

1. The results of statistical calculations show that the Instagram @visitbengkulu social media account influences interest in visiting tourist objects in Bengkulu province. This is based on a significance value of $0.000 < 0.1$ significance level obtained through simple linear regression analysis. Apart from that, the results of hypothesis testing show that t arithmetic is greater than the t table with a comparison result of $15.131 > 1.660$ which means that H_a can be accepted and H_o is rejected. This shows that there is an influence on Instagram social media accounts @visitbengkulu on interest in visiting tourist objects in Bengkulu province.
2. The big influence on the influence of the Instagram @visitbengkulu social media account shows a figure of 70.1%, and the remaining 29.9% is influenced by other factors outside of the influence of variables.
3. The Instagram social media account @visitbengkulu has an impact on the fulfillment of motives for its followers. This is based on the informative caption or message contained in the upload of social media account content and the ease of finding out information about tourist attractions in Bengkulu province. So that this affects the fulfillment of information needs, especially information about tourist attractions in Bengkulu province which then becomes a spark of interest for followers of the Instagram @visitbengkulu social media account to visit tourist attractions in Bengkulu province.

Suggestion

Based on the limitations of researchers in the research that has been done there are several suggestions as follows:

1. In this study, researchers used three variable indicators from social media Instagram, and interest in visiting. Therefore, it is highly hoped that further researchers will

be able to continue and develop similar research using other variable indicators outside of this research.

2. The results showed that the Instagram social media account @visitbengkulu had a great influence in triggering interest in visiting tourist objects in Bengkulu province. Therefore, the management of the Instagram @visitbengkulu social media account can continue to maintain and improve the quality and consistency of media content regarding tourist attractions in Bengkulu province.
3. The results showed that the Instagram social media account @visitbengkulu had a great influence in triggering interest in visiting tourist objects in Bengkulu province. Therefore, the Bengkulu provincial government, especially the Bengkulu Provincial Tourism Office, must always pay attention to, preserve, and optimize the potential of tourism objects in Bengkulu province with the people of Bengkulu province. Thus, the creation of villages or regional independence from around tourist attractions in Bengkulu province, in order to increase regional income through tourism.

REFERENCES

- Atmoko, Bambang Dwi. 2012. *Instagram Handbook* . Jakarta: MediaKita.
- Central Bureau of Statistics of Bengkulu Province. 2022. *Bengkulu Province in Figures 2022* . BPS Bengkulu Province.
- Effendy, Onong Uchjana. 2009. *Communication Science Theory and Practice* . Bandung: PT TeenRosdakarya.
- Enterprise, Jubilee. 2021. *Instagram for Business, Hobbies and Graphic Design* . Jakarta: PT Elex Media Komputindo.
- Humaizi. 2018. *Uses and Grafication Theory* . Medan : USU Press.
- Nasrallah, Rulli. 2017. *Social Media Perspective of Communication, Culture, and Sociotechnology* . Bandung: Symbiosis Rekatama Media.
- Ranny & Tim Stiletto. 2019. *How To Win Instagram* . Yogyakarta : Stiletto Book.
- Sugiyono. 2019. *Quantitative, Qualitative, and R&D Research Methods* . Bandung: CV. Alfabet .
- Suryadi, Edi et al. 2019. *Communication Research Methods* . Bandung: Rosdakarya Youth.
- Wardhani, AC (2017). *Mass Communication Theory*. Bogor: Ghalia Indonesia.
- Thesis :**
- Amartin, Litta Ayu. (2018). *The Influence of the @explorebanten Instagram Account on Interest in Visiting (Traveling) Tourist Attractions in Banten* . Thesis . Sultan Ageng Tirtayasa University, Banten.
- Beautiful, Tessa. (2021). *The Influence of Instagram Social Media " The Enchantment of Sriwijaya " on Tourist Interest in Visiting Palembang City* . Thesis . Raden Fatah State Islamic University, Palembang.
- Latif, Nurahmah. (2019). *The Influence of Instagram Social Media on Mobile Sales Turnover at Makassar Dp Store*. Thesis . Makassar State University, Makassar.
- Journal :**
- Aulia, Ananda Rizki., & Ai Lili Yulianti. (2019). *The Influence of City Branding "A Land Of Harmony" on Visiting Interests and Decisions to Visit Puncak, Bogor Regency* . MEA Scientific Journal (Management, Economics, and Accounting), 3(3), 68-69.
- Efendi, Agus., Puwani Indri Astuti, & Nuryani Tri Rahayu. (2017). *Analysis of the Effect of New Media Use on Children's Social Interaction Patterns in Sukaharjo Regency* . Journal of Humanities Research, 18(2), 13-14.
- Karunia, Hans, Ashri, & Irwansyah (2021). *The Phenomenon of Social Media Use : A Study on Uses and Gratification Theory* . Journal of Business Information and Technology, 3(1), 98 – 104.
- Liefdray, Tongkotow, Waant, & Lasut (2022). *The Role of Social Media in Strengthening Interaction Between Families in Esandom Village, East Tombatu District, Southeast Minahasa Regency* . Journal of the Scientific Society, 2(1), 2-3.
- Matondang, Asnawati. (2018). *Influence Between Interest and Motivation With Learning Achievement* . Journal of Indonesian Language and Literature Education, 2(2), 25-26.
- Nurrahman, R., & Yuliati, Y. (2019). *The Effectiveness of Instagram @visitbengkulu Social Media as a Bengkulu Province Tourism Promotion Media* . Kaganga Journal , 3 (1), 25-32.
- Puspitarini, Dinda Sekar., & R Nuraeni. (2018). *Utilization of Social Media as Promotional Media* . Common Journal, 3(1), 73-74.
- Wicaksono, M Arif. (2017). *Social Media Instagram @wisatadakwahokura Against Visiting Interest Followers* . Let'sFisip, 4(1), 8-9.
- Website :**
- KBBI. (2022). *3 Meaning of Visiting in the Big Indonesian Dictionary (KBBI)* . Kbbi.lektur.id [Article]. <https://kbbi.lektur.id/berkunjung>. (Accessed on March 3, 2022).
- KBBI. (2022). *3 Meanings of Interest in the Big Indonesian Dictionary (KBBI)* . Kbbi.lektur.id [Article]. <https://kbbi.lektur.id/minat>. (Accessed on March 3, 2022).
- Prawiro, M. (2019). *Definition of Tourism: Types, Elements, Destinations, and Benefits of Tourism* [Article]. <https://www.maxmanroe.com/vid/umum/pengertian-pariwisata.html>. (Accessed on March 1, 2022).
- Riadi, Muchlisin. (2020). *Perception (Definition, Process, Type, and Influencing Factors)* [Article]. <https://www.kajiandunia.com/2020/05/persepi-pengertian-proses-tipe-dan-factor-yang-menunjuki.html>.

(Accessed on June 19, 2022).

Timothy. (2021). *What is Content and How to Make It Interesting* [Article]. <https://ajaib.co.id/apa-itu-konten-dan-how-cara-makenya-agar-interest/>. (Accessed on March 1, 2022).

USER ACTIVITIES OF RUANG GURU APPLICATIONS IN MEETING LEARNING INFORMATION NEEDS (QUALITATIVE DESCRIPTIVE STUDY OF 1,2 AND 6 HIGH SCHOOL IN BENGKULU CITY)

Fakhri Radez Mukti

Master of Communication Science, Faculty of Social and Political Sciences, Bengkulu University

ARTICLE INFO

Corresponding Author:
Fahirm34@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana aktivitas pengguna aplikasi ruang guru dalam memenuhi kebutuhan informasi pembelajaran, dengan studi deskriptif kualitatif pada siswa dan siswi SMA negeri 1, 3 dan 6 Kota Bengkulu. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif, peneliti menggambarkan bagaimana aktivitas para siswa dan siswi sebagai pengguna aplikasi ruang guru ini dalam memenuhi kebutuhan informasi pembelajaran dengan analisis menggunakan Teori Uses and Gratification. Data penelitian diperoleh dari 6 orang informan dengan menggunakan teknik purposive sampling. Teknik pengumpulan data dilakukan dengan cara wawancara mendalam dan dokumentasi. Teknik analisis data dilakukan dengan cara reduksi data, dan menggunakan triangulasi sumber. Aplikasi Ruang Guru ini hadir sebagai media pembelajaran modern yang bertujuan untuk memudahkan para siswa (penggunanya) dalam memenuhi kebutuhan informasi pembelajaran yang mereka harapkan. Aplikasi Ruang guru menyediakan berbagai macam bentuk informasi pembelajaran yang dibutuhkan para penggunanya, bisa berbentuk audio, visual dan audio visual, dengan metode pembelajaran yang mudah dipahami, bisa diakses kapan saja dan dimana saja, dan materi pembelajaran yang lengkap. Hasil dari penelitian ini mengungkapkan bahwa kebutuhan informasi pembelajaran yang di harapkan para siswa sebagai pengguna aplikasi ruang guru ini sudah ada yang terpenuhi dan belum terpenuhi dengan berbagai macam kendala yang dihadapi. Dari ke enam informan aktivitas mereka selama mengakses aplikasi ruang guru ini berbeda-beda. Mereka mengakses aplikasi ruang guru ini menyesuaikan dengan jenjang kelas dan peminatan. Perbedaan aktivitas para informan dalam mengakses aplikasi ruang guru ini dapat dilihat dari penggunaan fitur-fitur pembelajaran dan materi-materi pembelajaran yang diakses, dengan secara tidak langsung bentuk informasi pembelajaran yang didapatkan juga berbeda.

Kata Kunci; Aplikasi Ruang Guru, Informasi Pembelajaran, Uses and Gratifications

ABSTRACT

This study aims to determine how the activities of the teacher room application users in meeting the needs of learning information, with

a qualitative descriptive study of high school students and female students of SMA Negeri 1, 3, and 6 Bengkulu City. The method used in this study is a qualitative research method, the researcher describes how the activities of students and female students as users of the teacher room application in fulfilling the learning information needs by analysis using the Uses and Gratification Theory. The research data were obtained from 6 informants using a purposive sampling technique. The data collection technique was done using in-depth interviews and documentation. The data analysis technique was carried out using data reduction and using triangulation of sources. This Teacher Room application is present as a modern learning media that aims to make it easier for students (users) to fulfill their expected learning information needs. The teacher room application provides various forms of learning information needed by its users, which can be in the form of audio, visual and audio-visual, with learning methods that are easy to understand, can be accessed anytime and anywhere, and complete learning materials. The results of this study reveal that the learning information needs that are expected by students as users of the teacher room application have been fulfilled and have not been met with various kinds of obstacles faced. From the six informants, their activities while accessing the teacher room application were different. They access the teacher room application according to class level and specialization. The differences in the activities of the informants in accessing the teacher room application can be seen from the use of learning features and learning materials that are accessed, with indirectly different forms of learning information obtained.

Keywords; Application of Teacher's Room, Learning Information, Use of Theory and Gratification.

1. INTRODUCTION

1.1 Background

Indonesia is the country with the fifth largest internet users in the world. Based on data from the Indonesian Statistical Center, there are at least 50% of the total population of Indonesia, or around 132.7 million internet users. Of this figure, 6.3% (8.3 million) are internet users who come from students. In the last 17 years, the growth of internet users in Indonesia has reached 6,535.0%. That fact is the potential for the growth of various start-up educational models to achieve education 4.0. From foreign-owned to locally made. However, the concept of digitizing education is still moving the teaching system from conventional to digital formats. Have not maximized animation as the main medium in the teaching system. The multimedia learning process can be viewed as the

acquisition of information (messages), multimedia is a vehicle for sending information), or as knowledge construction (multimedia messages are tools for creating reasoning). The results in the form of meaningful learning will depend more on the cognitive activity of students than on their behavioral activities during learning. Two types of students' cognitive skills need to be developed specially by teachers, namely: First, learning strategies to understand the content of the subject matter; Second, the strategy believes in the importance of the content of the subject matter and its application and absorbs the moral messages contained in the subject matter. Without the development of these two kinds of cognitive skills, students will find it difficult to develop their own affective and psychomotor domains.

Learning media is media that is specifically designed to stimulate the thoughts, feelings, attention, and willingness of students so that the learning process occurs. Learning media contains information that can be in the form of knowledge or become a means for students to carry out learning activities (reading, observing, trying, working on questions, answering questions, and others). Learning media is not just a physical object, but everything that already contains learning material, thus allowing someone to use it to learn to gain knowledge, and skills, or change attitudes. (Efendi, 2018:174).

Learning media is media that is specifically designed to stimulate the thoughts, feelings, attention, and willingness of students so that the learning process occurs. Learning media contains information that can be in the form of knowledge or become a means for students to carry out learning activities (reading, observing, trying, working on questions, answering questions, and others). Learning media is not just a physical object, but everything that already contains learning material, thus allowing someone to use it to learn to gain knowledge, and skills, or change attitudes. To build a mature society (solve conflicts or differences of opinion peacefully, stop looking for scapegoats, and learn to self-regulate). Education is a means to build society and not isolate each other, not criticize each other, and learn to find a common platform amid differences. That is, the education system in Indonesia certainly needs to balance it because it is all based on information technology. Information and Communication Technology (ICT) has become familiar to the world community. All information can be accessed easily as if the information was in plain sight. The development of Information and Communication Technology (ICT) is increasingly encouraging efforts to improve the learning process. The use of Information and Communication Technology (ICT) is one of the factors that allows the speed of knowledge transformation for children to remember the use of technology is needed so that the development of learning is increasing with the presence of smartphones and laptops. Facing the 21st century, UNESCO (1996) through the journal "The International Commission on Education for the Twenty-First Century" recommends that sustainable (lifelong) education be carried out based on four pillars of the learning process, namely: learning to know (learning to master knowledge), learning to do (learning to know skills), learning to be (learning to develop oneself), and learning to live together (learning to live in society), to be able to realize the four pillars of education in the current era of information globalization, teachers as agents learning needs to master and apply Information and Communication Technology in learning. With the development of the use of ICT, there are several shifts in the learning process, namely: From the classroom to where and

whenever, From paper to "online" or channels, and From physical facilities to network facilities. (Source <http://edumatematika.blogspot.com/2014/31 Maret/pengertian-ragam-dan-function-mediapembelajaran.html>, accessed on 9 January 2020).

Departing from the habit of the millennial generation, most of whom are junior high and high school students, spending more time with gadgets, Ruangguru is here as one of the startups aiming to optimize the use of gadgets for students by becoming a special platform as an alternative to online tutoring that can be easily accessed via Smartphones, laptop or tablet. With the development of m-learning, students do not have to come to the tutoring location because they can study whenever they want whenever they bring a laptop or smartphone by accessing online tutoring (online tutoring). One of the startups taking advantage of this opportunity is Ruangguru. Ruangguru is a technology-based education service provider company based on a learning management system that allows various stakeholders in the education sector, namely teachers, students, central and local governments, and parents of students to interact with each other in a comprehensive digital platform. The teacher's room is here as an alternative to online tutoring that can be easily accessed via smartphones, laptops, or tablets. Ruangguru is the largest and most comprehensive technology company in Indonesia that focuses on education-based services and has more than 6 million users and has managed more than 150,000 teachers who offer services in more than 100 subject areas. The company was founded in 2014 by Belva Devara and Iman Usman, both of whom made it into the ranks of successful entrepreneurs under 30 through the Forbes 30 under 30 for consumer technology in Asia. (Source www.ruangguru.com, accessed on 9 January 2020)

1.2 Problem Formulation

Based on the description above, a problem formulation can be drawn, namely: "How are Student Activities in using the Teacher Room Application to meet learning information needs?"

1.3 Purpose

Based on the formulation of the problem above, this study aims to find out how student activities use the Ruang Guru application to meet learning information needs

2. LITERATURE REVIEW

2.1 Mass Communication

Mass communication is a communication process carried out through mass media for various communication purposes and

to convey information to a wide audience. Thus, the important elements in mass communication are:

1. Communicator
2. Mass media
3. Information(message)
4. Gatekeeper
5. Audience (public)
6. Feedback

The communicators in message communication are:

- a) parties who rely on mass media with modern communication technology, so that they can be quickly accessed by the public.
- b) parties who seek to provide services through the dissemination of information and at the same time become agents of change in understanding, insight, and solutions with millions of people scattered everywhere without their whereabouts being known.

c) parties who are sources of information or news that represent formal institutions that seek to profit from the dissemination of information.

- Mass media are communication and information channels/tools that disseminate information in a mass manner and can be accessed by the general public as well.
- Mass information is information that is intended for the general public, not just information that is only consumed personally. Thus mass information belongs to the public, not individuals, for example, news, advertisements, soap operas, films, and infotainment.
- Gatekeepers are information selectors. As it is known that mass communication is run by several mass media organizations, they are the ones who will select any information that will be disseminated to the public. They even have the authority to expand or limit the information to be disseminated. They are journalists, editors, and directors.
- Audience is the mass that is the target of the dissemination of information from the mass media. They are heterogeneous and broad.
- Feedback is: initially the feedback is delayed but with the development of communication technology, interactive communication can be done directly through mass media.

2.2 Mass Communication Model

Mass Communication: An Introduction to Society, there are several well-known models of mass communication, namely:

- One Stage Model. This model is based on the assumption that the mass media directly reach their communicants. Do not use leaders as the successor to the message of the meaning of the mass media. However, this model also recognizes that the media is not a very powerful tool and the effect for each communicant is different from one another.

- Two-Stage Communication Model. This communication model assumes that in delivery through mass media, it cannot be directly to the public but to opinion leaders. This means that from the mass media to opinion leaders, then it is these leaders who pass it on to the communicant referred to by the mass media. Here there is often an erosion of the volume of information or there can also be an increase in the volume of information from the truth by opinion leaders.
- Multi-Stage Communication Model. The model states the rate of communication from the communicator to the communicant to all alternating channels.
- Uses and gratifications communication model. Is a development model of the hypodermic needle. However, this model is not interested in what people do with the media. The audience is only considered to be actively using the media to fulfill their needs.
- Genda Model Setting. Paying attention to certain issues and ignoring others, will influence public opinion. This means shaping the public's perception of what is considered important. So, what is considered important by the media will also be considered important by the audience.

2.3 Uses and Gratification Theory

This research is entitled Teacher Room Application User Activities in Fulfilling Learning Information Needs by studying high school students in Bengkulu City. This research uses the theory of Uses and Gratifications. According to its founders, Katz, Blumler, and Gurevitch, uses and gratifications examine the psychological and social origins of needs, which generate certain expectations from the mass media or other sources, which lead to different patterns of media exposure (or involvement in other activities).), and lead to the fulfillment of needs and other consequences, perhaps including those that we do not want (Katz, Blumler, and Gurevitch in Rakhmat, 2016:203). They also formulated the basic assumptions of this theory:

1. Audience is considered active; meaning part, important from the use of media
mass is assumed to have a purpose.
2. In the process of mass communication many initiatives, to link the satisfaction of needs with the selection of media lies with the members of the audience.
3. The mass media must compete with other sources to satisfy their needs. The needs that are met are only part of a wider range of human needs, how these needs are met through media consumption is very dependent on the behavior of the audience concerned.
4. Many of the goals of mass media voters are deduced from data provided by audience members; that is, people are perceived as understanding enough to report interests and motives in certain situations.

5. Assessment of the cultural meaning of the mass media should be suspended before examining the orientation of the audience. Blumer and Katz in Grace, (2016:203).

According to this theory, media consumers have the freedom to decide how (through what media) they use the media and how the media will affect them. The uses and gratifications theory explains that the main problem is how media meet the personal and social needs of audiences who are users of mass media. The essence of the study is on an active audience, deliberately choosing and using the media to achieve specific goals, namely to satisfy their life needs. The uses and gratifications model views individuals as suprarational and highly selective beings. This does invite criticism. However, what is clear is that in this model, attention shifts from the process of sending messages to the process of receiving messages. The implementation of the uses and gratifications theory in this study, for example, can be seen in high school students in the city of Bengkulu who use the Ruang Guru application. The satisfaction obtained from using the Ruang Guru application is certainly very different from the satisfaction obtained from consuming goods or services, for example consuming food. One indication of the satisfaction of consuming food is the feeling of fullness that arises after consuming food whose portions are by the needs and added with good taste. Not so with the satisfaction obtained from using the Ruang Guru application. When someone uses the Ruang Guru application media, satisfaction will come from the delivery of learning materials and information presented. If the Ruang Guru application can provide the complete, accurate, and not boring learning information needs that its users expect, of course, the users of this Ruang Guru application will be satisfied that they will not switch to another tutoring.

The uses and gratifications theory considers what people do with the media, namely using the media to satisfy their needs. According to its founders, Elihu Katz, Jay G. Blumer, and Michael Gurevitch in Rakhmat (2016: 203), uses and gratifications examine the origin of psychological and social needs, which generate certain expectations from the mass media or other sources, which lead to different patterns of media exposure and lead to need-fulfillment and other consequences. The uses and gratifications theory emphasizes a human approach in viewing the mass media, namely humans who have autonomy, and the authority to treat the media, meaning that humans have a full will in choosing the mass media they like.

Seeing so many people who access the internet, psychologically we can conclude that people get satisfaction in using the media.

3. RESEARCH METHOD

3.1 Qualitative research

Qualitative research is research that intends to understand the phenomena experienced by research subjects. For example, behavior, perception, motivation, action, etc., holistically, and by way of description in the form of words and language, in a special natural context, and by utilizing various natural methods. Lexy J. Moleong (2015:6). According to Rachmat Kriyantono, the purpose of qualitative research is to explain phenomena that occur in society in depth by collecting in-depth and complete data. This shows that in this research the completeness and depth of the data studied are very important. The deeper and more thorough the data obtained, the better the quality of the research conducted. So in practice, the number of research objects is usually less because it focuses more on the depth of the data, not the quantity of the data. Qualitative research methods using a case study approach are carried out to examine a phenomenon or case that occurs in groups, organizations, and the wider community in depth. This research reveals holistically various things that happen, from the root of the problem to the interaction between humans and the human environment. Generally, case studies will offer recommended solutions to the problems found. On that basis, the researchers also specifically made this research design in the form of a qualitative descriptive method, which uses the Uses and Gratifications theory as a knife for analyzing research results. Based on the series of definitions above, this research is included in descriptive research. It is called descriptive research because the researchers here are trying to explore how the Teacher Room Application User Activities meet the information needs of learning, where in-depth and detailed information is obtained with a qualitative approach.

3.2 Data collection technique

In collecting data, there are two data sources, namely primary data sources and secondary data sources. In this case the researcher uses primary data sources as a data collection technique. Primary data obtained through:

1. Interview

Interviews as a tool to collect data include primary data sources in data collection techniques, which can be interpreted as conversations with a specific purpose. The conversation was carried out by two parties, namely the interviewer who asked the question and the interviewee who gave the answer to the question.

In this study, researchers conducted interviews to explore what forms of learning information the students got while using the Ruang Guru application, what learning features were often used in the Ruang Guru application, and what was the attraction to using the Ruang Guru application.

2. Documentation

Documentation includes secondary data sources in data collection techniques. This method is done by collecting data related to research from books, journals, newspapers, magazines, photos, video recordings, or the internet. The data obtained from the documentation method is expected to support the data analysis process.

3.3 Data analysis technique

Qualitative data analysis is carried out if the empirical data obtained is qualitative in the form of a collection of tangible words and not a series of numbers and cannot be arranged in categories/classification structures. Data can be collected in a variety of ways (observation, interviews, document digests, tapes) and are usually processed before they are ready for use (through recording, typing, editing, or transcribing), but the qualitative analysis still uses words that usually organized into expanded text, and do not use mathematical calculations or statistics as analytical tools.

According to Miles and Huberman, analytical activities consist of three streams of activities that occur simultaneously, namely data reduction, data presentation, and conclusion drawing/verification. curring simultaneously means that data reduction, data resentation, and concluding/verification as intertwined are cyclical processes and interactions before, during, and after data collection in parallel forms that build general insights called "analysis" Ulber Silalahi (Moleong, 2015: 248).

Data analysis techniques used in qualitative research include interview transcripts, data reduction, analysis, data interpretation, and triangulation. From the results of data analysis, conclusions can then be drawn. The following are data analysis techniques used by researchers: Data Reduction is not something separate from the analysis. Data reduction is defined as the process of selecting, focusing on simplification, abstraction, and transformation of rough data that emerges from written notes in the field. Data reduction activities are ongoing, especially during a qualitatively oriented project or during data collection. During data collection, there were reduction stages, namely making summaries, coding, tracing themes, creating clusters, partitioning, and writing memos. Data reduction is a form of analysis that sharpens, categorizes, directs, discards unnecessary, and organizes data in such a way

that conclusions can be drawn and verified. This data reduction or transformation process continues after the field research until a complete final report is prepared. So qualitative research can be simplified and transformed in various ways: through rigorous selection, through a summary or brief description, classifying in a broader pattern, and so on.

3.4 Data Validity Test

For the results of the research conducted by the researcher to be justified, it is necessary to check or test the validity of the data through data verification. The technique used by researchers in checking the validity of the data is triangulation. Triangulation is a form of data inspection technique that utilizes something other than the data for checking purposes or as a comparison against the data. The researcher concludes that research requires validity so that the researcher can be trusted for credibility (Moeleong, 2005: 324).

The triangulation technique used by researchers in this study is source triangulation. Source triangulation to test the credibility of the data is done by examining the data that has been obtained through several sources. From the data, several sources are described, and categorized, which views are the same, which are different, and which are specific from these several sources. Then the data was analyzed by the researcher to produce a conclusion which was then asked for an agreement with some of these sources.

4. RESULT AND DISCUSSION

4.1 Research Results

In this chapter, the researcher describes the data and research results about the problems that have been formulated in the problem formulation, namely how the activities of the Ruang Guru application users in meeting the information needs of learning. Researchers describe the data in the form of information obtained from the results of interviews. The information comes from answers to questions posed to informants and data provided directly by them. This chapter presents the results of research in the field. Field results were obtained through interviews with informants related to the research. The first part of this chapter presents the research findings in the form of a description of the identity of the informants. The data that will be obtained will be discussed further using the theory previously stated in chapter 2, namely the uses and gratifications theory.

4.2 Discussion

Research on user activity from the Ruang Guru application tries to examine how the activities of its users meet the needs of learning information because we can see hat nowadays technological developments are increasingly rapid, and

students are required to look for various forms of additional learning information after school. In that case, the Ruang Guru application is present as online-based tutoring that provides a lot of learning information and makes it easier for users to understand material related to mathematics, Indonesian language, geography, and so on. then from there, see how the activities of the users in this case high school students

The researcher found that each informant had different activities in accessing the Ruang Guru application, starting from accessing the features and learning materials to getting various forms of expected learning information. Researchers also found that their interest in using the Ruang Guru application was due to the promotional techniques presented by the Ruang Guru application were very good and interesting, using the services of artists as brand ambassadors, advertising on social and electronic media, and using face-to-face promotion techniques where the Ruang Guru application Teachers or the Ruang Guru Application team from each region come to schools to introduce the Ruang Guru Application and invite students to use the application. With a variety of learning features, and learning methods, the learning materials provided by the Ruang Guru application are diverse, easy to understand, and very complete, ranging from discussion videos, questions, video information on online tutoring rooms, discussion rooms, digital boot camps, plus teacher rooms. which is to make it easier for users to understand each learning material so that later they can get satisfactory results for their users.

In this study, researchers distinguish the learning information needs to be needed by informants by distinguishing the specializations taken, namely there are two science and social studies. The difference between informants who take science specialization and social studies, namely, the first is the difference in the selection of the tutoring package to be taken, for example, if you take the science package, the learning materials presented are related to chemistry, physics, mathematics and biology and if you take the social studies package then the learning materials presented relate to Geography, Accounting,

Sociology and History. Secondly, the learning materials that will be accessed, for those who take the science specialization, of course, they need a lot of learning information related to their specialization so that later they can be more active during the learning process in class and make it easier for them to do every task from the teacher at school and so on. who take social studies specialization, they will access learning materials related to their specialization. The third is the learning features used, most of those who take specialization in science use the

question bank feature, discussion room, and online tutoring room, according to them most of the material related to math is more difficult to understand so finally they use the features above to make it easier for them to get expected learning information needs. In contrast to those who take social studies specialization, they often use informative video learning features, question banks, and test rooms which will later help them get the learning information they need. Fourth, the duration of the use of the teacher's room application varies according to the needs of the informants in finding learning information. The duration of accessing the teacher's room application is longer when they are at home during their spare time, while when they access the teacher's room application during the learning process at school, the duration of their use is limited and less.

From the results of in-depth interviews with the six informants. There were three informants, namely, Alya Naura, Aji Pratama, Andini who stated that there were still many obstacles they faced while using the Ruang Guru application so that the expected learning information needs were not fully met. It can be seen from the learning features provided cannot be accessed all of them because, to be able to access them requires additional costs and many of the features of the Ruang Guru application are difficult to understand, sometimes there are also learning materials presented that are not by what is taught at school, requires a large fee and an adequate internet network to be able to access this Ruang Guru application, learning methods are still difficult to understand so that the expected learning information is not met so they do not use the Ruang Guru application and switch to other online tutoring or tutoring conventional.

According to the results of the researcher's interview with the informant, three informants had different answers from the other three informants, namely, Oka Teni, Kevin Irsyad, and Zaqi Mutaqqin who stated that the Ruang Guru application was able to meet

their expected learning information needs. Although there are a few obstacles they face in using this application, they can continue to use this Ruang Guru application as a support for learning after school. With a variety of learning features and learning materials that are very complete and by the curriculum, the learning information provided by the Ruang Guru application can be trusted.

It can be concluded from the findings that the audience's motives consist of; cognitive, affective, and personal needs integratively, socially integratively, and also the release of tension have a balance between one another to meet the

learning information needs to be provided in the Media Guru Room Application. Of the five needs, one in five does not affect, for relevant reasons

5. CONCLUSION

Based on the results of data collection through the interview process, assisted by documentation studies on several kinds of literature, the researchers can draw the following conclusions:

1. That the existence of the Ruang Guru application itself has begun to be recognized by students. Because of the good and good promotional techniques carried out by the Ruang Guru application to invite students to use the application. After knowing the existence of this teacher's room application, it will help students to learn and find the learning information needed.

2. That the Ruang Guruu Application is used by students to meet the expected learning information needs, which refers to the results of the research that has been carried out, that the activities of these users are still actively using the Ruang Guru application until now and some are no longer active, The main factor is that the expected learning information needs are not met due to various obstacles encountered such as additional costs to open all learning features, learning features that are still difficult to understand, fast internet networks and large internet quotas to access the teacher room application, requires a large mobile memory storage capacity to store all learning information.

3. Ruang Guru application itself is present as an online learning media based on e-learning by providing many conveniences and advantages for its users in understanding each learning material and

getting the learning information they need. It can be proven by students accessing every available feature and then getting various forms of learning information that is complete, accurate, and easy to understand in visual and audiovisual forms. In addition, it is also found a balance between the needs of the audience, such as cognitive, affective, personal integrative, social integrative, and also the release of tension. However, according to the researcher, in this case, it is dominated by cognitive needs, affective

needs, and personal needs in an integrative way in using the Ruang Guru application.

Suggestion

Based on the results of research conducted by researchers regarding the activities of Ruang Guru application users in meeting learning information needs, researchers have several

suggestions that may be useful for various audiences, namely as follows:

1. the holders or managers of the Ruang Guru application should pay more attention to quality and provide good feedback to students so that it is comparable to the costs they spend and get in the online learning media. It's not just for existence. Because in this day and age, the law of the market applies. Who is liked by the public then that will survive? So, if the quality of online learning media is not considered, there will be anxiety about the loss of online learning media.

2. In addition, the researcher hopes that all users of this Ruang Guru application can use it wisely according to their individual needs.

6. ACKNOWLEDGEMENT

Dedicate this thesis to:

Allah SWT always gives me ease in finishing this thesis. Beloved and beloved father and mother Ir. Rukismanto and Zuryani have provided endless support and prayers for my future. Saying thanks alone will never be enough to repay the kindness of Father and Mother, therefore accept my offering of devotion and love to you, Father and Mother. Beloved and dear sister Alya Naura Mukti, and brother Firza Pramudya Mukti, thank you for being an encouragement to medlin completing this thesis. Medlin Dwi Ambarwati who has been willing to help, accompany, and provide support from the beginning to the end of this thesis, thank you very much Lin for wanting to process together in achieving the S.Ikom degree.

Friends of Metra Wahyu Triansyah, Akbar Adithya Darmawan, Melyan Arianto, Alan Budi Setiawan, Randa Aulia, Tegar Rachmawan, Adithya Atha, Audina Oktaria, Faradilla Anisa, Febri Tarigan, Mega Septria, Natalia Alfinah, Yoga Ananda, Wisnu Joenusi Thank you for always giving support and never get tired of hearing this thesis and worldly complaints.

Friends of the sloping stalls always encourage me to complete this thesis.

My comrades in the class of 2016 who have helped, and provided encouragement, motivation, and time to share, thank you for being together.

REFERENCES

Sumber Buku:

- Deni, Darmawan, S.pd, M.Si. 2014. *Pengembangan E Learning Teori Dan Desain*. Bandung: PT Remaja Rosdakarya.
- Effendy, Onong Uchajana. 2003. *Ilmu, Teori dan Filsafat Komunikasi*. Bandung: Citra Aditya Bakti.

Moloeng, Lexy J. 2005. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.

Rakhmat, Jalaluddin. 2016. *Psikologi Komunikasi*. Bandung: PT Remaja Rosdakarya.

Soeherman, Bonnie, Dr., SE, MAK. 2019. *Fun Research Penelitian Kualitatif Dengan Design Thinking*. Jakarta: PT Elex Media Komputindo.

Wahyuningsih, Dian, M.Pd & Rakhmat, Makmur. 2017. *E-Learning Teori Dan Aplikasi*. Bandung: INFORMATIKA.

Littlejohn, Stephen W. 2009. *Teori Komunikasi "Theories of Human Communication"* edisi 9. Jakarta: Salemba Humanika

McLuhan, Marshall. 1999. *Understanding Media, the Extention of Man*. London: Routledge.

Sumber Jurnal Dan Skripsi:

Efendi, Neng Marlina. 2018. *Revolusi Pembelajaran Berbasis Digital (Penggunaan Animasi Digital Pada Start Up Sebagai Metode Pembelajaran Siswa Belajar Aktif)*. www.jurnal.uns.ac.id. [Diakses Pada 8 Februari 2020].

Gideon, Samuel. 2018. *PERAN MEDIA BIMBINGAN BELAJAR ONLINE "RUANGGURU" DALAM PEMBELAJARAN IPA BAGI SISWA SMP DAN SMA MASA KINI: SEBUAH PENGANTAR*. www.ejournal.uki.ac.id. [Diakses Pada 7 Februari 2020]

Hairiyah, Siti. 2018. *PEMANFAATAN TEKNOLOGI INFORMASI DALAM PEMBELAJARAN PENDIDIKAN AGAMA ISLAM*. www.Journal.umg.ac.id. [Diakses Pada 8 Februari 2020].

Mulyana, Ahmad, M.Si. 2007. *Komunikasi Massa*. www.jurnal.mercubuana.ac.id [Diakses Pada, 10 Maret 2020].

Rahmadani, Nindi Silvia dan Mia Setiawati. 2019. *APLIKASI PENDIDIKAN ONLINE RUANG GURU SEBAGAI PENINGKATAN MINAT BELAJAR GENERASI MILENIAL DALAM MENYIKAPI PERKEMBANGAN REVOLUSI INDUSTRI 4.0*. www.journal.uisu.ac.id [Diakses Pada 17 Januri 2020].

S, Muhammad Indra. 2019. *Fenomena Pembelajaran Aplikasi Ruang Guru Pada Remaja SMA Negeri Di Kota Bandung*. www.repository.unpas.ac.id [Diakses Pada 23 Januari 2020].

Syamsurijal, S.pd, M.Pd. 2019. *Survey Kepuasan Siswa Yang Berlangganan Bimbingan Belajar Online Ruang Guru*. www.jurnal.univpgri-palembang.ac.id [Diakses Pada 11 Januari 2020].

Turnip, Fenni. 2019. *Analisis Startup Ruangguru sebagai Platform Pendidikan Online*. www.medium.com. [Diakses Pada 12 Januari 2020].

Uma, Elisa, Rokhimatul. 2016. *Pemanfaatan Aplikasi Quipper School Di Kalangan Siswa (Studi Deskriptif Kualitatif tentang Pemanfaatan Aplikasi Quipper School Sebagai Media Pendukung Belajar Siswa Di*

Madrasah Aliyah Negeri Jombang). www.repository.unair.ac.id [Diakses Pada 3 Januari 2020].

Sumber Website:

(<https://www.ilmugeografi.com/ilmusosial/dampak-globalisasi-di-bidang-pendidikan>, diakses pada 5 Januari 2020).

(<http://edumatematika.blogspot.com/2014/31maret/pengertian-ragam-dan-fungsi-mediapembelajaran.html>, diakses pada 9 januari 2020).

(www.ruangguru.com, diakses pada 9 januari 2020).

(<http://eprints.umm.ac.id/35547/3/jiptummpp-gdl-efrirarahm-48149-3-babii.pdf> diakses pada 20 januari 2020).

(www.SMA1bengkulu.sch.id, diakses pada 17 Juni 2020).

(www.SMAntibengkulu.sch.id, diakses pada 17 Juni 2020).

(www.SMA6bengkulu.sch.id, diakses pada 17 Juni 2020).

USES AND GRATIFICATIONS: A SOURCE OF COVID-19 VACCINE INFORMATION IN MASS MEDIA ON ADOLESCENT MOSQUES IN INDONESIA

Eko Hero ¹, Ahmad Sayfi'i Siregar²

¹ Faculty of Communications Science – Universitas Islam Riau

² Faculty of Communications Science – Universitas Islam Riau

ARTICLE INFO

Corresponding author:

ekohero@comm.uir.ac.id

Citation:

ABSTRAK

Penelitian ini bertujuan untuk mengukur kemanfaatan dan kepuasan media sebagai sumber informasi vaksin covid 19 oleh remaja masjid di Indonesia. penelitian menggunakan teori kegunaan dan kepuasan. Untuk memperoleh data penelitian, sebanyak 170 responden diwawancarai menggunakan seperangkat kuesioner. Sampel penelitian dipilih secara acak dengan cara survey ke beberapa forum pemuda masjid yang tergabung dalam forum pemuda masjid Indonesia. Hasil penelitian adalah terdapat hubungan yang positif dan signifikan antara hubungan usability dengan kepuasan media sebagai sumber informasi vaksin covid 19. Koefisien korelasi adalah $r = 0,651$ pada tingkat signifikan $< 0,05$. Sehingga hubungan media tentang penggunaan media sebagai informasi vaksin Covid 19 untuk memenuhi kebutuhan informasi remaja masjid di Indonesia termasuk dalam kategori korelasi sedang yaitu pada kisaran $0,41 - 0,60$ dan semakin banyak penggunaan media yang digunakan untuk informasi, kepuasan terhadap suatu informasi semakin besar.

Kata kunci: Teori Uses and Gratification, Vaksin COVID 19, Forum Remaja masjid

ABSTRACT

This study aims to measure the usefulness and satisfaction of the media as a source of information on the covid 19 vaccine by mosque youth in Indonesia. research using the theory of usefulness and satisfaction. To obtain research data, a total of 170 respondents were interviewed using a set of questionnaires. The research sample was selected randomly by means of a survey of several mosque youth forums that are members of the Indonesian mosque youth forum. The result of the research is that there is a positive and significant relationship between the relationship between usability and media satisfaction as a source of information on the covid 19 vaccine. The correlation coefficient is $r = 0.651$ at a significant level of < 0.05 . So the media relationship about the use of media as information on the Covid 19 vaccine to meet the information needs of mosque youth in Indonesia is included in the category of moderate correlation, which is in the range of $0.41 - 0.60$, and the more the use of media is used for information, the satisfaction with information is getting bigger.

Keywords: Uses and Gratification Theory, Vaccine COVID 19, mosque youth forums

1. INTRODUCTION

At the end of December 2019, the world was in an uproar with the discovery of a new virus that makes humans infected with the virus will feel shortness of breath even to death (Yuliana: 2020). Viruses are now better known as the Corona Virus, this virus first time appeared in Wuhan, Hubei, China precisely at the Huanan Seafood Market which is a local market. between January and April, this epidemic became a global pandemic, spreading to all corners of the world including Thailand, the Republic of Korea, Japan, the United States, Philippines, Indonesia, and other countries (Per 2/6/2020 in almost 25 countries), this disease is officially named Corona Virus Disease-2019 (Covid-19 By WHO on 11 February 2020).

Referring to real-time data, Coronavirus covid-19 Global Cases by the CSSE at Johns Hopkins University, there were 662,073 cases as of Sunday, March 29, 2020. Of these hundreds of thousands of cases, 139,426 people were reported to have recovered. While the death toll from the virus, which initially spread in the city of Wuhan, China, reached 30,780 people. The number of countries infected with the coronavirus has reached 200 countries (Nur Rohmi, 2020). This led to the birth of the world vaccination movement to protect against Covid-19. The whole world in various countries is also committed together by involving governments, biotechnology companies, scientists, and academics to be able to create a Covid-19 vaccine (Makmun, 2020). And research vaccines which countries conducting vaccine research include China, the United States, Israel, Britain, and Indonesia (Nafilah, 2020).

Until early 2022, the Indonesian people mainly experienced confusion regarding the acceptance of vaccines in the community. Various speculations appeared in many mass media and also social media. Not even a few religious leaders also gave their views about the halal and haram injection of vaccines. Apart from that, all the research conducted by Nasution M. M., in 2018 with the title vaccine in an Islamic perspective, said that from the scholars themselves there was no prohibition on vaccines and that vaccines were indeed recommended in Islam as certain drugs.

In the hadith it is also stated:

قَالَ لِكُلِّ دَاءٍ دَوَاءٌ فَإِذَا أُصِيبَ دَوَاءُ الدَّاءِ بَرَأَ بِإِذْنِ اللَّهِ عَزَّ وَجَلَّ

*"The Messenger of Allah, sallallaahu 'alaihi wasallam, said:
"Every disease has a cure. If the right medicine is found for a*

disease, the disease will be cured with the permission of Allah 'azza wajalla." (HR Muslim).

This is where the media plays a full role in fulfilling information about vaccines (Widjaja, 2021) and so the human needs can be satisfied by the media, while these needs are: social interaction, seeking information, spending time, entertainment, relaxation, the use of communication and comfort (Whiting & Williams, 2013). As a medium of information, the mass media has the main function to provide information for the needs of the community. However, not all information carried out by the media becomes the satisfaction of the people, which today is becoming more complex.

According to a survey from the Ministry of Communication and Information of the Republic of Indonesia, more than 30 million teenagers use media which is a communication channel they use. According to research (Putri, 2016) in addition to learning, they also use media for entertainment, seeking information, and keeping up with the times.

The explanation above shows that at a time when public health conditions are vulnerable due to the Covid 19 outbreak, the government has launched a mandatory vaccine program through various mass/social media. For example, the Governor of West Java and the youth coach of the mosque invite the younger generation and all youth of the mosque to take the Covid-19 vaccine and avoid spreading hoaxes about circulating vaccine information. The Medan City Government, North Sumatra, is also targeting around 200 teenagers from each mosque to be vaccinated against COVID-19 through the local Indonesian Mosque Youth Communication Agency (BKPRMI), the Mayor of Medan said. "It is targeted that 200 youths in each mosque are injected with vaccines. And asked BKPRMI to invite residents to please be vaccinated,".

From this phenomenon, the researchers conducted interviews saying about the information on the covid-19 vaccine in Indonesian active mosque youth according to Rian Oktariandi from RMI (Istiqomah mosque youth) from West Java Province that *"saya yakin media menjadi sumber informasi yang layak mengenai vaksin covid-19, namun belum tentu menjadi kepuasan bagi saya pribadi karena ragu setelah vaksin badan saya jadi sakit dan saya terpaksa melakukan vaksin di karenakan perlu nya sertifikat vaksin untuk saat ini"*.

("I believe that the media is a proper source of information about the COVID-19 vaccine, but it's not necessarily a satisfaction for me because I doubted that after the vaccine my body became sick and I was forced to do the vaccine because of the need for a vaccine certificate at this time.")

Furthermore, Nanda Zaltiyas from IRMA (Youth and Youth Association of Pekanbaru An-nur Mosque) from Riau province said that *"menurut saya vaksin sudah menjadi alternatif dalam menangani lonjakan penyebaran covid-19, namun adanya kontroversi mengenai kematian setelah melakukan vaksin, seharusnya itu menjadi perhatian khusus supaya tidak terjadi lagi dan menimbulkan keraguan bagi saya pribadi karena dipicu dari kematian-kematian yang terjadi setelah melakukan vaksin"*.

("In my opinion, vaccines have become an alternative in dealing with the surge in the spread of Covid-19, but there is a controversy about deaths after vaccination, it should be a special concern so that it doesn't happen again and raises doubts for me personally because it was triggered by deaths that occurred after vaccination.")

Likewise, Nur Mukhlis from the Baiturrahman mosque youth from North Sumatra Province said that *"menurut saya media saat ini meyakinkan saya soal vaksin covid-19 dan anjuran dari pemerintah juga untuk melakukan vaksin dan menurut saya pribadi tidak ada keraguan tapi tidak tau dengan remaja lainnya intinya ikhtiar semoga terhindar dari wabah covid-19"*.

("I think the media is currently convincing me about the covid-19 vaccine and the government's recommendation is also to carry out a vaccine and in my personal opinion there is no doubt but I don't know that with other teenagers the point is to try to avoid the covid-19 outbreak".)

But in the mass/social media too, there is confusion about the acceptance and rejection of religious leaders. As a result, there is the uncertainty of information experienced by young mosques in Indonesia. Based on the above background, the authors are very interested in conducting research that is analyzed using the theory of usefulness and satisfaction and how the media can satisfy the information needs of mosque youth in the process of mass communication analyzed using the theory of Uses and Gratification.

By looking at the problems above, the researchers took the title "uses and satisfaction of mass media as a source of information on the Covid-19 vaccine for mosque youth in Indonesia?"

2. LITERATURE REVIEW

Uses and Gratifications Theory

The theory of usefulness and satisfaction is adapted from the functionalist theory, which was introduced by Jay Blumler and Elihu Katz (1973) as a form of rejection of the Berelson hypothesis (Baran and Davis, 2003) which states that the field of communication is dead. Bellson's hypothesis departs from many studies that only lead to campaigns to persuade the audience. So in 2004, Dennis Mc Quail showed that the use of media is intended to meet information needs, strengthen self-identity, fulfill integrity, social interaction, and entertainment.

As social beings, the motives and characteristics of the audience are shaped by the social environment, such as demographics, social groups, and self characteristics. So basically the usability and satisfaction approach is directed at the concept of an active audience because the message conveyed by the mass media is difficult to understand its meaning (Reguiro, 2000). However, Crouteau and Hoynes (2003) in the concept of an active audience believe that humans are intelligent and autonomous. So that this situation can encourage the audience to choose media content that is considered capable of meeting the needs and interests of the audience (Rosengren, 2003).

For this reason, Little John (2002) does not deny that the audience is automatically aware of certain needs and tries to fulfill their information needs through the media or other means. Because a person's level of satisfaction is influenced by the needs and interests of people when using the media (Katz et al, 1974; Pornsakulvanich, Haridakis & Rubin, 2008; Weilbul, 1985).

If so, this means that response to media exposure is a major aspect of this approach. Experience of rewards or favors obtained by exposing oneself to media content or media types, satisfaction plays an important role in forming habits in the selection of media content in providing understanding, motivation, and attention to the mass media (Rosengren, 2003). It's just that active audiences are considered more articles of faith than trying to prove it empirically. One aspect that makes it difficult to conduct empirical studies is that the concept of an active audience has a wide reach. However, the typology of active audiences according to Severin & Tankard (2000) in usability and satisfaction has been successfully formulated in two dimensions. The first dimension is the qualitative orientation of the audience with three levels (selective, involvement, and usefulness). The second dimension is mass which includes activities that occur before, during, and after media exposure occurs.

Referring to the trend, Mc. Quail (2004) then formulated that the "real" position of usefulness and satisfaction is in the subjective-functional quadrant. In impact gratification, its position is closer to diversity, while content gratification is closer to cultural theories. Therefore, Blumler and Katz suggest that the theory of usability and user satisfaction of media plays an active role in selecting and using media. Media users take an active role in the communication process and become media targets. Blumler and Katz state that media users look for broadcast materials or programs that can meet the needs and satisfaction of media users themselves. This means that the theory of usefulness and satisfaction presupposes that listeners have the right to choose and give satisfaction to their desires. In this theory, audiences use media based on certain motives (Kriyantono 2006: 208). The media must be able to fulfill the motive that the audience needs. If the media can fulfill the motives of the audience's needs, then the media is considered capable and worthy of calling the media effective in meeting the motive needs of its audience.

There are several basic assumptions in this Uses and Gratification theory (Trowbridge, 1976: 1546-1547) and (Fiske, 2004:250-251), namely:

- 1) Audience is active and selective in choosing media,
- 2) Audiences are given the freedom to choose media and programs that are considered capable and can satisfy their needs,
- 3) Media is not the only source of satisfying needs Audience,
- 4) In terms of methodology, the audience is considered aware so you can find out their motives and interests in consuming information on the media they choose,
- 5) Considerations regarding the value of the social significance of the media the masses must be suspended, while the view of the Audience can be obtained by the terms they formulate alone,

Rosengren in McQuail & Windahl (1993:135) presents a Uses and Gratifications Paradigm in which (1) basic needs, (2) individual characteristics, and (3) social factors contextual; (4-6) combine to cause various reactions and motivations perceived where satisfaction is obtained from (7) the media as well as from (8) other places that lead to different patterns of media effects (9-11) at the individual and social levels.

3. THEORETICAL FRAMEWORK

This theoretical framework refers to the framework developed by Blumler and Katz (1973). This framework is used by researchers to measure and determine the extent of the usefulness and satisfaction of mosque youth in using mass

media as a source of COVID-19 vaccine information. The theoretical framework is as follows:

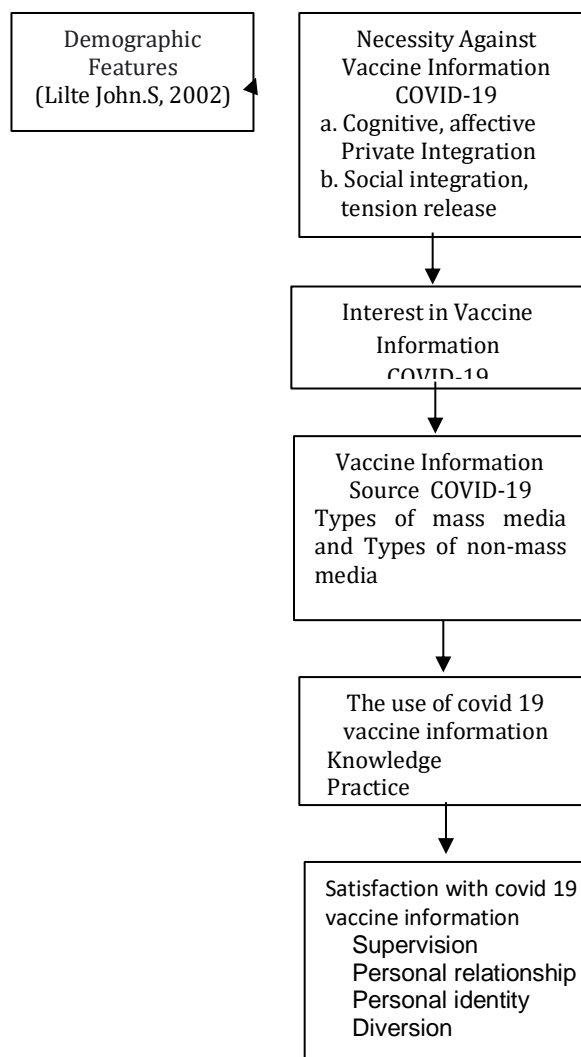


Figure 1: This model is a modified result of the Blumler and Katz (1973) usability and satisfaction model

According to Katz et.al (1973: 164-181), the needs of the audience are categorized as:

1. Cognitive Needs

Needs involved to strengthen information, knowledge, and understanding around. This need is based on the desire to understand and control the environment and satisfy or fulfill curiosity.

2. Affective Needs

Needs related to aesthetics, beauty, and emotional experience. Beauty and entertainment are motivational and can be fulfilled through the media.

3. Individual Integrative Needs

Individual integration is related to strengthening the credibility, confidence, stability, and status of the

individual. This stems from the individual's desire to achieve self-esteem.

4. Social Integrative Needs

Needs related to strengthening relationships with family, friends, and the world around them. This is based on a person's desire to affiliate with friends.

5. Necessity of Release (Escapism)

Needs related to eliminating or reducing pressure and the desire to avoid the problem at hand or to forget something that is not comfortable.

Vaccinated COVID 19 In Indonesia

The World Health Organization (WHO) has declared Covid-19 as a Global Pandemic and the Government has declared a public health emergency of Corona Virus Disease 2019 (Covid-19) in Indonesia through Presidential Decree No. 11 of 2020 concerning the Determination of Public Health Emergency Corona Virus Disease 2019 (Covid). -19) so that countermeasures must be carried out in accordance with the provisions of the legislation.

The determination of the Covid-19 public health emergency was carried out considering the extraordinary spread of Covid-19 marked by the number of cases and the number of deaths that had increased and spread across regions and countries and had an impact on political, economic, social, cultural, defense and security aspects, as well as public welfare in Indonesia. As well as issuing Presidential Decree Number 12 of 2020 concerning the Determination of Non-Natural Disasters for the Spread of Corona Virus Disease 2019 (Covid-19) as National Disasters.

Efforts to overcome Covid-19 must continue to be carried out massively with several strategies considering that the prolonged Covid-19 pandemic has had a major impact on the economy and social life. The level of community vulnerability is also increasing due to the lack of public awareness of the implementation of health protocols. Therefore, intervention is needed not only in terms of implementing health protocols but also in other effective interventions to break the chain of disease transmission through vaccination efforts. Vaccination is the most effective and efficient public health effort in preventing several dangerous infectious diseases.

Youth Mosque

Youth mosque is a forum for Islamic youth that is quite effective and efficient to carry out Islamic education activities. These youths with Muslim personalities can continue the nation's hopes towards noble ideals and good character in accordance with Pancasila and the 1945 Constitution, which is

to improve the general welfare, educate the nation's life and participate in carrying out world order based on independence, eternal peace, and social justice

Mosque youth are not formed managerially or intentionally by the mosque management system. But more influenced by the social factors of the mosque congregation, where the integrity of the dynamics of the mosque as one of the elements of society requires the existence of a dynamic group that is able to build the impression that the mosque is the center of activity. The formation of the Youth Mosque is more due to the desire of the community or congregation to have a forum or community organization that becomes a means for adolescents and youth to practice being good citizens.

That's why mosque youth are needed, in general, mosque youth can provide support and participate in the success of various mosque activity programs which are the responsibility of mosque administrators. It can be concluded that the youth mosque is an organization under the auspices of the mosque whose scope of work is to youth who support work programs related to mosques.

4. RESEARCH METHOD

This study applies a quantitative approach with explanatory research methods. This research was conducted on mosque youth registered in the youth forum of mosques throughout Indonesia, totaling 1300 people, and the research sample was 170 people. the data in this study were obtained through a questionnaire that was distributed online and analyzed statistically with the SPSS 23.0 calculation engine through a chi-square search.

Hypothesis

Ho: There is no relationship between the media as information on the Covid 19 vaccine and meeting the information needs of mosque youth.

Ha: There is a media relationship regarding the Covid 19 vaccine information on meeting the information needs of mosque youth.

5. RESULT AND DISCUSSION

a. Gender

This section can provide an overview of the respondents that can be seen from the gender group, and can be seen in the following table:

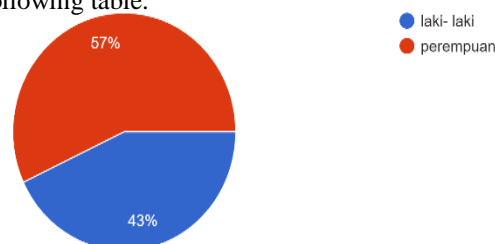


Figure 1; Respondents by Gender

Based on the picture above, it is known that based on the male group by 43% (in blue) and 57% in the female (in red). Based on the results of the distribution of questionnaires, it can be concluded that the average number of respondents is female with a percentage of 57%.

b. Education

Furthermore, this section provides an overview of the respondents viewed from the education group, which can be seen in the following table:

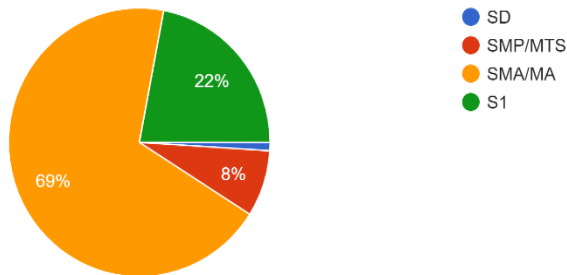


Figure 2:: Respondents By Education

Based on the picture above, based on the type of education group, respondents ranged from elementary school graduates 1% (in blue), then SMP/MTS graduates to 8% (in orange), then 69% high school graduates (in yellow) and 22% S1 graduates (in green).). Based on the results of the distribution of questionnaires, it can be concluded that the average age of respondents who graduated from high school is more

c. Origin Province

The table below describes the Indonesian Mosque Youth in the use of media by the province of origin, as follows:

Table 1:

Demographics (domicile) of respondents

ORIGIN PROVINCE	TOTAL
Riau	22
Kepulauan Riau	4
Sumatra Utara	15
Sumatra barat	10
Jawa Timur	8
Jawa Tengah	11
Jawa barat	8
Kalimantan Timur	6
Papua	3
Jambi	2
DKI Jakarta	4
Total	93

d. Correlations Analysis

Correlation analysis using media usability variables (X) and satisfaction as a source of information on the covid 19 vaccine (Y) in Indonesian mosque youth was carried out using the SPSS 26 program, the results are listed in **table 2** :

Mo del	R	R Squ are	Adjus ted R Squar e	Std. Error of the Estimate	Change Statistics				
					R Squa re Chan ge	F Chan ge	df	df	Sig. F Chan ge
1	,651 ^a	,423	,417	18,999	,423	66,808	1	91	,000

a. Predictors: (Constant), Kepuasan

From the results of table 4.5. it appears that the value of the correlation coefficient between the use of media and satisfaction as information is $r = 0.651$ which can be seen in the first table.

R square to see the magnitude of the relationship between the variables x and y bang, the value of r^2 square 0.423 means that the relationship between variables x and y is 42.3%.

Adjusted R Square to see multiple correlation analysis of variable x. and will calculate each additional variable and estimate the value of R squared from the addition of the variable.

Std. error of the Estimate is the standard error of the estimate / standard deviation around the regression estimation line that measures the variability of the actual Y value of the predicted Y, symbolized by SYX. Prediction error in regression is usually called the error term.

Change Statistics R Square Change is a statistical change in R Square Change and in this column based on the table it does not change and remains because the researcher's correlation analysis is not multiple.

Change Statistics F Change F is a test based on the F test which is used to determine the significance of the change in the R square. A significant change in F implies that the added variable significantly improves the prediction of the model.

Change Statistics df1 where k is the number of variables (independent + dependent) and n is the number of observations/samples forming the regression based on the table above, so the df1 is 1.

Change Statistics df2 where dfl 2 is obtained from n -k, where n samples of researchers should be 93 because there is 1 invalid so 92 then 92-1 = 91.

Change Statistics Sig. F Change is a statistically significant F Change, the significance of F is the probability that the null hypothesis in the regression model cannot be rejected. In other words, it represents the probability that sig f is zero.

This indicates that the relationship between usability and media satisfaction is a moderate correlation. Which is explained in table 4.6 indicators of correlation analysis that the relationship is moderate and shows a linear relationship.

Table 3 :

Correlation between Variables of Media Usefulness and Satisfaction

Correlations

		Kegunaan	Kepuasan
Kegunaan	Pearson Correlation	1	,651**
	Sig. (2-tailed)		,000
	N	93	93
Kepuasan	Pearson Correlation	,651**	1
	Sig. (2-tailed)	,000	
	N	93	93

**. Correlation is significant at the 0.01 level (2-tailed).

Discussion

Referring to table 2 with correlation analysis, the correlation coefficient between the use of media and satisfaction as information on the COVID-19 vaccine is r 0.651. This indicates that the relationship between usability and media satisfaction is moderate. Then in table 3 as a correlation between research variables, it is clear that there is a relationship between the usefulness and satisfaction of the media as a source of information on the covid 19 vaccine, which is stated to be significant because the value of sig < 0.05, which indicates that there is a relationship between the variables of usability and media satisfaction as a source of information on the covid 19 vaccine. This means that the variables of media usability and satisfaction are very relevant.

The hypothesis and research are as follows Ho: There is no relationship between the media as information on the Covid 19 vaccine and meeting the information needs of mosque youth. Ha: There is a media relationship regarding the Covid 19 vaccine information on meeting the information needs of mosque youth.

So the Ha hypothesis was accepted because there was a media relationship regarding the Covid 19 vaccine information on meeting the information needs of mosque youth.

The theory used in this study is the uses and gratification theory, namely this theory focuses on the use (uses) of media to get satisfaction (gratification) so that one's need for information is obtained. This also applies to mosque youth in Indonesia as a source of information on the COVID-19 vaccine.

6. ACKNOWLEDGEMENT

The researcher would like to thank all parties, both assistant researchers and all informants who have been willing to provide all forms of personal information needed. We would like to thank the Indonesian Mosque Youth Forum for providing recommendations for the collection of all research data.

REFERENCES

- ARGISTA, Z. L., & Sitorus, R. J. (2021). Persepsi masyarakat terhadap vaksin Covid-19 di Sumatera Selatan (Doctoral dissertation, Sriwijaya University).
- Baran, S.J., Dennis K. Davis. (2003) Mass Communications Theory; Foundations Ferment and Future. 3ed. Balmont. Calif. Thomson Warkworth
- Croteau and Hoynes (2003) Media Society: Industries, Images, and Audiences 3ed Pine Forge Press. Thousand Oakes
- Katz, E., Gurevitch, M., & Haas, H. (1973). On the Use of the Mass Media for Important Things. American Sociological Review 38(2), 164-181.
- Khasanah, W., Umarella, S., & Lating, A. D. (2019). Peranan Remaja Masjid ArRahman dalam Pembentukan Karakter Remaja yang Religius di Desa Waekasar Kecamatan Waeapo Kabupaten Buru. Kuttab: Jurnal Ilmiah Mahasiswa, 1(1), 57-73.
- Kriyantono, Rakhmat. 2006. Teknis Praktis Riset Komunikasi. Jakarta: Kencana
- Liltejohn. S., (2002) Theories of Human Communications (7th ed). Albuquerque, NM : Wadsworth
- Makmun, A. (2020). Tinjauan Terkait Pengembangan Vaksin Covid 19. Molucca Medica, 52-59.
- McQuail, D. (2004). McQuail's Mass Communication Theory. London: Sage.
- Moch Halim Sukur, B. K. (2020). Penanganan Pelayanan Kesehatan Di Masa Pandemi Covid-19 Dalam Perspektif Hukum Kesehatan. Journal Inicio Legis, hlm 1.

- Nasution, M. M. (2018). Vaksinasi Dalam Perspektif Islam. In *Forum Paedagogik* (Vol. 9, No. 2, pp. 61-70).
- Putri, W. S. (2016). Pengaruh media sosial terhadap perilaku remaja. *Prosiding Penelitian dan Pengabdian kepada Masyarakat*, 3(1).
- Rohmah, N. N. M. (2020). Media Sosial Sebagai Media Alternatif Manfaat dan Pemuas Kebutuhan Informasi Masa Pandemi Global Covid 19 (Kajian Analisis Teori Uses And Gratification). *Al-I'lam: Jurnal Komunikasi dan Penyiaran Islam*, 4(1), 1-16.
- Rosengren., KE 1974. Uses and Gratifications : A Paradigm Outlined. In *the Uses of Mass Communications : Current Perspectives and Gratifications Ressearch*, Blummler., JG and Katz, E. (eds) pp 269-286, Beverly Hills : Sage
- Ruggiero, Thomas E. (2000). Uses and Gratifications Theory in The 21 st Century Mass Communications and Society 3(1). 3-37
- Rusdianto. (2016). Tranformasi Media Komunikasi Irma (Ikatan Remaja Masjid) Nurul. *International Journal of Educational Policies*, 36-40.
- Severin, Werner J., and James W. Tankard (2000) *Communications Theories : Origins, Methods and Uses in the Mass Media*, 5th ed. Boston. Longman
- Sun, P. L. (2020). Understanding of COVID-19 based on current evidence. *Journal of medical virology*, 548-551.
- Tan, A.S. (1981) *Mass Communication Theories and Research*. Colombus: Grid Publishing,
- Turnip, I. R. S. (2021). Kehalalan Vaksin Covid-19 Produksi SInovac Dalam Fatwa MUI Dan Implementasi Vaksinasinya Pada Tenaga Kesehatan Di Puskesmas Tanjung Morawa, Deli Serdang (Perspektif Qawaidh Fiqhiyyah). *Al-Mashlahah: Jurnal Hukum Islam dan Pranata Sosial Islam*, 9(1).
- Werner J. Severin dan W. Tankard. Jr. (2007). *Teori Komunikasi*. . jakarta: Kencana.
- Whiting & Williams. (2013). Why people use social media: a uses and gratifications approach. *Qualitative market research: an international journal.*, <https://www.emerald.com/insight/content/doi/10.1108/qmr-06-2013-0041/full/html>.
- Widjaja, V. &. (2021). Pengaruh Teknologi Internet Terhadap Pengetahuan Masyarakat Jakarta Seputar Informasi Vaksinasi Covid-19. *Jurnal Teknologi Informasi Komunikasi (e-Journal)*, 8(1), 1-13.

USING TIKTOK AS A TOURISM PROMOTION MEDIA

Chotijah Fanaqi¹, Neneng Cucu Marlina², M. Hilman Firmansyah³, Firmansyah⁴

^{1, 3, 4} Communication Science, Faculty of Communication and Information, Universitas Garut (chotijah@uniga.ac.id)

² Department of Communication, Faculty of Social Science and Politics, University of Bengkulu (nenengcmarlina@unib.ac.id)

ARTICLE INFO

Corresponding author:

chotijah@uniga.ac.id

Citation:

ABSTRAK

Penelitian ini dilatarbelakangi oleh penggunaan media Tiktok sebagai media promosi produk maupun jasa oleh para penggunanya. Tujuan penelitian ini ingin melihat bagaimana media TikTok digunakan oleh penggunanya sebagai media untuk mempromosikan wisata yang ada di Kabupaten Garut. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan pendekatan interpretatif melalui teknik wawancara, observasi, dan studi pustaka dalam rentang waktu selama bulan Agustus 2022. Wawancara dilakukan terhadap enam pengguna aplikasi TikTok sebagai informan dalam penelitian ini, empat di antaranya merupakan akun atas nama pribadi, dan dua di antaranya merupakan akun instansi atau perusahaan yang bergerak di bidang pariwisata yang memanfaatkan TikTok sebagai media promosinya. Hasil penelitian menunjukkan bahwa pemanfaatan TikTok sebagai media promosi wisata di antaranya: Pertama, Garut memiliki potensi wisata yang cukup baik terutama potensi alamnya yang menarik membuat pengguna TikTok merasa sangat perlu mempostingnya; Kedua, konten wisata Garut dapat digunakan sebagai branding beberapa produk UMKM Garut; Ketiga, penggunaan konten wisata di TikTok menambah jumlah follower bagi para content creator; Keempat, konten wisata juga menghasilkan manfaat secara finansial melalui kerjasama antara content creator wisata dengan produk UMKM lokal dalam pembuatan konten wisata dengan pelaku wisata dan produk UMKM lokal. Selain manfaat, hambatan juga muncul dalam hasil penelitian ini, yaitu: (1) Akses jalan yang masih kurang bersahabat di lokasi wisata; (2) Pungutan liar; serta (3) Kebersihan yang masih kurang diperhatikan baik oleh pengelola maupun pengunjung.

Kata Kunci: media sosial; TikTok; potensi wisata; promosi wisata; Garut

ABSTRACT

This research is motivated by the use of Tiktok media as a media to promote products and services by its users. The purpose of this study is to see how TikTok media is used by its users as a medium to promote tourism in Garut Regency. The method used in this study is qualitative with an interpretive approach through interview techniques, observation, and literature study in August 2022.

Interviews were conducted on six users of the TikTok application as informants in this study, four of whom are accounts in personal names, and two of them are accounts of agencies or companies engaged in tourism that use TikTok as a promotional medium. The results showed that the use of TikTok as a tourism promotion medium included: First, Garut has good tourism potential, especially its attractive natural potential, which makes TikTok users feel the need to post it; Second, Garut tourism content can be used as branding for several Garut MSME products; Third, the use of travel content on TikTok increases the number of followers for content creators; Fourth, tourism content also generates financial benefits through collaboration between tourism content creators and local MSME products in making tourism content with tourism actors and local MSME products. In addition to benefits, obstacles also appear in the results of this study, namely: (1) Road access that is still not friendly at tourist sites; (2) Illegal levies; and (3) Cleanliness which is still not paid attention to by both the manager and visitors.

Keywords: social media; TikTok; tourism potential; tourism promotion; Garut

1. INTRODUCTION

The use of technology in the field of information and communication cannot be separated from the needs of modern humans. This is because the presence of technology has become a part of life as part of the impact of the development of the human mind in meeting its needs. Almost everyone uses this technology not only as a support, but even as an important part in an effort to meet their daily needs. One of them is the presence of smartphones. As a smart device that is only the size of a human hand, we are able to access technology in the field of information and communication through internet access (Notoadmojo, 2012). This is gradually able to change the perspective, behavior and even the social perspective of the community as a result of increasingly instant digital access. Various conveniences in accessing digital technology make us treated to various benefits such as the function of information, communication, entertainment, education, digital business and so on. But on the other hand, negative effects also arise if we are not able to manage its use properly, such as misuse of social media use, addiction to online games, even causing a lack of social interaction. Of course the benefits or problems caused by the presence of digital technology in the form of smartphones are adjusted to how people are able to be wise in their use.

One of the impacts of the presence of smart phones is the large variety of social media that can also be accessed and used

easily by its users. The presence of this social media is part of the new media that is developing and is commonly used such as Whatsapp, Twitter, Facebook, Instagram, Line, Path, Michat, Tiktok and so on.

Today, the use of social media is used by various things, such as digital branding in promoting products and services. Especially the use of TikTok in recent years has emerged as one of the most frequently used social media for promotional purposes. This is because the TikTok application has many facilities and features that support digital promotional activities. According to Mackenzie & Nichols (2020), Tiktok is a social media that allows users to create varied content such as comedy, education, challenges (challenges), and dance (dance) features by utilizing features in the form of editing and making videos. This application made by ByteDance, an internet company in Beijing is always favored by users who come from among young people because of its easy-to-use features for making creative videos and music (Hui, 2017, in Mustaffa, 2020).

Rahardaya and Irwansyah (2021) revealed in their research that the use of TikTok social media can change communication patterns, culture, and even information acquisition in everyday life. This phenomenon shows a complex contribution in which there is a link between social media, communication and

information acquisition. This makes the use of the internet, especially social media including Tiktok, increasing. In addition, research by Dewa, C. B., & Safitri, L. A. (2021) shows that TikTok can be used as a promotional media for the culinary industry. This shows that the use of TikTok can also be used to support industrial promotion to increase MSMEs in Yogyakarta.

As an area that has quite interesting natural potential, Garut Regency has natural geography that has tourism potential that other regions do not have, allowing Garut to have its own charm to visit. From research conducted by Fanaqi et al (2020) it shows that as a tourist destination, Garut has almost all natural potential such as hot spring tourism, beaches, mountains, craters, waterfalls, caves, temples, lakes, sand mountains, and so on, making it possible Tourism in Garut explores the tourism potential to attract tourists. Garut tourism development with reference to this potential also opens opportunities for the development of promotions both directly and indirectly, namely by using digital media both by the Garut district government, the individual sector, and by the private sector as business managers in the tourism sector. From this background, researchers are interested in seeing how TikTok is used as a tourism promotion medium in Garut Regency.

2. LITERATURE REVIEW

Social Media TikTok

TikTok is one of the popular social media-based digital communication platforms created by the technology company Bytemod. This application contains support services for making short videos that provide interesting, unique and innovative effects. The variety of videos contained in the TikTok application can be easily disseminated via the internet with digital technology-based services. With the many features that support special effects services contained in the TikTok application, it provides the opportunity for its users to create performances with various movements, styles, and even dances, which in turn triggers users to continue to be creative and innovate to create content.

From a marketing perspective, short video-based applications are preferred by users because videos are created in a short time. If the user is not interested, the user can immediately see the content of his choice and switch to another video (Kumpan, 2020).

TikTok has become a popular application in Indonesia and around the world in 2020. According to sensor tower research in the second quarter of 2020, TikTok was downloaded by more than 300 million users in the first and second quarters of 2020. TikTok's popularity also continues to increase. In 2020 in Indonesia. Indonesia has even become a country. Most of them signed up for TikTok in August 2020. According to data from Indonesia Touch Tower, TikTok accounted for 11% of TikTok's total downloads of 63.3 million on iOS and Android (CNN Indonesia, 2020)

The existence of background music facilities, 17 songs, and effects make this application more interesting to create with user content that adjusts the background to the desired theme. The results of the production of video content that has been created by users in the TikTok application are easily shared with other social media, thus providing an opportunity for users to exchange content and information. Even according to Putra (2018), with the support of the latest technology, the TikTok application can understand the things that its users usually do often, so that it can adjust and increase market demand. This is due to the various securities service features that can be used quickly.

Based on data compiled by hootsuite.com, in 2019 the TikTok application has been downloaded 1.65 billion times and has been installed on smartphones 738 million times. This indicates that TikTok has become a popular social media application and is growing rapidly. The development of the TikTok application is an opportunity for entrepreneurs or business people to carry out personal branding or promote their products. The TikTok application can be said to be one of the easiest social media to operate. According to Hasiholan et al (2020), the TikTok application has an easy and user-friendly interface. The TikTok application allows users to add special effects such as slow motion, beauty effects, green screens, transitions, stickers, text, GIFs, emojis and other effects. In addition, the user can define the music interface according to the user's will after which it allows the user to create short video creations according to the creativity and the user's favourite music. The TikTok application also provides several features that make it easy for users such as timers, start and stop records, and so on. The TikTok application is one of the social media that is widely used by millennial generation users, generations Y and Z. Rakhmayanti (2020) said that generations Y and Z aged between 14-24 years have become the majority users of TikTok in Indonesia. This generation is a generation that is considered to often do online shopping so it tends to be impulsive and consumptive. Therefore, TikTok can be a potential social media that can be used to promote products.

Tourism Promotion

Tourism promotion is an effort to increase the possibility of tourism sales, which includes all planned activities including the dissemination of information that it can be said that tourism promotion is a key variable in the tourism marketing strategic plan owned (Gromang, 2003).

Tourism promotion is closely related to communication and publication activities that are intended to build a good image of tourism in a place. Tourism products are goods or services that can be offered to domestic and international tourists. In tourism promotion activities, the role of promotion in the tourism sector is to stimulate the accessibility of tourism products by buyers and increase the effectiveness of sales in a relatively short time and the company is able to attract new potential customers. Through tourism promotion, potential tourist destinations can be reported using various publication media which of course attract tourist visits (Mahahati, 2016).

Digital promotion is a promotion by utilizing digital technology. The role of digital promotion becomes important as the development of digital technology is increasingly advanced and developing future plans that aim to attract customers and lead them to a combination of conventional and electronic communication (Chaffey D, 2016). The strategy of business entrepreneurs using a digital promotion, especially through social media, can provide space for ways and steps to increase consumer networks in promoting their products so that these business people can increase their advantage over their competitors. In the implementation of digital promotion, business people must learn various digital communication techniques which are an integral part of the online business communication strategy which is intended to carry out digital promotion planning by the company. Digital media channels are one of the digital communication actualization techniques used by companies to promote products through internet media,

namely websites with the aim of attracting and influencing audiences or consumers to conduct business transactions. One of the popular social media used as a medium for tourism promotion is the TikTok platform.

According to Dewa & Safitri (2021), tourism marketing strategies that can be done with the TikTok platform include: (a). the use of hashtags/hashtags (#) a sign that aims to make content, events, and even a product easy to find. Through hashtags that are affixed/used to help consumers find the products they want/need; (b). following current trends: marketing strategies using TikTok rely on videos that describe events that are currently trending topics. For this condition the company must be able to find the right moment for its product so that it can be introduced and promoted to consumers; © collaborating with influencers: this can be done by collaborating with influencers who are popular and have many followers so that promotional strategies packaged through TikTok can attract and captivate many people. With a clear record of market objectives; (d) provide a complete explanation: someone can become interested in video content in addition to quality content because it is equipped with complete product descriptions/information. This certainly makes it easier for consumers to understand the content contained in the content.

3. RESEARCH METHOD

This study uses a qualitative research method with an interpretive approach that aims to gain an understanding of the use of TikTok as a tourism promotion medium in Garut through the data obtained, processed, and interpreted by researchers. In qualitative research, the researcher is a key instrument because he has advantages in research procedures and ethics, personality, intellect, and ways of presenting his communication in the field (Mulyana, 2004:62)

The interpretive approach is an attempt to explain a certain social or cultural condition based on the perspectives and experiences studied, either in the form of individuals or groups; where meaning or interpretation is carried out through behaviour obtained through face-to-face or observation processes (Newman, 1997: 68).

Researchers interpret the data found through interviews, observation, and literature study of this research. Interviews and observations were carried out with four informants who were always content creators, and two users of TikTok accounts and the Garut Regency Tourism Office as sources of triangulation in this study. The research was carried out in the period from

August to September 2022. The data of informants and sources of triangulation are as follows:

Tabel 3.1

No	Name/ gender/ Age	Address	Job	TikTok Account
1.	Resa Anisa Isnaeni (Female/23y.o)	Jl.Cigedug Km.1 Desa Cintanagara Kec Digatedug Kab Garut	Student Collage/ <i>Freelancer</i> /Content Creator	Alev._(Resaannisa)
2.	Yogi Nugraha (Male/28 y.o)	Kp. Cimurah Hilir RT 02 RW 07 Ds Cimurah Karangpawitan Garut	Privave sector employee/ <i>content creator</i>	@yoggi130
3.	Maaerief fadillah (Male/24 y.o)	Pakenjeng Garut Selatan, Jawa Barat Indonesia	<i>Influencer/content creator</i> tour	@pelosokgarut
4.	Jajan Nurjaman (Male/25 y.o)	Kp. Babakan Muncang, Ciburial Leles Garut	Private sector employee/ <i>creator</i> Dinoland Garut	@garutdinoland

Research Informant Data

Table 3.2
Triangulation Resource Data

No	Name/Gender/ Age	Address	Jon	Akun TikTok
1.	Ajeng Putri (Female/23y.o)	Jl Pembangunan Tarogong Garut	Private sector employee	@nyariiyekann
2.	Mizmar Helmi (Male/23y.o)	Kp. Tanjung Kamuning Kec. Tarogong Kaler, Kab Garut	Student collage	Mizayiden.cob
3.	Bambang	Garut	Marketing division	-

			of Disparbud Kab Garut	
--	--	--	------------------------------	--

4. RESULT AND DISCUSSION

Use of TikTok Social Media in Tourism Promotion

In an effort to promote tourism in Garut Regency, several content creators, both those working on behalf of themselves and on behalf of tourism agencies have created TikTok social media accounts.

According to Resa Anisa Isnaeni as the owner of the TikTok @Alev._(Resaannisa) account, the contents of the TikTok content they have are more reviews about sharing tourist attractions visited in the form of photos/videos that are documented. This is because he happened to be a Tour Leader in a tour company in Garut. The goal is to share his experiences related to tourist attractions, especially those in Garut Regency, as well as unite travelling and video editing hobbies, and upload them as entertainment. Garut tourism content in the form of TikTok has been carried out by Resa since 2019. Resa has a hobby of travelling and likes to create content, so every time she goes to a new place she always captures these moments and saves them on social media. The specific purpose is to provide information about tourism that is owned by Garut to social media users so that they are more familiar with and make Garut tourism increasingly known to the wider community both domestically and abroad.

In line with Resa, Yogi Nugraha, who owns the TikTok account @yoggi130, also has a similar goal. Yogi created Garut tourism content because he wanted to show that tourism in Garut Regency is beautiful and many have not been exposed. According to him, through content on social media, it will usually be known to the public more quickly so that it attracts tourists to come to Garut. Yogi has been doing this since before the pandemic until now. Apart from being originally from Garut, another goal in creating tourism content is so that Garut tourism can be included in the For You Page (FYP) category or feature suggestion in the TikTok application which can make the posted content popular faster as a promotional event, so that it indirectly can add followers for himself personally.

Meanwhile, according to Maaerief Fadillah, the owner of the TikTok account @pelosokgarut, he makes tourism content more exploring plural Indonesian content or the atmosphere of villages and villages in remote Garut, where the content contains tourism that highlights community culture and culinary

potential that exists in all corners of Garut. The goal is not only to develop the potential that exists in remote parts of Garut, only the name of the place but more to the wealth behind it regarding the local culture that deserves to be promoted. He did this because according to him, this potential is still a lot that is still hidden or not known to many people. He has been doing this since 2018, perhaps for about four years now. The specific purpose of creating content about tourism and the cultural richness of Garut is because he wants to have more contributions, namely by introducing cultural potential which in addition to having tourism potential, also has economic value so that local people feel helped. He did this because according to him, the government's efforts were still limited in maximizing local potential, so he as part of the community must also have what efforts can be done, namely by creating content like this.

In addition to conducting interviews with individual content creators, the researcher also conducted interviews with one of the content creators from tourism agencies in Garut, namely Jajan Nurjaman as the creator and manager of the @garutdinoland account.

The contents of the @garutdinoland account include Dinoland promo content as a family tourism vehicle in Garut, educational content, and Dino Traveling content. The purpose of creating content is not only for branding Garut Dinoland but also for publication throughout the Garut area such as South Garut and various remote areas in Garut which are still rarely visited. Through TikTok, he can also inform us that in the near future there will be a Dino Carnival event as a branding that attracts tourists to visit Garut Dinoland. Dinoland's TikTok account is relatively new, which coincides with the opening of the Dinoland tour, which is in early 2022 until now.

Strategy in Creating Content

According to Resa, every content created must contain important information about the tour and follow current trends with the most attractive appearance possible. Even though he does this, he has challenges, namely the limitations of the media tools used so that content creation is not/not optimal as well as editing skills that are not yet qualified to create better content. Regarding parties who are invited to collaborate in creating content, according to Resa, until now there has been no party inviting cooperation. He does it as a hobby, moreover, it supports his work as a tour leader.

According to Yogi, in creating content about tourism in Garut, his strategy is to introduce more tourism potential that other people have never even visited. An example is tourist destinations in South Garut which have a lot of beautiful and

good tourism potential, but not many people know about it. He did this because apart from he prefers to explore new places, on the other and he also wants to introduce these new places. But this hobby is not without challenges. So far, he has created content that must follow the mood.

"... if the mood is bad, it becomes a challenge for the production of video content, especially if the followers are lonely, it also affects the mood. If that's the case, then what must be instilled is consistency in making videos and content."

According to Maaerif, for the strategy of creating content, because the concept is more about developing local culture, he does it by first approaching the surrounding community before creating content. There are local economies that can be explored, such as palm sugar, kolontong and opak production (types of traditional Garut snacks), and others that are the mainstay of community economic products that can be used as content. The goal is that this MSME content can be used as one of the concepts to raise and publicize the regional economy MSMEs in local tourist areas.

As for the challenges that Yogi's informant felt, namely, limited content, limited costs, improvised tools both in terms of cameras or editing, and access to vehicles because the road was not smooth, even steep and rocky.

Meanwhile, informant Jajan Nurjaman, who also has access to create social media content for Wahana Dinoland Garut, has implemented a strategy for creating TikTok content through timeline promotion, especially in the promo and digital marketing sections. This means that the promotion team will make a special timeline for doing promotions, for example, what will be raised on social media this month.

"The promotion team that will make the strategy and the program will be like, what kind of concept do you want, as well as what social media are used, for example through TikTok ads, Instagram adds, there are usually per day, per week and per month".

However, according to informant Jajan Nurjaman, making promotions on social media has its own challenges. Some products in terms of visuals are sometimes banned, especially on TikTok. However, the advantage is that this platform goes viral faster than other types of social media for now. As on Instagram, there are often problems with songs, sometimes there are songs that are also banned, so he always tries to make content that is safe from being banned and makes more original content.

In addition to making their own promotions, Dinoland Garut also usually carries out tourism promotion strategies through collaboration with media partners Info Garut or other online media. Dinoland Garut also collaborates with influencers whose followers are quite large so it has an impact on the promotional value of Dinoland Garut.

Benefits of TikTok as a Travel Media

According to Resa, for now, TikTok has a great influence on tourism media because when a tourist place can enter the FYP feature, directly or indirectly, this will increase the number of content creators to visit the place even from outside the city. He gave an example of how viral the Ngamplang Garut golf course is now because it was initially viral on TikTok.

Meanwhile, the benefit that Yogi's informant felt apart from being able to introduce new tourist attractions or to introduce more tourism potential in Garut Regency, the bonus was the increase in the number of followers. In addition, many also bring in income through cooperation offers made by many brands that ask to be reviewed. Through the content he created, many finally invited him via direct message (DM). According to Yogi, usually certain marketing brands offer cooperation, either in the form of bartering content or reviewing tourist attractions or products.

Meanwhile, according to informant Maaerif, the main benefit of creating travel content on a TikTok account is that it publishes faster because according to him the TikTok algorithm has a faster viral concept because of its For You Page (FYP) feature. This in itself will raise the value of tourism promotion in Garut. Another benefit that he feels is the collaboration between certain brands. Although it is still an individual, such as a product brand that collaborates with the @pelosokgarut account, he admits that it is quite profitable to bring financial benefits and insights.

According to the manager of the @garutdinoland account, Jajan Nurjaman, he also felt the tremendous benefits of promoting TikTok. Promotion through TikTok besides being able to reach Garut residents as local visitors, TikTok can also reach people outside Garut. In addition, the cost of promotion is also cheaper than other advertisements.

Meanwhile, the Regional Government through Mr Bambang as the Head of Marketing for the Garut Regency Tourism and Culture Office (Disparbud) conveyed the importance of tourism promotion through social media because, in this digital era, many people rely on fast information through social media. To maximize branding and tourism promotion, Disparbud Kab.

Garut collaborates with several content creators. This is because his party still lacks Human Resources (HR) who have the ability in the field of digital branding. In addition to content creators, so far the Garut Disparbud has been helped by the internship students. However, for TikTok social media, Mr Bambang admits that Garut Disparbud has not maximized its use due to limited human resources. So far, the maximized media are still in the form of agency websites and certain social media such as Youtube and Instagram.

For Garut tourism branding, in addition to the Regional Apparatus Work Unit (SKPD) in the relevant local government, Garut Disparbud also collaborates with private parties such as the Indonesian Hotel and Restaurant Association (PHRI), the Indonesian Tour Guide Association (HPI), as well as travel entrepreneurs who "sell" tour in arrowroot. The focus of branding carried out by Disparbud Garut is more on the promotion of natural tourism, because, besides that, other tours are owned by private parties.

"... for private property, most services are only coordinating and supervising. The tagline used in the promotion of Garut is the tagline Pesona Garut. This is also agreed to be used by all tourism sectors in Garut Regency as a recommendation for the community and government regarding tourism in Garut ".

Meanwhile, informant Resa gave his views regarding Garut which has so many tours that it deserves to be named the most beautiful city for its natural tourism. However, according to Resa, the management and reconstruction of tourism has not been managed optimally. According to him, as a form of advice for the government to pay more attention to Garut tourism facilities and infrastructure to be further improved. He also hopes that the community will become tourism ambassadors, meaning that it is time for people to be aware of tourism potential by participating in promoting Garut tourism and supporting the government and the private sector engaged in tourism to improve into a society that is willing to accept visitors in a friendly, welcoming, and participate in preserving culture. that can support tourism in Garut.

Informant Yogi has hope for the government to be able to maximize the tourism potential of the southern region, especially in terms of inadequate road access. Apart from that, according to him, another thing that must be disciplined is thugs or illegal levies (extortion) such as tickets that are not appropriate. Yogi gave an example of how the entrance ticket per car or per person is often different. Meanwhile, for the community, especially the residents of Garut, he hopes that they

can visit local tourist attractions that are no less interesting than tourist attractions in other areas.

“... There are also many tourism potentials in Garut that have educational value, such as Dinoland or Antapura de Jati, which have a view like Bali but exist in Garut. Then the newly renovated Situ Bagendit can be recommended by the public to travel in the city of Garut”.

Meanwhile, informant Maarief as the owner of the @jelajahgarut account, hopes that the government will be more observant in seeing the various potentials that exist in remote parts of Garut as the potential that is worth developing. According to him, the tourism potential in urban areas has been widely promoted, besides that Garut still has pollution-free air compared to urban areas.

“But if we travel to remote areas, it will provide fresh air with lots of trees and views that are no less interesting and still beautiful. In addition, economic empowerment in remote areas is also lacking, expecting the role of the government and the private sector to be able to generate and empower it properly so that it has more selling value”.

As the manager of the @garutdinoland account, Jajan Nurjaman hopes that the government will be more supportive if there is a new tourist vehicle, both in terms of licensing and publication. Because in addition to having a branding impact for Garut, tourist destinations are also able to absorb labour for Garut residents.

In addition to conducting interviews with content creators, the researchers also interviewed followers of one of the TikTok accounts that promote Garut tourism, namely Ajeng Putri, a private employee, TikTok account owner @nyariiyekan and Mizmar Helmi, a student who owns the @Mizayiden.cob account.

According to Ajeng, as a TikTok user, she likes viewing content on TikTok because of its random FYP feature. But what he most often sees and follows is tourist content in Garut. The goal is not only because the content is good, Garut tourism content is also related to tourist attractions that can be used as references to visit. Moreover, according to Ajeng, Garut is surrounded by mountains, has a lot of natural tourism potential and is interesting so it is suitable to be used as a reference medium for finding tourist attractions. Moreover, according to him, content about tourist attractions really helps him to do self-healing when he is tired of working all day by looking at content that soothes the eyes. So if there is Garut tourism content that appears in the FYP, he will definitely press the like icon or he will save it to the save feature for reference.

Ajeng further explained that so far she has experience in viewing content creators of TikTok Wisata Garut, she thinks that the content between videos/images is in accordance with the original. The tourist objects that he encounters through TikTok content are usually Rancabuaya beach, Santolo beach, Papandayan mountain, and also the iconic Cipanas Garut area. As a connoisseur of TikTok social media, Ajeng finds it very effective to find out about Garut tourism through social media, especially TikTok. The information available usually includes location, price, photo spots, and the facilities offered.

Meanwhile, according to Mizmar Helmi, as a TikTok account user, often sees TikTok content creators who promote tourism because the content is interesting, and the view is also good. In addition to nature tourism, he often finds café review content or popular hangout spots. With the FYP feature, according to him, there are always account users who create tourist content. This is very effective for branding and promoting tourist destinations. However, promotion on social media sometimes has weaknesses, for example, the information in the content is not always appropriate. Mizmar has experienced this when visiting tourist attractions and ticket prices are different from those informed in social media content. In addition, although the scenery is appropriate, the cleanliness condition is not paid attention to by the manager. That is a separate note. The tourist attraction that Mizmar has visited because of TikTok's recommendation is the location of a waterfall, but even though it is according to the information listed, according to him, the cleanliness of the tourist location still needs to be considered again. He hopes that in addition to the Regional Government, the local community should also take care of and preserve the tourism potential in Garut Regency.

Responding to suggestions from the public regarding tourism facilities in Garut regency, Mr Bambang as the Head of Marketing for the Garut Regency Disparbud explained that to increase support for Garut Regency tourism promotion, the Garut Tourism and Culture Office will cooperate with a number of content creators. According to him, this collaboration is indeed being planned for next year considering that the cooperation certainly requires careful preparation and concept so that the target will be achieved. Regarding road facilities which are still constrained by a number of damages in several places, Mr Bambang said that this was not the authority of the Disparbud, but rather the main tasks of the Department of Public Works and Public Housing (PUPR). However, his party will still coordinate with the relevant agencies if there are reports or findings regarding road damage that would hamper tourism facilities in Garut Regency.

Regarding illegal levies (extortion) that still exist in some tourist attractions, Mr Bambang said that this happened because some Garut people were not aware of tourism. This means that some of them only think about instant material gains. The Sundanese term is "saharitaeun", which means just thinking for a moment without thinking long. So it is necessary to cooperate with all parties to change this mindset, especially local community leaders who need to provide sustainable awareness to the community. The same thing Mr Bambang said regarding the issue of cleanliness is also a fundamental thing to be addressed immediately so that cooperation with the community also needs to be improved continuously.

5. CONCLUSION

The use of TikTok social media has great potential and is open to branding tourist destinations in Garut Regency. Some users or connoisseurs of TikTok say that the many tourism potentials in the Garut district are often known through TikTok which is currently increasingly widespread. Not only information about tourist locations, but also prices and facilities available there. In addition, another benefit that content creators can get is an increase in followers when using the hashtag #wisatagarut as content. This also has an impact on increasing income through cooperation in creating tourism content with the managers of tourist attractions in Garut Regency.

There are several notes that emerged from the results of interviews and observations with informants, including the challenges of creating TikTok content as a tourism medium experienced by some content creators more on content limitations due to technical issues such as limited equipment, and limited vehicle access due to damaged roads. steep and rocky. In addition, sometimes the problem of waste at tourist sites also interferes with the process of creating tourism content.

Suggestion

Some suggestions that emerged from the results of this study include:

For the government through the Garut Regency Tourism and Culture Office to pay more attention to tourist destination facilities, especially regarding controlling illegal levies (extortion) in several tourist attractions in Garut Regency. In addition, the cleanliness of tourist sites must be considered both by managers, local residents, and by visitors. In addition, the local government through the relevant agencies is expected to support cleaning facilities at tourist sites in Garut Regency. Intensive and continuous coordination is needed between the Disparbud and the PUPR Office in an effort to overcome tourism barriers in the form of road damage and the difficulty of community access to tourist sites in remote Garut.

For the community, it is important to promote tourism awareness campaigns by the government, the private sector, Non-Governmental Organizations (NGOs), as well as by tourism actors in which the community participates in the management of tourist sites with an attitude of acceptance and hospitality of local tourist visitors, including efforts to ward off tourism. the practice of illegal levies that still exist in some tourist attractions.

REFERENCES

- Cahyono, A. A. (t.thn.). *Pengaruh Media Sosial Terhadap Perubahan Sosial Masyarakat Di Indonesia*. 140-157.
- Chaffey, Dave dan Fiona Ellis Chadwick. (2016). *Digital Marketing: Strategy, Implementation and Practice*. Sixth Edition. United Kingdom. Pearson.
- Dewa, C. B., & Safitri, L. A. (2021). *Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19*. Jurnal Pariwisata Dan Budaya, 65-70.
- Fanaqi, Chotijah. (2021). *Tiktok Sebagai Media Kreativitas di Masa Pandemi Covid-19*. Jurnal Dakwah, 105-127.
- Fanaqi, Chotijah, dkk. (2020). *Strategi Branding Pelaku Usaha Pariwisata di Masa Pandemi*. BIEJ: Business Innovation & Entrepreneurship Journal, Volume 2 No.4 2020.
- Gromang, Frans. (2003). *Manajemen Kepariwisata*. Jakarta: Pradnya Paramita
- Hui, P. (2017). Study the Transmission of Teachers' Tacit Knowledge Based on SMCR Model. Teacher Development BBS, 17(1), 67-79.
- Hasiholan, dkk. 2020. *Pemanfaatan Media Sosial Tiktok Sebagai Media Kampanye Gerakan Cuci Tangan Di Indonesia Untuk Pencegahan Corona Covid-19*. Communiverse : Jurnal Ilmu Komunikasi, Volume 5 No. 3 Juni 2020.
- Mackenzie, S. A., & Nichols, D. (2020). Finding 'Places to be Bad' in Social Media: The Case of TikTok. In D. Nichols & S. Perillo (Eds.), *Urban Australia and Post-punk: Exploring Dogs in Space*. Singapore: Palgrave Macmillan.
- Manahati, Zebua. (2016). *Inspirasi Pengembangan Pariwisata Daerah*. Edisi Revisi. Cetakan ke 1. Yogyakarta: Deepublish.
- Mustaffa, R. Z. (2020). *TikTok sebagai Konstruksi Identitas pada Masa Pandemi Covid19 di Indonesia*. Narasi: Jurnal Literasi, Media, & Budaya, 1(2), 62-75. Retrieved from <https://journals.itb.ac.id/index.php/narasi/article/view/14402>.
- Mukarom, Z. (2020). *Teori-Teori Komunikasi*. Bandung: Jurusan Manajemen Dakwah Fakultas Dakwah dan Komunikasi UIN Gunung Djati.
- Mulyana, Deddy. (2004). *Metodologi Penelitian Kualitatif: Paradigma Ilmu Komunikasi Ilmu Sosial Lainnya*. Bandung: Remaja Rosdakarya.
- Newman, W L. (1997). *Social Research Methods Qualitative and Quantitative Approach*. Boston: Allyn & Bacon.

- Pertiwi, Wahyunanda Kusuma. 2020. *Indonesia Sumbang Angka Unduhan TikTok Terbanyak di Dunia*. <https://tekno.kompas.com/read/2020/09/11/15010037/indonesia-sumbang-angka-unduhan-tiktok-terbanyak-di-dunia> (diakses pada tanggal 04 September 2022)
- Rahadaya, A. K., & Irwansyah. (2021). *Penggunaan Media Sosial Tiktok sebagai sarana Literasi Digital Pada Masa Pandemi Covid-19*.
- Rakhmayanti, Intan. (2020). *Pengguna TikTok di Indonesia Didominasi Generasi Z dan Y* <https://tekno.sindonews.com/berita/1523692/207/pengguna-tiktok-di-indonesia-didominasi-generasi-z-dan-y> (diakses pada tanggal 04 September 2022).
- Safitri, U., & Naini, A. M. (2020). *Penggunaan Aplikasi Tiktok Pada Generasi Z Di Masa Pandemi*.

Sumber lain:

- Adhitya Wibawa Putra, (2018). https://gadgetren.com/2018/03/16/apa-itu-tik-tok-video-media-sosial/#google_vignette, Diakses pada 22 Sept 2022.
- Definisi TikTok, <https://kumparan.com/berita-hari-ini/ini-asal-muasal-tiktok-yang-kini-mendunia-1ss18QadAEN> <https://www.cnnindonesia.com/teknologi/20201210145006-185-580569/kisah-kejayaan-tiktok-di-2020> (Diakses pada tanggal 4 September 2022 pukul 02.28).
- Definisi TikTok <https://pojoksosmed.com/tiktok/tik-tok-adalah/> (Diakses pada Tanggal 23 Juni 2021 21.05)

COMMUNICATION EMPOWERMENT FARMERS GROUP SUBUR MAKMUR

Tantri Puspita Yazid¹, Salsabila²

^{1,2} Communication Departement, Riau University

ARTICLE INFO

Corresponding author:

tantri.yazid@lecturer.unri.ac.id

Citation:

ABSTRAK

Kelompok tani merupakan salah satu organisasi kemasyarakatan yang menghimpun diri dalam suatu kelompok karena memiliki keserasian dalam tujuan, motif dan minat. PT RAPP Estate Baserah yang merupakan anak dari perusahaan APRIL Grup yang memiliki kelompok tani binaan. Salah satu kelompok tani yang menjadi ikon percontohan untuk kelompok tani lainnya yaitu kelompok tani subur makmur. Sebagai sarana berkumpulnya berbagai macam karakteristik individu, kelompok tani memiliki tantangan yang harus dihadapi terutama komunikasi dalam kelompok. Peran setiap anggota kelompok, hubungan antar anggota dalam kelompok, dan hubungan antar kelompok tani menjadi fokus dari pengelolaan komunikasi dalam kelompok. Penelitian ini bertolak dari teori komunikasi yang dikemukakan oleh Harold Lasswell dan menggunakan metode deskriptif kualitatif dengan teknik purposive. Teknik pengumpulan data dengan melakukan wawancara, observasi dan dokumentasi. Hasil penelitian ini menunjukkan bahwa komunikasi memiliki peran penting dalam upaya untuk peningkatan pemberdayaan petani dalam sebuah kelompok tani. Perlunya suatu kelompok tani memiliki hubungan emosional antar anggota untuk membentuk jaringan komunikasi. Jaringan komunikasi tersebut bersifat bolak-balik dan menyebar dikarenakan setiap anggota mempunyai peran sebagai sumber informasi.

Kata kunci: CSR, Community Development, Komunikasi Kelompok

ABSTRACT

Farmer groups are one of the social organizations that gather themselves in a group because they have harmony in their goals, motives and interests. PT RAPP Estate Baserah which is a subsidiary of the APRIL Group of companies that has a guided farmer group. One of the farmer groups that has become a pilot icon for other farmer groups is the prosperous fertile farmer group. As a means of gathering various individual characteristics, farmer groups have challenges that must be faced, especially communication in groups. The role of each group member, relationships among members in the group, and relations between farmer groups become the focus of managing communication in the group. This research departs from the communication theory

proposed by Harold Lasswell and uses a qualitative descriptive method with a purposive technique. Data collection techniques by conducting interviews, observation and documentation. The results of this study indicate that communication has an important role in efforts to increase the empowerment of farmers in a farmer group. The need for a farmer group has an emotional connection between members to form a communication network. The communication network is back and forth because each member has a role as a source of information.

Keywords: CSR, Community Development, Group Communication

1. INTRODUCTION

PT RAPP (Riau Andalan Pulp and Paper), a subsidiary of APRIL (Asia Pacific Resources International Holdings Ltd), has a high risk of natural and social changes, especially in the environment around the company. Considering the impact, PT RAPP is committed to continually assessing, preventing, reducing, and managing the impact of its operations and business through corporate social responsibility (CSR) activities.

Corporate Social Responsibility (CSR) is a form of public relations activity intended as a voluntary commitment by business organizations to selecting and implementing social responsibility practices and contributing to society. The CSR program is a milestone for the company to stand accepted by the environment in the company located. CSR is a phenomenon of corporate strategy that accommodates the needs and interests of its stakeholders. CSR has emerged from an era where awareness of the company's long-term sustainability is more important than profitability.

In carrying out the CSR concept, Community Development which is one of the areas of Public Relations, RAPP has its program to improve the welfare of the community around the company. One of the flagship programs that reflects PT RAPP's form of concern is the Integrated Farming System (IFS) or commonly referred to as the Integrated Agricultural System. This program assists farmers through the socialization of production facilities and consultation assistance. One of the IFS sub-programs is One Village One Community (OVOC). OVOC is an IFS sub-program that strives for every PT RAPP assisted village to have at least one specific commodity cultivated in that village.

OVOC, which is an IFS program, was started in 1999. The components of IFS include raising livestock, increasing food

crops, horticulture, and cultivating freshwater fish in a sustainable composite system. The OVOC program is based on efforts to improve the community's economic welfare and integrate the company and community within the operational environment of PT RAPP.

Organizing OVOC activities and processes cannot be separated from the company's responsibility in conducting coaching as a form of totality to achieve success in corporate social responsibility. The success of communication is needed to avoid the obstacles that will create through the message transfer process carried out by the communicator to the audience.

Public Relations is one aspect that is very concerning and always needed by every organization, whether commercial (company) or non-commercial organizations such as foundations and government institutions. Its existence is necessary because public relations is one element that positively determines and supports the organization's sustainability. The importance of public relations as a reliable source of information is increasingly felt in the era of globalization as it is today.

Cutlip, Center, and Broom wrote one of the first books and summarized about public relations theory and practice which defined public relations as: "Public Relations is the management function that identifies, builds, and maintains mutually beneficial relationships between an organization and the various publics that are critical to its success and bravery". This definition puts PR as part of organizational management that creates influence and credibility for the company and is not merely a component of the company that supports the sales success of a company. (Keith Butterick, 2014: 8)

Meanwhile, according to Denny Griswold, Public Relations is a management function that assesses public attitudes, demonstrates the policies and procedures of an individual or an institution based on the public interest, and plans and executes work plans to gain understanding and can be received well by the public (Danandjaja, 2011). : 16).

Based on the description above, which concluded that Public Relations is an important company tool in reviewing public behavior and perceptions and making activities as desired by the public. So PR is responsible for determining two-way communication openly with the entire community. Good people about the organization. Therefore, effective communication is a significant factor in achieving organizational goals.

One of PT RAPP Estate Baserah's programs to improve community welfare through the OVOC program encourages the formation of farmer groups in the villages surrounding the company in the economy.

Farmer groups that become pilots for the development of farmers' human resources can be seen through one of the fostered farmer groups at PT RAPP Estate Baserah, Kuantan Singingi Regency, namely the Subur Makmur farmer group. As one of the eminent farmer groups, it is necessary to examine how communication is contained in the farmer group.

The purpose of establishing a farmer group is to increase the knowledge and insight of farmers as well as to strengthen communication between fellow farmers. Knowledge development, idea networking, making breakthroughs and can be done through communication within farmer groups. Especially to address the problem following the conditions in the environment where the farmer group is located.

Joined in a group, of course, between individuals have brought their respective capital. Hirokawa and Gouran (EM Griffin, 2009:223) illustrate the analogy between groups and biological systems. The point is that the group must be able to accommodate the interests of all its members if it wants to survive and advance. As a system, farmer groups have challenges and obstacles from within and without.

According to Barry Collins and Harold G (Stephen W. Littlejohn and Karen A. Foss, 2008:230), there are two types of problems in groups: task and communication challenges. Group dynamics in a group is natural, and action is still needed to solve these challenges both from tasks and related to communication between members.

This study hopes that the main factors that encourage farmer empowerment as members of farmer groups in the Baserah area of Kuantan Singingi Regency will be found. Furthermore, a new study can help to develop methods and policies to increase the participation of farmers and farmer groups in development.

The research question in this study is what is the form and role of communication in groups to empower farmers in a farmer group? This study aims to determine the communication factors influencing farmer groups in empowering their member farmers. While the purpose of this study is to find out the obstacles, farmers face in farmer groups and get references to make policies that are more in line with conditions in the field.

2. LITERATURE REVIEW

Definition of Communication

The term communication or in English communication comes from the Latin word communication and comes from the word communis, which means the same, which means the same meaning. (Effendy, 2006: 9). In the process of communication, there must be similarities in its elements so that they can agree at the time of exchanging thoughts and understanding between the source and the recipient. The communication can be successful if there is an understanding between the source and the receiver.

Communication is defined differently for each communication expert. Experts tend to see communication and human phenomena from their point of view. However, the authors are interested in the definition made by Richard West & Lynn H. Turner; they argue that communication is a social process in which individuals use symbols to create and interpret meaning in their environment. (Yasir, 2009:7)

From the definitions presented, it can be concluded that communication is a process in which a communicator has a message or information to convey, then conveys it to other people or what we call the communicant to find out the effect of the communicant, after receiving information from the communicator so that it has the same meaning.

Corporate Social Responsibility

Social responsibility (Corporate Social Responsibility) is one of the contributions made through community relations programs known as CSR activities following policies issued by the government in the form of Law no. 40 of 2007 concerning Limited Liability Companies Chapter V Article 74 mentions social and environmental responsibilities, namely:

- The Company running its business activities in the field of funds or related to natural resources is required to carry out Social Responsibility.

- Social and environmental responsibilities, as referred to in paragraph (1), are the company's obligations which are budgeted and calculated as the company's costs, the implementation of which is carried out with due observance of compliance and fairness.
- Companies that do not carry out the obligations referred to in paragraph (1) are subject to sanctions following the provisions of laws and regulations.
- Government Regulation regulates further provisions on Social and Environmental Responsibility.

In this study, the Community Development program of PT RAPP Estate Baserah that the researcher will examine is the One Village One Community program which is a special program and has a long period.

Laswell Theory

According to Harold Laswell, the components of communication and the communication process in an interrogative sentence: Who says what in which channel to whom with what effect. Based on the Laswell formula, the communication components are Source (who), Message (says what), Channel (in with channel), Receiver (to whom), and Effect (with what effect).

According to Lasswell, communication is a process of delivering messages through the media to communicants that cause specific effects. Lasswell's communication model describes a scientific study of the communication process that focuses on the various derivatives of each communication element and is simultaneously the answer to the questions he has put forward. The five elements of communication are:

- communicator/source/sender
- Message or messages.
- Media or channels.
- Communicate/communicate/message recipient
- Effects or effects.

Group Communication

Group communication occurs between several people in a tiny group, such as in meetings, meetings, conferences, and others. Michael Burgundy defines group communication as face-to-face interaction between three or more people with known goals, such as sharing information, self-preservation, and problem solving, in which members can correctly recall the personal characteristics of other members. The two definitions of group communication above have something in common: face-to-face communication and having a specific arrangement of work plans to achieve group goals.

Group is defined as a group of people with a common goal who interact to achieve a common goal, get to know each other, and view themselves as part of the group. This group, for example, is a family, discussion group, problem-solving group, or committee holding a meeting to make decisions. Group communication also involves interpersonal communication.

Therefore, most interpersonal communication theory applies also to group communication.

The characteristics of group communication are as follows:

- a. The group communicates face-to-face;
- b. The group has few participants;
- c. The group works under the direction of a leader;
- d. The group shares common goals or objectives;
- e. Group members influence one another.

Because the number of communicants has consequences, this type is classified into small and large group communication. The basis of classification is not a number that is calculated mathematically but the opportunity for the communicant to convey his response.

One Village One Community (Ovoc)

Definition

One Village One Community (OVOC) is one of the programs in Community Development (CD), which is a program of the Integrated Farming System (IFS). This program was started in 1999. The components of IFS include livestock raising, food crop improvement, horticulture, and aquaculture. Bargaining in a sustainable composite system. The development of the IFS program has taken place in 83 villages and 117 farmer groups, with several partners and 2,143 families.

Purpose and Background

The One Village One Community (OVOC) program is based on efforts to prosper the community's economy and make the company and community integrated within the operational environment of PT RAPP. It is the company's obligation to improve the welfare of the community through CSR programs.

OVOC Commodity Program

The OVOC program with a variety of ongoing commodities includes:

1. Padang Island Estate with pineapple commodity, development in 4 villages.
2. Mandau Estate, with guava honey, banana, and jackfruit commodities, developed in 3 villages.
3. Estate Baserah with lime and watermelon commodities, development in 7 villages.
4. Mill Area with commodities of pineapple, chili, crystal guava, and honey guava, development in 4 villages

5. Estate Tesso with crystal guava commodity, development in 1 village.
6. Estate Cerenti with cattle commodity, development in 1 village.
7. Artificial estate with guava and durian montong commodities, development in 2 villages.
8. Estate Logas with lime and fishery commodities, development in 2 villages.
9. Meranti estate with rice commodity, development in 2 villages.
10. Futong with pineapple commodity, development in 1 village.
11. Langgam Estate with banana commodity, development in 1 village.
12. Pelalawan Estate with the commodity of manga and guava, development in 2 villages.

3. RESEARCH METHOD

This study uses a qualitative method with a descriptive approach. Qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects, such as behavior, perceptions, motivations, actions, and others., holistically, and through descriptions in the form of words and language, in a particular natural context and by utilizing various natural methods (Moleong, 2012:6)

The research was conducted at PT Estate Baserah, Kuantan Singingi Regency. The address is Pangean Village, Baserah City, Kuantan Hilir District, Kuantan Singingi Regency. This research was carried out for 3 months in the April-July 2018 period. The data collection technique was by conducting interviews, observations and documentation. The data analysis technique in this study uses the Miles and Huberman Model data analysis technique which includes data reduction, data presentation, and conclusion drawing.

4. RESULT AND DISCUSSION

In this discussion, researchers will describe the results of research on how the communication results of the fertile prosperous village farmer group assisted by PT RAPP Estate Baserah, Kuantan Singingi Regency, with reference to Lasswell's communication theory:

1. Source (who)

It is an institution or organization that needs to communicate or decides to communicate by conveying information, ideas, attitudes, and feelings to others. In this study, the communicator in carrying

out the OVOC program is the PR of PT RAPP Estate Baserah, who is mandated directly by the Community Development sector and a coach who will direct the management in each village.

2. Message (says what)

Communication messages can take many forms. We send and receive these messages through a combination of our senses. Although we usually think of messages as verbal (oral or written), this is not the only message type. We also communicate nonverbally (without words). For example, the clothes we wear and how we walk, shake hands, shake our heads, comb our hair, sit, and smile. In short, everything we express in communication. (Daryanto, 2012: 195). The message conveyed in the OVOC program is in the form of procedures for managing OVOC activities, which the company directly fosters.

3. Channel (in with channel)

A communication channel is a medium through which a message travels. Very rarely does communication take place through only one channel. Therefore, we use two, three, or four different channels simultaneously. For example, in face-to-face interactions, we talk and listen (voice channel). , but we also give bodily cues and receive these cues visually (visual channel). We also emit and smell odors (olfactory channel). Besides that, we often touch; this is also communication (tactile channel) (Daryanto, 2012: 195-196).

Because the company directly fosters this program, the facilities are as needed. More refers to direct communication between the company and the beneficiaries.

4. Recipient (to whom)

The recipient is usually referred to as the audience, target, reader, listener, viewer, audience, decoder, or communicant. The audience is one of the actors in the communication process. Therefore, the audience element should not be ignored because the audience primarily determines the success or failure of a communication process. A communication activity boycotted by the public is certain that communication will fail in achieving its goals. Recipients in the study of communication can be individuals, groups, and communities. A communicator has to find out who will be the audience before the communication process takes place (Hafied, 2012:171).

Beneficiaries of this program are farmer groups registered as partners in each village implementing the program. Among them: Suka Maju farmer groups,

Muara Sianok, Subur prosperous, Fajar Andalan, Air Flow, Tunas Harapan, Laskar Mandiri, and Mitra Tani.

5. Effect (with what effect)

Communication always affects or impacts one or more people involved in the act of communication. In every act of communication, there is always a consequence. For example, it may gain knowledge or learn how to analyze, synthesize or evaluate something as an intellectual effect or cognitive impact. Second, it may acquire new attitudes or change attitudes, beliefs, emotions, and feelings this is an effective impact. Third, it may acquire new ways or movements, such as how to throw a ball or paint. In addition, appropriate verbal and nonverbal behavior; is a psychomotor impact or effect. (Daryanto, 2012: 197-198)

Researchers will see the impact or influence of the company on the beneficiaries, which will be seen by changes in attitudes, behavior, and knowledge.

Several facts were found from the results of interviews and observations from the field. Interviews and observations show the closeness of the results to the informants who are members of the same group. This also applies to informants from different farmer groups as long as they communicate continuously, directly or indirectly.

In participating in the activities of the farmer group, it appears that they have the intention or purpose of joining the farmer group to participate in activities and interact with fellow farmers. The above participation becomes very meaningful for the respondents when it relates to assistance from companies/governments/other institutions and the ease of assistance with agricultural equipment. Informants' participation in farmer groups makes access to needs related to agriculture and farmer groups easier. Convenience is not obtained if you do not join a farmer group. Although it is not written in the group rules, the use of agricultural facilities and assistance is prioritized for members.

Personal closeness in the form of a neighborhood unit and community unit or even belonging to a family or family becomes a bond between the informant and other members of the farmer group. In addition, the similarity of mindset and level of education/experience also helps the closeness between informants in one group or with members of farmer groups.

Communication in farmer groups carried out by informants with fellow informants, and other members is often done face-to-face. Moreover, this harmony is also carried out by

informing, inviting, and reminding each other regarding group activities. Because members built the group within a dukuh area, it was not uncommon for small and personal conflicts to be dragged into farmer group discussions. This is in line with the opinion of Karl Weick (Stephen W. Littlejohn and Karen A. Foss, 2008:256) that the interactions formed in a group consist of each individual's actions, opinions, or behaviors.

Communication within the group is directly carried out through meeting forums or farmer meetings which are held regularly every month according to the schedule of each farmer group. In these activities, there are discussions regarding the development and improvement of agricultural knowledge and techniques and other matters related to it.

Festinger (Katja Corcoran et al., 2011: 120), a person expresses his opinion and his ability to compare with the opinions and abilities of people at the same level in the group. So that information and personal discussions are brought in or out of the farmer group forum. Small groups carry out this small discussion among group members. The small group was formed because of the similarity of mindsets, and there was an effort to influence each other's decisions among the small group members.

Discussing a problem within the farmer group is not uncommon to have debates between small groups. The tug-of-war between small groups colored the decision-making on a problem discussion. The communication impasse can be resolved through deliberation mediated by the group leader himself or someone who is considered a senior in the farmer group.

Fisher (EM Griffin, 2009:254) states that the group includes a system like an organization, company, or football club. So as a system, the number of members, organizational structure, and communication become complex. Information goes in and out of large and fast groups. Moreover, communication tools such as cell phones accelerate the flow of communication. Communication that occurs in farmer groups is spread both in and out. Anyone can convey information, and opinions can spread from within to outside the group.

With this communication established, a network or network. Stephen W. Littlejohn (Stephen W. Littlejohn and Karen A. Foss, 2008:260) said that the network is a social structure formed from communication between individuals and groups. The focus is on the connectedness between individuals in farmer groups. Respondents tend to communicate more often and form a network within the group.

In addition, because there is a common need for information, the ability of farmer group leaders to create good relations between fellow farmer groups, PT RAPP Estate Baserah, and government officials must be reliable. The flow of information, especially from the Government Office environment, often requires fast access and fast handling. Delays in receiving information and processing information are directly related to solving agricultural problems, providing assistance, and other administrative problems.

There are exciting things in this study regarding the role of a person/individual in each farmer group. Each informant said that there was someone in the group even though he was not the chairman, but his opinion was often prioritized. Rogers (Rogers, 1983:24) in a group, there is an opinion leader who provides information or instructions about innovation to other members. Opinion leaders can influence the attitudes of others and open themselves up as desired.

Group leaders can also become opinion leaders if they can actualize themselves in conveying all kinds of ideas, ideas, and technical abilities to their members. In addition, the leader's relationship with other groups is expected to encourage positive changes in farmer groups.

To improve the welfare of members, farmer groups are expected to become a forum for developing knowledge and agricultural techniques/other fields. This development can be pursued independently, namely by solving problems that occur in the environment around farmer groups through their own ideas. Alternatively, it can be through outside assistance.

And the most important thing is the delivery of the development evenly to the group members. So far, there are two ways to convey or disseminate this information to members: group members and resource persons. If through group members, it means that there is a role for group members to get information and innovation from outsiders and then convey this to group members. Meanwhile, resource persons are parties from outside the farmer group members who have the capacity to provide information and experience in the field in question.

When should the provision of information and innovation be considered? According to Rogers (Rogers, 1983:144), the most crucial decision in disseminating an innovation is the decision to initiate dissemination of the innovation to potential recipients. Decisions from managing farmer groups become the basis for delivering the information and innovations referred to.

The role of each member of the farmer group in applying the information and innovation is referred to as the final factor. Certain information and innovations can be implemented or postponed depending on the needs and abilities of the respondents in understanding and implementing them. Because this requires experience and capital, both equipment and costs.

5. CONCLUSION

From the above submission, the researcher concludes that in a farmer group, the relationship between members forms a communication network. The communication network spreads back and forth because each member has a role as a source of information.

Within the group, small groups are based on emotional closeness and mindset. Both individuals and small groups seek to influence decisions in farmer groups in solving a problem. In addition, some parties become opinion leaders, namely those who can direct others in achieving a goal. Dissemination of information and innovation within the group is attempted equally so that each member farmer can develop his ideas and techniques. In addition, implementing innovations that each member has accepted can be better pursued through teamwork. It is influenced by ability, knowledge of theory and technique, as well as capital in carrying out a breakthrough or innovation.

In an effort to increase farmer empowerment in a farmer group, the above factors must be managed. Members are not seen as separate individuals from one another. The development of a person cannot be separated from relationships with other people. Emotional closeness and similarity of thought patterns are the bonds between farmer groups.

REFERENCES

- Butterick, Keith. 2014. *Pengantar Public Relations Teori dan Praktik*. Jakarta: PT. Raja Grafindo Persada
- Cangara, Hafied. 2012. *Pengantar Ilmu Komunikasi*. Jakarta: PT. Raja Grafindo Persada
- Corcoran, K., Crusius, J., & Mussweiler, T. (2011). *Social Comparison: Motives, Standards, And Mechanisms*. In d. Chadee (ed.), *Theories in Social Psychology* (hal. 119-139). Oxford, UK: Wiley-Blackwell.
- Danandjaja. 2011. *Peranaan Humas dalam Perusahaan*. Yogyakarta: Graha Ilmu
- Daryanto. 2012. *Ilmu Komunikasi*. Bandung : SAS
- Effendy, Onong Udjana. 2006. *Ilmu Komunikasi Toeri dan Praktik*. Bandung: Remaja Rosdakarya
- Endraswara, Suwardi. 2012. *Metodologi Penelitian Kebudayaan*. Yogyakarta: GADJAH MADA UNIVERSITY PRESS.

- Griffin, EM. 2009, *A First Look at Communication Theory*, Seventh Edition. New York : The McGraw Hill Companies.
- Littlejohn, Stephen W. & Karen A. Foss.2008. *Theories of Human Communication*. Belmont:Thomson Wadsworth.
- Moleong. 2012. *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: PT Remaja Rosdakarya.
- Muhadjir, Noeng. 1996. *Metodologi Penelitian Kualitatif*. Yogyakarta: Rake Sarasin.
- Roger, Everett M..1983. *Diffusion of innovations*. New York: The Free Press.
- Sugiyono.2010. *Metode Penelitian Kuantitatif Dan Kualitatif*. Bandung: Alfabeta.
- Yasir.2009. *Pengantar Ilmu Komunikasi*.Pekanbaru: Pusat Pengembangan Pendidikan Universitas Riau.
- Huraerah, Abu dan Purwanto. 2006. *Dinamika Kelompok*. Bandung : PT.Refika Aditama.
- Uchjana, Onong Effendy. 1986. *Dinamika Komunikasi*. Bandung: PT.Remaja Rosdakarya.
- .

COMMUNICATION MODEL OF LAND DISPUTE CONFLICT BETWEEN COMPANIES AND COMMUNITIES IN PELALAWAN DISTRICT

Belli Nasution¹, Anuar Rasyid², Suyanto³, Hevi Susanti⁴

¹²³⁴ Faculty of social and political science, University of Riau

ARTICLE INFO

Corresponding author:

Nasution@lecturer.unri.ac.id

rasyid@lecturer.unri.ac.id

Suyanto@lecturer.unri.ac.id

hevi.susanti@lecturer.unri.ac.id

Citation:

ABSTRAK

Banyak wilayah di Indonesia yang berkonflik lahan, baik di perkotaan maupun di pedesaan, baik antar masyarakat maupun antar perusahaan. Sebagian besar konflik lahan yang terjadi disebabkan oleh ekspansi perusahaan perkebunan kelapa sawit dan hutan tanaman industri (HTI). Ini adalah hasil keputusan pejabat publik untuk memberikan izin konsesi kepada perusahaan. Izin ini diberikan atas tanah yang telah digunakan dan diusahakan oleh penduduk. Sehingga masyarakat yang tidak menerima kasus tersebut akan melaporkan kasus tersebut kepada pemerintah daerah yang berwenang. Di Kabupaten Pelalawan, sebagian besar konflik yang terjadi adalah antara masyarakat dengan perusahaan. Salah satu yang terjadi adalah konflik lahan antara masyarakat Kecamatan Kerumutan Kabupaten Pelalawan dengan PT. Sari Lembah Subur. Menurut kedua belah pihak, tanah itu milik mereka. Menurut tokoh adat, tanah tersebut milik masyarakat karena sudah ada sebelumnya, sedangkan PT. Sari Lembah Subur beroperasi setelah adanya komunitas. Masyarakat sudah ada di Kecamatan Kerumutan ini sejak tahun 1960 saat PT. Sari Lembah Subur beroperasi pada tahun 1988. Lahan konflik yang dulunya semak belukar, kini telah berubah menjadi pohon kelapa sawit milik PT. Sari Lembah Subur. Konflik yang terjadi di Kecamatan Kerumutan hingga saat ini belum menemukan titik terang, karena konflik ini masih dalam proses penyelesaian oleh Pemerintah Daerah selaku mediator dalam kasus ini. Oleh karena itu, penelitian ini menganalisis dan mengembangkan model komunikasi konflik sengketa tanah antara perusahaan dengan masyarakat di Kabupaten Pelalawan. Penelitian ini bertujuan untuk (1) menganalisis dan mengembangkan model komunikasi konflik sengketa tanah antara perusahaan dengan masyarakat dan (2) Mengembangkan model komunikasi konflik sengketa tanah antara perusahaan dengan masyarakat. Metode penelitian yang digunakan adalah deskriptif kualitatif dalam penelitian. metode kualitatif untuk pengolahan data yang diperoleh dari lapangan melalui wawancara dan observasi lapangan. Subyek penelitian adalah masyarakat dan pemerintah daerah. Hasil penelitian ini adalah beberapa hal yang menjadi penyebab konflik di masyarakat Pelalawan yaitu tanah yang sudah diusahakan oleh masyarakat terpaksa dikembalikan kepada perusahaan karena tanah tersebut

termasuk dalam HGU perusahaan maka perusahaan akan memberikan ganti rugi tanah atau tanah masyarakat dapat ditukarkan oleh masyarakat tetapi hanya hak pakai yang tidak dapat menjadi hak milik, hal inilah yang membuat masyarakat akhirnya menuntut agar perusahaan dapat memberikannya sepenuhnya kepada masyarakat. Pemerintah dalam hal ini sudah maksimal membantu masyarakat agar masyarakat mendapatkan haknya namun perusahaan selalu tidak konsisten, sehingga hal ini selalu diulangi oleh pemerintah sebagai perantara. Model komunikasi yang digunakan dalam konflik tanah ini adalah model sederhana pertama yaitu SMCR, Model Komunikasi Linier (Adler dan Rodman), dan Model Komunikasi Interaksi.

Kata kunci: *model komunikasi, komunikasi konflik, konflik sengketa tanah*

ABSTRACT

Many areas in Indonesia conflict land, both in urban and rural areas, both between communities and between companies. Most of the land conflicts that occurred were caused by the expansion of oil palm plantation companies and industrial forest plantations (HTI). This is the result of a decision by a public official to grant concession permits to the company. This permit is granted on lands that have been used and cultivated by residents. So that people who do not accept the case will report the case to the competent local government. In Pelalawan Regency, most of the conflicts that occur are between the community and the company. One of the things that happened was a land conflict between the people of the Kerumutan Subdistrict, Pelalawan Regency, and PT. Sari Valley of the Fertile. According to both parties, the land belongs to them. According to the traditional leaders, the land belongs to the community because they have been in the area before, while PT. Sari Lembah Subur operates after the existence of the community. The community has been in this Kerumutan District since 1960 while PT. Sari Lembah Subur operated in 1988. The land in the conflict used to be shrubs, but now it has been turned into oil palm trees belonging to PT. Sari Valley of the Fertile. The conflict that occurred in the Kerumutan sub-district until now has not found a bright spot, because this conflict is still in the process of being resolved by the Regional Government as the mediator in this case. Therefore, this study analyzes and develops a communication model for land dispute conflicts between companies and communities in Pelalawan Regency. The objectives of the research are (1) to analyze and develop a communication model for land dispute conflicts between companies and the community and (2) to Develop a communication model for land dispute conflicts between companies and the community. The research method is descriptive

qualitative used in research. qualitative method for processing data obtained from the field through interviews and field observations. The research subjects are the community and local government. The results of this study are several things that cause conflict in the Pelalawan community, namely, land that has been cultivated by the community is forced to be returned to the company because the land is included in the company's HGU, the company will provide compensation for land or community land can be exchanged by the community but only usufructuary rights cannot become property rights, this is what makes the community finally demand that the company can give it completely to the community. The government in this case has maximally helped the community so that the community gets their rights but the company is always inconsistent, so this is always repeated by the government as an intermediary. The communication model used in this land conflict is the first simple model, namely SMCR, Linear Communication Model (Adler and Rodman), and Interaction Communication Model.

Keywords: communication model, conflict communication, land dispute conflict

1. INTRODUCTION

In our country, Indonesia, land or territory is the main element of a country. For the Indonesian people, who are both an agrarian and an archipelagic nation, land has a very important position in the context of the implementation of our lives as human beings. On the other hand, for the state and development, the land is a big capital for the implementation of state life in the context of the integrity of the Unitary State of the Republic of Indonesia (NKRI) and for realizing the greatest prosperity of the people. Therefore, the position and control of ownership, use, and utilization of land is a guarantee of legal and government protection.

In Indonesia, the land is one of the natural resources controlled by the state. This can be seen in Article 33 paragraph (3) of the 1945 Constitution of the Republic of Indonesia which states that "earth and water and the natural resources contained therein are controlled by the state and used for the greatest prosperity of the people". On September 24, 1960, it was ratified by the President of the Republic of Indonesia Soekarno and promulgated in the State Gazette of the Republic of Indonesia Number 104 of 1960, Law Number 5 of 1960 concerning the basic regulations on agrarian principles, better known as the UUPA.

Many areas in Indonesia conflict with this land, both in urban areas and in rural areas, both between communities and between companies. One of them is the province of Riau which

is known as one of the destinations for plantation businesses, especially oil palm plantations. Many residents cultivate oil palm as their main business. This causes the land to become the main source for developing oil palm plantations. That is what causes the land to become vulnerable to problems such as land conflicts. Throughout 2018, land conflicts that occurred in Riau Province doubled compared to 2017, even the number of conflicts in Riau Province in 2018 increased from the previous year by 28 percent with a total of 73 conflicts.

Land conflicts that occurred in the Regency/City of Riau Province such as land conflicts between the Kampar community and PT RAPP, land conflicts between communities that occurred in Rokan Hulu Regency, land conflicts between the community and PT Meridan Sejati in Siak Regency, land conflicts between the community and PT CDSL in Pelalawan Regency, and there are many more cases of land conflicts that occurred in Riau Province where most of the land conflicts occurred between the community and the company, this proves that there is overlapping of land ownership between the community and the company as well as incomplete proof of ownership.

One of the areas in Riau Province where land conflicts occur is Pelalawan Regency, most of the conflicts that occur are between communities and companies. One of the things that happened was a land conflict between the people of the Kerumutan Subdistrict, Pelalawan Regency, and PT. Sari

Valley of the Fertile. The chronology of the land conflict between the people of the Kerumutan sub-district and PT. Sari Lembah Subur, which started in 2017, is fighting over an area of 1,200 hectares. According to both parties, the land belongs to them. According to the traditional leaders, the land belongs to the community because they have been in the area before, while PT. Sari Lembah Subur operates after the existence of the community. The community has been in this Kerumutan District since 1960 while PT. Sari Lembah Subur operated in 1988. The land in the conflict used to be shrubs, but now it has been turned into oil palm trees belonging to PT. Sari Valley of the Fertile. The conflict that occurred in the Kerumutan sub-district until now has not found a bright spot, because this conflict is still in the process of being resolved by the Regional Government as the mediator in this case.

When viewed from the SOP and the main tasks of the land sub-section, the government is obliged in this regard.

Here are some important things that companies must pay attention to in overcoming many conflicts.

1. Preventing Destructive Conflicts
Various precautions can be taken before a destructive conflict occurs with the nature of damaging various facilities or the occurrence of a prolonged conflict.
2. Presenting Effective Communication
Of course, effective communication is one of the main objectives why mediation efforts are carried out to various methods of resolving conflicts.
3. Providing Application of Standard Rules
Third, there is an important aspect to be able to apply standard rules to employees in a company, both internally and externally.
4. Creating a Harmonious Work Climate
A more harmonious work climate is an interesting aspect of conflict management. Therefore, the goal must be clear so that it can provide many main benefits.

This of course expects the role of the government in charge of handling land conflicts, in particular, namely the Land Sub-Section of the Pelalawan Regency Secretary to be able to handle conflicts that occur, this is also one of the tasks that must be carried out by the Land Sub-Section of the Pelalawan District Secretary. It is hoped that the handling is carried out by applicable rules and regulations and is impartial to one of the conflicting parties, as well as being the party responsible for

handling the conflict and being able to handle it in a good way as stated in the fourth principle (4) of Pancasila, namely "people who led by wisdom and deliberation in representation" because deliberation is part of the identity of the Indonesian nation in resolving various social and cultural conflicts.

2. LITERATURE REVIEW

a) Communication

Some concepts and theories in communication: Initially Berlo (1960) made communication simpler. This formula is known as "SMCR," namely: source (sender), message (message), channel (channel - media) and receiver (receiver) (Nasution & Anuar, 2018; Rasyid et.al., 2015a; Rasyid et. al. 2015b). In addition to Shannon and Berlo, it is also noted that Osgood, Miller (in Cangara 2012) and DeFleur (1982) added another element of effects and feedback as a complement in building perfect communication (Nasution & Anuar, 2019a; Nasution & Anuar, 2019b; Rashid, 2019a :). He is of the view that communication disorders are also an important element that must be considered in the communication process (Rasyid, 2017; Rasyid & Evawani, 2018; Yohana, et.al. 2019). The definition of the elements of communication include:

1. The source is often called the sender, communicator, source, sender, or encoder is a person or group of people or an organization/institution that takes the initiative to convey the message.
2. The message referred to in the communication process is something that is sent by the sender to the recipient. Messages can be in the form of symbols or signs such as written or spoken words, pictures, numbers, or gestures. In English, the message is usually translated as message, content, or information.
3. Channel/media, which is something that is used as a tool to transfer/deliver messages from the source to the recipient. For example, in the context of face-to-face interpersonal communication using the five senses and airwaves. Furthermore, print media and electronic media that are commonly used include; for example telephone, radio, letters, newspapers, magazines, TV, the internet, and others.
4. The recipient is the party who is the target of the message sent by the source. The recipient can be one or more people, it can be in the form of groups, parties, or countries. Receivers are usually referred to by various terms, such as audience, target,

communicant, or in English called audience or receiver.

5. Effect/affect/influence is the result that occurs to the recipient/communicant.
6. Feedback/feedback/feedback is feedback from the recipient/communicant on the message it receives.
7. Environment or situation are the determining factors that can affect the course of communication. These factors can be classified into four types, namely the physical environment, the socio-cultural environment, the psychological environment, and the time dimension.
8. Noise, namely physical or psychological factors can hinder or interfere with the smooth communication process. Noise can occur at the source, message, media, or receiver. Physical factors, for example, noise, noise, and air temperature, thus affect the level of concentration. Psychological factors such as fear, emotion, "emotional" (Nasution & Anuar, 2018; Rasyid et.al., 2015a; Rasyid et.al. 2015b)

Figure 1. Modification of communication elements from several experts

Many experts consider that communication is a very fundamental need for a person in social life (Cangara 2012). The term communication comes from Latin, namely *communication* which means an exchange notification, and the adjective *communis* which means general, together, or building togetherness between two or more people. (Effendy 2003, Wiryanto 2005, Cangara 2013). Dance and Larson in Vardiansyah (2004) argue that communication is a process of exchanging information to gain mutual understanding (Nasution & Anuar, 2018; Rasyid 2015a; Rasyid et.al. 2015b).

1. Communication Channels

Communication channels are tools used by message sources in conveying messages from the sender of the message to the recipient of the message. This channel is

considered a means of conveying information originating from the source to the recipient of information with various types of communication channels that can be used by the information conveyed. According to Rogers (2003), there are two kinds of communication channels that can convey messages about agricultural development or agricultural information, namely mass media channels and interpersonal channels. The same thing was also stated by Sendjaya (2008) that in general there are two communication channels to disseminate messages: personal communication channels (personal channels) and non-personal communication channels (non-personal channels) or commonly referred to as communication channels through mass media. Meanwhile, Cangara (2012) divides communication media into four groups. The four media groups or channels are interpersonal media, group media, public media, and mass media.

2. Communication

Communicant or *receiver* is the party who is the target of the message sent by the source (communicator). Receiver can also be referred to as audience, target, reader, listener, viewer, *audience*, *decoder*, or communicant. The success or failure of a communication process is largely determined by the recipient of the message. Recipients of messages in communication can be individuals, groups, and communities. A communicator must know who will be his audience before the communication process takes place so that the communication process can take place properly and the communication message can be conveyed. The receiver of a message has physical and psychological characteristics that make the receiver unique. The physical and psychological characteristics of the recipient of the message will affect the reception, interpretation, and evaluation of messages. The characteristics of the recipients of the message are the demographic, psychological, and behavioral characteristics of the receiver Sendjaya (2008).

3. Effect

The effect/effect/influence is the result that occurs on the recipient/communicant. In the CSR program, the desired effect is community empowerment. Therefore, the aspects that are used as the objectives of the CSR program to empower the community need to be considered properly. The effect or result of a communication, is the attitude and behavior of the individual, according to or not in accordance with what is desired by the communicator. If the individual's attitudes and behavior are appropriate, then

the communication can be said to be successful, and vice versa (Sendjaja 2008, Muhammad 2009, Cangara 2012).

4. Feedback

Feedback/feedback/*feedback* from the recipient/communicant on the message it receives. DeVito (1997) states that feedback is information sent back to the source. One of the benefits of the company's CSR program is the positive image of the community as its communicant. Therefore, impressions, perceptions, judgments, responses, opinions, and public trust must be maintained as well as possible (Sendjaja 2008). According to Cangara (2012) feedback is a form of influence emanating from the recipient. However, actual feedback also comes from other elements such as messages and media, even though the message has not yet reached the recipient. The long-term program goal of the company is a good company reputation.

5. Communication Environment

Environment or situation are the determining factors that can affect the course of communication. These factors can be classified into four types, namely the physical environment, the socio-cultural environment, the psychological environment, and the time dimension (Cangara 2012). The physical environment shows that a communication process can only occur if there are no physical barriers, such as geographic ones. Long-distance communication will be difficult if it is not supported by the availability of communication tools. Long-distance communication tools, such as telephones, *mobile phones*, post offices, or highways.

a. Communication

Model Communication model consists of the word model and communication. The model is a systematic and abstract picture, which describes certain potentials related to various aspects of a process (Book 1980) (in Cangara 2012). A model is a representation of a phenomenon, both real and abstract, by highlighting the most important elements of the phenomenon.

Linear communication is visualized by Adler and Rodman (2006) in Figure 2

Figure 2. Linear Communication Model (Adler and Rodman)

Second, communication as interaction is more dynamic than a linear process. The roles of sender and receiver are carried out alternately but are still source-oriented, therefore they are still mechanical and static. One of the elements added to this interaction approach is feedback, which is what the recipient of the message conveys to the source of the message as an indication of the effectiveness of the previously conveyed communication. This model is known as the SMCR Model as shown in Figure 3.

Figure 3. Interaction Communication Model (source: Mulyana 2007)

Third, communication as a transaction is seen as a process of forming meaning between two or more people. In the transactional model, communication is considered to take place when someone has interpreted the behavior of others both verbally and non-verbally. Wenburg and Wilmot (1973), Tubbs and Moss (1996), Ivy and Backlund (1994) (in Mulyana 2007) stated that communication as a transactional process is an attempt to share and obtain the same meaning. Adler and Rodman (2006) visualize the transactional model as presented in Figure 4. Transactional Communication Model (Source: Adler and Rodman 2006).

Figure 4. Transactional Communication Model (Source: Adler and Rodman 2006)

In the concept of transactional communication, communication is focused on the receiver as in the relational (Schramm 1973) and the convergent (Rogers and Kincaid 1981) in Adler and Rodman (2006). Both models (*relational* and *convergent*) are two-way information exchanges, taking into account the needs and the existence of knowledge sharing (*knowledge-sharing model*). This model has the main question "who is talking back to the who talks to them". This means that dialogic communication leads to mutual understanding, mutual agreement, and cooperation. The occurrence of mutual understanding means the formation of a relatively equal understanding among the communication participants about reality or the object of communication

Main Theories Concerning the Causes of Conflict

Public Relations Theory. Assuming that conflict is caused by ongoing polarization, distrust, and hostility between different groups in a society. Goals: improve communication and mutual understanding between groups experiencing conflict, as well as seek tolerance so that people are more receptive to the diversity that exists within them. **Human Needs Theory.** Assuming that deep-rooted conflict is caused by basic human needs (physical, mental and social) that are not being met or blocked.

Identity Theory. Assumes that conflict is caused by a threatened identity, which is often rooted in the loss of something or unresolved past suffering.

Conflict Transformation Theory. Assuming that conflict is caused by problems of inequality and injustice that arise as social, cultural, and economic problems.

planning, supervision, coordination, and even leadership can lead to conflicts between units/departments.

Conflict Overcoming Strategies

The emergence of conflict is not always negative, meaning that if the conflict can be managed properly, then the conflict can make a positive contribution to the progress of an organization.

Some strategies for overcoming conflict include:

Contending (competing), namely trying to implement a solution that is preferred by one party or the other; Yielding

(giving in) is lowering one's aspirations and being willing to accept less than what is desired; Problem Solving (problem-solving) is to find an alternative that satisfies the aspirations of both parties;

With Drawing (withdrawing) is choosing to leave the conflict situation both physically and psychologically. Withdrawing involves ignoring the controversy. Inaction (silent) does nothing, where each party waits for the other's next step, I don't know how long.

Methods for Dealing with Conflict

The methods that are often used to deal with conflict are the first to reduce the conflict, and the second to resolve the conflict. For the conflict reduction method, one of the most effective ways is to cool the problem down first (cooling things down). However, this method has not touched the real problem. Another way is to create a "common enemy" so that the members of the group unite to face the "enemy". This kind of method only distracts the group members who are experiencing conflict.

1. Domination or Suppression Method
2. Forcing
3. Persuading (Smoothing)
4. Avoidance
5. Majority Rule
6. Compromise

Method 7. Integrative Problem Solving Method

8. Competition Method

Conflict Resolution Technique

Referral is an effort to approach and desire to work together and live better relationships, for the common good.

Persuasion is an attempt to change the position of the other party, by showing possible losses, with factual evidence and by showing that our proposal is profitable and consistent with the prevailing norms and standards of justice.

Bargaining, is a settlement acceptable to both parties, by exchanging acceptable concessions. In this way, indirect communication can be used, without making explicit promises.

Integrated problem solving, is an effort to solve problems by integrating the needs of both parties. The process of exchanging information, facts, feelings, and needs takes place openly and honestly. Generating mutual trust by formulating

alternative solutions together with balanced benefits for both parties.

Withdrawal is a problem solving, in which one or both parties withdraw from the relationship. This method is effective if the two parties do not need to interact and are ineffective if the tasks depend on each other.

Coercion and suppression, this method forces and pressures the other party to surrender; It will be more effective if one party has formal authority over the other party. If there is no difference of authority, threats or other forms of intimidation can be used. This method is often less effective because one of the parties must give in and surrender by force.

Third-party intervention, If the disputing parties are not willing to negotiate or the efforts of both parties are deadlocked, then a third party can be involved in resolving the conflict.

Conflict Resolution with Third Parties

Arbitration: A third party listens to both parties' complaints and serves as a "judge" seeking a binding resolution. This method may not benefit both parties equally but is considered better than the emergence of mutually aggressive behavior or destructive actions.

Mediation: Using an invited mediator to mediate a dispute. Mediators can help gather facts, establish communication breakdowns, clarify and clarify issues and pave the way for integrated problem-solving. The effectiveness of mediation depends also on the talents and behavioral characteristics of the mediator.

Consultation: The goal is to improve the relationship between the two parties as well as develop their capacity to resolve conflicts. The Consultant does not have the power to decide and does not attempt to mediate. He uses a variety of techniques to increase the perception and awareness that the behavior of both parties is disrupted and dysfunctional, thus hindering the process of resolving the issue that is the subject of the dispute.

3. RESEARCH METHOD

A qualitative descriptive method was used in the study. qualitative method for processing data obtained from the field

through interviews and field observations. All the information collected is studied so that it becomes a unified whole. According to Sugiyono (2009), qualitative descriptive research is research that seeks to provide a clear and detailed picture based on the facts found in the field through interviews and observations and then draw a conclusion. Location and Time of Research This research will be carried out on the government and community in Pelalawan Regency. The research will be conducted for 8 months. Research Subjects and Objects. This research consists of objects or subjects that have certain quantities or characteristics determined by researchers to be studied and then conclusions are drawn (Sugiyono, 2005). The government and the community are the research subjects, while the object of this research is a communication model of land dispute conflicts between companies and communities in Pelalawan Regency. Data Collection Techniques Interview, Observation (Observation), Documentary.

4. RESULT AND DISCUSSION

The local living in Pelalawan Regency is the Malay ethnic community, as generally the Malay ethnic group in Indonesia has a local value system that serves as a guide in behaving in relationships. with the community and the environment in which they live. The value system that exists in this society will help the process of defining the norms, customs, and traditions that they have. This value system comes from the cultural heritage of their ancestors, among the Malay community it is known as customs, traditions, and resam. Apart from an ancestral inheritance, the value system in Malay society is also partly derived from the absorption of cultural values from outside which are adapted to the nature and atmosphere of the lives of members of the local community. In addition to functioning as a philosophy of life, this cultural value system is the identity of the Malay community in this area.

This value system has a very large role and function to regulate the behavior of community members so that community members do not lose their orientation in life and so become a reference in every behavior, thus allowing the passage of a social relationship between fellow community members as well as between community members and the surrounding environment.

Human Needs Theory. Assuming that deep-rooted conflict is caused by basic human needs (physical, mental and social) that are not being met or blocked. Things that are often at the heart

of the conversation are security, identity, recognition, participation, and autonomy. Goal: identify and work together on their unmet needs, and generate options to meet those needs. This will gradually cause friction so that it becomes one and then causes conflict in the community. The community has tried to get their rights by discussing with the government and the government has proceeded according to the applicable procedures, namely, they have written to the company so that they can discuss directly between the community and the company and the government as a mediator between the conflicting parties. The community has been waiting for several years for a settlement that can side with the community's demands, this is not only for parents but for the survival of the children and grandchildren of the community whose land is included in the PT.SLS HGU.

Conflict theory is principle negotiation theory. Assuming that conflict is caused by incompatible positions and different views on conflict by the conflicting parties. Goal: helping conflict parties to separate personal feelings from issues and enabling them to negotiate based on their interests rather than a fixed position. Then launch an agreement process that benefits both parties or all parties. The community has negotiated several times but this did not bring the results expected by the residents sometimes some residents were seduced by the company's persuasion so this was beneficial for certain parties from the community.

Conflict management includes several steps, namely: acceptance of the existence of conflict (avoided or suppressed/silenced), classification of conflict characteristics and structures, evaluation of conflict (if useful, then proceed to the next process), determining the actions required to manage conflict, and determining the role of planners as participants or third parties in managing the conflict.

To deal with any problems or conflicts that occur between the community and government companies, it is necessary to first determine the right strategy in every decision-making. So the government must determine the strategy that will be used for any issues circulating in the community. Functionally the government has a role, namely; First, the external function is an effort to provide information or messages by the policy direction and goals of the country concerned for the interests of the people. Second, the internal function of the government is to accept the aspirations or desires of the community which are harmonized for security in social life and the achievement of common goals. In this case, the role of the government as a

guarantor of security and law enforcement as well as creating a conducive and very decisive climate in the sustainability of the life of the community and companies (Uchjana, 1993:152)

5. CONCLUSION

The government as a mediator is a third party whose position is higher than the Source (PT.SLS) and receiver (society). The government acts as an intermediary for both parties to resolve the conflict. Then, the Source (PT.SLS) conducts two-way reciprocal communication regarding the demands of the Receiver (community) which is the cause of the conflict. The mediator through each party involved in the conflict through the negotiation process is expected to reach an agreement to make peace and give back the rights of the community. The results of the agreement are used to resolve conflicts that occur between the two parties. A peace agreement is agreed to reduce certain interests to create a common interest.

REFERENCES

- Arifin, Anwar. 2004. *Communication Strategy*. Bandung: Armieo.
- Barker, C. (2002) *Making Sense of Cultural Studies: Central Problems and Critical Debates*. London: Sage.
- Badri, Muhammad (2018) *Risk Communication in Forest and Land Fire Prevention in Riau Province*. Dissertation. Bogor. Bogor Agricultural University.
- Bogdan, RC, & Biklen, SKB (1998) *Qualitative Research for Education to Theory and Methods*. Boston: Allyn and Bacon, Inc.,.
- Bourdieu, P. (1986) *Distinction: A Social Critique of the Judgment of Taste*. New Edn. London: Routledge.
- Byker, D., & Anderson LJ, 2005, *Communication in Human Resource Development*, Atlantic Publisher, pp. 73.
- Cangara, H., 2011, *Introduction to Communication Studies*, Jakarta: Rajawali Pers. Cangara, Hafied. 2012. *Introduction to Communication Science*. Jakarta. King Grafindo Persada.
- Cutlip, SM, Center, AH, Broom, GM, 2006, *Effective Public Relations*, 9th Edition, Jakarta: Kencana Prenada Media Group.
- Creswell, JW (2003) *Research Design: Qualitative, Quantitative, and Mixed Method Approaches*. 2nd edn. Thousand Oaks, Calif.: Sage Publications.
- , 2013. *Communication Planning & Strategy*. Jakarta. King Grafindo Persada.
- Chaudhri V. 2014. Corporate social responsibility and the communication imperative: Perspectives from CSR managers. *International Journal of Business Communication*. 22(2):1–24.doi.0.1177/2329488414525469.
- , Wang J. 2007. Communicating corporate social responsibility on the Internet: A case study of the top

- 100 information technology companies in India. *Management Communication Quarterly* 21(1):232-239.doi. 10.1177/0893318907308746.
- Dahrendorf, Ralf. translation Ali Mandan 1986. *Conflicts in Industrial society*. Jakarta: Rajawali.
- Diesendorf M. 2000. *Sustainability and Sustainable Development*. Sydney: Allen & Unwin.
- Effendy, OU 2003. *Communication Theory and Practice*. Bandung. Youth Rosdakarya.
- David, F., 2002, *Concept Strategy Management*, Jakarta: Prehalindom, pp. 3.
- Dharmesta, Basu Swastha. (2002). *Modern Marketing Management*. Yogyakarta: Liberty.
- Ismaya, Sam. 2011. *Introduction to Agrarian Law*. Yogyakarta: graham science. Big Indonesian Dictionary (Third Edition). 2007. Language Center of the Ministry of National Education: Balai Pustaka.
- Effendy, O. 1992. *Communication Spectrum*. Bandung: CV Mandar Maju. 2007, *Communication Science Theory and Practice*, Bandung: Rosdakarya Youth.
- Findley, L. (2005) *Building Change: Architecture, Politics and Cultural Agency*. London: Routledge.
- Dawn, Marhaeni. 2009. *Communication Science: Theory and Practice*. Yogyakarta: Graha Ilmu. Fisher, B, Aubrey. 1986. *Communication Theories*. Bandung: Remadja Karya.
- Gitosudarmo, Indriyo. (2008). *Marketing Management*. Yogyakarta: BPFE.
- Hutcheon, P. (1999) *Building Character and Culture*. Westport: Greenwood Publishing Group.
- Jauch, LR, Glueck, WF, 1998, *Strategic Management and Corporate Policy*, Jakarta: PT. Erlangga, 3rd printing.
- Kellett, P. (2000) 'Voice From the Barrio, Oral Testimony and Informal Housing Processes',
- Lincoln, YS and Denzin, NK (2000) *Handbook of Qualitative Research*. 2nd ed edn. London: Sage Publications.
- Seizing Land And Changing Land Boundary Marks. WordPress. May 25, 2017. Murad, Rusmadi. 1991. *Settlement of Land Rights Disputes*. Bandung: Bandung Maju Moleong, J Lexy. 2005. *Qualitative Research Methods*. Bandung: Rosdakarya Youth.
- Moore, Frazier. 2004. *Public Relations: Building Image with Communication*. Bandung: Rosdakarya Youth.
- Moreno A, Capriotti P. 2009. *Communicating CSR, citizenship and sustainability on the web*. *Journal of Communication Management*. 13(2):157-175.
- Mulyana, Deddy. 2007. *Communication Science An Introduction*. Bandung: Rosdakarya Youth.
- Narbuko, Cholid, et al. 2005. *Research Methodology*. Jakarta: Nasution's Literary Earth, Belli. Anuar Rashid. 2018. *Implementation Of CSR Communication In Community Empowerment at PT. Mega Persada Energy*. International Journal of Research in Social Sciences. Vol. 27. No.1. http://www.ijsk.org/wp-content/uploads/2018/10/IJRSS_Vol27_P2_Sep18_Belli_Nasution.pdf
- Nasution, Belli. Anuar Rashid. 2019. *Conflict Communication: Analysis of conflict communication models and resolution of cross-country flow of goods in Meranti Islands Regency*. Garden of work: Pekanbaru.
- Rashid, Anuar 2019b. *Communication Research Methods*. UR Press: Pekanbaru

COMMUNICATION PLANNING OF THE TASK FORCE FOR THE PREVENTION AND HANDLING OF SEXUAL VIOLENCE ON CAMPUS

Siti Nursanti^{1*}, Yanti Tayo², Yuanita Setyastuti³, Firdaus Yunidharta⁴, Nina Sulistiyowati⁵

^{1,2,4}Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Singaperbangsa Karawang, Indonesia

³Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Lambung Mangkurat Indonesia

⁵Fakultas Ilmu Komputer, Universitas Singaperbangsa Karawang, Indonesia

ARTICLE INFO

Corresponding author:

siti.nursanti@staff.unsika.ac.id

Citation:

ABSTRAK

Sebagai upaya melindungi seluruh civitas akademika dan tenaga pendidik serta mahasiswa di lingkungan kampus dari tindakan kekerasan seksual maka Pemerintah Republik Indonesia melalui Peraturan Menteri Pendidikan dan Kebudayaan Nomor 30 Tahun 2021 memerintahkan pimpinan tertinggi di kampus membentuk satuan tugas pencegahan dan penanganan kekerasan seksual agar tidak ada lagi kekerasan seksual di kampus seperti yang pernah diberitakan sebelumnya. Tujuan penelitian ini adalah melihat sejauh mana perencanaan komunikasi yang dilakukan tim satuan tugas pencegahan dan penanganan kekerasan seksual di kampus guna mewujudkan lingkungan pendidikan yang aman dan nyaman bagi seluruh penghuni dan masyarakat disekitarnya. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus, narasumber yang digunakan dalam penelitian ini berjumlah 5 orang. Adapun hasil dari penelitian ini adalah Perencanaan komunikasi diawali dengan menyamakan persepsi antara tim satuan tugas bersama seluruh pimpinan fakultas dan mahasiswa tentang urgensi dari pembentukan tim tersebut, kemudian tim membuat sebuah angket yang dibagikan kepada dosen, mahasiswa dan tendik tentang pengalaman komunikasi serta pemahamannya terkait kekerasan seksual, hasil dari angket tersebut disusun guna menjadi dasar perencanaan komunikasi kegiatan yang akan dilakukan oleh tim satuan tugas guna melakukan pencegahan dan penanganan bagi mereka yang pernah mengalami kekerasan seksual di lingkungan kampus. Kesimpulan dari penelitian ini adalah diperlukan sebuah perencanaan yang cukup baik serta pendekatan kepada seluruh civitas akademika dan tenaga kependidikan agar mereka mau berterus terang dan menyatakan sikap jika terjadi kekerasan seksual disekitarnya dan memiliki keberanian untuk bertindak dan memutus mata rantai kekerasan seksual dimanapun mereka berada.

Kata kunci: Kegiatan Komunikasi; literasi kekerasan seksual; kampus aman; digital literasi

ABSTRACT

In an effort to protect the entire academic community and educators and students in the campus environment from acts of sexual

violence, the Government of the Republic of Indonesia, through the Minister of Education and Culture Regulation Number 30 of 2021, ordered the highest leadership on campus to form a task force for preventing and handling sexual violence so that there will be no more sexual violence on campus, as previously reported. The purpose of this study was to determine the extent of communication activities carried out by the task force team for the prevention and handling of sexual violence on campus in order to create a safe and comfortable educational environment for all residents and the surrounding community. This study uses a qualitative research method with a case study approach. The number of resource persons used in this study amounted to five people. The results of this study are that communication activities begin by equating the perception of the task force team with all faculty and student leaders about the urgency of forming the team. Then the team makes a questionnaire which is distributed to lecturers, students, and staff about communication experiences and their understanding of sexual violence. The results of the questionnaire were compiled to become the basis for planning communication activities that will be carried out by the task force team in order to prevent and treat those who have experienced sexual violence in the campus environment. The conclusion of this study is that a fairly good planning and approach to the entire academic community and education staff is needed so that they are willing to be honest and express their attitude if there is sexual violence around them and have the courage to act and break the chain of sexual violence wherever they are.

Keywords: involving communication; sexual violence literacy; campus safety; digital literacy

1. INTRODUCTION

Human resources, developing technology, and appropriate cash for growth are three major aspects of the country's development that become inputs in attaining national income (Nadhira Diva Saraswati, 2022). Because Indonesia is a developing nation with a vast population, it has an edge in developing human resources. The more Human Resources there are, the more money the country makes, which is good for the community's health. However, having a huge population is insufficient. Residents who will become human resources must be provided with provisions from an early age, one of which is a good education.

As education grows more vital, the 1945 Constitution declares that it is the right of every Indonesian citizen, guaranteed by law, and the Government of the Republic of Indonesia is completely accountable for its execution. In Ministerial

Regulation Number 30 of 2021, the government of the Republic of Indonesia told the Ministry of Education, Culture, Research, Technology, and Higher Education to put together a team to help stop and treat sexual assaults in universities.

The prevention and management of sexual assault at colleges is critical (Marfu'ah, Rofi'ah, & Maksun, 2021). This is owing to an increase in the number of occurrences of sexual assault, particularly against women and children. In 2014, there were 4,475 instances, which grew to 6,499 cases in 2015 (Komnas Perempuan, 2018). Universities are among these groups that contribute to a significant proportion of incidents. Sexual abuse has been reported at various campuses, both religious and public, according to Tirto.id and Tempo magazines. This is the situation at Malang's State Islamic University (UIN) (Zuhra, 2019), Maulana Malik Ibrahim, the University of Indonesia

(Hantoro, 2018), and the University of North Sumatra (Adam, n.d.).

Universities, as a central hub for intelligent individuals, do not guarantee sexual assault protection. Sexual assault at colleges is a troubling dichotomy. Higher education is a kind of educational institution that is charged with not just transforming knowledge but also ethics and morality. Furthermore, if the institution is an Islamic religious college that uses religious principles as a source of order, it encourages the use of the Tri Dharma of higher education. Regulations governing the prosecution of incidents of sexual assault on campus have not been widely applied. With the restrictions in place, not all institutions are prepared to act against abusers.

The management of sexual assault on campus is complicated since it involves not only violence but also norms and bureaucracy, as well as the quality of human resources (Nikmatullah, 2020). Regulations on the prevention and management of sexual violence on campus demonstrate the institution's commitment to providing a gender-friendly, sexual violence-free campus environment. Inequality in power relations, gender interactions, and rape culture may all lead to sexual violence. Inequality in power relations is considered as having the potential for those in positions of authority to misuse their power and perpetrate sexual violence against others seen to be weak or under their control. Lecturers have influence over students in the context of higher education, including mentorship, assignment, and assessment. As a result, unethical professors may use this power to commit sexual abuse against students while carrying out their duties. Meanwhile, gender disparity develops as a result of patriarchal gender construction in society, which positions males as superior, powerful, and aggressive, while women are inferior, submissive, and docile. As a consequence, women are at a disadvantage and at risk of sexual assault.

A task committee for dealing with and preventing sexual assault on campus was created in order to provide a safe and pleasant school environment. The purpose of this research was to investigate how the task force team's communication strategy for managing and preventing sexual assault in the school setting helped in handling and preventing sexual violence that happened on campus. This research was carried out at Singaperbangsa University, Karawang, utilizing qualitative research methodologies and a case study methodology.

2. LITERATURE REVIEW

Communication Strategy

According to Patterson, communication is defined as an endeavor to develop understanding among the actors of communication, whether carried out by people, groups, or organizations (Patterson, Radtke, & Radtke, 2009). Building an understanding in order to achieve the goals that have been set together, of course, necessitates a communication strategy that is planned in such a way that the communication carried out not only results in a common meaning, but also has the effect of changing behavior among the communicators. Rogers (Rogers, 1982) describes communication as the process of transmitting an idea from a source to one or more receivers with the goal of affecting their behavior. Gerber (E.D.Ardianto, 2011) defines communication as "social interaction via symbols and message systems." Tubss and Moss (Mulyana, 2014) say that communication is the process by which two or more people build meaning together.

Communication as a process is an activity that is carried out continually; thus, in order for communication to cause a change in attitude, an appropriate communication strategy must be developed. A communication strategy, according to Cangara (Cangara, 2020), must be meticulous and exact in deciding who says what to whom and how. Communication planning phases include: (1) identifying communication difficulties, (2) developing communication goals, (3) strategic planning stages, (4) operational planning stages, (5) evaluative planning stages, and (6) offering planning suggestions. It requires a concerted effort to equalize perceptions, which leads to a shift in communicators' attitudes; it needs a planned strategy with defined objectives to ensure successful communication. The word "strategy" is often regarded as a predetermined path that is subsequently followed to attain objectives. Quinn (Quinn, 1996) defines strategy as "a pattern or plan that combines objectives, policies, and key activities in a coherent connection." New developments in the industry mean that strategy is no longer just seen as a part of planning.

Patterson communicates the notion of strategy as Many applications of the word "strategic" are assumed or obscured when the term is overused. I recommend that when you hear the term, you consider which version is intended. The ideas mentioned in the definition may be observed from the expert opinions on strategy and communication above. Strategy includes the ideas of planning, goals, policies, actions, and a connection between them all. Communication, on the other hand, includes the ideas of processes, mutual effects, formation, and understanding (Patterson et al., 2009).

Middleton (1980), a communication planning specialist, defined communication strategy as the ideal combination of all

communication factors, beginning with the communicator, message, channel (media), receiver, and ending with influence (impact), intended to accomplish optimal communication objectives. It is an important part of choosing a communication strategy to avoid making huge mistakes that waste time, money, and resources. The strategic communications plan is an implementation strategy to assist the organization accomplish its programming objectives, Patterson said. It is a companion to the organization's strategic plan and expands on the organization's mission, vision, program goals and objectives, and business strategy.

The communications planning process establishes quantifiable objectives for reaching, educating, and inspiring audiences critical to the organization's purpose. The following are the seven stages in the strategic communications planning process: Step One: Planning Essential Building Blocks Step 2: Establish the Plan's Foundation: Situation Evaluation Step 3: Narrowing the Plan: Target Audiences Step 4: Gaining Audience Support: Goals for Communication Step 5: Publicize the Nonprofit Organization Step Six: Moving the Plan Forward: Vehicles and Dissemination Methods Step 7: Ensuring Plan Success: Measurement and Evaluation (Patterson et al., 2009).

A communication strategy is a communication plan that is implemented to assist a company in achieving its objectives. For an organization to be successful, it must have a vision, a purpose, and values that are based on what the members of the organization agree on. Patterson also said that strategic communications is the collection of objectives, goals, procedures, and tools that a nonprofit organization uses to communicate "consistent messages about its purpose, values, and successes" (Patterson et al., 2009). An organization's vision, purpose, and values must be communicated to all communication actors inside the business. Vision, purpose, and values must be communicated via statements that are easily comprehended by members of the company.

Sexual Assault

Handling sexual abuse at colleges is critical for a number of reasons. First, sexual harassment has a profound physical, social, and psychological effect on the victim. Second, many incidents go unreported because they are considered a shame or victims are pressured by offenders to remain silent. Third, sexual assault is seen as usual, so it does not become a pressing problem that must be addressed right away (Marfu'ah et al., 2021). Some forms of violence are not even considered sexual violence, such as catcalling, which involves expressing words in a loud voice with sexual overtones, such as screaming, remarking on women passing by on the street, or whistling,

poking, and holding specific body parts (Melati, 2019). These three reasons increase the campus's management and prevention of sexual assault.

Sexual violence is defined as not only a sexual act but also speech that targets a person's sexuality and is carried out through coercion, intimidation, threats, detention, psychological pressure, abuse of power, or by taking advantage of a coercive environment or against someone who is unable to give genuine consent (Komnas Perempuan, 2018). According to the proposed legislation on the Elimination of Sexual Violence, sexual violence includes actions that degrade, insult, assault, and/or otherwise harm a person's body, sexual desire, and/or reproductive function. This law specifically states that this activity is carried out by coercion and against someone's will. Sexual harassment is also known as unwanted attention or unwelcome attention. Sexual harassment is legally defined as the imposition of unwanted sexual demands or the establishment of sexually unpleasant circumstances.

Perpetrators of sexual harassment frequently exhibit a pattern of sexually harassing conduct. According to several of the descriptions above, there are at least two crucial factors in comprehending sexual assault, namely coercion and the lack of permission, which either directly or indirectly inflict injury on the victim. Sexual violence is more difficult to identify and address than other types of violence because it is inextricably linked to the idea of public morality. Women are regarded as symbols of virginity and honor in a patriarchal society; therefore, suffering sexual abuse is viewed as a dishonor. The stigma that emerges and grows in society is that women who are victims of sexual abuse are at fault, are labeled "seductive ladies," or lack morality. This presumption, including violence, is deemed suitable for women. With this belief, women who are victims of abuse do not dare and/or are hesitant to reveal what occurred, particularly while seeking assistance from social organizations.

Komnas Perempuan has published 15 different types of sexual assault. Rape; sexual intimidation; sexual harassment; sexual exploitation, including threats or attempted rape; forced prostitution; sexual slavery; trafficking of women for sexual purposes; forced marriage, including hanging divorce; forced pregnancy; forced abortion; forced contraception and sterilization; inhuman and sexual punishment; sexual harassment; traditional sexual practices that harm or discriminate against women; and sexual control, including contraception and sterilization. In reality, there may be more types of sexual assault than the fifteen listed above.

3. RESEARCH METHOD

The researchers used a qualitative method using a case study methodology in this study, which is a qualitative method. The case study preparation process is divided into three sections. The first step involves gathering raw data on people, organizations, programs, and locations of occurrence, which will be used to create case studies. The second stage is to compile or organize the cases acquired by compaction, summarizing the material that is still in raw form, categorizing and modifying it, and storing it in a single manageable and accessible file. The last stage is to write the final case study report in narrative style (Raco, 2010)

Researchers naturally approach issues from the perspective of study, immersing themselves in events and situations that occur in the context of research. Researchers are on different sides of events that occur throughout the observation process. Qualitative research, according to Bajari (Atwar Bajari, 2015), requires a high degree of naturalness. A researcher immerses himself or herself in several situations in order to get a comprehensive understanding of a scenario or event.

Case Study, as defined by Stake (K yin, 2018), is a research approach in which the researcher thoroughly explores a program, event, activity, process, or group of persons. Cases are time and activity-constrained, and researchers acquire comprehensive information utilizing different data-collecting approaches depending on a time constraints (Creswell & Creswell, 2018). In general, a case study is a better technique when the major topic of the research is "how or why," when the researcher has minimal influence over the events to be researched, and when the research focuses on current (now) happenings in the world. in a real-world setting (K yin, 2018). Case studies can help us learn more about how people, organizations, societies, and governments work (K yin, 2018).

According to Lincoln and Guba (Chase, 2008), case studies include the following characteristics: (1) Case studies are the primary method for emic research, offering perspectives on the issue under investigation; (2) the case study gives a detailed account that is comparable to what the reader encounters in daily life. (3) Case studies are a good way to demonstrate the link between researchers and respondents. (4) Case studies enable readers to discover internal consistency, which includes not only style and factual consistency but also trustworthiness; (4) The case study provides the necessary "explanation" for the assessment of transferability; and (5) Case studies are open to an assessment of the context, which contributes to the meaning of phenomena in that context (Mulyana, 2010). Researchers may choose cases by constructing objects out of individuals,

locations, programs, processes, and communities or social units. To be done in the time and with the resources available, the size and complexity of the case study object must be reasonable.

4. RESULT AND DISCUSSION

According to the Government of the Republic of Indonesia, Indonesia is now in the grip of a sexual violence emergency, with a rising number of complaints of sexual harassment reaching the university realm. The power difference between professors and students is one reason why sexual assaults happen in academic settings. Because of this, there need to be clear rules for everyone on campus. All institutions in Indonesia, including Singaperbangsa Karawang University, were mandated to organize a Task Force for the Prevention and Handling of Sexual Violence on Campuses by Ministerial Decree Number 30 of 2021. Singaperbangsa Karawang University, one of West Java's state universities, began the formation of a task force team for the prevention and handling of sexual violence on campus by forming a selection committee team for those who will become the task force team's daily management, consisting of lecturers, education staff, and students. The task force team for the prevention and management of sexual assault on campus must include all aspects of campus so that all parties feel accommodated and may express their opinion without being hindered by power dynamics.

The task force team on the prevention and management of sexual assault on campus developed a communication strategy after distributing surveys, conducting interviews, and having focus group discussions. There are three types of communication strategies for preventing and responding to sexual assault on campus: strategies for choosing the communicator, strategies for the message, and strategies for the media.

The communicator approach here is connected to the selection of who will be the communicator in the implementation of sexual assault prevention and management on campus. A group of lecturers and students are given extra tasks to become a task force team for the prevention and handling of sexual violence on campus if they have a good reputation, have never been involved in a case of sexual violence, and are good communicators.

The message selection method and communication channel that will be employed in the prevention and treatment of sexual assault on campus are the following steps. Talking about sexual assault, which is still forbidden to address, is definitely

not easy, especially on campuses with a more open culture and point of view. The situation of sexual assault on campus is only partly evident on the surface, leaving numerous hidden and difficult problems to uncover given the power dynamics that underpin the connection between university groups. As a task force team working to prevent and respond to sexual assaults on campus, we have to be very careful about how we word messages and which channels of communication to use so that the program works well.

Effendi (Effendi, 2001), in viewing it as a planning and management guide to fulfill the aims that have been specified, expresses a larger communication strategy. This demonstrates that communication planning is a component of a communication strategy. Communication strategy is a communication plan, which implies that it still has a place at the level of communication planning. This is similar to the point of view of Nina et al. (Mulyana, D., & Rakhmat, 1990), who say that communication planning is a written statement that lists the steps that need to be taken to bring about the desired change in behavior.

The first stage in developing a strategy is determining the organization's vision and purpose. The organization's vision and goal must be combined into a statement so that all communicators feel like they have a role in making the planned program a success. As a result of this, a program that takes into consideration the demands of an adequate program is required. Where the community is engaged in the development process, a top-down program strategy is required. This strategy necessitates the engagement of all stakeholders and an open dialogue, with an emphasis on empowering initiatives. This method is also called the participatory communication model (Melkote, 2006), which says that the participatory communication model has fixed the problems with participation theory by giving an analytical way to define the problem and measure the scale of participation activities, including communication.

People are no longer merely considered as audiences who watch or read what is broadcast in the era of media convergence and the emergence of the internet as a means for the media business to convey information. Internet capabilities make news more diverse, and people in the media industry do more than just educating people; they also include them in the process of co-creating discourse in a democracy (Nashrullah, 2012).

As a result, in the prevention and management of sexual assault on campus, the team opted to employ social media and digital-

based information mediums to ensure that messages reach everyone fast and without regard for location or time. According to Phil Jones, after considering who you need to connect with and the channels accessible to you, you need to also consider the time. Do you want to send the message to these folks right now, or should you wait until you're ready? Clearly, the decision will be influenced by the stakeholders' influence, strength, and participation in the transformation, as well as your intentions toward them (Phil Jones, 2008). Choosing the appropriate timing to transmit information is just as crucial as selecting the appropriate medium. Following the selection of the appropriate time to carry out the activity, a clear timeline or calendar of activities is required from day to day for each action to be carried out. The timetable must be made public so that each activity actor is aware of it and can implement it on time. Communication planners must take cultural factors into account when making a communication strategy. Climate and communication culture affect how a program is changed to fit a new environment.

It is certainly not an easy thing to solve and find problems in the midst of a very strong power relationship that occurs in the campus environment, but this is a challenge for the task force team to prevent and handle violence on campus considering the environment in which academics should be detached from things that make members of the organization feel insecure and comfortable. So, communication planning is very important for dealing with this problem, since changing people's behavior takes time and a clear plan so that the program's success can be measured later.

5. CONCLUSION

The rising number of occurrences of harassment and social violence in Indonesia has prompted the Government of the Republic of Indonesia to declare a sexual violence emergency. So, the Government of the Republic of Indonesia told everyone, including academics, to form a task force to prevent and deal with sexual assault. It is ironic that violence and sexual harassment have happened on various Indonesian university campuses. Singaperbangsa Karawang develops communication strategies to protect the safety and comfort of all lecturers, students, and education professionals on campus via the task force for the prevention and treatment of sexual and campus violence. Communication planning is organized into three categories: communicator selection strategy planning, message planning, and message dissemination medium planning. The communication strategy is then turned into a strategic plan, which outlines what will be done to make sure the campus is nice and safe for the people who live there.

6. ACKNOWLEDGEMENT

The author would like to thank Singaperbangsa Karawang University for facilitating the research and publication

REFERENCES

- Adam. (n.d.). Pelecehan Seksual di FISIP USU Disimpan Jadi Rahasia Jurusan Baca selengkapnya di artikel "Pelecehan Seksual di FISIP USU Disimpan Jadi Rahasia Jurusan." *Tirto.Id*.
- Atwar Bajari. (2015). *Metode Penelitian Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Cangara, H. (2020). *Perencanaan & Strategi Komunikasi*. Jakarta: PT. Raja Grafindo Persada.
- Chase, S. (2008). Narrative Inquire: Multiple lenses, approaches and voices. In *Collecting and interpreting qualitative materials*.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approach. Research in Social Science: Interdisciplinary Perspectives*.
- E.D.Ardianto. (2011). *Filsafat Ilmu Komunikasi*. Bandung: Simbiosis.
- Effendi, O. U. (2001). *Ilmu Komunikasi, teori dan Praktek*. Bandung: Rosda Karya.
- Hantoro. (2018). Cerita Pendamping Mahasiswi Korban Kekerasan Seksual di UGM. *Kompas.Com*. Retrieved from <https://nasional.tempo.co/read/1144104/cerita-pendamping-mahasiswi-korban-kekerasan-seksual-di-ugm>
- K yin, R. (2018). *studi kasus desain & metode*. JAKARTA: rajawali pers.
- Komnas Perempuan. (2018). CATAHU 2018: Tergerusnya Ruang Aman Perempuan Dalam Pusaran Politik Populisme. Catatan Kekerasan Terhadap Perempuan Tahun 2017. *Komnas Perempuan*. Retrieved from <https://komnasperempuan.go.id/catatan-tahunan-detail/catahu-2018-tergerusnya-ruang-aman-perempuan-dalam-pusaran-politik-populisme-catatan-kekerasan-terhadap-perempuan-tahun-2017>
- Marfu'ah, U., Rofi'ah, S., & Maksun. (2021). Sistem pencegahan dan penanganan kekerasan seksual di kampus. *Kafa'ah Journal*, 11(1), 95–106.
- Melati, N. K. (2019). *Membicarakan Feminisme*. EA Books.
- Melkote, S. R. (2006). Everett M. Rogers and His Contributions to the Field of Communication and Social Change in Developing Countries. *Journal of Creative Communications*. <https://doi.org/10.1177/097325860500100109>
- Mulyana, D., & Rakhmat, J. (1990). Komunikasi antarbudaya. *Jurnal Kebudayaan*.
- Mulyana, D. (2010). *Metodologi Penelitian Kualitatif*. Bandung: Rosda Karya.
- Mulyana, D. (2014). *Ilmu Komunikasi: Suatu Pengantar*. PT Remaja Rosdakarya. Bandung.
- Nadhira Diva Saraswati. (2022). Arah Pengaturan Hukum Pencegahan dan Penanganan Kekerasan Seksual di Kampus Menurut Peraturan Menteri Pendidikan, Kebudayaan, Riset dan Teknologi NOMOR 30 Tahun 2021 Tentang Pencegahan Dan Penanganan Kekerasan Seksual Di Lingkungan Perguruan Tinggi. *Jurnal Hukum Mimbar Justitia*, 8(1), 115–137. Retrieved from <https://jurnal.unsur.ac.id/jmj/article/view/2464>
- Nashrullah, R. (2012). Internet dan Ruang Publik Virtual, Sebuah Refleksi atas Teori Ruang Publik Habermas. *Jurnal Komunikator*.
- Nikmatullah. (2020). Demi Nama Baik Kampus VS Perlindungan Korban: Kasus Kekerasan Seksual di Kampus. *Qawwam: Journal for Gender Mainstreaming*, 14(2), 37–53. <https://doi.org/10.20414/qawwam.v14i2.2875>
- Patterson, S. J., Radtke, J. M., & Radtke, J. M. (2009). *Strategic communications for nonprofit organizations: seven steps to creating a successful plan*.
- Phil Jones. (2008). *Communicating Strategy*. England: Gower Publishing Limited.
- Quinn, J. D. (1996). *The Strategy Process; Concept, Context, Cases, 3th Edition*. Prentice: Hall International Editions.
- Raco, J. R. (2010). *Metode Penelitian Kualitatif; Jenis, Karakteristik dan Keunggulannya*. Jakarta: PT Gramedia Widiasarana Indonesia.
- Rogers, E. (1982). *Communications Strategy For Agricultural Development*. USA: USA:AED.
- Zuhra, W. U. N. (2019). Dosen Predator yang Masih Berkeliaran di UIN Malang Baca selengkapnya di artikel "Dosen Predator yang Masih Berkeliaran di UIN Malang." *Tirto.Id*.

COMMUNICATION STRATEGY IN SOCIALIZATION TWO-WHEEL MOTOR VEHICLE TAX BLEACHING PROGRAM BY THE REGIONAL FINANCIAL MANAGEMENT AGENCY (BPKD) BENGKULU PROVINCE

Nopti Kurnia Illahi

Faculty of Social and Political Science, University of Bengkulu

ARTICLE INFO

Corresponding author:

noptiwitoni.85@gmail.com

Citation:

ABSTRAK

Penelitian ini dilatar belakangi adanya Program Pemutihan Pajak Kendaraan Bermotor (PKB) Roda Dua kepada masyarakat. untuk melaksanakan program tersebut diperlukannya strategi komunikasi dalam mensosialisasikan program kepada masyarakat. Penelitian ini bertujuan untuk mengetahui strategi komunikasi dalam sosialisasi program pemutihan Pajak Kendaraan Bermotor (PKB) roda dua kepada masyarakat oleh Badan Pengelolaan Keuangan Daerah (BPKD) Provinsi Bengkulu. Teori yang digunakan dalam penelitian ini adalah teori Anwar Arifin yaitu 6 (enam) teknik strategi komunikasi dalam mempengaruhi khalayak atau komunikan, yaitu Redudancy/Repetition, Canalizing, Informatif, Persuasif, Edukatif, dan Kursif (Cursive). Penelitian ini menggunakan pendekatan kualitatif deskriptif. Informan dari penelitian ini adalah orang-orang yang terkait langsung dalam sosialisasi program pemutihan Pajak Kendaraan Bermotor (PKB) roda dua. Metode pengambilan data yaitu dengan cara wawancara, observasi dan dokumentasi. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber dan triangulasi teknik. Teknik analisis data melalui tiga cara yaitu mereduksi data, menyajikan data, dan terakhir menarik kesimpulan. Berdasarkan hasil penelitian, bahwa Badan Pengelolaan Keuangan Daerah (BPKD) telah melaksanakan 6 (enam) teknik strategi komunikasi dalam sosialisai program pemutihan Pajak Kendaraan Bermotor (PKB) roda dua. Penerapan teknik strategi seperti Redudancy/Repitition, Persuasif dan Kursif (Kursive) telah berjalan dengan baik, sedangkan teknik strategi secara Canalizing, Informatif dan edukatif belum berjalan dengan efektif dalam mempengaruhi khalayak atau masyarakat dalam membayar Pajak Kendaraan Bermotor (PKB) roda dua.

Kata kunci: *Pemutihan Pajak, Strategi Komunikasi ((Redudancy/Repetition, Canalizing, Informatif, Persuasif, Edukatif, dan Kursif (Cursive))*

ABSTRACT

This research is motivated by the existence of a Two-Wheel Motor Vehicle Tax Whitening Program (PKB) for the community. To implement the program, a communication strategy is needed in

disseminating the program to the community. This study aims to determine the communication strategy in the socialization of the two-wheeled Motor Vehicle Tax (PKB) whitening program to the public by the Bengkulu Province Regional Financial Management Agency (BPKD). The theory used in this research is Anwar Arifin's theory, namely 6 (six) communication strategy techniques in influencing audiences or communicants, namely Redundancy/Repetition, Canalizing, Informative, Persuasive, Educative, and Cursive (Cursive). This study uses a descriptive qualitative approach. Informants from this study were people who were directly involved in the socialization of the two-wheeled Motor Vehicle Tax (PKB) whitening program. The method of data collection is through interviews, observation, and documentation. The technique of checking the validity of the data uses triangulation of sources and triangulation of techniques. Data analysis techniques are carried out in three ways, namely reducing data, presenting data, and finally drawing conclusions. Based on the results of the study, the Regional Financial Management Agency (BPKD) has implemented 6 (six) communication strategy techniques in the socialization of the two-wheeled Motor Vehicle Tax (PKB) whitening program. The implementation of strategic techniques such as Redundancy/Repetition, Persuasive and Cursive (Cursive) has been going well, while the Canalizing, Informative and educative strategy techniques have not run effectively in influencing the public or the public in paying Motor Vehicle Tax (PKB) two-wheelers.

Keywords: Tax Whitening, Communication Strategy ((Redundancy/Repetition, Canalizing, Informative, Persuasive, Educational, and (Cursive))

1. INTRODUCTION

The rapid development of communication technology triggers the disclosure of information. The use of technology by society makes the world of technology increasingly sophisticated. Communication that used to take a long time to deliver, now with technology everything becomes very fast and seems to be without distance. This is due to faster access to information in everyday life. We can find out what is happening in other areas or even in other countries. One of them is in the field of communication technology such as smartphones and the internet, making humans increasingly improve their communication methods. In theory, communication is defined as a message delivered by a communicator through oral or media intermediaries to the communicant in the hope that the communicant will provide feedback on the message conveyed.

In conveying information to the public, it is necessary to use the mass media as a connecting tool.

According to Cangara, (Handayani & Yahya, 2017), mass media is a tool used to convey messages from sources to audiences (recipients) using mechanical communication tools such as newspapers, films, radio, and television. The influence of mass media is different for each individual. This is due to differences in mindset, differences in nature that have an impact on attitude making, daily social relationships, and cultural differences. Mass media is one form of technological progress in the field of information and communication.

The Bengkulu Province's Original Regional Revenue consists of four components, namely Regional Taxes, Regional Levies, Separated Regional Assets Management Results, and other Legitimate PAD. Two components of PAD, namely Regional

Taxes and Regional Levies, have an important role in financing regional government and development. Policies for regional taxes and regional levies are implemented based on the principles of democracy, equity and justice, community participation, and accountability by taking into account regional potential. Funds obtained from regional taxes and regional levies are used to improve services to the community and regional independence.

The Bengkulu Province Regional Financial Management Agency is a regional apparatus organization that has the main objective and function of managing regional income as a source of regional financing in carrying out regional development. In 2021 the Bengkulu Province Regional Financial Management Agency will carry out a motor vehicle tax whitening program (PKB). The Bleaching Program is also part of the 18 (eighteen) strategic program continued for the second period, namely the Exemption of Tax for Two-Wheel Vehicles, from the Governor and Deputy Governor Dr. H. Rohidin Mersyah and Dr. E.H. Rosjonsyah for the period 2021-2024. The whitening program is intended to encourage and assist the community in reducing the payment of the Two-Wheel Motor Vehicle Tax (PKB).

This bleaching program is also an effort by the Bengkulu Provincial Government to ease the burden on the community during the Covid-19 pandemic in 2020. This is also supported by Mr. Sepra's statement "that this program helps the burden on the community and only until December 22, 2021". The indicators for the success of the bleaching program can be seen from the realization of target data. In 2020 it was 212,935,527,139.21 with a realization of Rp. 230,746,716,600.00 or with a ratio of 108.36%. In 2021, Rp. 239,507,002,188.00 with a realization of Rp. 246,925,853,225.00 or with a ratio of 103.10%. From these data, it can be seen that there is an increase in income of 7.01%.

The success of achieving revenue targets in the Motor Vehicle Tax (PKB) revenue sector is certainly not only due to the whitening program but is also influenced by the role of the communication media. Communication media is considered to be the most effective in conveying information about the two-wheeled motorized vehicle tax (PKB) program. The use of this media is a communication strategy carried out by the Regional Financial Management Agency (BPKD) of Bengkulu Province. According to Anwar Arifin, communication strategy is a calculation of the conditions and situations that are faced and will be faced, to achieve effectiveness. Based on various expert opinions regarding the notion of communication strategy, it is concluded that communication strategy contains a broad

meaning but the goal is the same so that information can be well received and understood by the target.

The communication strategy carried out by the Regional Financial Management Agency (BPKD) of Bengkulu Province aims to convey information on the two-wheeled Motor Vehicle Tax (PKB) whitening program to the public in order to know, understand and change public awareness to pay taxes so that the expected implications of the program can increase the realization of Regional Original Income (PAD), especially the two-wheeled Motor Vehicle Tax (PKB). Various efforts were made by the Regional Financial Management Agency (BPKD) of Bengkulu Province to become a communication strategy in socializing the two-wheeled Motor Vehicle Tax (PKB) whitening program which is believed to be able to support the success of the program.

The purpose of this discussion is to find out the **Communication Strategy in the Socialization of the Two-Wheel Motor Vehicle Tax Whitening Program (PKB) by the Bengkulu Province Regional Financial Management Agency (BPKD)**.

2. LITERATURE REVIEW

Government Public Service to the Community

Public services are regulated in Law no. 25 of 2009 concerning Public Services, this regulation is intended to provide legal certainty in the relationship between the community and the organizers of public services. In addition, the regulation regarding public services aims to create clear boundaries and relationships regarding the rights, responsibilities, obligations, and authorities of all parties related to the implementation of public services; for the realization of a proper public service delivery system by the general principles of good governance and corporations; to fulfill the implementation of public services under the laws and regulations; and for the realization of legal protection and certainty for the community in the implementation of public services.

One of the public services carried out by the Bengkulu Provincial Government through the Bengkulu Province Regional Revenue Management Agency (BPKD) is to implement a tax whitening program or two-wheeled motorized vehicle tax relief. This PKB whitening or relief program aims to attract taxpayers' interest and ease the burden on taxpayers. This is also an effort by the Bengkulu Provincial Government to ease the burden on the community during the Covid-19 pandemic in 2021.

Understanding Motor Vehicle Tax

Of the large number of taxes that apply and are levied for regions, one of them is the Motor Vehicle Tax (PKB). In Law No. 28 of 2009 quoted under the name Motor Vehicle Tax, tax is collected for holding:

1. A motor vehicle that is driven by a motor that is powered by a charcoal generator or by using kerosene as fuel or a mixture of kerosene and gasoline, regardless of whether the motor is specifically intended for use with kerosene or with a mixture of kerosene and gasoline.
2. All other motorized vehicles, which are not driven by a motor use gasoline as a fuel.
3. Motor vehicles driven by motors that use only gasoline as fuel but have a permitted total weight of 5,500 kg or more and motorized vehicles driven by motors using only gasoline as fuel, which have a permitted total weight of 3,500 kg or more.
4. Motorized vehicles that have a permitted total weight of less than 3,500 kg, except those that have been subject to household tax or are exempt from household tax.
5. For motorized Vehicles as described by the two quotations above, several basic criteria can be drawn, including:
 - a. This tax is caused by the presence of motorized vehicles owned.
 - b. Taxes are collected from motorized vehicle owners as taxpayers.
 - c. determination of the amount of the tax burden is based on the size outlined
 - d. Motorized vehicles are seen as a complete and unified whole.

Communication Strategy

Communication or communication comes from the Latin, *communis*, this word contains the same meaning as the word *communico*, *communication*, or *communicare*, which creates the same meaning. That is, communication suggests thoughts, the same meaning is a condition for the birth of mutual understanding of the communication message conveyed. Therefore, the difference must be interpreted as a challenge to give birth to new cumulation activities. Wahid (2018: 2). Terminologically, communication also refers to the process of delivering a statement by one person to another. So in this sense involved in communication are humans. To make it easier to understand the process of communication strategy, there are two concepts of communication strategy:

1. Direct Communication

In direct communication between individuals and individuals, or individuals with groups, groups with groups, or groups with society, the influence of individual relationships is included in the understanding of this communication.

2. Media Communication

Media communication is a communication process carried out by using the media as a channel in its delivery. There are six important components in media communication, as follows;

1. Communicator
2. Media
3. Information (message)
4. Gatekeeper, (information selector)
5. Audience (public)
6. Feedback

Communication Strategy Objectives

According to Wayne Pace, Brant D Peterson, and M Dallas, there are 3 main objectives in implementing a communication strategy, namely as follows:

1. *To Secure Understanding*: to influence the communicant through messages conveyed to achieve certain goals.
2. *To Establish Acceptance*: After the communicant receives and understands the message conveyed, the message needs to be confirmed in the mind of the communicant to produce feedback that supports the achievement of communication goals.
3. *To Motive Action*: Communication always gives understanding which is expected to influence the communicant by the wishes of the communicator. So, it can be said that the communication strategy aims to create understanding in communicating, fostering, and motivating to achieve the actual goals desired by the communicator.

The tax relief program or the two-wheeled motorized vehicle tax relief program is one of the Bengkulu Provincial Government's programs to ease the public's burden of paying motorized vehicle taxes. To support or support the successful delivery of the program to the public, of course, it cannot be separated from communication strategies so that it can attract public interest as taxpayers pay taxes.

3. RESEARCH METHOD

This research is a descriptive qualitative research. Researchers collect existing data by existing events. The data sources of this research were obtained through literature study. Then the data

were analyzed by collecting data, reducing data, presenting data and then drawing conclusions.

4. RESULT AND DISCUSSION

Utilization of Social Media/ Socialization through the Website and Social Media of BPKD

One of the efforts made by the Regional Financial Management Agency (BPKD) of Bengkulu Province in socializing the Two-Wheel Motor Vehicle Tax Bleaching Program (PKB) to the public is by utilizing social media where various social media such as Facebook, Instagram, and WhatsApp are the media used by the public. Bengkulu Province Regional Financial Management Agency (BPKD) in conveying information about the Two-Wheel Motor Vehicle Tax Bleaching Program (PKB) to the public.

The use of social media is considered the most effective and efficient option to convey information about this whitening program. The use of social media today is indeed increasingly widespread, this is also a consideration that social media can reach the community more broadly and quickly. Not only able to penetrate the audience or society in urban areas but also can be accessed by people in rural areas. The purpose of using social media is so that the wider community can more easily find out about the Two-Wheel Motor Vehicle Tax Whitening Program (PKB) so that it is expected to be able to mobilize or make people aware of paying motor vehicle taxes.

Socialization through Mass Media

In addition to utilizing social media, the communication strategy carried out by the Bengkulu Province Regional Financial Management Agency (BPKD) in disseminating the Two-Wheel Motor Vehicle Tax Whitening Program (PKB) to the public is by utilizing mass media such as radio, television, newspapers. The mass media is also believed to be able to have a positive impact on conveying information related to the whitening program to the public, so that it can influence and raise public awareness in paying Motor Vehicle Tax (PKB).

Distribution and sharing of Pamphlet, Stickers

Other socialization activities were through the distribution and distribution of brochures, and pamphlets where the contents of the media contained information on the Two-Wheel Motor Vehicle Tax Whitening Program (PKB). This effort is expected to make the public as taxpayers aware of information about the two-wheeled motorized vehicle tax whitening program (PKB).

Installation of Banners and Billboards

These banners and billboards were placed in public places such as road junctions that were frequented by many people, thus

enabling the public to directly see the whitening program effectively and efficiently.

Service Support in All District/City UPTD PPD in the Bengkulu Province Region

In implementing the support for this program, the Bengkulu Province Regional Financial Management Agency (BPKD) through the Regency/City UPTD PPD within the Bengkulu province has several services to support the whitening program. Its services include:

1. Samsat Main Office
The Main Office Samsat is a vehicle tax revenue service through the main office in all districts/cities, namely: Bengkulu City, Kaur Regency, South Bengkulu Regency, Seluma Regency, Central Bengkulu Regency, North Bengkulu Regency, Kepahiang Regency, Rejang Lebong Regency, Regency Muko-Muko, Lebong Regency.
2. Mobile Samsat (Samling)
Mobile Samsat is a tax revenue service that is carried out by visiting taxpayers directly. Within one week, the Mobile Samsat schedule will be carried out 3 to 4 times in the Regency/City area. This Mobile Samsat is a service program implemented by all UPTD PPD Regency/City Bengkulu Province.
3. Samsat Wisata (SaWi)
Is a service that is carried out in a tourist attraction area. Where this reception service is intended to visit the ceramic center, to make it easier for taxpayers to pay vehicle taxes.
4. Excellent Service at the Bengkulu City Samsat Office
The Regional Technical Management Unit (UPTD) for Regional Revenue Management (PPD) or Samsat in Bengkulu City is a regional revenue manager located in the Bengkulu region.

Meanwhile, to support the two-wheeled motorized vehicle tax (PKB) program, UPTD PPD Bengkulu City (Samsat Kota) Bengkulu has several revenue services, including:



Tax Raid

The Tax Raid is a movement that aims to regulate taxpayer compliance, by going directly to the house or the taxpayer's place.

Support of the Bengkulu Province Samsat Development Team in the Success of the Two-Wheel Motor Vehicle Tax Whitening Program (PKB)

The Samsat Development Team is a team where the people in it are people who are involved in fostering the increase in Regional Taxes. The Samsat Guidance Team consists of the Provincial Financial Management Agency (BPKD), the Bengkulu Police Directorate of Traffic, and PT Jasa Raharja. The existence of the Two-Wheel Motor Vehicle Tax Whitening Program (PKB) is a joint task for the Samsat Development Team to make the program a success. In an effort to realize the success of the program, good relations and cooperation through Coordination Meetings (Rakor) between parties have become a medium for creating service programs to support the bleaching program. As has been done by the police by creating the Signal Application and also controlling compliance with taxpayers by visiting taxpayers directly, both at home and the place of business.

Communication Strategy in Socialization carried out by the Regional Financial Management Agency (BPKD) of Bengkulu Province

1. Redundancy (Repetition)

The redundancy or repetition technique is a way of influencing audiences by repeating messages to audiences. Meanwhile, in doing repetitions, it should be done with interesting and not boring variations. With this technique, many benefits are drawn, including that the audience will pay more attention to the message. Because it contrasts with messages that are not repeated and monotonous so that it will be more attentive.

Concerning the theory, it can be concluded that the redundancy or repetition communication strategy, which aims to influence the public or the public in paying Motor Vehicle Tax (PKB) has been carried out by the Bengkulu Province Regional Financial Management Agency (BPKD) in socializing the motor vehicle tax whitening program, BPKD utilizes social media and mass media to repeat messages to the people of Bengkulu Province.

First, the strategy of repeating messages using social media, namely utilizing Facebook, Instagram, and WhatsApp by continuously inviting, and socializing the two-wheeled motorized vehicle tax (PKB) program to the public. The repeated messages are formed or packaged in

various forms, namely in the form of images, writing or words as well as in the form of audio-visual. This media is considered effective and efficient enough to repeat messages and varies because nowadays people who are aware of technology cannot be separated from the internet and social media to find needs quickly such as information, shopping, and even entertainment.

Second, in addition to social media, BPKD carries out message delivery by using redundancy communication strategy techniques. Repetition is to use mass media, namely television, radio, and newspapers. In this media, the repetition of the message conveyed is in the form of audio-visual. In television media, messages are conveyed in the form of messages that are repeated and varied. First, the message is packaged in the form of an audio-visual invitation on local television media in Bengkulu City such as BE TV and RB TV. In addition, repetition of message delivery is also carried out in the form of interactive dialogues between the Regional Financial Management Agency (BPKD) on local television such as BE TV and RB TV, in which the dialogue contains an invitation to pay taxes and take advantage of the Wheel Motor Vehicle Tax Whitening Program (PKB).

2. Canalizing

According to Anwar Arifin (1994: 74) in his book explaining what is meant by Canalizing changing one's stance, opinion and attitudes is not an easy thing. It is strongly bound by the so-called frame of reference and field of experience. Anything that does not match this will be rejected by the audience. In fact, in order to influence the audience, one must first understand the frame of reference and field of experience of the audience, and then develop messages and methods accordingly. This is intended, so that the audience at the beginning can receive the message that we throw at him, then slowly change the pattern of thought and attitude that already exists, in the desired direction.

Associated with theory, it can be concluded that the Regional Financial Management Agency (BPKD) has carried out a Canalizing communication strategy well, BPKD has analyzed in advance what kind of message will be conveyed according to the character, motive, character, community environment itself so that the message to be conveyed right on target and under the desired goals and messages that reach the audience or society are effective so that they can be well received by the communicant or community.

The next Canalizing communication strategy carried out by BPKD is by socializing the Two-Wheel Motor Vehicle Tax Whitening Program (PKB) so that people are enthusiastic about paying taxes. Of course, BPKD has considered its communication strategy both in processing words or messages in the bleaching program so that it is easier for the public to understand the benefits or advantages of paying taxes through this whitening program.

In addition, it can be noted together in the writing of the pamphlet which is a BPKD communication strategy carried out to make it easier for the public to understand and remember the Two-Wheel Motor Vehicle Tax (PKB) whitening program. In addition, the researchers also analyzed that the canalizing technique used is not only by processing words or messages that are easy to understand but also by using the profiles of the Governor and deputy governor, Dirlantas, and also the Head of BPKD himself who invites the public to take advantage of the Motor Vehicle Tax whitening program. PKB) This Two Wheel.

3. *Informative*

Informative communication technique is to give a certain form to the content of a message to a certain audience, which by itself will produce certain effects as well. In the world of publicity or mass communication, one form of the informative message is known, namely a form of message content, which aims to influence the audience by providing information. Illumination means conveying something as it is, what it is, on top of facts and data as well as correct opinions. This informative technique is aimed at using the minds of the audience and is carried out in the form of statements in the form of information, information, news, and so on.

Associated with the theory, it is concluded that the Regional Financial Management Agency (BPKD) has carried out an informative communication strategy technique that has maximized where the BPKD from the beginning of the socialization stage of the two-wheeled PKB tax whitening program by utilizing the media as a means to convey information about the whitening program to the public such as the Website, Instagram, Facebook, WhatsApp and Mass Media (television, radio), Banners, Pamphlets, Billboards, Brochures and information support that can be obtained from the addition of several tax revenue services such as at the Samsat main office in all districts/cities, Mobile Samsat (Samling), Tax Gerbek, Samsat Virtu, Samsat Drive Thru, Samsat Wisata (SaWi),

Samsat Corner, Samsat Self Service, Signal (National Digital Samsat). From the explanations of several informants, the researcher can conclude that all stages of this socialization have been carried out optimally, both by utilizing social media, mass media such as television and radio, as well as through socialization carried out through tax raids".

Based on this description, it can be concluded that an informative communication strategy has been carried out by the Regional Financial Management Agency (BPKD) in conveying or socializing the whitening program.

4. *Persuasive*

According to Anwar Arifin, what is meant by persuasive communication techniques is influencing by persuading. In this case, the audience is influenced by both their thoughts and feelings. The persuasive technique is a way to influence the communicant, by not thinking too critically.

From this theory, it can be concluded that the Bengkulu Province Regional Financial Management Agency (BPKD) has carried out a communication strategy with persuasive techniques well, BPKD has carried out socialization both through social media, mass media, as well as by installing banners and billboards in the form of sentences that are inviting. or persuade them to take advantage of the bleaching program. Other things were also done to attract people's attention, namely by distributing giveaways from photo competitions when paying taxes and also distributing souvenirs (wall clocks, mugs, etc.) directly to people who paid taxes. This strategy certainly aims to attract people to pay taxes.

With this explanation, it can be concluded that the persuasive communication strategy has been carried out well by the Regional Financial Management Agency (BPKD) in influencing the public in paying taxes.

5. *Education*

According to Anwar Arifin, what is meant educative technique is one of the efforts to influence the audience from a general statement made, which can be realized in the form of messages that will contain opinions, facts, and experiences. Educating means giving an idea to the audience about what it is, based on facts, opinions, and experiences that can be accounted for in terms of truth, intentionally, regularly, and planned to intend to change human behavior in the desired direction. Therefore, a

statement to the audience using this educative technique will take a little longer than using a persuasive technique.

Associated with the theory, it can be concluded that the Regional Financial Management Agency (BPKD) has carried out a communication strategy with educative techniques well. BPKD established a homepage where the public can also get information and at the same time provide suggestions or input on the bleaching program. In addition to using the homepage, BPKD through the Regional Technical Implementation Unit (UPTD) for Regional Revenue Management (PPD) throughout Bengkulu Province also conducts outreach by distributing or installing flyers, and brochures. Furthermore, BPKD also provides education to the community through interactive dialogue through local television in Bengkulu, such as BE TV and RB TV, and Radio Semarak, and also utilizes website media, and social media such as Facebook, Instagram, and Whatsapp by creating interesting content about program information. bleaching.

6. *Cursive*

According to Anwar Arifin, what is meant by the cursive technique is to influence the audience by force. In this case, the audience is forced without the need to think more to accept the ideas or ideas that are put forward. Therefore, the message of this communication, in addition to containing opinions, also contains threats. From the results of the research, the researchers can draw the conclusion that, related to the theory that the Regional Financial Management Agency (BPKD) has carried out a communication strategy with cursive techniques, this is obtained from the results of interviews and observations that through the support of the Samsat Development Team with the program and information will The holding of Motor Vehicle Tax Compliance Control or raids on motorized vehicles that have not paid taxes, turns out to have a very significant impact on the public to pay motor vehicle taxes.

The Effectiveness of Communication Strategies in Disseminating the Two-Wheel Motor Vehicle Tax Whitening Program (PKB) to the Community by the Bengkulu Province Regional Financial Management Agency (BPKD)

Based on the results of the study, the researcher can conclude that the 6 (six) communication strategy techniques that have been implemented well by the Regional Financial Management Agency (BPKD) of Bengkulu Province, are Redundancy/Repetition, persuasive and cursive techniques.

While the communication techniques canalizing, informative, and educative, from the results of research conducted by researchers, have not run effectively. The communication strategies of these three techniques, the researchers considered that they were still very weak, this was because the socialization carried out was still very limited. As previously explained, the Two-Wheel Motor Vehicle Tax Bleaching Program (PKB) is a program in 2021, which this year is still in a state of the COVID-19 pandemic.

This of course has an impact on the limitations of the socialization carried out. Effective socialization such as that which was carried out face-to-face was not carried out. The limitations of this socialization of course also have an impact on the acceptance of information by the public. Although socialization was carried out through social media and mass media, there were still many people who did not know the information about the bleaching program, so many people missed the bleaching program. This lack of socialization, according to the researcher, also has an impact on less than optimal acceptance.

5. **CONCLUSION**

Based on the research conducted, the researcher can conclude that the 6 (six) communication strategy techniques that have been implemented well by the Regional Financial Management Agency (BPKD) of Bengkulu Province, are Redundancy/Repetition, persuasive and cursive techniques. Meanwhile, communication techniques are canalizing, informative, and educative, and the results of research conducted by researchers, have not run effectively. The communication strategy of these three techniques, the researcher considers still very weak to influence the community so that payments for vehicle taxes that are in arrears can be absorbed to the maximum, this is because the socialization carried out is still very limited. Where in 2021, the Covid-19 pandemic will still limit the socialization of face-to-face activities. However, in terms of target acceptance and the realization of the success of the bleaching program, it has been quite effective.

The success of revenue from the realization target sector is also supported by an increase in revenue realization compared to last year's revenue. Where in 2020 there is no Two-Wheel Motor Vehicle Tax Bleaching Program (PKB) for the public. The success of this whitening program has also been proven in June 2022, the Provincial Government received the highest revenue realization award from the Ministry of Home Affairs Jakarta.

Based on the conclusions from the results of the study, the researcher can recommend the Bengkulu Province Regional Financial Management Agency (BPKD) in implementing an effective communication strategy in disseminating the two-wheeled motor vehicle tax whitening program, namely to further maximize the socialization of the use of social media, mass media and by using social media. face-to-face, of course, this socialization is also accompanied by videos with other interesting content. So that information about the Two-Wheel Motor Vehicle Tax Bleaching Program (PKB) can reach the entire community of Bengkulu Province. In addition, the use of the IKM (Community Satisfaction Index) must run well, as evaluation data for the improvement of the bleaching program in the future. Ease of payment must also be further improved, by developing investment through digitalization receipts to make it easier for the public to pay taxes.

REFERENCES

- Cangara, Hafied, Prof, H. Drs, M.Sc, Ph.D.2017. Communication Planning and Strategy. Jakarta: PT Raja Grafindo Persada.
- Effendy, Onong Uchjana. 2011. Communication Science: Theory and Practice. Bandung: PT Pemuda Rosdakarya.
- Handayani, H., & Yahya, S. (2017). Scientific Journal of FISIP Unsyiah Students Volume 1, Number 1, January 2017 www.jim.unsyiah.ac.id/FISIP. Scientific Journal of Economics Students, 1, 1–7.
- Indonesia, U., Pratiwi, A., Science, F., Dan, S., Politics, I., Studies, P., & Communication, I. (2012). BROADCASTING LICENSE PROCESS POLICY (Evaluative Study at the Ministry of Communication and Information Technology) BROADCASTING LICENSE PROCESS POLICY (Evaluative Study at the Ministry of Communication and Information Technology).
- Lestari Silaban, E. M., & Amri, Z. (2020). The Effectiveness of Delivering Health Information to Increase Confidence through Exercise Speaking Health. ABDI: Journal of Community Service and Empowerment, 2(1), 41–47. <https://doi.org/10.24036/abdi.v2i1.42>
- Handayani, H., & Yahya, S. (2017). Scientific Journal of FISIP Unsyiah Students Volume 1, Number 1, January 2017 www.jim.unsyiah.ac.id/FISIP. Scientific Journal of Economics Students, 1, 1–7.
- Moleong, Lexy J. 2017. Qualitative Research Methodology Revised Edition. Bandung: PT Pemuda Rosdakarya.
- Nasrallah, Rulli. 2017. Social Media: Perspective of Communication, Culture, and Sociotechnology. Bandung: Symbiosis Rekatama Media.
- Pawito. (2007). Qualitative Communication Research. Yogyakarta: The RainbowScript Yogyakarta.
- Grace, Jalaluddin. (2012). Communication Research Methods. Bandung: PT Pemuda Rosdakarya.
- Pujileksono, Sugeng. 2015. Qualitative Communication Research Methods. Malang: Intrans Publishing.
- Prisyalia, R. O., Taxation, P. S., Business, J. A., Administration, F. I., & Brawijaya, U. (2018). (Study on the Technical Implementation Unit (UPT) of the Regional Revenue Agency of East Java Province, North Malang and BatuKota).
- Ras, L., & Sebayang, M. (2020). The effectiveness of delivering information from superiors to subordinates in increasing the work motivation of the sub-district office employees of Naman Teran. 5, 144–150.
- Sugiyono. 2012. Understanding Qualitative Research. Bandung: Alfabeta. Suryadi, Edi Dr, M.Sc. 2019. Communication Strategy. Bandung: PT Teen Rosdakarya.
- Susie Hariyanti. (2020). Implementation of the Motor Vehicle Tax Whitening Program in the Regional Revenue Management Technical Implementation Unit (Upt Ppd) South Medan 2018. University of North Sumatra, 47.
- Sugiyono. (2020). Quantitative, Qualitative and R&D Research Methods (Sutopo (ed.); 2nd ed.). Alfabet.
- Teuku Ilhami Surya Akbar, Sarah Rahmayani Siregar, Muhammad Sayuti, & Cut Miftahul Jannah. (2021). Effectiveness of COVID-19 Information and Knowledge Delivery at Malikussaleh University. Journal Of The Indonesian Medical Association, 71(2), 77–85. <https://doi.org/10.47830/jinma-vol.712-2021-582>.

Regulations :

Law of the Republic of Indonesia Number 1 of 2022 concerning Financial Relations between the Central Government and Regional Governments.

Law of the Republic of Indonesia Number 28 of 2008 concerning Regional Taxes and Regional Levies.

Decree of the Governor of Bengkulu Number C. 163. BPKD 2021 concerning the Exemption of Principal Arrears and Fines for Two-Wheeled Motor Vehicle Taxes in the Bengkulu Province Region.

COMMUNITY PARTICIPATION COMMUNICATION IN MANAGING RELIGIOUS TOURISM IN RAMA AGUNG VILLAGE

Ivan Satria Negara

Faculty of Social and Political Science, University of Bengkulu

ARTICLE INFO

Corresponding author:

Ivansatria710@gmail.com

Citation:

ABSTRACT

Penelitian ini dilakukan untuk mengetahui komunikasi partisipasi masyarakat dalam mengelola Wisata Religi di Desa Rama Agung. Dimana wisata ini terbentuk karena potensi desa untuk membangun wisata berbasis religi atau religi. Penelitian ini menggunakan metode kualitatif dan dianalisis menggunakan teori TALC (Tourism Area Life Cycle) yang dikemukakan oleh Butler (1980) dengan menggunakan 7 tahapan, yaitu eksplorasi, keterlibatan, pengembangan, konsolidasi, stagnasi, penurunan, dan peremajaan. Penentuan informan dalam penelitian ini menggunakan purposive sampling. Teknik pengumpulan data dalam penelitian ini dilakukan melalui observasi, wawancara, studi pustaka, dan dokumentasi. Hasil yang diperoleh dari penelitian ini adalah pengembangan dan pengelolaan Wisata Religi di Desa Rama Agung terus dikembangkan oleh masyarakat dan pemerintah desa, disini pelaku utama dalam pengelolaan dan pengembangan pariwisata adalah masyarakat yang selalu menambah pengetahuan dan pengembangan tentang pariwisata khususnya Wisata Religi.

Kata Kunci: Komunikasi Partisipasi; Wisata Religi; TALC (Siklus Hidup Kawasan Pariwisata)

ABSTRACT

This research was conducted to know the communication of community participation in managing Religious Tourism in Rama Agung Village. Where this tour is formed because of the village's potential to build tourism based on religion or religion. This study uses qualitative methods and is analyzed using the TALC (Tourism Area Life Cycle) theory proposed by Butler (1980) using 7 stages, namely exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation. Determination of informants in this study using a purposive sampling technique. Data collection techniques in this study were carried out by employing observation, interviews, literature studies, and documentation. The results obtained from this research, the development and management of Religious Tourism in Rama Agung Village continues to be developed by the community and the village government, here the main actors in the management and development of tourism are people who always increase knowledge and development about tourism, especially Religious Tourism.

1. PRELIMINARY

In Bengkulu, precisely in the district of North Bengkulu, the city of Arga Makmur, there is a village that has become a pilot village for the harmony of the Bergama community, namely Rama Agung Village. Usually, in other cities in Indonesia, it is difficult to maintain and make differences in ethnicity, race, religion, and culture as a close unit. An example of a religious problem that has occurred in Indonesia is from a journal written by Firdaus M. Yunus entitled "RELIGIOUS CONFLICT IN INDONESIA PROBLEMS AND SOLUTIONS TO THE SOLUTION." The Poso conflict is part of an individual conflict which then permeates more widely until it touches the religious level.

Rama Agung Village was founded in 1963 with the transmigration of Balinese people due to the disaster, namely the eruption of Mount Agung in Bali. People who were victims of the disaster transmigrated assisted by the government to several areas, one of which was the Bengkulu area, namely North Bengkulu. The Balinese people who got a new area gave the name of the village of Rama Agung.

Rama Agung Village is one of the villages that have different diversity, in this village before we enter the village area we can already see a symbol of the diversity that exists in the village, namely a statue of religious people holding each other and on top of the statue the symbol of the State is placed in the form of a Garuda statue holding the inscription Bhineka Tunggal Ika which means "Different, Still One". As well as what was written on the news page of the North Bengkulu media center, namely BPIP. Appreciation of Rama Agung Tourism Village as an Example of Pancasila Life. This was conveyed by the Head of BPIP, Prof. Drs. KH. Yuhdian Wahyudi, MH, Ph.D. together with the Head of the Bengkulu Province Kesbangpol Drs. Khairul Anwar, M.Si to the Regent of North Bengkulu Ir. H. Mian in the VIP Room of Fatmawati BU Airport, Thursday (18/11/2021).

From the direct observation of researchers, the village of Rama Agung itself consists of 5 religions, namely Islam, Protestant Christianity, Catholic Christianity, Hinduism, and Buddhism. The tribes in this village are also quite diverse, there are Balinese, Rejang, Javanese, Sundanese, Padang, Batak, and Serawai tribes. Rama Agung village proves the harmonization of diversity by building houses of worship that are adjacent to the distance they provide from one house of worship to another only 50-200 meters away.

Reporting from the North Bengkulu media center on September 9, 2021, the commitment of the North Bengkulu regents and vice-regents to develop religious tourism in Rama Agung Village based on multiculturalism with a community-based tourism approach. To maintain existing religious tourism, community participation is needed in helping to manage religious tourism that will be built, the concept of community-based tourism is the concept of community-based tourism. Sustainable development by embracing the community as the main actor through community empowerment in various tourism activities.

So, according to the researcher, participatory communication is needed in managing this because participatory communication is form of a development program strategy that involves the community in development. The community is invited to understand the problems that occur and be involved in planning to implement development. Community involvement in supervision in the form of monitoring and evaluation is also an important part of development. Several cases that have been rolled out from development programs use participatory communication strategies in driving the development (Ali et al, 2012).

So in this case the researcher is interested in examining how the communication of community participation in managing religious tourism in Rama Agung Village.

2. LITERATURE REVIEW

Understanding Religious Tourism

Before being described religious tourism, it is better to first explain the meaning of tourism or tourism. According to Law. No. 10 of 2009 concerning Tourism "Tourism is various kinds of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments". (A. Hari Karyono, 1997) Meanwhile, according to the WTO (1999), what is meant by Tourism is a human activity that travels to a place and lives in a destination outside of their daily environment.

Religious tourism is one type of tourism product that is closely related to the religious or religious side that is embraced by mankind. Religious tourism is defined as a tourist activity to a place that has special meaning for religious people, usually several places of worship that have advantages. This advantage, for example, is seen from the side of history, the existence of

myths and legends about the place, or the uniqueness and superiority of the architecture of the building. This religious tourism is associated with the intention and purpose of the tourist to obtain blessings, *ibrah*, *tausiah*, and wisdom in his life. But not infrequently also for certain purposes such as to get the blessing, inner strength, firmness of faith, and even abundant wealth. (Moch. Chotib, 2015)

Thus, religious tourism objects have a very broad scope, covering every place that can excite the sense of religiosity concerned, religious tourism, can enrich religious insight and experience and deepen spiritual sense (Abuddin Nata, 2000).

Tolerance

The word tolerance is still controversial and has received criticism from various circles, regarding the principles of tolerance, both from liberals and conservatives. However, inter-religious tolerance is an attitude to respect and appreciation of other religious groups (Abu Bakar, 2015).

Etymologically, tolerance comes from English, namely tolerance which means tolerance. In Arabic, it is *altassamuh* which means tolerance, *teposelero*, and letting go. Meanwhile, in terminology, tolerance is allowing others to do something that is by their respective interests (Surya A. Jamrah, 2015). In the socio-cultural and religious context, tolerance is an attitude and action that prohibits discrimination against different parties in a society (Ainna and Ricardo, 2018).

In social life, tolerance is needed because it is useful for building harmony. Tolerance is a form of mutual respect and not forcing one's will. Humans who consider themselves to be higher, good, and true tend to lead to an anti-tolerant attitude (Delfiyan, 2017).

Diversity

Diversity according to Sukini (in Yanty, 2019:151) is a condition in society with different ethnicities, religions, races, and between groups. This diversity is a plurality owned by the nation which is the wealth and beauty that makes the Indonesian nation. This diversity becomes a plurality, wealth, and beauty of the Indonesian people.

Participation Communication

Participation communication is a form of development program strategy that involves the community in development. The community is invited to understand the problems that occur and be involved in planning to implement development. Community involvement in supervision in the form of monitoring and evaluation is also an important part of

development. Several cases that have been rolled out from development programs use participatory communication strategies in driving the development. (Ali et al, 2012)

Participatory communication is a communication process in which two-way or dialogical communication occurs, resulting in a common understanding of the message conveyed. Historically, the idea of participatory communication was inspired by intellectuals from Latin America, especially Paulo Freire, then followed by Luis Ramiro Beltran, and Juan Diaz Bordenave. These intellectuals think that the modernization paradigm is irrelevant or even dangerous. The term Participatory Communication itself was first used officially at a seminar in Latin America in 1978 sponsored by the Center for Advanced Studies and Research for Latin America (Huesca in Hadiyanto 2008).

Tourist Area Life Cycle Konsep Concept

The theory of TALC analysis (Tourism Area Life Cycle) was proposed by Butler (1980). To know the development of the religious tourism village of Rama Agung Village to what stage, you can use this theory. TALC is a tourism life cycle theory, to what stage is tourism sustainability? The theory consists of 7 stages, namely exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation.

3. RESEARCH METHODS

The type of research used in this study is qualitative research type. Qualitative research is a type of research that produces findings that cannot be obtained or achieved using statistical procedures or other means of quantification (Straus et al, 1997). Bogdan and Taylor (1975) as rewritten by Lexy J. Moleong (1989: 3) define qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people or observed behavior, this approach is directed at the background and the individual holistically (whole). Qualitative methods are used to obtain in-depth data, data that contains meaning. Meaning is the actual data, exact data which is a value behind the visible data. Qualitative research does not emphasize generalization but emphasizes more on meaning (Sugiyono, 2012: 13).

The selection of informants is conducted by researchers using the purposive sampling technique, purposive sampling is a technique by selecting people based on certain criteria made by researchers (Kriyantono, 2007: 154).

This study uses primary data, obtained from the results of field research. Where in this study data collection techniques used in-depth interviews with key informants and experts. There are

three events used in collecting primary data, namely Participation Observation, In-depth Interview, and Documentation.

Secondary Data Where in this study the secondary data collection technique is a literature study. The researcher collects data and literature as well as relevant literature and supports this research. Obtained from data from village officials as tourism drivers in Rama Agung Village.

This study uses three data analysis techniques, namely data reduction, data presentation, and conclusion.

For the results of the research conducted by the researcher to be justified, it is necessary to check or test the validity of the data through data verification. The technique used by researchers in checking the validity of the data is triangulation.

Triangulation is a form of data inspection technique that utilizes something other than the data for checking purposes or as a comparison against the data. The researcher concludes that research requires legitimacy so that the researcher can be trusted for credibility (Moeleong, 2005: 330).

4. RESEARCH RESULTS AND DISCUSSION

Research result: In this chapter, the researchers describe the data and research results regarding the problems that have been formulated previously in chapter I. In the results of this study, the researcher also explained the characteristics of the research informants and the data that had been obtained from the informant. Then the results of this study the researchers got from in-depth interviews with informants. In this study, interviews were also conducted according to the agreement between the researcher and the informant, namely on the sidelines of the informant's time at the agreed time and place. Apart from interviews Researchers also use data collection techniques by means of observation and documentation. Observations made in this study were in the form of observation by observing directly the object of research to further note the symptoms found in the field in order to complete the data needed as a reference which relates to the problem under study. This in-depth observation aims to find out the actual incident regarding the communication of community participation in managing religious tourism in Rama Agung Village. Furthermore, the informants who have been determined are expected to be things that meet the information desired by the researcher. So that the answers from these informants can help researchers in getting the information that researchers need in research. In addition, researchers also use documentation techniques. Documentation is taking pictures collected by researchers during the research. It aims to

obtain information that supports the analysis and description of the data which will then be presented by the researcher descriptively. Then, the results of this study will be explained descriptively using theoretical analysis TALC (Tourism Area Life Cycle).

Description and Community Participation in the development of Religious Tourism in Rama Agung Village

In this study, researchers look at what are important things in the development of Religious Tourism in Rama Agung Village. Where researchers also see how the situation, events, and actions of community participation in managing Religious Tourism in Rama Agung Village. In addition, researchers also see that several important things need to be considered, especially in the development and management of Religious Tourism. Therefore, in the process of developing and managing Religious Tourism, it is certainly not just a practical action or just an ordinary job, but several things need to be considered in the process of development and management. In addition, based on research and observations that have been made by researchers that Religious Tourism in Rama Agung Village does indeed carry out in accordance with government directives, namely building multicultural-based Religious Tourism with a community-based tourism approach. Here the main actors in the development and management of tourism are the community of Rama Agung Village. However, for the terms and things that must be considered in the development and management of religious tourism in Rama Agung village, they must understand the conditions and history of the village because religious tourism is closely related to the religious and historical side of the place. Therefore, the researcher has collected several answers from informants regarding the terms and things that must be considered in the development and management of Religious Tourism in Rama Agung Village by the Village apparatus and the Community. Putu said:

"The establishment of Religious Tourism in Rama Agung Village, namely in 2019 because at that time Rama Agung Village was chosen by the ministry of religion as a village of religious harmony, where the local government and the community see a tourism opportunity that can advance and introduce the village for the future, so in 2020 Rama Agung Village makes Tourism, namely Religious Tourism that embraces the community and village officials as actors of development and management., tourism development is always developed by village officials and the community, this is seen from the development and maintenance that is

always carried out by village officials and village communities. The management of the Rama Agung Village Religious Tourism is managed by the community who are members of the Rama Agung Village POKDARWIS.

Some of the statements above describe how a requirement and important things need to be considered in the development and development of Religious Tourism in Rama Agung Village. Several things must be considered and indeed if they are not done then the results of tourism development cannot be seen and felt. This was acknowledged by the informant that several things were useful in the development of Religious Tourism. Structured communication patterns make developments and information to develop tourism more focused. In this case, the legality of the government is an important thing that makes them want to continue to develop and build existing Religious Tourism.

The researcher also asked the same thing with three other informants from the side of ordinary people. They also revealed that they did take part in the development and development of Religious Tourism in Rama Agung Village. So, in this case, they also know how the development in their village is. The terms and important things in tourism development and development are always monitored by the community because this is an important part of village development and development, according to them from the beginning until now they also know everything that is in Religious Tourism. This is as stated by Ketut:

"Religious tourism in Rama Agung Village was formed basically because people who had a high tolerance value because at the beginning of village development did have a diverse diversity so that the value of tolerance here was highly respected, therefore in 2019, Rama Agung Village was awarded an award by the Government as a village religious harmony. When in 2020 Rama Agung Village under the direction of the government made a tour, namely Religious Tourism with the community as the main actor. Development is always held closely with the people of Rama Agung Village so that all developments and developments are always discussed with the village community."

The Development and Potential of Religious Tourism in Rama Agung Village

Rama Agung Village, North Bengkulu District, which is one of the villages with the potential for religious and ethnic diversity that is suitable for tourism, namely education-based religious tourism. The potential of this diversity has not been widely developed by the community and local government. This potential can be one of the tours that are really needed for the community, both local communities and outsiders because religious tourism is a tourism that is very bound or very much needed by the community to further calm the spiritual spirit and tolerance. This is what makes Rama Agung Village repair and build a village which at the beginning of its development already had a lot of tolerance and diversity. . At the beginning of development, to make tourists aware of what tourism is in Rama Agung Village, a monument was built, namely the monument of religious harmony. Community participation as the main actor in the development and development of tourism in Rama Agung Village is indeed a goal of the local government because according to the government everything and the potential that exists in Rama Agung Village is well known by the surrounding community. The development of religious tourism is always developed by the community and village officials. This is as stated by Putu, who said: The development of religious tourism is always developed by the community and village officials. This is as stated by Putu, who said: The development of religious tourism is always developed by the community and village officials. This is as stated by Putu, who said:

"Development is always carried out by the community and village officials, this is evidenced by the construction of places of worship, cemeteries, and other buildings, traditional events in Rama Agung Village are always shown to local communities and outsiders so that they know what customs are must be done every year, in its management, the community is joined in a group, namely POKDARWIS Rama Agung Village. This group consists of youths who are the successors of Rama Agung Village so that the existing customs are always maintained and maintained. Social media is also used in broadcasting and reporting on traditional events in Rama Agung Village so that it is easier for people outside the region to know. Tourists who come to visit for now are mostly local tourists and foreign tourists who carry out comparative studies. So this is what

makes the community excited in building the existing Religious Tourism”

The people of Rama Agung Village continue to improve themselves in developing and building Religious Tourism in their village by building places of worship, tombs, and traditional events that are open to the wider community. Human resources (HR) are always improved to manage or build existing tourism and to develop the characteristics of Rama Agung Village Religious Tourism. That was conveyed by Mr. Joko who said that:

"Here the community always knows what things will be built in this village, meetings for development are always carried out with the community, and development is also carried out with cooperation, so the people here are indeed the main actors of existing tourism because this is what the government has directed. For now, we are always developing human resources (HR) to make a unique souvenir from Rama Agung Village."

Discussion

Religious tourism is one type of tourism product that is closely related to the religious or religious side that is embraced by mankind. Religious tourism is defined as a tourist activity to a place that has special meaning for religious people, usually several places of worship that have advantages. This advantage, for example, is seen from the side of history, the existence of myths and legends about the place, or the uniqueness and superiority of the architecture of the building. This religious tourism is associated with the intention and purpose of the tourist to obtain blessings, *ibrah*, *tausia* and wisdom in his life. But not infrequently also for certain purposes such as to get blessing, inner strength, firmness of faith and even abundant wealth (Moch. Chotib, 2015).

The strategy of the North Bengkulu Regency government in developing Religious Tourism in Rama Agung Village as quoted through the North Bengkulu media center on September 9, 2021, is the commitment of the North Bengkulu regents to develop religious tourism in Rama Agung Village based on multiculturalism with a community-based tourism approach is the right thing because the community as the main actors already knows the advantages and disadvantages of their village. This is what can build the economy and maintain the existing culture. So this tour can be an example of the wider community in seeing ethnic, cultural, and religious differences. It is a beautiful thing if we can respect each other and respect

these differences and this is a reflection of the ideology of the Indonesian state.

The role of communication in development is a prerequisite for the progress of a nation. Without communication, a development program has no meaning in the nation. The meaning of communication in development is a new change for development in Indonesia. Community-based programs are prioritized with the birth of several participatory-based programs. The importance of a participatory-based program is one of the functions of participatory communication.

In this case, some factors influence community participation in developing existing tourism, namely internal factors, namely a strong desire to participate, a sense of community concern for successors, the age of the community who is still productive, and the level of education that influences community participation. Meanwhile, external factors that influence community participation are government support as the originator of existing tourism. So it is this factor that encourages Rama Agung Village to make Religious Tourism because there are factors from within the community and also from external, namely the government.

Analysis of Religious Tourism in Rama Agung Village Using Tourist Area Life Cycle (TALC) Theory

In this study, researchers obtained research data sources from interviews with village officials and the Rama Agung village community as a basic reference for researchers and in addition to participatory observation. Observations that researchers do in this case are by observing and analyzing the results of research researchers using the Tourist Area Life Cycle Theory (TALC) as a reference in analyzing Participatory Communication in managing Religious Tourism in Rama Agung Village. The Tourist Area Life Cycle (TALC) theory proposed by Butler (1980) is a tourism life cycle theory, to what stage is tourism sustainability? The theory consists of 7 stages, namely exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation.

1. The exploration stage has the characteristics of a new tour, inadequate facilities, and tourists starting to arrive in small numbers.

Based on the results of interviews, observations, and documentation from various sources that researchers got. So it can be said that Rama Agung Village Religious Tourism is still relatively new because it has only been established in the last few years. The facilities built are still facilities that support tourist attractions such as places of worship, burial places, and gathering places. Other supporting

facilities, they are still in the development process because not many people know about this religious tourism. Developments such as lodging, transportation and places to buy souvenirs are still in the planning stage. Tourists who visit are still mostly local tourists and tourists who are both in tourism development to become a reference for tourism in their village. So it can be concluded that at the stage of *exploration* Rama Agung Village Religious Tourism has been built and developed by the community. However, the development of tourism support is still in the planning stage, and tourists who know are still local tourists and tourists conducting comparative studies.

2. The involvement or involvement stage has the characteristics of tourism managers marking any time that becomes the tourist season, and tourists begin to increase. Suryaningsih and Ida (2016) added that this stage it was marked by the start of promotions and initiatives by local communities to develop their regions.

Based on the results of interviews, observations, and documentation from various sources that researchers got. So it can be said that the Religious Tourism of Rama Agung Village has indeed carried out digital promotions using social media because they see opportunities from social media that can indeed attract the attention of the wider community to visit Religious Tourism in Rama Agung Village. The community's initiative to develop this area is indeed very large with the evidence that they participate in building, thinking, and seeing what needs to be built and developed for this Religious Tourism. The people of Rama Agung Village always participate in religious tourism development meetings because this tour is in accordance with government regulations that community-based religious tourism is the main actor. Seminars and training are always carried out to provide knowledge and learn how to build tourism, especially Religious Tourism. So it can be concluded that at the stage of *involvement* Religious Tourism in Rama Agung Village has started to promote and community initiatives to build religious tourism have begun to be active.

3. The development stage has the characteristics of public policy and investment is needed if the

tourist area supports the development and the addition of artificial attractions.

Based on the results of interviews, observations, and documentation from various sources that researchers got. So it can be said that Rama Agung Village Religious Tourism does not yet have outside investors to help develop this religious tourism. The development which is still relatively new has not attracted investors to build this tour. It can be concluded that the development that is still relatively new and also promotions that still use social media is still difficult to attract investors in building additional existing tourism and also because Religious Tourism is also tied to customs, culture, and religion which must be considered in its development.

4. The consolidation stage is characterized by the increasing number of tourists, the implementation according to regulations, and the role of the ministry and the government to improve services to tourist guests.

Based on the results of interviews, observations, and documentation from various sources that researchers got. So it can be said that at Rama Agung Village Religious Tourism at this stage the government is still fully handing over development to village officials and village communities. Tourists who visit are still relatively few.

5. The stagnation or stagnation stage is characterized by the number of tourists reaching the peak, tourist village facilities attracting attention, and requiring promotion.

Based on the results of interviews, observations, and documentation from various sources that researchers got. So it can be said that in the Rama Agung Village Religious Tourism, tourists are not yet known what month the peak of their arrival is. Village facilities are still in the planning and development stages so they have not attracted the attention of tourists. And a big promotion can't be done because there are still many developments and plans that have not been carried out.

6. The decline stage is characterized by the number of tourists dropping, the market starting to fall, and promotions needing to be intensified harder.

Based on the results of interviews, observations, and documentation from various

sources that researchers got. So it can be said that Rama Agung Village Religious Tourism which is still relatively new is still starting to promote using the media. Tourists who are known to be still not many who come, so they can't do a lot of existing tourism promotions. At this stage, it cannot be said that tourists are down and the market is starting to fall due to the Rama Agung Village Religious Tourism which is still relatively new and development is still being planned.

7. The rejuvenation stage is characterized by the emergence of new innovations and the tourist area being rearranged so that it gives a new color.

Based on the results of interviews, observations, and documentation from various sources that researchers got. So it can be said that Rama Agung Village Religious Tourism is still relatively new so it is not rejuvenation carried out, but it is still in the development and planning stages both in terms of existing facilities and infrastructure and the community is always being improved as the main actor in development. At this stage, Rama Agung Village Religious Tourism is seen as new tourism and not widely known by the public.

In this case, the researchers found that Rama Agung Village Religious Tourism is still relatively new, development planning is always carried out, and human resource development is always improved so that later Rama Agung Village Religious Tourism can develop and be known by the wider community because this tour is expected to maintain the village identity, namely Religious Harmony Village. In the analysis using the Tourist Area Life Cycle (TALC) theory, it can be seen that Rama Agung Village is still in the stage of involvement with the evidence that the community already understands what tourism is like, especially religious tourism, and indeed the community always helps the planning and development of existing religious tourism. The promotions carried out are still in the promotion stage using social media.

5. CONCLUSION

Based on the results of this study entitled "Communication of Community Participation in Managing Religious Tourism in Rama Agung Village" Then the following conclusions can be drawn:

1. That in this case the Religious Tourism of Rama Agung Village was realized because at the beginning of development the village already had high diversity and tolerance so it was given an award by the Ministry of Religion as a Village of Religious Harmony. CBT (community-based tourism) which is the community as the main actor in this tourism development.
2. Communication of community participation in the development of Rama Agung Village Religious Tourism has been carried out with the evidence that the community always participates in development planning and the community is selected to attend seminars or tourism training in order to build existing religious tourism so that later the development of Rama Agung Village Religious Tourism is in accordance with custom, culture, and religion in this village.
3. Judging from the Tourist Area Life Cycle (TALC) theory, it can be seen that Rama Agung Village is still in the stage of involvement with the proof that people already understand what tourism is like, especially religious tourism, and indeed the community always helps planning and developing existing Religious Tourism. The promotions carried out are still in the promotion stage using social media.

6. THANK-YOU NOTE

The author is fully aware that without the blessing of Allah SWT, guidance, and assistance from various parties, this journal will not be able to be completed. For this reason, the author expresses his deepest gratitude to:

- Allah SWT who always pours His mercy and guidance, the great Prophet Muhammad SAW who is always missed
- Both parents who always support me until now
- To my journal supervisor, Mr. Dr. Mas Agus Firmansyah, S.Sos, M.Si as the main supervisor, and Dr. Alfarabi, S. Sos, MA as a co-supervisor who has helped me in completing this journal.
- To the Village Apparatus and the Rama Agung Village Community who have provided information in this research.
- To my friends who always provide motivational support to complete this journal.

The author realizes that in the preparation of this journal, of course, there are still shortcomings and errors. For that, the researchers expect constructive criticism and suggestions from readers for input for writers for the sake of improving the writing of other papers. The author hopes

that this journal can be useful and contribute, both for the author himself and to the people who read it.

REFERENCES

- Abu Bakr. 2015. Concept of Tolerance and Religious Freedom. Journal of UIN Sultan Syarif Kasim Riau.
- Ali Alamsyah Kusumadinata, Sarwititi Sarwoprasodjo, Ninuk Purnaningsih, 2012, Communication Analysis of Participation in the Implementation of Community Nutrition Improvement Programs (Case Study on the Pulokerto Community Nutrition Group, Palembang City). Communication journal for the development of the Darmaga Campus of IPB.
- Amalia, Ainna and Ricardo Freedom Nanuru. Religious Tolerance of the People of Bali, Papua, Maluku. Darussalam Journal: Journal of Islamic Law Education, Communication and Thought, Vol. X No. 1. Tobelo: University of Halmahera, 2018.
- Butler, RW 1980. "The Concept of a tourism Area Life Cycle of evolution: Implications for Managements of Resources." The Canadian Geographer.
- Firdaus M. Yunus. 2014. Religious Conflicts in Indonesia Problems and Solutions to Solve them. Volume 16 Number 2. (UIN) Ar-Raniry, Banda Aceh, Indonesia.
- Hadiyanto. 2008. Participatory development communication: an initial introduction. Journal of Development Communication. 6(2): 80-88.
- Karyono, A. Hari. (1997). Tourism. Jakarta: Grasindo Law no. 10 of 2009. Concerning Tourism, 19.
- Kriantono, Rachmat. 2006. Practical Technical Communication Research. Jakarta: Kencana.
- Moch. Chotib, 2015, Religious Tourism in Jember Regency, Journal of Lecturers of the Jember State Islamic Institute.
- Moleong. LJ 1989. Qualitative Research Methodology. Bandung Youth Rosda Karya.
- Nata, Abuddin, 2000, Thoughts of Leaders on Islamic Education, Jakarta: PT Raja Grafindo Persada.
- Sugiyono. 2009. Educational Research Methods Quantitative, Qualitative and R&D Approaches. Bandung: Alfabeta.
- Yanty, V. et al. (2019). Diversity and Social Tolerance of Middle School Students in Jakarta. Journal of Social Sciences. Vol.6 No.2 (Pages 145-163).
- Widiyanto, Delfiyan. Learning Tolerance and Diversity in Pancasila and Citizenship Education in Widiyanto, Delfiyan. Learning Tolerance and Diversity in Pancasila and Citizenship Education in Elementary Schools. Journal of Proceedings of the III National Citizenship Conference, Vol. I No. I. Yogyakarta: Ahmad Dahlan University, 2017.

CONTENT ANALYSIS OF THE REPUBLIC OF INDONESIA PRESIDENTIAL DEBATE IN THE 2019 GENERAL ELECTION

Wanfau

University of Bengkulu

ARTICLE INFO

Corresponding author:

Wanfau181@gmail.com

Citation:

ABSTRAK

Penelitian ini mengaji tentang analisis isi debat capres tahun 2019 dengan tujuan untuk menganalisis isi debat capres tahun 2019. Tujuan dari penelitian ini Untuk mendeskripsikan Analisis Isi dalam proses Debat Capres Republik Indonesia tahun 2019. Penelitian ini menggunakan pendekatan deskriptif dengan metode analisis isi dari William L. Benoit. Analisis isi debat capres ini berfokus pada tiga kategori menurut William L. Benoit. Hasil dari penelitian ini dilihat dari ketiga kategori yaitu: 1) kategori klaim, selama debat berlangsung capres 01 lebih menguasai dalam kategori mengklaim karena capres 01 menunjukkan hasil kinerjanya selama empat tahun menjabat. Jadi secara keseluruhan dalam kategori ini capres lebih unggul. 2) kategori menyerang, dalam debat capres berlangsung kategori menyerang itu banyak statemen dilakukan oleh bapak Prabowo Subianto terhadap kebijakan yang dilakukan oleh bapak Jokowi Dodo terutama di bidang pangan dan komoditas-komoditas petani dan nelayan. 3) Ketiga kategori bertahan ini sama-sama dilakukan oleh kedua kandidat baik itu bertahan atas kebijakan yang telah dilakukan, bertahan atas kebijakan yang akan dilakukan, bertahan atas tujuan umum, bertahan karakter kualitas personal dan bertahan karakter kemampuan pemimpin. Semua itu ditunjukkan oleh kedua kandidat.

Kata Kunci: Isi Debat, Komunikasi Politik, Analisis Isi

ABSTRACT

This research aims at describing the content analysis in the 2019 Republic of Indonesia presidential debate process. This study uses a descriptive approach with the content analysis method of William L. Benoit. The content analysis of the presidential debate focuses on three categories according to William L. Benoit. The results of this study are seen from the three categories, namely: 1) the claim category, during the debate, presidential candidate 01 was more dominant in the claim category because presidential candidate 01 showed the results of his performance during his four years in office. So overall in this category the presidential candidate is superior. 2) attack category, in the presidential debate the attacking category was made by Mr. Prabowo Subianto on the policies carried out by Mr. Jokowi Dodo, especially in the field of food and

commodities for farmers and fishermen. 3) These three categories of survival were equally carried out by the two candidates, namely defending the policies that have been carried out, defending the policies that will be carried out, defending general goals, defending the character of personal qualities and surviving the character of the leader's ability. All of that was shown by the two candidates.

Keywords: Debate Content, Political Communication, Content Analysis

1. INTRODUCTION

The history of democracy in Indonesia has proven that democracy is not always implemented in accordance with the constitution. The fact that the democratic system has alternated in Indonesia since the beginning of independence until the birth of the Vice President's Decree Number X, guided democracy, Pancasila democracy, until the emergence of reformation shows how dominant the role of the state (government) is in giving color to the democratic system in Indonesia. Meanwhile, the people as holders of state sovereignty are forced to follow the will and power of the political elite who are in power in carrying out democracy (Benny Bambang Irawan, 2007).

Democracy is an increasingly interesting topic for discussion, both from academics and politicians. Especially regarding democracy in Indonesia, this topic has recently attracted the attention of the public, both within the country and abroad. This happens because people have very high hopes for a transition period towards a better political life in Indonesia.

Political communication is communication that is directed at achieving an influence in such a way that the problems discussed by this type of communication activity can bind its citizens through a sanction that is determined together with political institutions.

In politics, there must also be an interest in power. Power in the eyes of Islam is not a forbidden thing, on the contrary, power is recommended as long as the goal is to carry out the visions and missions of the caliphate. For this reason, power must be obtained by sticking to Islamic ethics. As a perfect religion Islam has provided ethical guidelines and rules in human life. Therefore, ethics and rules become a must in Islamic politics.

Talking about politics, communication is very much needed, one of which is a phenomenon in the presidential election in Indonesia, namely the presidential and vice presidential candidate debate held by the KPU in 2019, this debate activity

was held in conjunction with the debate between the presidential and vice presidential pairs held by the KPU which was covered by a number of stations. private television (TV). This debate program was deliberately organized by the KPU, officially funded by the state. This debate program is the second time the KPU has carried out the presidential election in Indonesia. Debate between candidates is also an important factor in the world in Indonesia itself. The debate between the presidential and vice presidential pairs itself aims to improve the quality of democracy in Indonesia. The General Elections Commission (KPU) cooperates with several TV stations that broadcast live, namely Trans TV, Metro TV, TV One, RCTI and others. In its implementation, the debate program is divided into several days with different themes, and each theme is guided directly by a moderator who also acts as a finalist.

Broadcasts are divided between the presidential and vice presidential debates. The format of the debate is limited by the moderator. The first has the right to ask a single finalist who also acts as a moderator who has been appointed by the KPU. This format was also determined by the KPU at the request of the campaign team, to avoid attacking each other between pairs. Second, each candidate is only given about 1-2 minutes to answer the question. Likewise, in describing the vision-mission and program, each candidate is given about 5 minutes. The second presidential debate with the theme "Infrastructure, Energy and Food, Natural Resources and the Environment", was broadcast live from private TV stations in Indonesia. In the debate, two presidential candidates, namely Joko Widodo and Prabowo Subianto, were competed in presenting their vision, mission and strategic plans in dealing with problems that matched the theme of the debate. The two candidates for the presidential debate may ask questions about the vision and mission related to the debate theme, the two candidates may not attack personally. The presidential candidates have a time duration when the presidential candidates start speaking. Presidential candidates may also bring the necessary stationery,

notes and data. Presidential candidates are not allowed to carry any attributes that are not related to the second debate.

Of the 5 presidential debates held by the KPU, the most highlighted was the second presidential debate, this second debate only featured two presidential candidates, Joko Widodo and Prabowo Subianto. They are not accompanied by their respective vice presidential candidates. The second presidential debate raised the topic of "Energy Infrastructure, and Food, Natural Resources and the Environment". Institute for Development of Economics and Finance (Indef) observer Bhima Yudhistira predicts that in this second debate, infrastructure will be the hottest topic because infrastructure will be related to debt, employment and the chain impact of infrastructure on the regional economy. Human resource development will be an important one of the topics discussed in depth. In the second presidential debate, it ended in legal action, because one of the BPN team for camp 02 reported legal action because in the second debate, there was one candidate who personally attacked the opposing candidate.

The enthusiasm of the Indonesian people in the second debate of the 2019 presidential election which took place on Sunday (17/2/2019), enthusiastically followed by the people who packed the RRI office yard on Jalan Majapahit Biak. Through the debate broadcast by RRI Biak, the public can see how ready the two presidential candidates are to answer questions posed with issues related to energy, food, natural resources and the environment. so that the public can assess how integrity as a leader will lead Indonesia in 2019-2024.

From the explanation above, the writer's desire arises to examine more deeply about how the presidential debates are carried out by candidates because they remember that in conveying words, it is not only rhetoric that does not base mere discourse, but there is an action and concrete evidence of the words that have been issued for that the author want to examine more deeply how the phenomenon of the 2019 presidential debate is, so the author brings up the theme with the title "Analysis of the Contents of the Indonesian Presidential Debate in the 2019 Election."

2. LITERATURE REVIEW

a. Political Communication

According to Harold D. Lasswell more firmly formulate politics as a science of power "when we speak of the science of politics, we mean the science of power.

Of course, apart from that, the notion of political communication can also be referred to various opinions of experts. Here's what the experts say:

1. According to the opinion of Michael Rust and Philip Althoff (2003) in their book *Sociology of Politics*, provides an understanding of political communication as a process by which relevant political information is transmitted from one part of the political system to another, and between the social system and the political system.
2. According to Karl W. Deutsch, political communication is defined as the transmission of politically relevant information from one part of the political system to another, and between the social system and the political system.

b. Elements of Political Communication

a. Political Communicator

Political communication does not only concern political parties, but also legislative and executive government institutions. Thus, political sources or communicators are those who can provide information about matters that have political meaning or weight.

b. Political Message

It is a statement that is conveyed either in writing or not, verbally or nonverbally, hidden or openly, both consciously and unconsciously, whose contents contain political weight.

c. Political Channels or Media

Is a tool or means used by communicators in conveying political messages. For example Print Media; newspapers, tabloids, magazines and books. Electronic Media; film, radio, television, video, computer and internet.

d. Political Target or Target

Targets are community members who are expected to provide support in the form of voting for parties or candidates in general elections. They are businessmen, civil servants, youth workers, women, housewives, retirees, veterans, street vendors, etc.

e. Influence or Effect of Political Communication

The expected effect of political communication is the creation of an understanding of the government system and political parties, where the nuances will lead to voting in general elections.

c. Content Analysis Concept

Content analysis is an in-depth analysis that can use both quantitative and qualitative techniques on

messages using scientific methods and is not limited to the types of variables that can be measured or the context in which messages are created or presented.

Qualitative approaches to content analysis are rooted in literary theory, the social sciences (symbolic interactionism, ethnomatology) and critical scholars (Marxist approach, British cultural studies, feminist theory).

Qualitatively, content analysis can involve a type of analysis, in which the content of communications (conversations, written texts, interviews, photography, etc.) is categorized and classified.

The object of content analysis (qualitative) can be all types of recorded communications (interview transcripts, observation protocols, video tapes, documents, and audio). This analysis does not only analyze the visible content of the material as the name suggests. Becker & Lissmann, distinguish levels of content: themes and main ideas of the text as the main content; context information as hidden content. As outlined, content analysis anchors the text into a communication model in which the purpose of the analysis is defined. This is expressed by Krippendorff, who defines "this analysis as the use of a reliable and valid method to make specific inferences from the text on other statements or properties of the source".

d. Functional Theory of Political Communication

Benoit stated that from start to finish the conversation in a political campaign is functional. The main goal of political campaign participants is of course to win the election by convincing citizens or voters to cast their votes. Only three ways can help in achieving this goal. The first is acclaims or claims, the second attacks or attacks and the third defends or defends. Claims are made by an election candidate to place his position. Attacking is declaring the opponent's shortcomings and defending is done when the opponent attacks him. According to Benoit, the three functions work together, claims will have an impact on the advantage of candidates who reveal them, attack and bring down the opponent's position while defending will prevent the candidate's position from falling in the eyes of voters. The three functions do not always appear in the same frequency and even claim to be the general choice of the candidates. This

is because making a claim will not elicit a response back like that which can arise when a candidate carries out an attack. Attacking other candidates can lead to unsympathetic voters. This causes the candidate not to attack too often. While defending has three effects. The first is to place the candidate in a reactive impression, whereas usually candidates want to be judged as a proactive person. Second, the only way to resist or retaliate is to identify the attack. Third, attacks can indicate a weak candidate. Therefore, surviving is usually avoided by candidates. Based on that, defending is expected to be of little use.

3. RESEARCH METHOD

The approach in this research is qualitative. This type of descriptive approach is a method that can be done by taking the following steps: data provision, data classification, data analysis, and making conclusions. The method of providing data used is the listening method, the listening method is a method in the form of listening which is done by listening, namely listening to the use of words spoken in the debate.



The method used (SBLC), Free Libat Cakap, the researcher is not involved in dialogue, conversation, or interviews (Endy Santoso, 2011)). recording method. When the first or second technique is used at the same time, recording can also be continued with a certain tape recorder / MP3 as a tool (Sudaryanto, 1993: 135). The recording method can be done when the first technique and the second technique are completed or after recording. The recorded data was then transcribed in the form of orthographic transcription. Data that meet the language negation criteria are entered in the data cards that have been prepared and then analyzed.

4. RESULT AND DISCUSSION

Communication In order for the analysis process to be structured, in this section the author describes the data and analysis through the content analysis of Benoit's model which includes three categories, namely: the first is acclaims or claims, the second is attacks or attacks and the third is defends. The purpose of this category is to see how the statements made by the two candidates in the 2019 presidential debate. The author will also analyze the overall content of the presidential debate from segment one to the end. Here, the author describes the results and content analysis of the 2019 presidential debate.

<p>Segment I (vision and mission)</p> <p>In this segment, the candidates first convey their vision and mission and the results determine the delivery of the presidential candidate's vision and mission, the time given is 3 minutes.</p>	
<p>Question: Presidential candidate number 01, Mr. Ir. Joko Widodo to achieve his vision and mission takes 3 minutes starting when you speak. Please!</p>	<p>Question: presidential candidate number 02, for that we invite Mr. Prabowo Subianto to convey his vision and mission, the time is 3 minutes when you speak. Please!</p>
	
<p>Answer: Bimillahirrohmanirrohim, Assalamu'alaikum wr wb. Good evening, greetings and peace to all of us, om swastiastu, the name of the culture, greetings of virtue, which I respect the chairman of the KPU and the commissioners, the chairman of Bawaslu and the commissioners, who I respect my good friend, Mr. Prabowo Subianto and all the Indonesian people I love. Our vision is that Indonesia is advanced in the field of energy. In the future, we want to reduce the use of fossil energy as much as possible, so that the use of biodiesel using grenbel will be carried out, we have started by doing productive B20, we will continue to B100 so that our dependence on fossil energy will be reduced from year to year. Then also related to the infrastructure sector, we know that in the past 3 years we have disbursed 187 trillion village funds to the villages. thousands of irrigation units that we have built from village funds. Third, in the food sector, we want the food supply, food stock, and price stability to continue to be maintained and I would like to say a big thank you to the corn farmers, we remember that in 2014 we still imported 3.5 million tons of corn, in 2018 we only imported 180 thousand tons of corn. the production of 3.3 million tons that has been done by farmers is a</p>	<p>Answer: bismillahirrohmanirrohim, Assalamu'alaikum, wr wb. My brothers and sisters, wherever you are, the honorable assembly, brother Ir. Joko Widodo, whom I respect. Tonight we gather to discuss issues that are very important in the life of the nation, namely Infrastructure, Food, Energy, Natural Resources and the Environment. We have a vision that it is precisely in these fields that in order to become a successful country, we must really build something independent, we must stand on our own feet, we must be self-sufficient in food, self-sufficient in energy, self-sufficient in water so that we can survive as a nation. The United Nations now says that these are the three main issues with which a country's success can be measured. A country is said to be successful if it can provide food for its people, energy for its people, and water without imports. If we come to power, God willing, we will get a mandate from the people, we will ensure that food is available at affordable prices for all Indonesian people and we will guarantee that producers, farmers, breeders, fish farmers, fishermen must receive adequate income. the price of electricity, the price of basic foods and we will prepare fertilizer in what quantity is needed we will prepare it to the farmers. This is our comic, we believe that</p>

big leap. In the environmental sector, in the environmental sector, in the environmental field, we want forest fires to stop peatland fires from happening again and we can handle this in the past 3 years, there have been no forest fires, peatland fires, and that is all of our hard work and we also want reduce plastic waste in rivers and at sea. I think we are the dedication that we want to give to this nation for Indonesia to progress.	Indonesia can stand on our own feet. We will secure all of Indonesia's economic resources. We will safeguard the coffers of the Indonesian people so that our wealth does not flow out of the country. The main problem of our nation is that our wealth does not stay in our republic. This is not anyone's fault, this is our fault as a nation. That's why I invite you to come together to find a solution to the problem. I appreciate what has been done by Mr. Joko Widodo in the field of Infrastructure, he has worked hard, but whose name is democracy, I offer a strategy that will bring prosperity and justice to the people of Indonesia more quickly.
---	---



<p>Segment II</p> <p>In this segment, presidential candidates will answer questions from the panelist team. In addition to answering questions, each presidential candidate was also given the opportunity to respond in turn. The time given by the moderator to answer questions from the panelists is 2 minutes and the debate opponent may respond and is given 1 minute to respond to the answers from the debate opponent. Each question is raised with the same theme but the topic of the question is different.</p> <p>Theme: Infrastructure.</p>	
<p>Question: what is your strategy to overcome these problems in order to increase the competitiveness of the national economy?</p>	<p>Question: what is your future strategy in implementing infrastructure that is inclusive and does not leave marginalized groups?</p>
	
<p>Answer: Yes, I think that in the past 4 years we have built a lot of work, toll roads, ports, new and new airport developments as well as developments and this is what we want to continue to do so that connectivity between islands, connectivity between provinces, connectivity between districts and connectivity between cities is really well connected. With that speed, ease of logistics transportation, transportation of goods, people's mobility will be faster. Our</p>	<p>Answer: thank you, I think this is an extension of our approach that I said earlier on infrastructure for the people because it is very important in planning to include the communities that will be affected by the infrastructure development. Then we still have to calculate the economic and environmental impacts, the social impacts of the infrastructure development. For that I see that the problem of cost of money also costs us money to build, so I see that now we have a lot</p>

competitiveness without fixing this, without building this forget it. So I will be consistent in continuing to build this infrastructure so that this connectivity is truly connected, not only for toll roads, not only for porting, not only for airports, not for building electricity, but also for digitalization. with high speed in western Indonesia we have completed 100% in central Indonesia 100% we have completed in eastern Indonesia 90% have been completed we will complete this year. This is once again the importance of infrastructure in addition to the development of human resources, which we will also carry out on a large scale in the future.	of commercial debt to build this infrastructure which will also have an impact on efficiency of the infrastructure. However, we have to reserve the cost for compensation to the people whose lands were taken or their livelihoods cannot be immediately seized without any distribution, the transfer of their lives I think this is a populist approach which I always say that infrastructure is very, very important but of course infrastructure must be oriented to the greater interest to increase our production and competitiveness so that we can generate added value from an economic point of view, not be a burden to society. However, paying back those debts is a burden on our economy. Thanks.
Moderator: please go to presidential candidate number 02, Mr. Prabowo Subianto, your time is 1 minute	
Responses of Each Candidate	
Presidential candidate 02 I appreciate Mr. Jokowi's intention in leading the infrastructure development, but I also have to convey that it is very likely that Mr. Jokowi's team is working inefficiently. A lot of infrastructure is being carried out in a very slow manner without study stability, without proper study stability and this results in a lot of inefficient infrastructure projects being lost. even those that are very, very difficult to pay for, so this is an infrastructure problem, it must be for the people, not the people. For infrastructure, it can't be infrastructure. Later, it will only be a monument but not used as an example of the LRT in Palembang and the Kerta Jati airfield and other things that are not used. Thanks.	Presidential candidate 01 Yes, if Mr. Prabowo said that without stabilization earlier, I am very wrong because this has been planned for a long time, this has been planned for a long time, of course everything is there and it will happen and about what was conveyed by the Palembang LRT or LRT, MRT Jakarta everything takes time to move the culture that is I like to ride my own car and then get into transportation. What I learned in other countries is that it takes 10-20 years to transfer culture. It's not easy. It means that if there are not many people, it's only 4 months and 6 months when it comes to paper, so it's just a matter of finishing the toll road connecting the paper. Bandung, once the Bandung airport is finished, everything will be transferred to ready-made paper and immediately packed with Mr. Prabowo.

Segment II

In this segment, presidential candidates will answer questions from the panelist team. In addition to answering questions, each presidential candidate was also given the opportunity to respond in turn. The time given by the moderator to answer questions from the panelists is 2 minutes and the debate opponent may respond and is given 1 minute to respond to the answer from the debate opponent. Each question is raised with

<p>the same theme but the topic of the question is different.</p> <p>Theme: Energy and Food</p>	
<p>Question: The question is, what is your strategy to face the four point zero industrial revolution in the agriculture, fisheries, and animal husbandry sectors, most of which are still small-scale and traditional?</p>	<p>Question: what is your policy and strategy to improve palm oil governance so that the target of biodiesel at least 20% or B20 is achieved by plantation workers and prosperous farmers and environmental sustainability is maintained?</p>
	
<p>Answer: thank you. In this four point zero industry revolution, we know that it comes out at a very high speed, artificial intelligence internet of things beach data, everything comes out, all robotic events come out, everything comes out and I believe that with the preparation of human resource development we will be able to prepare our nation for the four point industrial revolution. zeros. For example, like farmers, the need for farmers to be introduced to what is called a marketplace so that they can sell online so that the relationship between farmers and consumers is getting closer, also preparing small businesses, micro businesses, super micro businesses to know how they can take advantage of this. this online system so that building an offline ecosystem and building an online ecosystem is very necessary in this very fast time, these are the processes we are working on in the field so that we are not left behind with other countries in welcoming the four point zero industrial revolution. I also want to convey that I said earlier that the palapa rings that have been built in the western part of the eastern part of the central part of Indonesia are almost 100% complete as well as the foji system that we have now built, almost 74% of the city districts that we have we have completed this year I I think it's easy for us to enter the era of digitization.</p>	<p>Answer: ok, yes, palm oil is an important commodity for us and this is actually promising because we can use oil palm for baye dise and baye viel. B90 and so on we are still, I am not pessimistic sir but I am very optimistic that we are able to and we are very capable of being self-sufficient in the energy sector and palm oil will promise we can use all of our palm oil products to become baye viel and baye dise and this we can increase the income of our farmers who are currently falling we can increase prices and also we must be consistent to improve their welfare PIR must be implemented PIR pattern is people's nucleus plantations and we must change not 20% to 80% is plasma 20% nucleus we have to be braver like Malaysia, maybe increase the plasma so that the people are more own rights to their labors and their products. I think it's personal to us that we can look for ways that are important from the first we can use palm oil to be an additional fuel for us because we will also become net importers in the near future, we will import 100% of our fuel oil and we have opportunities from oil palm. Thank you</p>

Responses of Each Candidate	
<p>Presidential candidate 02</p> <p>we both understand the enormity of the development of the four point zero industry that will come with this robotic artificial intelligence which will have an impact on a factory that has usually a car factory in Germany which has 15 thousand workers, it can be replaced now with robots and only requires less than 50 people to work This will have an impact, but the point I want to convey is that we are talking about the four point zero industry. We are still unable to defend our own farmers. We are the problem. We also cannot guarantee that food prices are affordable for our people. This is what I have a problem with. It's good that we are talking about the four point zero industry, but I want to guarantee that Indonesia can provide its own food without imports from any country.</p>	<p>Presidential candidate 01</p> <p>In fact, if the infrastructure development was for the people, I said in front of me that the construction of 191 thousand kilometers of roads in the village was for the people below, which people often don't see. Then for compensation, maybe Pak Prabowo can see that in the past 4.5 years there have been almost no conflicts over land acquisition for our infrastructure, because if there is no compensation, there is profit compensation because the portions of the cost of land acquisition are actually very small. 2-3% why not increase it to 4-5% that's what I instruct all road contractors so that the portion of land acquisition is given a larger number so that there are no conflicts in the community.</p>
<p>Segment III</p> <p>In this segment, presidential candidates will answer questions from the panelist team. In addition to answering questions, each presidential candidate was also given the opportunity to respond in turn. The time given by the moderator to answer questions from the panelists is 2 minutes and the debate opponent may respond and is given 1 minute to respond to the answers from the debate opponent. Each question is raised with the same theme but the topic of the question is different.</p> <p>Theme: Natural Resources and Environment</p>	
<p>Question: what is your commitment and strategy to carry out agrarian reform in accordance with these goals?</p>	<p>Question: what are the steps in your strategy to address the root causes of environmental pollution and ensure the fulfillment of people's rights to a good and healthy environment?</p>
	
<p>Answer: in the past 2 years we have distributed concessions through social forestry, be it for indigenous peoples for people's rights, for</p>	<p>Answer: It is true that the environment is very critical because it concerns the future of our children and grandchildren. If I was given the</p>



<p>farmers, for fishermen, which in the last 2 years we have distributed concessions of 2.6 million hectares. Of the 12.7 that we prepared. We also assist them so that the lands that we have given them become productive, some they plant coffee, some they plant fruit, some they plant a lot of corn, meaning that they do not only give concessions to the land but also assist them so that their land can be harvested. land is productive in these 2 years we have also distributed certificates 2017 we have distributed 5 million certificates to the people below, 2018 we have distributed more than 7 million certificates what is this actually so that they have legal rights to the land they have clear legal rights certificates earlier and with this certificate they can use it as collateral for processing capital to banks from the economic side, the legal rights side, there is also the access to the financial sector, they also have this. This is the importance of redistribution of agrarian reform assets. This 7 million must be distributed to the public, not to the big ones.</p>	<p>mandate to lead the government of the republic of Indonesia, I would of course enforce the law. Law enforcement agencies must be strictly enforced against companies that do not comply with the provisions, in many places for decades large companies have actually violated the law, leaving the waste unwilling to pay. the actual tax is to clean up waste and kong kali kong pat times with officials so that they often escape their obligations so this is again my commitment to upholding a clean government that will not collaborate with people who violate the implementation of environmental pollution . Then, as an example, I will separate the ministers of forestry, why is it made into one environment, one KLH must supervise the forestry department, why is it one so we will separate this immediately so that KLH will actually enforce environmental problems, not one, yes, this is often a problem. Then we will also tighten the permits, the Amdal must be carried out, there are no shortcuts for very fast Amdal, often legally there is.</p>
--	--



Responses of Each Candidate

<p>Presidential candidate 02</p> <p>We have a different strategic view that Mr. Joko Widodo and his government are interesting and popular for a generation or two, but the land does not increase and the Indonesian nation is added every year by approximately 3 and a half million so if you are proud to divide 12 million 20 million in time we will not we have more land for us to share, so what will the future of our children and grandchildren be, so we have a different strategy, our strategy is the 1945 constitution article 33 of the earth and water and all the natural resources contained therein are controlled by the state.</p>	<p>Presidential candidate 01</p> <p>why in the past 3 years we have been able to overcome forest fires, peatland fires, one of which is strict law enforcement against anyone, 11 of these, as well as recorded, 11 companies were given a fine of 18.3 trillion, why are they now all afraid of something called fire? illegal forests because we are firm in enforcing our laws firmly against violators of environmental destruction, secondly we have also started to clean up rivers that have been polluted by pulses, one of which we have done is the Citarum River, the fragrant Citarum we are very grateful for Thank you very much for the support of the entire West Java community for this program and we hope that this will be an example of a good environmental improvement.</p>
--	--



Segment IV (Explorative Debate)

We arrived at an exploratory debate and in this debate there is a video which is an actualization of the statement of the panelists, there are already two videos that

<p>have been selected by each presidential candidate in the earlier segment which are different. We do not show a time limit for each presidential candidate to focus on substance in This debate and presidential candidates can immediately respond to answers but are not allowed to interrupt the opponent's conversation.</p>	
<p>Question: what is the direction of your strategy router in managing maritime resources to realize the prosperity and welfare of the Indonesian people?</p>	<p>Question: what are your concrete steps to overcome the environmental and socio-economic problems caused by these ex-mining holes?</p>
	
<p>Answer: the sea is the future of the economy of our canyon, Indonesia, in the past 4 years we have been tired of chasing 7 thousand foreign illegal fishing vessels that steal fish in our waters, there are 488 ships that we have burned and we have sunk. it is said that there is no opportunity for our fishermen to take advantage of our marine natural resources, especially fish so that they can be more prosperous. Apart from fish, we also have a lot of them, namely offshore. well explored in our seas, therefore we continue to encourage the mining fields so that they can provide benefits to the country and provide income and provide a lot of income to the country, thirdly, we also need to improve infrastructure related to this sea in the future. We have continued to work on the amount of the sea toll road, especially in eastern Indonesia because we have 17 thousand islands of connectivity between port islands, sea highways, we must also consistently solve this so that the sea really provides benefits to the people, nation and state.</p>	<p>Answer: well, this is precisely the problem we received from years ago where it was as if the country had been co-opted by private companies. the private company left behind problems like before, the holes were not closed, yes, in the end, he escaped. a problem that has been around for decades so the situation that is needed is a firm government that dares to take action, but we also know that these companies are no longer in Indonesia, he has been here for 30 years, he has exploited him, he left, which is a hassle but maybe we can pursue through international court channels through the United Nations through I Interpol may still have a lot of ways, because some of them once he worked here he did all sorts of things, that's when he left, we experienced this and I myself know that and that's my response so I'm concerned, if I were the one in charge I would really focus looking for a way out to solve this.</p>
<p>Responses of Each Candidate</p>	
<p>Presidential candidate 02</p> <p>the problem now is that these poor fishermen have no access to technology, no access to boats, no access to capital, and are limited by regulations that severely limit the ability of</p>	<p>Presidential candidate 01</p> <p>So since 2015 we, the government, have been working with the KPK, namely through the movement to save natural resources, therefore there are a lot of things that we are doing</p>

<p>small fishermen to go to sea and carry out their work. So if our strategy is for the state to be present, we will create SOEs specifically in the marine sector and in the fishery sector and organize fishermen who are trained with the right technology, given access to capital vessels, then given cold storage and canning infrastructure and so on and then assisted in marketing. by the government, so we want to control but also we must empower poor fishermen to be able to live properly.</p>	<p>together and the KPK in terms of saving our natural resources, but apart from enforcing the law, we have also done a lot of things. Maybe the Indonesian people, ladies and gentlemen, can see that Bukit Asam owned by Bukit Asam has been mined, most of what has been mined has been reforested, if the supervision is tight, we can do that, if there is less supervision, we certainly can't do it.</p>
<p style="text-align: center;">Segment V (Arguing (Inspirational))</p> <p style="text-align: center;">Yes, if we watched the exploratory debate this time, it is an inspirational debate because each presidential candidate will be given the opportunity to ask each other and respond to each other, the maximum time for asking questions is 1 minute and the response time is 2 minutes.</p>	
<p>Question: I want to ask that Mr. Joko Widodo, when he was president, on several occasions said that he would not import food commodities, it turns out that in the 4 years you have led you have imported a lot of these commodities. It really hits the lives of our farmers, sugar cane farmers harvest but sugar from outside comes in very large quantities, sir, millions of tons, so then also other commodities. In the case that you yourself are proud that production is increasing, please answer, sir?</p>	<p>Question: What infrastructure will you build to support the development of unicorns in Indonesia? Thank you!</p>
	
<p>Answer: thank you. I have said before and that in 2014 we imported 3 and a half million tons of corn. 2018 yesterday I need to say that we only imported 180 thousand tons, meaning that our farmers, our corn farmers, have produced 3.3 million tons, so that imports have become very much reduced, it's not true. maybe turning the hand in a day or two or about a year or two years is a long time to do that, in the field of rice I need to also say that since 2014 until</p>	<p>Answer: yes, I think the infrastructure that we build, we facilitate, we reduce regulations, reduce restrictions because they are still actively developing rapidly, so I will support all efforts to facilitate them, they are also experiencing difficulties. Plus they want to be taxed apparently in this online trade which they also complain about. So I welcome the dynamics of business development as it is very fast and this allows to open up extraordinary opportunities so I really support</p>

<p>now our imports for this rice have decreased and our rice production so that we all know 1984 we are indeed self-sufficient and at that time our rice production was 21 million tons per year 2018, yesterday our rice production was 33 million tons of consumption rice, we consumed 29 commas meaning is there a stock there is a surplus and almost 3 million tons 2.8 million tons means we have a surplus why the question why do we import because import is to maintain stock availability to stabilize our prices too we must have reserves for disasters, we must also have reserves for crop failure, we must also have reserves if exposed to pests without it being heavy.</p>	<p>things like that. Thanks.</p>
<p>Responses of Each Candidate</p>	
<p>Presidential candidate 02</p> <p>This is the answer we always hear, sir, but the problem is the strategy I say is our strategy and our different economic philosophy, we want to exploit our own producers, so if we have excess stock, why do we have to import, that's the problem if we're really overstocked 3 million, why do we have to import, is it not better to save foreign exchange then roll it out, we open new land, we help seeds, we help fertilizer, fertilizer reaches the farmers, so this may be a different philosophy, sir. We believe that the economy must be for the people, not the people for the economy, so article 33 for us is a safeguard and this is what we see from everywhere and this is what the farmers ask for a good price, but he also asks not to import it at harvest time, so I think maybe the minister of trade, sir, didn't report to you that he recently changed the minister's decision, sir, that in the past you couldn't import one month before harvesting and you can't import two months after harvest, now you can import this sir, please, you need to check because this is the problem below that our farmers are complaining about everywhere and this problem in my opinion is a fundamental problem that we must really stand under our own feet and</p>	<p>Presidential candidate 01</p> <p>Yes, so I need to say that in the context of Indonesian unicorns, we know that in this Asian country there are 7 unicorns and 4 of them are in Indonesia, therefore we want 4 or not, but there are additional new unicorns in Indonesia, new startups in Indonesia we have prepared a program of 1000 new startups that we link with global incubators so that they have access to innovation so that they can be developed in other countries. We are in the framework of infrastructure in order to support these unicorns, we are also building infrastructure, which I said, the palapa ring in western Indonesia is 100% completed, central Indonesia is 100% completed, eastern Indonesia is 99% completed and later in June, God willing, 100% will also be completed. This is done connecting the backbone with broadband at very high speeds. Then the second is also the foge system that we will continue now has only reached 74% but I believe God willing, until the end of this year all regencies and cities in the province in the country have been connected. We continue to push these three regulations that make it easier for startups without very strict regulations. They register online. Now this is what we continue to push so that we are truly able to welcome the four point zero industrial</p>

not depend.	revolution with the human resources that we have prepared through imitation. - The current imbubation which we have prepared for the past 3 years.
<p align="center">Segment VI (closing)</p> <p align="center">In this session, we will listen to the final statements from each of the presidential candidates who started first, which we drew on January 25, 2019 at the KPU office. For this reason, we started the segment this time from presidential candidate 01 to Joko Widodo to deliver the final statement, the time is 2 minutes please.</p>	
<p>Question: presidential candidate 01 to Joko Widodo to deliver his final statement, please take 2 minutes.</p>	<p>Question: presidential candidate number 02 Prabowo Subianto to deliver his final statement. Father's time of 2 minutes starts when you talk shit.</p>
	
<p>Answer: The Indonesian people I love, managing a country as big as Indonesia is not easy, it's not easy. I'm very lucky that I have the experience of managing a city as mayor and then managing a province as governor of DKI Jakarta and for the past 4 and a half years managing our country, Indonesia. We need firmness, the workers have courage in making policies for the good of this country, the petra oil and gas mafia, we have disbanded the Rokan oil block, we have managed the Mahakam oil block, we have managed the 51% preefort, the majority we have taken. We want this country to be better and I will use all the energy I have, the authority I have to improve this country, I have nothing to fear for the national interest, for the interest of the people, for the benefit of the nation, for the benefit of the country, I have nothing to fear except Allah S.W.T. For Indonesia to progress, for our people to be</p>	<p>Answer: Well my friends, wherever you are, tonight we have held a debate on important matters, we see good faith, however, Mr. Joko Widodo has the results that have been achieved, only Prabowo Subianto and Sandiaga Uno have a philosophy and the other strategy we adhere to the philosophy of a state of justice that will produce prosperity so we are of the view that the government must be present in detail, carefully, decisively, actively, to correct inequality in wealth we must guard our wealth so that it does not run away from the country and for that Our instrument is Article 33 of the 45 Constitution, I think that is what we want to emphasize. Then we also asked for permission, and they mentioned about the land which they said I controlled hundreds of thousands of places, that's true, but that HGU belongs to the state so at any time the state can take it back and for the state I am willing to return it all, but instead of falling to someone else foreigner is better for me to manage because I am a nationalist and a</p>

Based on the data presentation and analysis that the authors have described previously, the authors will discuss the findings of the content analysis of the 2019 presidential debate. The analysis is carried out through the functional theory of political communication by William L. Benoit which includes three categories, namely: the first is acclaims or claims. , the second is attacks or attacks and the third is defends. The purpose of this category is to see how the statements made by the two candidates in the 2019 presidential debate.

The author also adjusts the functional theory of political communication with the narratives and statements presented in the 2019 presidential debate. Thus, the results of this study are in accordance with the theories and models used in this thesis.

After conducting a research analysis that was adapted to the theory and concept of categories from William L. Benoit, all the questions given by the fans related to the theme of the presidential debate to the two candidates each had categories that were claiming, attacking and defending.

1. In the category of claiming, Jokowi is superior to Prabowo Subianto, because Jokowi claims that a lot of policies have been carried out by Indonesia, especially regarding development and infrastructure. In the four years of the Joko Widodo-Jusuf Kalla administration, infrastructure development is one of the programs that has been intensively implemented. Infrastructure development is considered to increase connectivity and stimulate inter-regional competitiveness throughout Indonesia. What is the record of infrastructure development in Jokowi-JK's 4 years? The following is compiled from data released by the Presidential Staff Office (KSP). Connectivity Infrastructure development, connectivity is carried out to facilitate community mobility in work and business. The government is of the view that, in addition to equitable distribution of goods/services, this development will also increase community productivity and competitiveness. Listed roads and bridges built during Jokowi-JK's four years:
2. The attacking category has many statements made by Prabowo Subianto against the policies carried out by Jokowi Dodo, especially in the field of food and commodities for farmers and fishermen. According to Prabowo Subianto, as long as your father served, the

president often imports food, be it rice, fish, salt, meat and others.

The Central Statistics Agency (BPS) noted that the Indonesian government had imported 2.25 million tons of rice with a value of US\$ 1.03 billion throughout 2018. The Director General of Trade at the Ministry of Trade Indrasari Wisnu Wardhana said imported salt had entered 2.2 million tons. into the country. This amount is part of this year's salt import quota of 2.7 grams.

3. These three categories of survival were equally carried out by both candidates, namely defending the policies that have been carried out, defending the policies that will be carried out, defending the general goal, defending the character of personal qualities and surviving the character of the leader's ability. All of this was shown by the two candidates against statements that were considered offensive.

5. CONCLUSION

Based on the results of the research described in the previous chapter, technically, the second presidential debate has three categories according to William L. Benoit, namely: claim, attack and defend. The first is a claim where the sentence puts the candidate's position in a positive position. Claim itself has 5 items including: 1) policy claims have been made, 2) policy claims will be made, 3) general purpose policy claims, 4) personal quality character claims, 5) leadership quality character claims. The second is to attack where the sentence has an offensive nature. Attacking itself has 5 items including: 1) attacking the policy has been carried out, 2) attacking the policy will be carried out, 3) attacking the general purpose policy, 4) attacking the character of personal qualities, 5) attacking the character of leadership qualities. Third, defend, namely sentences that support sentences that are offensive. Persistence itself has 5 items including: 1) persisting the policy has been carried out, 2) persisting the policy will be carried out, 3) surviving the general purpose policy, 4) surviving the character of personal qualities, 5) enduring the character of leadership qualities.

In addition to these three categories, in this debate the two candidates also gave and offered promises to the people, nation and country to make it better in the future, this presidential debate is one part of the campaign directly to the people of

Indonesia. It is not enough just to make promises, but people want more evidence from the words conveyed to the community.

6. ACKNOWLEDGEMENT

- Thank you, God, for your grace and guidance, I was able to complete this scientific paper.
- Mr. Wira Hadi Kusuma, S.Sos., M.S, as Chair of the Islamic Communication and Broadcasting Study Program, Faculty of Ushuluddin, Adab and Da'wah IAIN Bengkulu.
- Supervisor 1 Poppi Damayanti, M.Si and Supervisor II Moch Iqbal, M.Si who have guided, assisted and provided direction and input to the author.
- All lecturers in the Department of Indictment IAIN Bengkulu who have provided instructions, directions from various disciplines that are very useful for the author.
- Thank you to all parties who have contributed to the completion of this scientific paper.

REFERENCES

- Al-'Utsaimin, Muhammad bin Shalih. *Politik Islam*. Jakarta Timur: PT Griya Ilmu Mandiri Sejahterah.
- Irawan, Benny Bambang. 2007. *Perkembangan Demokrasi Di Negara Indonesia*, Vol. 5, No. 1.
- Cangara, Hafied. 2016. *Pengantar Ilmu Komunikasi*. Jakarta: Rajawali Pers.
- Cangara, Hafied. 2009. *Komunikasi Politik*. Jakarta: Rajawali Pers.
- Damsar. 2012. *Pengantar Sosiologi Politik*. Jakarta: Kencana.
- Eriyanto. 2015. *Analisis Isi*. Jakarta: Prenamedia.
- Gaffar, Afan. 2006. *Politik Indonesia*. Yogyakarta: Pustaka Pelajar.
- Gunawan, Rian, dan Ahmadi. 2018. *Fungsi Media Massa dalam Perspektif Negara Demokrasi terkait Penyelenggaraan Pemilu*. Vol: 4 No. 3.
- Hefni, Harjani. 2015. *Komunikasi Islam*. Jakarta: Kencana.
- Kartika, Rika. 2014. *Debat Capres*. Jakarta: DCSC Publishing.
- Kriyanto, Rachmat. 2014. *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana.
- Liliweri, Alo. 2011. *Komunikasi Serba Ada Serba Makna*, Jakarta: Kencana.
- Mustofa, Amir. 2010. *Analisis Wacana Percakapan Debat di TV One*. Fakultas Sastra dan Seni Rupa Univesitas Sebelas Maret.
- Meleong, Lexy J. 2006. *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Mubarok, Achmad. 2014. *Psikologi Dakwah*. Jakarta: Madani Press.
- Nimmo, Dan. 2005. *Komunikasi Politik*. Bandung: PT Remaja Rosdakarya.
- Nurudin. 2010. *Sistem Komunifikasi Indonesia*. Jakarta: Rajawali Pers.
- Nuryanti. 2018. *Peranan Media Massa dalam Pemilihan Umum di Indonesia*. Vol:4 No.3.
- Rohim, Syaiful. 2016. *Teori Komunikasi*. Jakarta: PT Rineka Cipta.
- Santoso, Endy. 2011. *Aanalisis Pengguna Negasi Dalam Acara Debat Partai di TV One*. (Fakultas Bahasa dan Seni Universitas Negeri Yogyakarta).
- Satori, Djam'an, Aan Komaria. 2014. *Metodelogi Penelitian Kualitatif*. Bandung: Alfabeta.
- Yuliastri, Mai, et.al. 2018. "Pengaruh Keterampilan Berbicara Menggunakan Metode Debat Dalam Mata Kuliah Berbicara Dialektik Pada Mahasiswa IKIP PGRI Pontianak", Jurnal Pendidikan Bahasa, Vol. 7.
- Wasito, Herman. *Pengantar Metodelogi Penelitian*. Jakarta: Gramedia Pustaka Indonesia.
- <https://jagad.id/pengertian-debat-menurut-para-ahli-unsur-unsur-ciri-struktur-macam-jenis-dan-tata-cara/>,(diakses 28 maret 2019).
- <https://pustakakomunikasi.blogspot.com/2016/08/pengertian-politik-dan-komunikasi-politik-menurut-para-ahli.html>, (1 Juni 2019).
- <https://nasional.kompas.com/read/2018/10/20/14144381/4-tahun-jokowi-jk-dan-catatan-pembangunan-infrastruktur?page=all>, (12 Desember 2019).
- <https://finance.detik.com/berita-ekonomi-bisnis/d-4386820/ri-impor-beras-225-juta-ton-sepanjang-2018-ini-rinciannya>, (12 Desember 2019).
- <https://nasional.kompas.com/read/2019/01/30/16202061/survei-lsi-hanya-29-persen-responden-yang-ubah-pilihan-pascadebat-pilpres?page=all>, (Desember 2019).

CYBER PUBLIC RELATIONS FOR GOOD GOVERNANCE DEVELOPMENT

(Study The Website www.bengkuluutara.go.id Communications and Information Office of North Bengkulu Regency)

Ninda Anggia Sari

Master of Communication Science, Faculty of Social and Political Sciences, Bengkulu University

ARTICLE INFO

Corresponding author:
Anggias881@gmail.com

Citation:

ABSTRAK

Pendekatan penelitian ini adalah pendekatan kualitatif dengan jenis penelitian studi kasus. Teknik penentuan informan menggunakan teknik purposive sampling. Teori yang digunakan dalam penelitian ini adalah konsep Balanced E-Government Scorecard. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan mendeskripsikan kegiatan Cyber Public Relations untuk pengembangan Good Governance melalui website www.bengkuluutara.go.id yang dikelola oleh Departemen Komunikasi dan Informatika. Mengetahui aspek manfaat, dimensi, partisipasi, transparansi, dan manajemen perubahan dalam pengelolaan website. Kabupaten untuk pengembangan pemerintahan yang lebih baik (good governance). Dapat disimpulkan bahwa hasil penelitian menunjukkan bahwa implementasi Cyber PR pada website pemerintah sebagai penyedia layanan informasi sudah maksimal dan efisien, baik dari segi efektivitas, efisiensi waktu maupun biaya, serta informasi yang dipublikasikan secara transparan berdasarkan fakta, partisipasi dari masyarakat dalam bentuk saran dan keluhan yang bertujuan untuk mendukung pemerintahan yang lebih baik dan memiliki pengaruh dalam pengambilan keputusan. Dengan menyediakan tautan "e-report", "keluhan konten negatif" dan "kolom komentar". meskipun ada pro dan kontra terkait transparansi informasi anggaran. PPID dikelola oleh bidang opini dan masyarakat yang telah berkomitmen terhadap keterbukaan informasi berdasarkan undang-undang nomor 14 tahun 2008 dan pasal 28F. Manajemen perubahan yang telah dilakukan dengan pengawasan dan pemantauan keamanan website.

Kata kunci : *website; good governance; e-government*

ABSTRACT

This research approach is a qualitative approach with the type of case study research. The informant determination technique used a purposive sampling technique. The theory used in this study is the concept of the Balanced E-Government Scorecard. The purpose of his study is to identify and describe the activities of Cyber Public Relations for the development of Good Governance through the

website www.benngkuluutaara.go.id which is managed by the Department of Communication and Information. Knowing aspects of benefits, dimensions, participation, transparency, and change management in website management. District for the development of better governance (good governance). It can be concluded that the results of the study show that the implementation of Cyber PR on government websites as information service providers is maximal and efficient, both in terms of effectiveness, time, and cost efficiency. as well as information published in a transparent manner based on facts. participation from the community in the form of suggestions and complaints aimed at supporting better governance and having influence in decision-making. By providing the "e-report" link, "negative content complaint" and "comment column". although there are pros and cons regarding the transparency of information on the budget. PPID is managed by the field of opinion and the public who have committed to information disclosure based on law number 14 of 2008 and article 28F. Change management that has been carried out with website security supervision and monitoring.

Keyword: website;good governance; e-government

1. INTRODUCTION

The development of information technology today brings very significant changes. Humans are growing day by day and making innovations with inspiration and support to form a superior life. Currently, the modern civilization of data innovation has entered the era of digitization. Along with advances in technology and time, the government has begun to take advantage of technological development innovations to provide more ideal data information services to the public. So that the information system is more developed.

The reasons behind people using the internet also vary, from not being out of date to those who wish to take advantage of the sophistication of information technology to create a productive life. devoted to the field of *public relations* which is currently using the internet, until the term *Cyber Public Relations*. As a tool to apply ICT (*Information Communication Technologies*) tools for the purpose of open public relations in building an organization's brand to the public or community groups, which can flow one-to-one relationships actively. In the midst of world competition, the use of the web will increase the variety of the media to convey information to the public.

Cyber public relations is seen as successful in carrying out activities as a means of information and corporate imagery.

cheap and fast to be informed to the public through internet-based media, one of the forms of *cyber public relations* that is currently widely used by individuals and government institutions such as the communication and informatics office of North Bengkulu district is the use of *the website* www.bengkulu_utara.go.id. The development of communication technology allows website media users to convey information, so that by definition *cyber public relations* can be in the form of public relations activities carried out through electronic media. All public relations activities can be carried out in the form of disseminating information to the public.

The trend of using *websites* that are widely used by the public and companies makes organizations also not left behind in utilizing information technology and *the website* is the context use of innovation in the new government that utilizes the web for the development of *Good Governance*. *Cyber public relations* is influential for managing a government website that documents all affairs and progress of the North Bengkulu Regency Government to support the vision and mission where one of the visions is the North Bengkulu Regency Communication and Information Office, namely the realization of a study on the development and dissemination of more standardized communication and information as well as increasing power access to information and the views of the

people of North Bengkulu towards a sophisticated information society. Bengkulu PERBUP in carrying out government administration based on information technology.

(*E-Government*) number 20, North Bengkulu regional news 2019 number 20 which supports great governance by utilizing data innovation, then it is necessary to stipulate regulations for the administration of data technology-based government (*E-government*) in the North Bengkulu local government. In carrying out the activities of a government agency, it is inseparable from the development of technology such as the internet and the term *Cyber Public Relations* in the implementation of ICT (*Information and Communication Technologies*) tools on *the website* of the North Bengkulu district government, which has an important role in supporting the development of good governance to create *good governance*.

2. RESEARCH METHOD

The research uses qualitative methods with case study types, according to Sugiyono. Qualitative research is a method that can be used in researching natural objects, with the researcher as the key instrument. According to Deddy Mulyana (2018: 247) case studies are broad descriptions and explanations of various aspects, be it from an individual, a group, a program, or a social situation. Meanwhile, based on Robert K. Yin in Deddy (2018) a case study is researching a contemporary event, without manipulating significant behavior, researchers use case studies to try to analyze data about the subject that the researcher will study.

Data collection techniques used are interviews, direct questionnaires, observation, and literature study. After the data is obtained, the data analysis techniques used are data reduction, data presentation, and conclusion/ *verification*.

3. RESULT AND DISCUSSION

1) Utilization of the government website www.bengkuluutara.go.id implements cyber public relations for the development of good governance at the Communications and Information Office of NorthBengkulu Regency.

The benefit dimension relates to the quality and quantity of services offered, as well as how these services benefit the community. These criteria include the following: The extent to which the services that have been implemented are covered on *the website* www.bengkuluutara.go.id, namely by providing information on regional activities, area descriptions, geographical conditions, climate, information on regional infrastructure, roads, irrigation, PPID, e reports and complaints of negative content. Because this website is implemented

electronically, so that it can be used/accessed by anyone and anywhere, especially the people of North Bengkulu can directly convey their aspirations, and complaints to the city government through the e-report link contained on *the website* .website www.bengkuluutara.go.id explains in general for information, related further information can be accessed on the related SKPD website, under a subdomain managed by the North Bengkulu Regency Communication and Information Office as the domain holder. If there are rules that explain that such content must be managed by the North Bengkulu Regency Communication and InformationOffice, it will be taken over by the infrastructure and technology sector of the North Bengkulu Regency Communication and Information Office, North Bengkulu Regency.

Based on the results of interviews and observations, *the website* can be accessed in a "stop shop" from one portal to various services by directly accessing the website link, namely www.bengkuluutara.go.id then users will be able to access various features available. available on the website www.bengkuluutara.go.id. The ease of use in getting these services is very easy, just like the *website* is enough to access a *link* that can be accessed on a cellphone or laptop anywhere and by anyone without any restrictions. There is a form of display when viewed from a cellphone or laptop, but for the existing services there is no difference, these things are ways that have been done by the manager to provide convenience to the wider community through the electronic media of *website* the North Bengkulu Regency government The information obtained is that the information submitted is always *updated* every day and the ease of access for its users, namely only by using the internet network and accessing *Google* to get to *the web*.

2) The efficiency of the government website www.bengkuluutara.go.id implementation of cyber public relations for the development of good governance at the Communication and Information Office of North Bengkulu Regency.

Efficiency refers to how technology can improve service quality by speeding up operations. Efficiency characteristics, which include the availability of process architecture, resource planning, maximum utilization *platforms* in all aspects, and the quality of the scope of training for staff and employees. for the initial step taken by the Communication and Information Office of North Bengkulu Regency, namely to create a website as a tool to convey information, then see and evaluate whether it has gone well or not. In addition, it also utilizes a *platform* form of *wordpress* in accordance with the function of the *website*, namely to disseminate information to

the community, regarding efficiency based on the principles of *good governance* according to the UNDP (*United National Development Program*), namely effectiveness and efficiency, namely all processes and institutions that are directed to produce something truly really needed and in accordance with the available resources as has been done by the Department of Communication and Information of North Bengkulu Regency with one of the efforts that need and have been done is by educating the public about the need for information literacy. Information literacy does not only knowing or hear information, but also understand what it means, how it is used, and where people should look for it. Meanwhile, providing access to communication and information requires the management of public communication and information within the city government of Arga makmur.

Criteria regarding the quality of the scope of training for staff and employees, a management team that has the *skills* and basic educational support, while support from the government for further debriefing has never been held, until now there has been no special training in managing *websites*, this is not supported and cannot be implemented not because they do not want to follow it, but because there is no budget from the government for training, while it is very important to do that, namely to support performance and develop better government governance through the application of *website*. There are differences in the field of information management, related to the training of reporters and managers of news content on the *website*, this is supported by the existence of technical guidance from the center, before the Covid-19 pandemic, this was routinely done. To be able to participate and even then there must be a budget in dispatching employees to carry out training from the center. During this pandemic, training for information management employees has been diverted to training programs through *zoom meetings*, so there is no limit to the number of people who want to take part. Based on the results of observations where the implementation of *Cyber Public Relations* for the development of *Good Governance* affects how technology or the application of internet devices in a work system can reduce the work process in terms of time which can save time and energy because it can be accessed at any time by managers and access for the public. When publishing information to the public, for example, currently delivering information about Covid-19 in North Bengkulu Regency, the covid group from the Arga Makmur City Health Office collaborates with the Communications and Information Office (DISKOMINFO) in distributing information news to the public, whether it be in the form of conferences or conferences. the press regarding the increase in the number of patients, to the efforts made by the North Bengkulu Regency government to

urge the public to follow health protocols, and the appeal to always use masks. With this, it can be seen that reporting can be time efficient, so that the public can accurately view the updated news through *the website* government's official. In addition, the main thing that becomes the context of the news is the activities carried out by regional officials in carrying out regional development. The efficiency of using a website is that it can minimize the budget for disseminating information for the city government of Arga Makmur, North Bengkulu Regency because it can be accessed for free without limits and is more efficient than conventional media.

3) Participation in the government website www.bengkuluutara.go.id implementation of cyber public relations for the development of good governance at the Communications and Information Office of North Bengkulu Regency

Based on the results of interviews and observations, the manager provides services such as a comment column on every news that is displayed, which has become a form of coverage provided by the *website* so that the public can immediately respond to the news. In line with Presidential Instruction Number 9 of 2015 concerning the Implementation of Public Communication, Government Public Relations (GPR) is a priority program to ensure that the public understands what the government is doing and participates in development. This form of community participation can also be done from the comment column service that has been provided by the manager; this feature can be used by the community to respond to the published news. From the observations, it can be seen that the community has also participated in commenting through the comment column, but the problem is that there are also people who do not adjust comments to the news being commented on, these comments are outside the published context. So based on interviews, the website manager did not reply or respond to comments like that. The reason is because it already has its own scope. Community involvement in decision-making already exists. For example, if there is a conflict between the community and a company, the region/government decides to terminate the business license, so as not to cause the spread of issues and problems. This is a form of community involvement in making a decision, while the influence also exists, for example, the community participates in road links that often used by the public but has not been noticed by the City government then the community posts the opinion in the media which is then seen and conveyed by the government, the news and will be forwarded to the leadership, to see the response and what steps to take so as not to spread to the outside media. Based on the results of interviews conducted by researchers with the

Infrastructure and Technology Section, the response was not immediately completed, because everything that was done needed the approval of superiors and funds to carry it out.

In addition, the form of community participation through conveying their aspirations regarding the unavailability of ribbon ink in the dukcapil, causes the community to be unable to make KIA cards. Meanwhile, the community really needs it to be one of the requirements for their child to enter school, so that it goes through various stages from the central admin who reports to the Communication and Information Office, then after checking the completeness of the data, such as an identity card. The North Bengkulu Regency Communication and Information Office (DISKOMINFO) will forward it to the Civil Registry Population Service for a solution. Based on the results of the study, it can be seen that the manager is quite optimal in responding to complaints from the community.

Based on the results of research through interviews that the availability of services made for the community has been implemented, the public can access reporting services through *the website*, with various stages that have been made, and this is supported by the anonymous feature, which is the feature used by the reporter to protect his identity, then there is a secret, this feature is used for people who want to report without being told the identity and contents of the report. Then there is tracking.id, which is a unique code to follow up on the report.

4) Transparency of the government website www.bengkuluutara.go.id implementation of cyber public relations for the development of good governance in the Department of Communication and Information, North Bengkulu Regency.

Transparency is seen from the disclosure of information. towards transparency in government processes. Transparency criteria, include: In the decision-making process, the quantity of information provided by the government (e.g. press conferences, release of cabinet meeting results, etc.). Based on the information obtained from the results of interviews with the Head of the Information Management Division, the media center publishes news every day with a minimum news per day, or even more, it all depends on the related OPD. The annual target number is 700 news per year, that is also not a guideline, in fact, it is always more than the target, for managers in the field of Infrastructure and Technology, they don't know the amount of news published, because they only manage *websites*, related content is not a task what they need to do.

The news on *the website* is news about the agenda of the Argamakmur City Government, development activities carried

out by regional officials regarding development, and plans that will soon be carried out by the Argamakmur City government. In this dimension of transparency, the researcher distributed questionnaires directly to 10 informants who were residents of North Bengkulu Regency to see their responses regarding the disclosure of information they felt. 4 out of 10 people said that the transparency of information published on *the website* www.bengkuluutara.go.id has been open and based on existing facts, while 6 out of 10 informants said the government has not been open enough regarding information on budget funds and information regarding Covid-19 cases. Then from the results of a direct questionnaire regarding the pros and cons, the Head of Information Management Division of the North Bengkulu Regency Communication and Informatics Office said that about development information that updates activities carried out by OPD for budget funds. Information and documentation management officials based on Law Number 14 of 2008 concerning information disclosure, are carried out periodically. For people who want to know information, it is on the PPID page on the *website* www.bengkuluutara.go.id as mandated in Law number 28F 'The public has the right to know about the APBD' and can apply directly to PPID with certain conditions, lack of socialization to the public. The community creates a lack of public understanding of budget transparency. The Department of Communication and Information of North Bengkulu Regency is obliged to publish in a transparent manner that can be accounted for by maintaining the image of the North Bengkulu Regency Government. Lack of understanding and direct socialization makes some people not aware that access to regional budget funds has been explained on the PPID link page, there has been a complete description of the list of public information, which includes: periodic information, information at any time, a list of public information immediately, then regarding North Bengkulu Regency Government officials, North Bengkulu Regency DPRD members, Regional Regulations and Regional Regulations and standard operating procedures.

The manager *website* for Infrastructure and Technology also said that there is some information that cannot be consumed by the general public, of course, there are limits on the information that can be conveyed to the public. For people who want to know the achievements in the relevant agencies, a process for approval can be carried out. For example, for people who want to know more about the Budget Realization Report (LRA), it can be approved. But not everything can be conveyed, such as receipts, and SPJ reports. Because it is data that is secured and not accessible to the public. Based on this, it can be seen that the efforts of *websites* in disclosing

information have been carried out. Lack of socialization to the public regarding some information, thus giving rise to bad public thoughts on information disclosure. If the community is assisted by the government to inform access to such information, then it will not be a misunderstanding between the government and the people.

5) Change Management of government website www.bengkuluutara.go.id implementation of cyber public relations for the development of good governance at the Communication and Information Office of North Bengkulu Regency.

Change Management, according to (Ibnuismail, 2020), is a planned and methodical method to assist organizations in making changes from their current state to a better state by utilizing facilities, resources, and expertise. Internet-based technology must be considered in today's global era. related to the implementation method whether there is a clear and well-managed review and control process. The criteria in This regard includes: strategy development, Because global computer networks are not secure, Internet-based information system security is very important in today's global era. According to the monitoring results of the Ministry of Communication and Information of the Republic of Indonesia, when data is transferred from one computer to another, other users can tap or modify the data.

There is no specific development carried out by the manager, only looking at existing weaknesses, for example. Regarding development to improve quality and security, the manager chooses a security system, if the security system is lacking, then in the following years they will choose a trustworthy SSL for *the website*, then insult *software* non-original or pirated Regarding the display, it is adjusted to the needs of the region and there is nothing specific. Every year an update is made, be it the theme or *control panel*, or the network system. The security that has been carried out by the manager can be seen from the padlock icon above the appearance of *the website* www.bengkuluutara.go.id . Based on the results of interviews and observations, that control and review is carried out every day and continue to be monitored, for management from the *website* . it is only carried out within the scope of the field, and there is no direct supervision from regional leaders. Regarding the context of the news, daily control is carried out and it is under the monitoring and guidance of the State Civil Service Agency (BKN) and the Ombudsman.

4. CONCLUSION

Based on the results of the research and discussion, the researchers conclude that:

1. Dimensions of benefits, the infrastructure, and the

technology sector has been implemented, namely information services related to information on regional activities, roads, irrigation, area descriptions, geographical conditions, and other information regarding the agenda of the Argamakmur City Government. The manager has also tried to make it easier for the public to be able to access *the web* with services by implementing this by providing access that can be accessed by anyone and anywhere without any restrictions.

2. In the dimension of efficiency, this service manager can minimize budget costs and save time in disseminating information to the public.
3. The dimension of participation, the manager provides a comment column feature, based on the results of the research conducted, it can be seen that the community has participated by responding to the published news, the number of users on this feature does not look too much, it can be seen that people do not comment according to the context of the news, then the manager takes steps by not replying or responding. So it can be seen that this feature has not shown effective community involvement. e-report service feature has been provided to see community involvement, based on data obtained in the field that this service is actively used in conveying public complaints related to the scope of the North Bengkulu Regency government, has been well positioned by Diskominfo in accordance with applicable rules and procedures.
4. The dimension of transparency, managers have distributed news according to their duties and functions, lack of socialization from the government on access to existing services, so that public opinion states that it is less transparent, especially on budget funds. The results of observations on *websites* regarding the budget are already on the website, in addition. The public can also find out about this information by accessing the e-report feature.
5. The dimension of change management, the manager has carried out daily control and review by the manager with a limited scope of the field and there is no special training for managers *website*, in the field of Information Management, technical guidance has been carried out by the central Kominfo, for now, the technical guidance is carried out virtually because Indonesia is currently experiencing a Covid- 19 pandemic, related to supervision and guidance carried out by the State Civil Service Agency (BKAN) and the Ombudsman, efforts to improve the quality of *website* are carried out by implementing the SSL security system.

Suggestions

1. Change management by looking at the principles of *good governance*. The head of government, namely the North Bengkulu Regent or his staff, should support and monitor, especially the *website* and provide activities such as work meetings, workshops, and special training for employees who actively manage the website www.bengkuluutara.go.id in order to increase understanding and deeper knowledge regarding the management of information systems based on *E-Government* in North Bengkulu Regency.
2. For the Department of Communication and Information of North Bengkulu Regency, researchers also hope that there will be special socialization for the public from the government regarding information that is "sensitive" and invites many opinions, namely regarding the budget of funds and where the funds are allocated in order to create transparency and public trust in information which has been published through the *website* www.bengkuluutara.go.id as a medium of accurate and reliable information, for the creation of the development of better governance or *good governance* in the implementation of *cyber public relations* through *websites* government.

REFERENCES

- Bob Julius. 2004. Cyber Public Relations strategy to build and maintain a global brand in the era of globalization through online media. Jakarta. Publisher PT Elex Media Komputindo.
- Sugiyono. 2016. Quantitative, Qualitative, and R&D Research Methods. Jakarta. ALFABETA, Cv.
- Mulyana, Deddy. 2018. Qualitative Research Methods. Bandung. PT Youth Rosdakarya.
- Al Asyari, Septem and Helmy, Herlina. 2020. Analysis of the Quality of Disclosure of Financial Statements on Local Government Websites. field. Padang State University.
- R. Indrajit. 2012. Balanced Scorecard for E-Government. Accessed https://www.academia.edu/14334467/Balanced_Score_card_for_E_Government on February 13, 2021.
- <https://binus.ac.id/malang/2018/07/cyber-public-relations/>, Retrieved 14 November 2020.
- Diana. 2018. Analysis of Bengkulu Province Website Quality Using the Webqual 4.0 Method. (accessed from ejournal.unib.ac.id/index.php/pseudocode/article/view/4302 on January 18, 2021)
- Husna. Nisrin. 2018. Cyber Public Relations. (accessed from <https://binus.ac.id/malang/2018/07/cyber-public-relations/> on January 18, 2021)
- JDIH BPK RI. Implementation of Information Technology-Based Government (E Government) in the North Bengkulu Regency Government. (Accessed at

regulations.bpk.go.id/Home/Details129628/Perbup-kab-bengkulu-utara-no-20-year-2019 on January 18, 2021).

KOMINFO. Local Government Website Very Important (accessed from kominfo.bone.go.id on February 1, 2020)

APJII. APJII Internet Survey Report. (accessed from <https://apjii.or.id/survei> on January 20, 2021).

EMPOWERMENT OF SOLIDARITY MEMBERS AND FAMILY WELFARE IN SUPPORTING COMMUNICATION FOR VILLAGE DEVELOPMENT, HEALTH AND ECONOMY

Wahyu Utamidewi¹, Tri Widya Budhiharti², Wisnu Widjanarko³, Syifa Zahra Salsabilla⁴, Adinda Fitriya⁵

^{1,2,4,5} Universitas Singaperbangsa Karawang

³ Universitas Jenderal Soedirman

ARTICLE INFO

Corresponding author:

wahyu.utamidewi@fisip.unsika.ac.id

Citation:

ABSTRAK

Program Pemberdayaan Kesejahteraan Keluarga bertujuan menjadikan perempuan sebagai agen yang sangat penting bagi kesejahteraan keluarga dan masyarakat. Desa Waluya Kecamatan Kutawaluya Kabupaten Karawang merupakan salah satu desa yang berusaha menggalang partisipasi masyarakat desa dengan melibatkan Program Pemberdayaan Keluarga Sejahtera. Meskipun Program Pemberdayaan Keluarga Sejahtera telah berjalan, namun terdapat beberapa permasalahan yang terjadi di dalamnya, diantaranya sumber daya manusia yang belum memiliki kemampuan untuk melaksanakan, menjalankan dan membimbing masyarakat. Masalah selanjutnya adalah banyaknya anggota yang tidak mau terlibat dalam mengikuti program ini. Teori yang digunakan dalam penelitian ini adalah teori solidaritas Emile Durkheim. Jenis penelitian ini menggunakan penelitian kualitatif. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana solidaritas anggota Pemberdayaan Keluarga Sejahtera dalam mendukung pembangunan, komunikasi, kesehatan dan ekonomi di desa Waluya. Hasil penelitian ini adalah bahwa peran Pemberdayaan Keluarga Sejahtera dalam meningkatkan perekonomian masyarakat pedesaan menuju peningkatan ekonomi dan kesehatan masyarakat yang ditandai dengan memperoleh pengetahuan, keterampilan dan memanfaatkan pengetahuan dan keterampilan tersebut untuk memecahkan berbagai masalah yang dihadapi dalam kehidupan sehari-hari, baik secara individu dan kelompok. Selain itu, anggota Pemberdayaan Kesejahteraan Keluarga juga membutuhkan pendampingan masyarakat dalam memenuhi bahan baku yang dibutuhkan untuk membuat kerajinan tangan atau handmade. Pemberdayaan masyarakat khususnya perempuan anggota Pemberdayaan Keluarga Sejahtera merupakan bagian dari komunikasi pembangunan yang merupakan salah satu strategi peningkatan ekonomi yang dilakukan berdasarkan partisipasi masyarakat dalam perencanaan, pelaksanaan, pemantauan dan evaluasi serta pencapaian hasil.

Kata kunci: Solidaritas; PKK; Pengembangan Komunikasi; Ekonomi,; Kesehatan

ABSTRACT

The Family Welfare Empowerment Program aims to make women as agents who are very important for the welfare of families and communities. Waluya Village, Kutawaluya District, Karawang Regency is one of the villages that is trying to garner the participation of the village community by involving the Prosperous Family Empowerment Program. Although the Prosperous Family Empowerment Program has been running, there are several problems that occur in it, including human resources who do not yet have the ability to implement, run and guide the community. The next problem is the number of members who do not want to be involved in joining this program. The theory used in this research is Emile Durkheim's theory of solidarity. This type of research uses qualitative research. The purpose of this study was to find out how the solidarity of members of the Prosperous Family Empowerment in supporting development, communication, health, and economy in Waluya village. The results of this study are that the role of Prosperous Family Empowerment in improving the economy of rural communities towards improving the economy and public health is characterized by acquiring knowledge, skills and utilizing these knowledge and skills to solve various problems faced in everyday life, both individually and in groups. In addition, members of the Family Welfare Empowerment also need community assistance in meeting the raw materials needed to make handicrafts or handmade. Community empowerment, especially for women members of the Prosperous Family Empowerment, is part of development communication which is one of the economic improvement strategies carried out based on community participation in planning, implementation, monitoring, and evaluation as well as achieving results.

Keywords: Solidarity; PKK; Communication Development; Economy; Health

1. INTRODUCTION

Introduction: Women in development in Indonesia have a very important role very important and of course women also have the opportunity to be or be members of an organization. Women can participate in the progress of the village by mobilizing the participation of the village community. The place or facility for women's organizations in the village is the PKK. PKK (Empowerment Family Welfare) is an organization or social institution village that can create village community participation (Jovani, 2016).

In Law Number 1 of 2013 Article 5 paragraph 2, there are PKK programs, namely: Understanding and Practicing Pancasila, Mutual Cooperation, Food, Clothing, Housing and household management, education and skills, health, development of cooperative life, environmental sustainability, and healthy planning. PKK (Family Welfare Empowerment) is a government partner that functions as a facilitator, planner, implementer, controller, and driver of the PKK (SUSATIN, 2019).

Along with the times, the name change from Family Welfare Empowerment is now more aimed at developing women's

participation in developing villages, directed to their role in developing women's participation in village development through several programs implemented. The Family Welfare Empowerment Program aims to make women as the main part who has an important role in family welfare. Waluya Village, Kutawaluya District, Karawang Regency is a village that moves women to join together in building the village with all forms of participation.

Waluya Village, Kutawaluya District, Karawang Regency is one of the villages in Karawang Regency that runs Family Welfare Empowerment through its program for the purpose of creating village community participation. Through the program (Family Welfare Empowerment) Waluya Village, Kutaluya District, Karawang Regency, there are 3 programs that are focused on education and skills, environmental sustainability, and health. Through environmental sustainability programs, Family Welfare Empowerment carries out counseling using the use of clean water, and live pharmacies (medicinal plants).

The purpose of the program is that the community understands the importance of maintaining a good, healthy and beautiful environment. Other PKK (Family Welfare Empowerment) programs are also implemented, such as health. Family Welfare Empowerment always emphasizes the importance of nutrition for children to reduce stunting in Waluya Village, Kutaluya District, Karawang Regency. Education and skills programs also continue to be promoted with a program to make chips to be used as small and medium businesses for mothers to support the family economy. The increase in the economy in the village is not as fast as the economy in big cities. This is often a question for women as regulators of the family economy.

Factors that play a role in determining the policy strategy in developing the village are village residents as the holder of power over the resources they have and there is a transfer of control over the resources owned by the village. These resources are only owned by the owners of capital. So that the development of village community business groups or the village economy must start from the family. PKK also urges women to take part in the government's health service program, namely the integrated service post. Family Welfare Empowerment also provides counseling in increasing women's creativity to become smart, creative, and innovative housewives as well as conducting counseling on health literacy in families.

Although the Family Welfare Empowerment program has been running, there are several problems that occur in it, including human resources that do not yet have the ability to implement, run and guide the community. The next problem is the number

of members who do not want to involve themselves participating in this program. This means that they are still lazy and choose to stay at home, apart from problems from the government, namely the lack of support for the people of Waluya Village, Kutaluya District, Karawang Regency. So the title of this research is Empowerment Of Solidarity Members And Family Welfare In Supporting Communication For Village Development, Health, And Economy.

2. LITERATURE REVIEW

The theory used in this research is Emile Durkheim's Social Solidarity Theory. Emile Durkheim's Social Solidarity Theory begins with a work entitled Division of Labor which states that the standard element in society is the solidarity factor. He distinguished between societies characterized by mechanical solidarity factors and those with organic solidarity. In societies with mechanical solidarity, citizens of society not yet have differentiation and division of labor. After all, the citizens of the community have the same interests and the same awareness. A society with organic solidarity, which is the development of a society with mechanical solidarity, already has a division of labor that is characterized by a certain degree of specialization. If this solidarity regresses, then anomie may arise, in which the community members no longer have guidelines to measure their activities with existing values and norms (N. Funay, 2020).

There are several studies on empowering family welfare, one of which is about women empowerment efforts through health information literacy training on kader mothers. This study discusses the ability of information literacy as a basic ability that should be possessed by everyone because information literacy is a prerequisite for being able to learn independently for life (lifelong learning). Jatinangor Subdistrict is located in the Sumedang Regency area which still has several environmental health problems including inadequate health facilities and services in the suburbs; floods, and water shortages during the dry season. Housewives have an important role in maintaining family health and environmental health in an area (Komariah, N, Prijana, dan Winoto, 2018).

In addition, research on family welfare empowerment also discusses the role of family welfare empowerment institutions (PKK) in increasing women's capacity in sea village, pineleng district, minhasa regency. This study explains how the role of Family Welfare Empowerment Institutions is in increasing women's capacity through the 10 main programs of Family Welfare Empowerment and to find out how to increase women's capacity through the implementation of 10 main programs of Family Welfare Empowerment. The results of this study using a Likert scale analysis showed that the Sea Village

Family Welfare Empowerment Institute, Pineleng District, Minahasa Regency in increasing women's capacity based on 10 main programs for Family Welfare Empowerment was at a total score of 880 with an interpretation of 88.88% or categorized as having a role, and women's capacity Sea Village, Pineleng District, Minahasa Regency through the implementation of 10 main programs for Family Welfare Empowerment, has a total score of 1,021 with an interpretation of 87.26% or is categorized as increasing (Pakudek, Wangke, & Susana, 2019).

The Role of Family Welfare Empowerment in Disseminating Health Programs in Sepukur Village, Lantung District. This study aims to determine the role of the Family Welfare Empowerment movement in disseminating health programs in the village of Sepukur. In this study, the researcher used the type of qualitative research proposed by John W. Creswell. In this study, researchers obtained several findings, namely PKK carried out four activities to improve health status, namely increasing a healthy and clean living culture, POSYANDU, monitoring the implementation of the Posyandu Information System, and family planning programs. In the process of implementing health programs, the PKK movement uses Structural-Functional theory with four systems of Adaptation (adaptation), Goal attainment (achievement of goals), Integration (integration), and Latency (maintenance of patterns). By using these four systems, PKK cadres are able to carry out their role in realizing the quality of health in the village of Sepukur (Fitriani, Apriadi, & Hidayat, 2021).

3. RESEARCH METHOD

This type of research is qualitative. The object of this research is an activity in solidarity with members of Family Welfare Empowerment in supporting development communication and the economy and village health at PKK Waluya Village, Kutawaluya District, Karawang Regency. The purpose of this study is to find out how the solidarity of members of Family Welfare Empowerment in supporting the development and economic communication and village health in Waluya Village, Kutaluya District, Karawang Regency. This research uses a case study approach, namely the solidarity of members of Family Welfare Empowerment in supporting the development of communication and the village economy in the Empowerment of Family Welfare in Waluya Village, Kutaluya District, Karawang Regency. The analysis technique uses Milles and Huberman which consists of the results of the data collected, data condensation, data presentation, and drawing conclusions in the form of conclusions.

4. RESULT AND DISCUSSION

Solidarity of Members of Family Welfare Empowerment in Supporting Development Communication

Solidarity for Family Welfare Empowerment with the community in Waluya Village, Kutaluya District, Karawang Regency is used as a social glue tool in the form of values, customs in the collective consciousness. Durkheim argues that a society will never be bound based on similarities between people who have the same job but rather on the existence of a division of labor that makes society interdependent. The collectivist approach is also used by Durkheim in societies that use various kinds of solidarity (Rahmatulloh, 2021). From the activity finally became a gathering place. In accordance with Durkheim's statement that social solidarity occurs because of the similarity of beliefs and morals together or what they profess. So that it becomes the basis for the attitude of mutual cooperation in one Waluya District, Kutawaluya District, Karawang Regency with members of Family Welfare Empowerment with the community.

The solidarity relationship Empowerment of Family Welfare and The community is very good because in Family Welfare Empowerment fellow members work together as in terms of providing basic materials for craft activities in the form of delivery or hampers, this becomes an emotional bond between members of the Family Welfare Empowerment and the community of Waluya Village, Kutawaluya District, Karawang Regency. So members of Family Welfare Empowerment are not ashamed to ask for help or provide assistance to the community of Waluya Village, Kutaluya District, Karawang Regency. Likewise, the people of Waluya Village, Kutawaluya District, Karawang Regency are not ashamed to ask for help from members of Family Welfare Empowerment.

From the results of an interview with the Head of Family Welfare Empowerment of Waluya Village, Kutaluya District, Karawang Regency, he said that:

"Members of the PKK in Waluya Village, Kutawaluya Subdistrict, really help the community in their role, starting from holding skills training for village women to create a business that will later be beneficial and support the family economy". (Interview, 2022).

The theory of social solidarity is in line with what was said by the Head of Family Welfare Empowerment in Waluya Village, Kutaluya District, Karawang Regency. The solidarity relationship between Family Welfare Empowerment and the village is going well because the mothers of Family Welfare Empowerment and the village community help each other or help each other. So the conclusion is that the solidarity

relationship between Family Welfare Empowerment and the village community is going very well, this is due to activities that allow members of Family Welfare Empowerment and village communities to interact or meet frequently. These interactions create a closer sense of brotherhood and feelings.

Based on the results of this study, the solidarity relationship of members of Family Welfare Empowerment fosters mutual need, namely in meeting the raw materials needed for Family Welfare Empowerment to make chips. Community empowerment, especially for women in Waluya Village, Kutaluya District, Karawang Regency, is a form of development communication that focuses on the growth of the community's standard of living (Novianti & Fatonah, 2019). Communication has a very important part in the development and a form of social change. This communication in increasing the empowerment of women members of Family Welfare Empowerment is aimed at fostering the motivation and ability of each community to be able to improve their standard of living to a higher level. Communication in empowerment, especially for members of Family Welfare Empowerment, will only be effective if it is carried out interactively, and dialogically in an atmosphere of brotherhood.

Solidarity of Members for Empowering Family Welfare in Supporting the Economy and Health

The role of Family Welfare Empowerment is in line with the vision and mission of Family Welfare Empowerment and is strongly supported by the "Ten Main Programs for Family Welfare Empowerment" including: (1) Living and practicing Pancasila, (2) Mutual cooperation, (3) Food, (4) Clothing, (5) Housing and household management, (6) Education and skills, (7) Health, (8) Development of cooperative life, (9) Environmental sustainability, (10) Healthy planning. With the Family Welfare Empowerment program, the target is to achieve progress and family welfare. It is hoped that the formation of the Working Group will make the Family Welfare Empowerment program easier to implement so that it is easier to coordinate in order to achieve good and optimal results. Empowering members of Family Welfare Empowerment, there are many ways can be done, namely improving the skills of members so that with good skills members of Family Welfare Empowerment are able to create new things or new products in their activities to support the family economy (Hanis & Marzaman, 2020).

The empowerment activities carried out are skills improvement and have an impact on the village because the status and position of the village also increase. According to Merton, roles are defined as patterns of behavior that society expects from

people who occupy certain statuses (Fuady, 2018). Family Welfare Empowerment activities which are always expected by the village community in all activities held must aim to build village communities, especially women, for example in the training of members of Family Welfare Empowerment where members are given the knowledge to increase their creativity and knowledge about health in meeting the needs of members and their families.

5. CONCLUSION

The activities and roles of Family Welfare Empowerment in improving the economy and health of rural communities are marked by acquiring knowledge, skills and utilizing these knowledge and skills. The social solidarity relationship between Family Welfare Empowerment and the community in the village is basically very good because they help each other, besides that, Family Welfare Empowerment members also need community assistance in getting the basic ingredients for an activity to make chips. So community empowerment, especially women members of Family Welfare Empowerment who are part of development communication, can be used as an economic improvement strategy carried out in a participatory manner by the community which is carried out optimally in supporting village development.

6. ACKNOWLEDGEMENT

We would like to thank the informants, members of the family welfare empowerment of Waluya village, Karawang regency and the supporting informants.

REFERENCES

- Fitriani, Apriadi, & Hidayat, O. (2021). Peran Pemberdayaan Kesejahteraan Keluarga (PKK) dalam Mensosialisasikan Program Kesehatan di Desa Sepukur Kecamatan Lantung. *Kaganga Komunika Journal of Communication Science*, 3(1), 94–102.
- Fuady, I. (2018). *Pelatihan Optimalisasi Media bagi Kader PKK dalam Meningkatkan Literasi Kesehatan di Desa Cimanggu, Bandung Barat – Jawa Barat*. 01(02), 55–57.
- Hanis, N. W., & Marzaman, A. (2020). Peran Pemberdayaan Kesejahteraan Keluarga dalam Pemberdayaan Perempuan di Kecamatan Telaga. *Publik (Jurnal Ilmu Administrasi)*, 8(2), 123. <https://doi.org/10.31314/pjia.8.2.123-135.2019>
- Jovani, A. (2016). Belajar Dari Desa: Pkk Sebagai Organisasi Gerakan Perempuan. *Aristo*, 4(1), 146. <https://doi.org/10.24269/aristo.iv.1.2016.10>
- Komariah, N, Prijana, dan Winoto, Y. (2018). Women empowerment meeting through health information literature training among PKK cadres. *Dharmakarya: Jurnal Aplikasi Ipteks Dan Masyarakat*, 7(1), 26–31.
- N. Funay, Y. E. (2020). Indonesia dalam Pusaran Masa

- Pandemi: Strategi Solidaritas Sosial berbasis Nilai Budaya Lokal. *Jurnal Sosiologi Agama Indonesia (JSai)*, 1(2), 107–120. <https://doi.org/10.22373/jsai.v1i2.509>
- Novianti, D., & Fatonah, S. (2019). Budaya Literasi Media Digital Pada Ibu-Ibu Rumah Tangga. *Jurnal Antropologi: Isu-Isu Sosial Budaya*, 21(2), 218. <https://doi.org/10.25077/jantro.v21.n2.p218-226.2019>
- Pakudek, M. . ., Wangke, W. M., & Susana, B. O. L. (2019). Peran Lembaga Pemberdayaan Kesejahteraan Keluarga (Pkk) Dalam Peningkatan Kapasitas Perempuan Desa Sea Kecamatan Pineleng Kabupaten Minhasa. *Agri-Sosioekonomi*, 14(3), 213. <https://doi.org/10.35791/agrsosek.14.3.2018.22222>
- Rahmatulloh, M. S. L. (2021). *Eksistensi Aktivitas Kebudayaan Dalam Mengawal Peradaban Kehidupan Sosial*. 5, 1–7.
- SUSATIN, S. (2019). Strategi Tim Penggerak Pemberdayaan Dan Kesejahteraan Keluarga (Pkk) Dalam Meningkatkan Program Kerja Pkk Di Desa Gandoang Kecamatan Salem Kabupaten Brebes. *Jurnal MODERAT*, 5, 139–152. Retrieved from <https://jurnal.unigal.ac.id/index.php/moderat>

IMPLEMENTATION OF MANGGALA AGNI COMMUNICATION IN CONTROLLING FOREST AND LAND FIRES DURING THE 2020 COVID-19 PANDEMIC IN DUMAI CITY

Anuar Rasyid¹, Suyanto², Evawani Elysa Lubis³

^{1,2,3} Communication Studies Program, Riau University

ARTICLE INFO

Corresponding author:

anuar.rasyid@lecturer.unri.ac.id

ABSTRAK

Tujuan penelitian ini menjelaskan bagaimana Manggala Agni mengimplementasikan komunikasi dalam pengendalian kebakaran hutan dan lahan pada masa Pandemi Covid-19 di Kota Dumai tahun 2020. Dalam penelitian ini, peneliti menggunakan metode deskriptif dengan pendekatan kualitatif. Pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Penelitian ini menggunakan teknik analisis data lapangan model Miles and Huberman. Hasil penelitian diketahui Manggala Agni banyak memanfaatkan media sosial dan aplikasi zoom meeting dalam mengkomunikasikan pengendalian kebakaran hutan dan lahan pada masa Pandemi Covid-19 dan penguatan pada komunikasi antar pribadi. Sehingga, Pandemi Covid-19. Hal ini tidak menjadi kendala bagi Manggala Agni dalam mengimplementasi komunikasi pengendalian kebakaran hutan dan lahan.

Kata kunci: *implementasi komunikasi, karhutla, Forest and Land Fires pandemi Covid-19*

ABSTRACT

The purpose of this study is to explain how Manggala Agni implements communication in controlling forest and land fires during the Covid-19 Pandemic in Dumai City in 2020. In this study, researchers used a descriptive method with a qualitative approach. Data was collected through observation, interviews and documentation. This study uses the Miles and Huberman model of field data analysis techniques. The results of the research show that Manggala Agni uses social media and zoom meeting applications in communicating the control of forest and land fires during the Covid-19 pandemic and strengthening interpersonal communication. So, the Covid-19 pandemic. This is not an obstacle for Manggala Agni in implementing forest and land fire control communications.

Keywords: communication implementation, forest and land fires, Forest and Land Fires Covid-19 pandemic

1. INTRODUCTION

Forest and land fires are a very serious problem in Indonesia. Riau is one of the provinces that is regularly subject to forest and land fires every year. The social impacts of forest and land fires that are directly felt by the community are health, such as asthma, bronchitis, ARI, to death, as well as the impact of job losses. In the environmental sector, the impact of forest and land fires is very large, namely damage to land functions and smog that can exacerbate climate change. Meanwhile, the political impact arising from the fires is the haze pollution that occurs across countries (BNPB 2016a).

After the devastating forest and land fires (Karhutla) in 2015, the Indonesian government carried out various policy reforms that were part of administrative reforms. Policy intervention is intended to change the old paradigm related to extinguishing forest and land fires to a new paradigm which is a complete system of control. (Afni: 2020)

The government has issued various regulations to prevent forest and land fires. These regulations have severe sanctions. Regulations that prohibit residents from burning land, namely: First, Law Number 41 of 1999 concerning Forestry. Article 78 paragraph 3 states that those who burn forest are subject to a 15-years prison sentence and a maximum fine of Rp 5 billion. Then Article 78 paragraph 4 reads, the perpetrators of forest fires are subject to 5 years imprisonment with a maximum fine of Rp 1.5 billion. Second, Law Number 18 of 2004 concerning Plantations. Article 8 paragraph 1 states that someone who intentionally clears land by burning it will be subject to a 10-year prison sentence and a maximum fine of Rp. 10 billion. Third, Law Number 32 of 2009 concerning Environmental Protection and Management. Article 108 contains, a person who deliberately clears land by burning, a minimum of 3 years and a maximum of 10 years and a maximum fine of IDR 10 billion will be imposed.

Organizing work at the Ministry of Environment and Forestry (KLHK) has also been affected by Corona. Field visits had to be stopped and replaced with virtual meetings. However, the implementation of forest and land fire control work by officers in the field continues as usual, but by implementing very

strict health protocols. This is quite affecting many things, especially on the team that works in the field. The Ministry of Environment and Forestry (KLHK) through the Manggala Agni in several regions in Indonesia continues to struggle to control forest and land fires (Karhutla). In addition to being tasked with controlling forest and land fires, Manggala Agni personnel are also active in efforts to prevent the Covid-19 pandemic.

Even in a pandemic situation, routine work to control forest and land fires is still carried out by a field team consisting of members of Manggala Agni (KLHK), TNI, Polri, BPBD, BNPB, BPPT, BMKG elements of other regional governments, the private sector and the Fire Care Society (MPA). This Task Force team not only works at the forefront when forest and land fires occur, but also regularly goes down to socialize the dangers of forest and land fires and the spread of Covid-19 corona door to door (to residents' homes).

Manggala Agni is an Indonesian forest fire control brigade formed by the Ministry of Forestry in 2003. In accordance with Article 47 of 1999 concerning Forestry, protection of forests and forest areas is an effort to prevent and limit damage to forests, forest areas and forest products caused by human actions, livestock, fire, pests and diseases. Activities to maintain and safeguard the rights of the state, communities and individuals to forests, forest areas, forest products, investments and instruments related to forest management.

Several studies on forest and land fires include: Badri (2018) found that the prevention of forest and land fires in Riau in 2013 to 2017 was only coordinated systematically after the Riau Provincial Government established the fire and forest fire emergency alert status and formed the Karhutla Task Force. This status was later revoked after the fire-prone period ended and the Karhutla Task Force was disbanded. The forest and land fire control model can only solve the short-term problem of forest and land fires. Meanwhile, the problems of upstream forest and land fires such as environmental management and natural resource-based industries have not received serious attention. As a result, forest and land fires have the potential to continue to occur every year, especially during the dry season.

The results of Hadiwijoyo's research (2016) that the change in land cover is caused by one of the causes of land preparation by burning. Land preparation by burning carried out by the Ngaju Dayak community is still done traditionally using the handel system. The handel system carried out by the Ngaju Dayak community is carried out in groups on a large expanse of land on a small river. Land preparation is one of the important activities in the handel system, and the Ngaju Dayak people prepare land using fire.

Through this research, we want to know how the implementation of Manggala Agni communication in Forest and Land Fire Control during the Covid-19 Pandemic Period in Dumai City. Submission of public information, it is hoped that communicators can properly prepare what must be prepared and done to carry out forest and land fire control to the community, so that the goals and objectives of Manggala Agni can be achieved effectively and efficiently as expected, especially in the future. Covid-19 pandemic.

Effective and efficient communication is important in the implementation of forest and land fire control, especially in Dumai City. The government must seek the involvement of all parties to control forest and land fires and their resulting impacts. This is what underlies the interest of researchers to examine the implementation of Manggala Agni communication in controlling forest and land fires during the 2020 Covid-19 Pandemic in Dumai City.

2. LITERATURE REVIEW

Forest and land fires are a very serious problem in Indonesia. Riau is one of the provinces that is regularly subject to forest and land fires every year. The social impacts of forest and land fires that are directly felt by the community are health, such as

Some concepts and theories in communication: Initially Berlo (1960) made communication simpler. This formula is known as "SMCR," namely: source (sender), message (message), channel (channel - media) and receiver (receiver) (Nasution & Anuar, 2018; Rasyid et.al., 2015a; Rasyid et. al. 2015b). In addition to Shannon and Berlo, it is also noted that Osgood, Miller (in Cangara 2012) and DeVito

(1982) added another element of effects and feedback as a complement in building perfect communication (Nasution & Anuar, 2019a; Nasution & Anuar, 2019b; Rashid, 2019a :). Then came the views of Sereno (1970), Vora (in Cangara 2012) and DeVito (2009), who assessed that environmental factors were no less important elements in supporting the communication process (Nasution & Anuar, 2019c; Nasution & Anuar, 2019d; Rasyid , 2019b;). Furthermore, Seitel (1988), Kotler and Keller (2007), DeVito (2009) added communication disorders to their communication model. He is of the view that communication disorders are also an important element that must be considered in the communication process (Rasyid, 2017; Rasyid & Evawani, 2018; Yohana, et.al. 2019). The definition of the elements of communication include: 1. The source is often called the sender, communicator, source, sender, or encoder is a person or group of people or an organization/institution that takes the initiative to convey the message 2. The message referred to in the communication process is something that is conveyed by the sender to the recipient. Messages can be in the form of symbols or signs such as written or spoken words, pictures, numbers, or gestures. In English, messages are usually translated with the words message, content or, information 3. Channel / media, which is something that is used as a tool used to transfer / convey messages from the source to the recipient. For example, in the context of face-to-face interpersonal communication using the five senses and air waves. Furthermore, print media and electronic media that are commonly used include; for example telephone, radio, letter, newspaper, magazine, TV, internet, and others. 4. The recipient is the party who is the target of the message sent by the source. The recipient can be one or more people, and can be in the form of groups, parties, or countries. Receivers are usually referred to by various terms, such as audience, target, communicant, or in English called audience or receiver. 5. Effect/effect/influence is the result that occurs to the recipient/communicant. 6. Feedback / feedback / feedback is feedback from the recipient / communicant on the message it receives. 7. Environment or situation are the determining factors that can affect the course of communication. These factors can be classified into four types, namely the physical environment, the socio-cultural

environment, the psychological environment, and the time dimension. 8. Noise, namely physical or psychological factors that can hinder or interfere with the smooth communication process. Noise can occur at the source, message, media, receiver. Physical factors for example, noise, noise, air temperature, thus affecting the level of concentration. Psychological factors such as fear, emotion, "emotional" (Nasution & Anuar, 2018; Rasyid et.al., 2015a; Rasyid et.al. 2015b).

Many experts argue that communication is a very fundamental need for a person in social life (Cangara 2012). Communication is the process by which an idea is transferred from a source to a recipient or more intended to change their behavior. Dance and Larson in Vardiansyah (2004) argue that communication is a process of exchanging information to gain mutual understanding (Nasution & Anuar, 2018; Rasyid et.al., 2015a; Rasyid et.al. 2015b).

Forest and Land Fires Forest and land fires, hereinafter referred to as karhutla, are incidents of forest and/or land burning, either naturally or by human actions, resulting in environmental damage that causes ecological, economic, socio-cultural, and political losses. (jdih.menlhk.co.id) Large-scale forest and land fires (Karhutla) have occurred since 1982/1983 when Indonesia began to enter the era of industrialization. Several research results show that forest and land fires are triggered by various factors, both natural and human factors. Natural factors that often trigger forest and land fires are extreme climatic conditions such as a prolonged dry season due to the El Nino phenomenon. According to Saharjo (2016), the majority of forest and land fires that occurred in Sumatra and Kalimantan were caused by human actions. Apart from the pressure of population growth, which demands massive land use. The problem is getting more complicated because the behavior of the community uses fire in clearing their land. The forest and land fires continued, until 1991 almost all districts/cities in Riau for more than a month were again covered in smog. That was the first time the people of Riau recognized the haze disaster on a local and regional scale in a relatively long period of time, and almost routinely repeated every year during the dry seasons. Forest and land fires

returned to attention in 1997 and continued to recur in the following years. Riau Province is one area that needs special attention because it has an estimated peatland area of 3.9 million hectares of the total area of Riau Province. The peatlands are spread across all districts/cities in Riau. Dry peat conditions due to land clearing and canals/ditches can cause peatlands to burn easily, especially in the dry season. At least, six districts are predicted to be prone to forest and land fires in Riau Province. The six districts are Rokan Hilir, Bengkalis, Dumai, Siak, Pelalawan, and Indragiri Hilir.

3. RESEARCH METHOD

Researchers used a descriptive method with a qualitative approach based on its objectives.

This research was conducted in the Manggala Agni Regional Office, Bukit Tin, Dumai Barat sub-district, Dumai City, Dumai City with the research time being from May 2022 to August 2022. The subjects of the research were the Manggala Agni Dumai Regional Office Officials and the research object of Manggala Agni. in controlling forest and land fires during the 2020 Covid-19 Pandemic in Dumai City.

In this study, data collection was carried out by data collection techniques of observation, interviews and documentation. In this study, researchers conducted data analysis using data analysis techniques in the field model of Miles and Huberman (1984) in (Sugiyono, 2011). Miles and Huberman models. Activities in data analysis are data reduction, data display, and conclusion drawing/verification. The steps in the data analysis activity of the Miles and Huberman model are, Data Reduction, Data Presentation and the last is Conclusion Drawing and Verification. Meanwhile, to determine the validity of the data obtained in the field, the researchers used triangulation.

Even in a pandemic situation, routine work to control forest and land fires is still carried out by a team in the field consisting of members of Manggala Agni (KLHK), TNI, Polri, BPBD, BNPB, BPPT, BMKG elements from other regional governments, the private sector and the Fire Care Society (MPA).

Early anticipation of forest and land fires cannot wait, even in the Covid-19 pandemic situation. For this reason, various efforts must be made as early as

possible. Various efforts have been made by the Government in controlling forest and land fires, especially in Dumai City. All of course have a goal to avoid the occurrence of a disaster duet during the Covid-19 pandemic and so that people can breathe fresh air. Control of forest and land fires as a public policy product that is conveyed to the community with a goal for the benefit and future of the community.

4. RESULT AND DISCUSSION

Manggala Agni has a series of activities starting from prevention, namely efforts to prevent forest fires, then extinguishing, namely activities to extinguish fires at fire locations and post-fire handling, which includes identification, evaluation, rehabilitation, and monitoring of forest fire locations. and land.

Even in a pandemic situation, routine work to control forest and land fires is still carried out by a team in the field consisting of members of Manggala Agni (KLHK), TNI, Polri, BPBD, BNPB, BPPT, BMKG elements of other regional governments, the private sector and the Fire Care Society (MPA).

Early anticipation of forest and land fires cannot wait, even in the Covid-19 pandemic situation. For this reason, various efforts must be made as early as possible. Various efforts have been made by the Government in controlling forest and land fires, especially in Dumai City. All of course have a goal to avoid the occurrence of a disaster duet during the Covid-19 pandemic and so that people can breathe fresh air. Control of forest and land fires as a public policy product that is conveyed to the community that has a goal for the benefit and future of the community.

Manggala Agni as Communicator

The first element in a communication process for controlling forest and land fires is the communicator. The communicator is defined as the party who is the source of a message. One of the determinants of successful communication can be caused by the existence of a communicator.

The implementation of forest and land fire control policies in Dumai City, the communicators are run by government institutions, one of which is Manggala Agni (KLHK), then supported by BPBD, Forestry

Service, BMKG, Agency for the Assessment and Application of Technology (BPPT), TNI/Polri.

Communication Messages in Public Policy

Communication Messages in controlling forest and land fires

Public In terms of the communication message for controlling forest and land fires contained in the Minister of Environment and Forestry Regulation No. 32 of 2016, the nature of the communication in the policy for controlling forest and land fires is:

1. Informative

The information function of communication is mostly related to mass communication, but information can also be carried out in interpersonal communication because in essence the information is to communicate and inform listeners about something they do not know. In essence, the nature of informative communication is that the message conveyed by the communicator is only intended to provide knowledge to the communicant. So, the main target of informational messages is only to reach the public at the level of cognitive or knowledge change.

In the implementation of Manggala Agni's communication in controlling forest and land fires, it is carried out through socialization, either directly face to face or indirectly through mass media, circulars, and so on.

2. Persuasive

For public policy activities, persuasive communication is clearly very important. Persuasive communication can take place face to face. As face-to-face communication, persuasive communication can be done in three forms, namely conversation, dialogue, and interview.

In the implementation of Manggala Agni communication, persuasive communication is carried out during patrol activities in the field.

3. Educational

Communication also serves as a means of socialization and education. Socialization can provide and teach knowledge on how people behave in accordance with existing values, and act as a community effectively, while education can open up opportunities for a broad education. The function of education which is a form of application of communication is counseling. Counseling is able to change people into knowing, willing, and finally able to do something. Thus, the counseling conducted by

Manggala Agni in raising public awareness about the dangers of forest and land fires was able to provide changes in understanding and understanding. Therefore, extension activities can be used as an integral part of the communication strategy in public policy.

Communication Media in Controlling Forest and Land Fires

One of the goals of government communication is to establish close relationships with all stakeholders, both internally and externally. To achieve this goal, media is needed as a message channel.

The media used by Manggala Agni in the operational area (Daop) in implementing communications for controlling forest and land fires during the 2020 Covid-19 pandemic in Dumai City, were interpersonal media, group media, and social media. The three media have different existences in disseminating the control of forest and land fires. The use of multiple media in the implementation of communication can also provide opportunities to generate public understanding and awareness.

Interpersonal Media

Interpersonal media is a communication channel that allows communicators to interact directly with the communicant. Interpersonal media is a communication channel that is often used by Manggala Agni Riau in conveying forest and forest fire control policies. The use of interpersonal media is operationally carried out through a discussion process, responding to aspirations, responses, and input from the audience. The ability of Manggala Agni Riau in implementing forest and land fire control policies cannot be separated from the existence of interpersonal communication.

Theoretically, communication using interpersonal media allows several things to happen, as follows.

First, interpersonal communication is an influence-oriented type of communication. His philosophical assumption is that humans like to communicate with other humans because of that everyone always tries to get closer to each other. Proximity can state that two parties have a close relationship. Interpersonal closeness results in a person being able to express his opinions freely and high self-disclosure.

Self-disclosure is a direct and intimate type of communication. Self-disclosure will be difficult to

occur in an atmosphere of public communication, organizational communication, and large group communication, let alone mass communication.

Second, creating depth and breadth of relationships, where each party involved in the communication can explore the other party in detail so that doubts can be reduced and the information that will be obtained is more adequate.

Third, the occurrence of social penetration (social penetration). The depth of the relationship will lead to intimacy that was initially only in a superficial relationship.

Interpersonal communication is a form of communication that makes the distance and space between participants close, so the opportunity for penetration of attitudes and emotions is high, so that each party can understand each other's desires (West, R., & 2008).

Fourth, confirmation or confirmation. In a communication event, someone sometimes has the aim of confirming or confirming the decision to accept or reject a new idea. Lack of information can be fulfilled when someone looks for it by involving various sources including through interpersonal media.

Interpersonal communication allows for direct feedback so that participants' self-expression can be seen directly. Then, someone when building communication with others in order to seek confirmation of attitude, whether to accept or reject a message. The dominance of the use of interpersonal communication by Manggala Agni in implementing communication to control forest and land fires, then the tendency of citizens to strengthen and accelerate the attitude of acceptance of the policy is getting bigger. Because through interpersonal communication, citizens can directly confirm the dimensions of the policy that are doubtful and still vague so that the attitude of acceptance of the policy becomes strong. For example, what will residents get if they do not clear land by burning.

The use of interpersonal media in the implementation of communication to control forest and land fires is the primary media. These interpersonal media can eliminate resistance, raise awareness, understanding and willingness to receive a message in the form of policies and information on forest, and land fire control.

Group Media

People who have high mobility so it is difficult to unite their communication at one time. Therefore, group media is used to facilitate the diffusion of Manggala Agni's policies evenly to the community. The formation of the Community Concern for Fire (MPA) group was quite effective in disseminating information and policies of Manggala Agni. The Fire Care Community (MPA) is used as a medium for socialization, discussion, and negotiation.

The use of group and interpersonal media is effective in implementing communication to control forest and land fires in Dumai City. The results showed that the intensity of MPA's communication with the TNI and Polri had an average score of 2.00. The highest score of this variable is on the direct communication indicator (2.96). MPA's direct communication with the TNI and Polri is often carried out during integrated patrols. In addition to integrated patrols, the TNI and Polri also provided leaflets containing a prohibition on burning land to MPA to be distributed to the public. TNI and Polri and MPA. Patrols are intensified during the fire-prone season. The Police also provide counseling on law enforcement in various areas prone to forest and land fires. (Badri, 2018)

The use of interpersonal media in the implementation of communication to control forest and land fires is the primary media. These interpersonal media can eliminate resistance, raise awareness, understanding, and willingness to receive a message in the form of policies and information on forest and land fire control.

Social media

Social media in the process of implementing forest and land fire control communications has a great existence, especially in disseminating information and socializing forest and land fire control policies carried out by Manggala Agni during the 2020 Covid-19 pandemic.

The use of social media as a communication channel for Manggala Agni is intended so that policies reach the community quickly and simultaneously. Then, social media also acts as a reinforcer or supporter of

interpersonal communication and group communication.

The use of social media as a communication channel for Manggala Agni is under the control of public relations in each operational area (Daops). Content posted on social media includes information about the dangers of forest and land fires, prohibitions on burning forests and the double danger of Covid-19 and forest and land fires as well as regulations on controlling forest and land fires.

Communication Barriers Manggala Agni Riau

Four types of communication barriers are often mentioned by experts, namely process barriers, physical barriers, semantic barriers, and psycho-social barriers (Eisenberg, 2010).

In the implementation of communication on forest and land fire control during the 2020 COVID-19 pandemic in Dumai City conducted by Manggala Agni, there were obstacles in the communication process in the form of physical and technical barriers. Barriers that occur in space and place when communication takes place. For example, long communication distances, public or public places, noisy atmospheres, and so on. Physical barriers also occur in the tools used in communication, such as telephones with weak signal network strengths and others.

In the implementation of forest and land fire control communications conducted by Manggala Agni Riau, physical obstacles occurred because the Covid-19 pandemic had an impact on the implementation of social distancing, Restrictions on Emergency Community Activities (PPKM), and Large-Scale Social Restrictions (PSBB), thus impacting routine outreach activities. gathering of people in an abolished room.

Strengthening communication using social media through the internet has not been evenly distributed to remote villages. Not all people have smartphones to access information on forest and land fire control policies that are conveyed through social media.

Muhaimin and Khalida (2021) socialized the plastic bag restriction policies in Jambi City including (1) Facebook; through the public relations Facebook account, the Jambi City Government provided posts

explaining the socialization program for the Plastic Bag Diet Movement. (2) Instagram; through the @humaskotajambi account, posting various slogans, videos, memes, and caricatures containing messages calling for the Diet to use plastic bags. (3) Official website; through the jambikota.go.id website, the government posted messages and advice to the public to bring their own shopping bags.

5. CONCLUSION

The communication implementation carried out by Manggala Agni Dumai minimized the occurrence of forest and land fires during the 2020 Covid-19 Pandemic in Dumai City. The media used to communicate forest and land fire control policies during the 2020 Covid-19 Pandemic in Dumai City are; interpersonal communication media, group communication media, and social media.

Even though it is considered successful, it is recommended that Manggala Agni Riau more massively socialize the existence of the official digital channels of Manggala Agni Riau and its ranks. Even though the content of this digital channel is quite capable, the visitors and followers still need to be improved. In order to be able to quickly respond to information that develops in the public, for that social media channels need to be prepared with personnel to summarize and serve comments and input from the public. Although it is recognized that Riau is Smoke-Free in 2020, the success of suppressing the emergence of these hotspots in Dumai City, is not merely a success factor in the implementation of Manggala Agni communication, suggestions for further research of course need wider research to find out other factors.

6. ACKNOWLEDGEMENT

We would like to thank the Faculty of Social and Political Sciences at the University of Riau for helping fund this research

REFERENCES

A.M, Morissan, (2013). *Teori Komunikasi , Individu Hingga Massa*, Jakarta : Prenada Media Grup.

- Afni Z, (2021). *Koreksi Kebijakan Pengendalian Kebakaran Hutan dan Lahan di Indonesia*, Jogjakarta :
- Astri Febriana, dkk (2020), *Implementasi komunikasi Publik Dalam Penyelenggaraan Reklame di Kota Sukabumi 2020*
- Badri, Muhammad (2018) *Komunikasi Risiko dalam Pencegahan Kebakaran Hutan dan Lahan di Provinsi Riau*. Disertasi. Bogor. Institut Pertanian Bogor
- Cangara Hafied (2014). *Perencanaan & Strategi Komunikasi*. Depok: Rajagrafindo Persada
- Effendy, Onong Uchjana, (2005). *Ilmu Komunikasi, Teori dan Filsafat Komunikasi*. Bandung. Remaja Rosdakarya
- Engkus, (2020). *Implementasi komunikasi Bantuan Pangan NonTunai Melalui E- Warong*
- Glor Alexander, dkk (2018). *Komunikasi Lingkungan*. Jakarta: Prenadamedia Group Humanika
- Intruksi Presiden Republik Indonesia Nomor 3 Tahun (2020) Tentang Penanggulangan Kebakaran Hutan Dan Lahan Peraturan Menteri Lingkungan Hidup Dan Kehutanan Republik Indonesia Nomor P.32/MenLHK/Setjen/Kum.1/3/2016 tentang Pengendalian Kebakaran Hutan Dan Lahan.
- Kementerian Kominfo RI, 2018. *Memaksimalkan Penggunaan Media Sosial dalam Lembaga Pemerintahan*, Jakarta: Dirjen IKP Kemenkominfo RI
- LA Mani, dkk, (2020). *Implementasi komunikasi Publik*. Bandung: Remaja Rosdakarya
- Moleong J Lexy, (2007), *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung. Remaja Rosdakarya
- Moris Pricahyadi, Thoriq Ramadani, (2019). *Strategi Implementasi komunikasi Pemerintah Provinsi DKI Pada Peraturan Gubernur Nomor 110 Tahun 20218*
- Muhaimin dan Noor Khalida (2021), *Implementasi komunikasi Publik dalam Membatasi Penggunaan Kantong Plastik di Kota Jambi pada tahun 2021*
- Mulyana Deddy, (2005). *Ilmu Komunikasi Suatu Pengantar*. Bandung: Remaja Rosdakarya
- Nasution, Belli, Anuar R., Suyanto (2020). *Komunikasi Sosial Pembangunan: Taman Karya Pekanbaru*
- Nazir Mohd, (2011) *Metode Penelitian*. Bogor: Ghalia Indonesia
- Peraturan Direktur Jenderal Pengendalian Perubahan Iklim Nomor: P.3/PPI/SET/Kum.I/4/2020 tentang Organisasi Dan Wilayah Kerja Manggala Agni

- Rahmawati Zulfiningrum, Sumardjo, Amiruddin Saleh dan Ivanovich Agusta, (2019). *Implementasi komunikasi Dalam Program Pengembangan Pertanian Beras Hitam: Analisis NVIVO 11*.
- Rakmat Jalaluddin, 2011. *Psikologi Komunikasi*. Bandung. Remaja Rosdakarya
- Rasyid, Anuar, Amiruddin Saleh, Hafied Cangara, Budi Wahyu Priatna. (2015a). The Role Of Communication In Corporate Social Responsibility. *International Journal of Research In Social Sciences*. Vol. 5, No.7 <http://www.ijsk.org/wp-content/uploads/2015/04/1-ROLE-OF-COMMUNICATION.pdf>
- Rasyid, Anuar, Amiruddin Saleh, Hafied Cangara, Budi Wahyu Priatna. (2015b). Komunikasi Dalam Corporate Social Responsibility Perusahaan : Pemberdayaan Masyarakat Dan Membangun Citra Positif. *Mimbar*, Vol. 31, No. 2. <http://ejournal.unisba.ac.id/index.php/mimbar/article/view/1564>
- Rasyid, Anuar. (2017). Komunikasi Program Tanggung Jawab Sosial Perusahaan dalam Pemberdayaan Masyarakat untuk Membangun Citra dan Reputasi PTPN V di Pekanbaru. Disertasi. Bogor: Institut Pertanian Bogor.
- Rasyid, Anuar. (2019a). *Komunikasi CSR dalam Pemberdayaan Masyarakat*. Taman karya: Pekanbaru.
- Rasyid, Anuar. Evawani Elysa Lubis. (2018). Correlation Among Communication Noise Corporate Social Responsibility Program With Community Empowerment And PTPN V Image In Pekanbaru. *International Journal of Research In Social Sciences*. Vol. 20 No. 1. http://www.ijsk.org/wp-content/uploads/2018/03/IJRSS_vol20_p2_Feb18_Anuar-Rasyid.pdf
- Robbins, Stepen, (1998). *Perilaku Organisasi*. Jakarta. Tema Baru
- Rosfiantika, dkk (2020). *Communication Strategies Of Natural Resources And Environment Protection And Management Policies Based On Local Wisdom In Tasikmalaya Regency*
- Sugiyono (2017), *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung
- Sugiyono, 2011. *Metode Penelitian*
- Surat Edaran Nomor: SE.2/BPPIKHL-Sum/Tu/Peg/3/2020 tentang Perubahan Jadwal Piket Bekerja di Kantor Lingkup Balai PPIKHL Wilayah Sumatera
- West Richard, dkk (2017). *Pengantar Ilmu Komunikasi*. Jakarta: Salemba
- Yasir (2011). *Teori Komunikasi*. Pekanbaru: Witra Irzani.

INTERPERSONAL COMMUNICATION OF COMMUNITY COUNSELORS FOR CHILDREN FACED WITH THE LAW (ABH) IN THE GUIDANCE

Rupian Joyo

University of Bengkulu

ARTICLE INFO

Corresponding author:

rupianjoyo10@gmail.com

Citation:

Komunikasi Interpersonal,
Pembimbingan Anak

ABSTRAK

Komunikasi Interpersonal adalah pesan yang dikirimkan oleh seseorang kepada orang lain dengan efek pesannya secara langsung, baik secara verbal maupun nonverbal. Masalah dalam penelitian ini: Anak Berhadapan Dengan Hukum (ABH) merasa kurang percaya diri dan merasa minder serta merasakan adanya perbedaan status dalam hal kesetaraan dengan lawan bicaranya terutama kepada Pembimbing Kemasyarakatan. Tujuan penelitian ini untuk mengetahui Komunikasi Interpersonal Pembimbing Kemasyarakatan pada Anak Berhadapan Dengan Hukum (ABH) dalam proses Pembimbingan di Balai Pemasyarakatan Kelas II Bengkulu. Pendekatan penelitian ini menggunakan kualitatif. Informan dipilih sebanyak 10 orang Pembimbing Kemasyarakatan dan 10 orang Anak Berhadapan dengan Hukum (ABH), ditentukan dengan teknik purposif (bertujuan). Teknik pengumpulan data melalui observasi, wawancara mendalam dan dokumentasi. Hasil penelitian bahwa Komunikasi Interpersonal Pembimbing Kemasyarakatan kepada Anak Berhadapan Dengan Hukum (ABH) dilakukan melalui pembimbingan dan pembuatan laporan Penelitian Kemasyarakatan (Litmas) dimulai dari pra adjudikasi dan adjudikasi guna agar Anak mendapatkan perlakuan hukum yang adil sehingga memenuhi keadilan restoratif. Komunikasi Interpersonal Pembimbing Kemasyarakatan kepada Anak Berhadapan dengan Hukum (ABH) telah memenuhi unsur-unsur: Keterbukaan, Empati, Sikap Mendukung, Sikap positif, dan Kesetaraan.

ABSTRACT

Interpersonal communication is a message sent by one person to another with the effect of the message directly, both verbally and non-verbally. The problem in this study: Children in Conflict with the Law (ABH) feel less confident and feel inferior and feel that there is a difference in status in terms of equality with their interlocutor, especially to the Community Counselor. The purpose of this study was to determine the Interpersonal Communication of Community Counselors for Children in Conflict with the Law (ABH) in the Guidance process at the Class II Bengkulu Correctional Center. This research approach uses qualitative. Informants were selected as many as 10 Community Advisors and

10 Children in Conflict with the Law (ABH), determined using a purposive technique (aimed at). Data collection techniques through observation, in-depth interviews and documentation. The results of the research that Interpersonal Communication of Community Guidance to Children in Conflict with the Law (ABH) is carried out through mentoring and making Community Research reports (Litmas) starting from pre-adjudication and adjudication in order for children to get fair legal treatment so that they fulfill restorative justice. Interpersonal Communication of Community Guidance to Children in Conflict with the Law (ABH) has fulfilled the elements: Openness, Empathy, Supportive Attitude, Positive Attitude, and Equality.

1. INTRODUCTION

Introduction: Every child has the right to survive, grow and develop, and has the right to protection from violence and discrimination. All components of the nation, starting from the Penitentiary Community Advisor (PK Fathers), Professional Social Workers and Social Welfare Workers, Investigators, Public Prosecutors, Judges, and Advocates or other legal aid providers must pay attention to the best interests of the Child and strive to maintain a family atmosphere. By not ignoring international conventions, especially the Universal Declaration of Human Rights.

The duties and responsibilities of the state in protecting children are based on the amendments to the 1945 Constitution of the Republic of Indonesia as well as the United Nations Convention on the Rights of the Child (CRC) which has been ratified through Presidential Decree Number 36 of 1990 concerning Ratification of the Convention On The Rights Of The Child (Convention on the Rights of the Child) is known for its four main principles to protect children, namely:

1) Non-discrimination

This means that all children have the same rights both in the eyes of the law and to obtain their rights, including to obtain welfare.

2) Best interests of the child

The decisions taken take into account the comfort of the person the child, such as the decision of the juvenile court, the place of residence whether with the adoptive parents or at the LKSA.

3) Children's rights to live, grow and develop

In everyday life, children have the right to obtain balanced nutrition and health care to be healthy. Children also have the opportunity to choose their schools according to their abilities. We as parents are only obliged to provide some alternatives and it is the children who determine the school.

4) Respect children's views

As parents, we must respect the opinion or ideas of children. Anyone who feels respected for his opinion, then they will feel happy, including a child. In certain phases, children often want to know and always ask or have opinions, so as a parent it is obligatory to pay attention by answering the child's views or questions so that the child will feel happy and happy.

If a child commits delinquency, it can be influenced by his background in life, both in the family environment and in the surrounding environment. For this reason, children need to get attention and protection following their rights. Children in Conflict with the Law (ABH) are children in conflict with the law, children who are victims of criminal acts, and children who are witnesses to criminal acts as stated in Article 1 number 2 of the Law of the Republic of Indonesia Number 11 of 2012 concerning the Juvenile Criminal Justice System, which contains the entire process of resolving cases of Children in Conflict with the Law (ABH) starting from the stages of the investigation, prosecution, trial, implementation of court decisions to the stage of mentoring after serving a crime.

In principle, children in conflict with the law (ABH) are victims of the system of human life itself. If the process of handling children in conflict with the law (ABH) is not carried out properly and correctly and is not oriented towards efforts to fulfill children's rights in the best interests of them, then the future of civilization of human life will come in vain, because children are the successors of ideals and aspirations. the civilization of the future has suffered the injury of its best interests.

The interests of the child as stated in Article 28 B paragraph (2) of the 1945 Constitution of the Republic of Indonesia which stipulates that:

Every child has the right to survive, grow and develop, and has the right to protection from violence and discrimination. Observing the basic legal provisions, all components of the Indonesian nation as part of the world community, must realize that all Indonesian people and people have the same responsibility to be able to participate in providing protection and prevention, starting from the family environment, school environment, and social environment so that children not do anything against the law.

After undergoing the legal process, if the child has committed an unlawful act or committed a criminal act, after undergoing the legal process and returning to the community, the child must also be clean and free from the stigma or label of an ex-convict child for committing a criminal act, so that the child can fulfill his best interests and have a future for human life. In the Law of the Republic of Indonesia Number 11 of 2012 concerning the Juvenile Criminal Justice System, it reminds all Indonesian people to understand more about children's rights, especially in the case of Children in Conflict with the Law (ABH), starting from the process of investigation, investigation, prosecution, trial. and implementation of court decisions and the process of returning to the midst of community life.

All components of the nation, starting from the Penitentiary Community Advisor (PK Fathers), Professional Social Workers and Social Welfare Workers, Investigators, Public Prosecutors, Judges, and Advocates or other legal aid providers must pay attention to the best interests of the Child and strive to maintain a family atmosphere. Following the principle of Children Against the Law which mandates moving in an integrated rhythm to form a system based on the same vision and mission, without compromising international conventions, especially the Universal Declaration of Human Rights.

Based on the results of the Community Research (Litmas) conducted by the Community Counselor (PK) at the Bengkulu Class II Correctional Center, there is less and less communication between the Community Counselor (PK) in digging up information about criminal acts committed by child perpetrators of criminal acts. Without realizing it, it will have an impact on the relationship between the Community Advisor (PK) and the child who is a criminal becomes a little stretched, thus causing a lack of openness in communicating between the two. Communication in everyday life is an inseparable part of children's lives as the smallest unit in society and the closest to children. This then becomes the basis for how children can be guided properly if they are not comfortable communicating. Here it is very necessary that the Community Counselor (PK)

can dig into depth information to child perpetrators of crime about the picture that causes the child to commit a crime, with the existence of certain images as a result of his perception through communication.

The interaction process of Community Counselors (PK) with child offenders is not always as expected and is not as simple as we imagine and say. Communication is often embellished by various things that are not supportive of children, including the attitude and behavior of the Community Counselor (PK) who cannot be an example for children who commit crimes, especially when communicating in conducting community research to children who commit crimes, plus the atmosphere Children's emotions that are not conducive, as well as the interaction of other family members that are not good and the environment of child interaction that is not good, makes children who commit crimes less open in providing information about criminal problems experienced by children who are perpetrators of crimes.

According to the Law of the Republic of Indonesia, Number 11 of 2012 concerning the Juvenile Criminal Justice System, Article 1 paragraph (13) means Community Guidance (PK), states that:

Community Advisor (PK) is a functional law enforcement official who carries out community research, guidance, supervision, and assistance to children inside and outside the criminal justice process.

Article 65 The duties of the Community Advisor (PK) are:

- 1) Make a community research report for the benefit of Diversion, providing assistance, guidance, and supervision of the Child during the Diversion process and the implementation of the agreement, including reporting it to the court if Diversion is not implemented;
- 2) Provide assistance, guidance, and supervision of Children who based on court decisions are sentenced to crime or are subject to action; and
- 3) Provide assistance, guidance, and supervision of children who are assimilated, on parole, leave before being released, and on conditional leave.

Community advisors (PK) conducted Litmas interviews with children who were perpetrators of crimes aimed at exploring the validity of the data so that they could be properly interpreted. In this interview, the Community Counselor (PK) will also carry out assessment activities that include Indonesian residvis risk and chriminogenic factors. In addition, the Community Counselor (PK) also explores data on the families of children who are perpetrators of crimes and the local government where the children who commit crimes live.

Guidance activities are carried out by Community Counselors for correctional clients where the main activity of Community Counselors is communicating with clients to provide information to clients, and assisting clients in carrying out their social reintegration to restore relationships with their families and communities.

One of the skills and abilities that must be possessed by a Community Counselor (PK) is interpersonal communication. Through interpersonal communication carried out in the process of extracting information between the Community Counselor (PK) and child perpetrators of criminal acts, child victims and child witnesses are expected to obtain in-depth and valid data information as an effort to help Children Dealing with the Law (ABH) in the best interests of the Child.

The process of extracting information between Community Advisors (PK) and children who are perpetrators of criminal acts is one of the efforts to make Community Research (Litmas). Litmas is one of the complete files in a juvenile court process which contains a recommendation from the Community Advisor (PK) to the judge about how to make decisions about the future of children and in the best interests of children facing legal problems.

The Community Research Process (Litmas) is a form of direct communication consisting of two parties that allows both to capture direct reactions, both verbal and non-verbal. The sender can convey the message directly and the recipient of the message can receive and respond directly as well. Community Advisors (PK) must have some good technical skills, one of which is the ability and interpersonal communication skills to carry out their duties and functions properly, especially for children who are perpetrators of criminal acts so that the child's social functioning is again accepted in the community.

The most basic problem for Children in Conflict with the Law (ABH) is that they have lost the opportunity to get their rights as children, such as continuing their education, gathering with their families, and losing their role in the wider community, to serve the best interests of children. ABH), especially in this study, children as perpetrators of criminal acts require the role of Community Counselors (PK) as guidance for Children in Confrontation with the Law (ABH), besides that, Community Counselors (PK) can also function as intervention targets for children through childcare guidance or interpersonal communication used for Children in Conflict with the Law (ABH), therefore the role of Community Counselors (PK) to work together in handling children in conflict with the law

(ABH) is very much needed for the achievement of children's rights and good changes to the functioning child social.

Recognizing this, interpersonal communication should be used as an alternative to delivering messages and connecting bridges in an effort to approach and assess children. Good interpersonal communication really supports the formation of a child's self-concept and can change people's attitudes or behavior through certain symbols, namely the communication style used by the Community Counselor (PK). Interpersonal communication is able to increase the effectiveness of communication with each other, develop, and maintain effective relationships, be it friendship, romance, family, and improve children's conflict resolution skills.

Formulation of the problem

Based on the description of the background above, the researcher formulates the problem to be studied in writing this thesis, namely How is interpersonal communication of Community Guidance for Children in Conflict with the Law (ABH) in the mentoring process at the Bengkulu Class II Correctional Center?

Destination

The research was conducted in terms of interpersonal communication of Community Counselors in Children in Conflict with the Law (ABH) in the mentoring process at the Class II Bengkulu Correctional Center.

Types of research

This type of research is descriptive qualitative research. The research approach is a qualitative research, with the object of the research being the Bengkulu Community Counselor (BAPAS) as the guidance for Children Dealing with the Law (ABH). While the object of the research is the communication process in the implementation of the guidance carried out by PK Fathers Class II Bengkulu to correctional clients. The data collection techniques in this study were interviews, observation and documentation studies.

2. LITERATURE REVIEW

Children Facing the Law (ABH) According to Saraswati (2009: 113), states that children in conflict with the law can be defined as: As a child who is suspected, accused or recognized as a child who has violated the Criminal Law Act. Children in conflict with the law are children whose needs are not met, often experience acts of violence, are outside the family environment, and need personal protection and security. The role of parents is needed in terms of fostering and providing protection to children. According to the Law of the Republic of Indonesia Number 11 of 2012 concerning the Juvenile Criminal Justice System, Article 1 is: Paragraph (2) Children in conflict

with the law are children who conflict with the law, children who are victims of criminal acts, and children who are witnesses of criminal acts; Paragraph (3) A child in conflict with the law, hereinafter referred to as a child, is a child who is 12 (twelve) years old but not yet 18 (eighteen) years old who is suspected of committing a crime; Paragraph (4) Children who become victims of criminal acts, hereinafter referred to as child victims, are children under the age of 18 (eighteen) years who experience physical, mental, and/or economic losses caused by criminal acts; Paragraph (5) A child who is a witness to a crime, hereinafter referred to as a witness child, is a child who is not yet 18 (eighteen) years old who can provide information for the investigation, prosecution, and examination in court regarding a criminal case that is heard, seen, and/or experience it yourself. Article 21 paragraph (1) if a Child under 12 (twelve) years of age commits or is suspected of committing a criminal act, Investigators, Community Counselors, and Professional Social Workers shall make decisions to: a) Give it back to the parent/guardian; or b) Participate in education, coaching, and mentoring programs in government agencies or LPKS in agencies dealing with social welfare, both at the central and regional levels, for a maximum of 6 (six) months. Article 69 paragraph (2) Children who are not yet 14 (fourteen) years old can only be subject to action. Article 81 paragraph (1), states that a child is sentenced to imprisonment in LPKA if the child's circumstances and actions will endanger the community. Children who are 14 (fourteen) years old, and not yet 18 (eighteen) years old who are suspected of committing a crime. Mentoring Concept Guidance is the provision of guidance to improve the quality of devotion to God Almighty, intellectual, attitude and behavior, and professional, physical, and spiritual health of Correctional Clients. The types of guidance regulated in Article 3 of Government Regulation no. 31 of 1999 concerning the Guidance and Guidance of Correctional Inmates, include Guidance of devotion to God Almighty; Guidance on national and state awareness; Intellectual guidance; Attitude and behavior guidance; Physical and spiritual health guidance; Legal awareness guidance; Guidance on healthy reintegration with the community; Job skills guidance; and Guidance on job training and production. Interpersonal Communication According to Mulyana (2000: 73) in the book "Science of Communication: An Introduction", explains that interpersonal communication is: Communication between people who are face-to-face, allows each participant to capture the reactions of others directly, either verbally or non-verbally. This interpersonal communication is communication that involves only two people, such as a husband and wife, two colleagues, two close friends, a teacher-student, and so on. Interpersonal communication is the most effective communication model, interpersonal communication is human

communication that has the closest relationship. Tubbs & Moss (2005: 16), suggests that interpersonal communication is: Two-person communication events include nearly all of the informal, small-talk, everyday conversations we have from the moment we wake up in the morning until we get back to bed. Dyadic communication is also communication that includes the closest human relationships, for example, communication between two people who love each other. Effective Interpersonal Communication According to Rakhmat (2008: 129-133), states that there are Some of the factors that foster interpersonal relationships include: "Trust, a supportive attitude, and an open attitude." According to Hanani (2017: 15), effective interpersonal communication begins in five ways, namely: General qualities that need to be considered starting from openness, empathy, support, positive attitude, and equality. The characteristics of effective interpersonal communication are: 1) Openness (Openness) Openness is the willingness to open up revealing information that is usually hidden. 2) Empathy (Empathy) Empathy is the ability to feel what other people feel, to be able to understand an issue from another person's point of view, through the eyes of others. 3) Supportive Attitude (Supportiveness) Effective interpersonal relationships are relationships in which there is a supportive attitude (Supportiveness). This means that each of the communicating parties commits to supporting the implementation of open interactions. 4) Positive Attitude (Positiveness) A positive attitude means that the parties involved in interpersonal communication must have positive feelings and thoughts. 5) Equality Equality is an attitude that shows similarities, both parties who carry out interpersonal communication have interests and needs each other. Interpersonal communication will be effective if the atmosphere is equal.

3. RESEARCH METHOD

Type of research: descriptive research (descriptive research) with a qualitative approach. Research Focus: The form of interpersonal communication of Community Advisors (PK), and the process of mentoring children. Research Limitations, namely: 1) Children in Conflict with the Law (ABH) who are not yet 12 years old, and children who are not yet 14 years old and under 18 years old who are recommended for Diversion and Court Sessions; 2) Community Advisors (PK) in charge of assisting by making community research reports (Litmas) from the level of investigation, prosecution, and trial. 3) Interpersonal Communication: Openness, Empathy, Supportiveness, Positiveness, Equality. 4) Research Targets and Informants (1) 1 child in conflict with the law (ABH); (2) Children in Conflict with the Law (ABH) who are not yet 14 years old until they are under the age of 18 and who are

recommended for Diversion and Court Sessions are 9 people. (3) The Community Advisors (PK) of the Bengkulu Class II Fathers who assist are tasked with making Community Research (Litmas) from the level of investigation, prosecution, and trial totaling 10 people. Data Collection Techniques: Observation, In-depth Interview, Literature Study. Data Analysis Techniques: Data Reduction, Data Presentation, Conclusion Drawing.

4. RESULT AND DISCUSSION

Communication between Community Counselors and Children in Conflict with the Law (ABH) can occur in the process of mentoring and making Community Research reports (Litmas). Community Advisors (PK) and Children in Conflict with the Law (ABH) need each other between two. Social Advisors (PK) require personal data of Children Facing the Law (ABH) while Children Facing the Law (ABH) needs recommendations from Community Counselors (PK) for the best interests of Children Facing the Law (ABH) in the future. The attitude of the Community Counselor to the child perpetrators of criminal acts who are being guided are: 1) Community counselors exist and unite with those being guided, feel what those being guided feel, allow themselves to experience or unite in the experiences of those being guided, act humanely and do not react mechanically, and feel what human nature means; 2) Not being patronizing, that is, considering that the person being mentored tends not to like being tutored, then the attitude of the Community Counselor shows friendship and togetherness (with-ness) in the mentoring service. Because with this attitude the person being guided feels appreciated and not belittled; 3) Active listening, namely maintaining focused attention on the person being guided, listening to everything that is said, and trying to understand the whole message (his words, feelings, and behavior); 4) Respect, namely the attitude of the Community Counselor to view the person being guided positively, appreciatively, warmly, understandingly, and sensitively to things that offend the person being mentored (think, feel, just say); 5) Do not act in sudden confrontation, or attack attitude with words, feelings, and behavior of the person being guided. Community Advisors are careful if they want to have a confrontation, it is necessary to pay attention to the time and method (non-judgment) used; 6) Reflecting feelings, Community Counselors try to understand the feelings of those being guided and believe in the expression of their feelings; and 7) Community Advisors are honest, what they are, reasonable, not artificial, open, and consistent in the mentoring process. Guidance to individuals carried out by the Community Counselor at the Bengkulu Class II Fathers Council is in the form of: 1. Counseling Guidance This counseling guidance is carried out when the client comes to report (implement

mandatory reporting) to the Bengkulu Class II Fathers' Office. In this counseling activity, the Community Counselor communicates interpersonally with the client to find out the client's progress during the recovery/reintegration process (conditional crime, parole, leave before release, conditional leave, or while undergoing court decisions in the form of actions for children). Then provide information and motivation to the client to be able to solve the problem if the client is facing a problem. The mandatory reporting activity is a provision that must be carried out by the client. It is obligatory to report the Bengkulu Class II Fathers' Clients every Tuesday and Thursday for clients undergoing the Conditional Leave/Leaving Before Release program and the parole program. Meanwhile, for child clients who are undergoing a judge's decision, the provisions for reporting must be submitted to each Social Advisor. 2. Home visit/visit to the client's home to meet with the client and his family This home visit activity is carried out to find out and observe the activities that are being carried out by the client and to know the physical condition of the client and his family and the environment where he lives directly. 3. Guidance on job skills The implementation of this work guidance is carried out by Community Counselors in collaboration with other parties such as the Manpower Office, PKS (Cooperation Agreements with third parties), and other parties by involving clients in work skills activity programs. The duration of the activity is adjusted to the curriculum of the party concerned. Guidance to groups carried out by Community Counselors is by holding spiritual counseling, health, legal counseling, and also job skills guidance regularly. In this activity, the Community Counselor coordinates with the guidance section for children and adult clients of the Bengkulu Class II Fathers for the implementation schedule, venue, and resource persons. For clients who are in the Bengkulu City area and its surroundings, the activity is carried out in the service room of the Bengkulu Fathers Class II Office. For clients who are outside the city, such as in Manna, activities are carried out at the Class II Manna Prison, Argamakmur activities are carried out at the Class IIB Argamakmur Prison, Lebong activities are carried out at the Class IIA Curup Prison. This is done so that clients who are domiciled in the Regency can attend guidance activities without having to come to the Parent Fathers office, namely Bengkulu Class II Fathers, and incur large transportation costs. This group guidance activity is regularly carried out and the duration of the activity is about 3 hours/activity. Participants from each counseling activity are usually 20-40 people consisting of joint clients, namely consisting of several clients who are guided by their respective community counselors. The group guidance activities that have been carried out include: 1. Guidance of legal counseling organized by the Bengkulu Class II Fathers Council. 2.

Guidance on skills to process waste into useful goods. This activity was organized by the Bengkulu Class II Fathers. 3. Guidance on independent skills such as Welding, Making Auning, Rattan Chairs, Culinary, Laundry, Catfish Livestock, and Vegetable Gardening. This activity was organized by the Bengkulu Class II Fathers in collaboration with 3rd parties. 4. This activity is also a motivational guide for clients to be optimistic and confident in their work because the source is a third party. 5. Health education about the dangers of drugs Communication Process in the Implementation of Guidance on Correctional Clients 6. Guidance on screen printing skills and advertisements for this activity was organized by the Bengkulu Class II Fathers Council in collaboration with 3rd parties. The stages of interpersonal communication between the Community Counselor (PK) and the child perpetrator of a crime, namely: 1) Approach process 2) The approach process is carried out to open access to the child who is the perpetrator of a crime, to be able to tell the background and chronology of the crime experienced by the child who is the perpetrator of a crime. Through the approach process, it is hoped that the family can accept the arrival of the Community Counselor (PK) and be willing to conduct interviews. The first step in the approach process is to introduce yourself politely and explain what the roles and duties of the Community Counselor (PK) are in spontaneous language using Indonesian 3) and the local language of the child who is the perpetrator of the crime with easy delivery 4) understood by the child who committed the crime. 5) Build communication 6) Building communication is usually done by Community Counselors (PK) by creating a comfortable and familiar atmosphere in every interview. An intimate atmosphere can be obtained through light conversation and informal communication styles. A comfortable atmosphere is obtained by taking a good personal approach. 7) Develop credibility 8) Developing credibility is the last stage that requires the fulfillment of several factors to be able to create good communication through guidance by the Community Counselor with Child criminal offenders. Communication that occurs in mentoring and or home visits are one type of interpersonal communication with direct face-to-face characteristics between the communicant and the communicator, starting with building communication to foster a degree of intimacy. The next stage of interpersonal communication is to develop credibility, which is as follows: 1) Openness The quality of openness in interpersonal communication refers to at least three aspects of interpersonal communication, which are as follows: (1) First, effective interpersonal communicators must be open to the people with whom they interact. This does not mean that people should immediately disclose all their resumes. (2) The second refers to the willingness of the communicator to interact honestly with

the incoming stimulus. (3) The third concerns the "ownership" of feelings and thoughts (Devito 2007: 286). 2) Empathy (Empathy) (1) We can communicate empathy both verbally and non-verbally. Nonverbally, we can communicate empathy by showing: (2) Active engagement with the person through appropriate facial expressions and gestures; (3) Centralized concentration includes eye contact, attentive posture, and physical closeness; (4) Appropriate touching or caressing. (5) Jerry Authier and Kay Gustafson (1982) suggest several useful methods for verbally communicating empathy, including Reflecting the speaker the feelings (intensity) you think they are experiencing. This helps in checking the accuracy of your perception and also in showing that you are trying to understand it. 3) Supportive Attitude (Supportiveness) (1) Internal factors are what is in the Community Counselor (PK) which is a supporting factor for the establishment of interpersonal communication between the Community Counselor (PK) and the criminal offender's child, as follows: 1) First is communication skills where the Community Counselor (PK) has been able to build close communication so that children who commit crimes feel comfortable; 2) The second is the appearance of the Community Counselor (PK) who tries to always appear neat and wears the official uniform in carrying out his duties. According to Rakhmat (2008: 255), states that: "Who becomes more important than what." The appearance of a communicator is one of the supporting factors in communication; 3) The third is the attitude, according to Rakhmat (2008: 255), stating: "How influential is the speaker's characteristics as persuasion in a communication." A polite, friendly, and kind attitude will be the persuasive power of Community Counselors (PK) in communicating with children who are perpetrators of crimes. In this case, the Community Counselor (PK) in interviewing children who commit crimes has always been polite, friendly, and good at communicating with children who have committed crimes. (2) External factors are things outside the Community Counselor (PK) that can support the interpersonal communication process between the Community Counselor (PK) and the child perpetrator of a crime. These external factors consist of families who support and still care about the fate of children who are perpetrators of crimes, local government officials who are still supportive by permitting the Community Counselor (PK) in conducting a question and answer process both to the families of children who are perpetrators of crimes with and the community in the environment where only the child of the perpetrator of a crime and the local government such as the head of the RT/RW, the Village Head or the Kelurahan Head with spontaneous and good communication can guide according to the applicable terms and conditions. Effective interpersonal relationships are relationships where there is a supportive attitude. A concept

whose formulation was based on the work of Jack Gibb. Open and empathetic communication cannot take place in an unsupportive atmosphere, showing a supportive attitude by being: 1) Descriptive, not evaluative; 2) Spontaneous, not strategic; 3) Provisional, not very sure. 5) Positive attitude (Positiveness) One of the efforts to build trust is to maintain the confidentiality of information from children who are perpetrators of crimes that are disclosed during the question and answer session. Eliminating the use of recording devices in the interview process between Community Counselors (PK) and children who are perpetrators of crimes is one of the efforts to make children who commit crimes believe in the confidentiality of the information submitted. The Community Counselor (PK) must show that his position is not in favor of any party, both victims and perpetrators. According to researchers, Communicators may be unattractive, and immoral, but still effective as long as it is clear he is not getting any benefits. What advantage is meant here is the Community Counselor (PK) does not get any benefit as a neutral party and only carries out his duties. Such as the conflict between the Community Counselor and the child perpetrator of a crime, there has never been a conflict and if we look at the lessons taken between the Community Counselor and the child perpetrator of a crime, according to the researcher, it is quite wise, where all informants of child perpetrators of crimes state that they learn from mistakes and accept the learning. can make someone better in the future. Positive attitude refers to at least two aspects of interpersonal communication, namely: 1) First: interpersonal communication is fostered if a person has a positive attitude towards themselves; 2) Second: positive feelings for communication situations, in general, are very important for effective interaction. A positive attitude is known as stroking. Encouragement is a term derived from a common vocabulary, which is seen as very important in transactional analysis and human interactions in general. Behavior that encourages respect for the existence and importance of others, this behavior is contrary to indifference. Encouragement can be: 1) Verbal encouragement such as saying: "I'm happy to have a conversation with you." 2) Nonverbal prompts such as a smile, a pat on the shoulder, or a slap on the face. Positive reinforcement generally takes the form of praise and appreciation, and consists of behaviors that we normally expect, enjoy and are proud of. This positive drive supports our image and makes us feel better. On the other hand, negative impulses are punishing and hateful. 6) Equality Devito (2007: 290-291), states that interpersonal communication will be more effective if the atmosphere is equal. This means that there must be a tacit acknowledgment that both parties are equally valuable and valuable and that each party has something important to contribute. Equivalence in this study is the

awareness, and willingness of Community Counselors (PK) to place themselves with children who are perpetrators of crime so that there is effectiveness in interpersonal communication. Equality to need each other where the Community Advisor (PK) requires child perpetrators of criminal acts to know the background and chronology of criminal acts experienced by children who are perpetrators of criminal acts for making community research results (Litmas) is the task of Community Counselors (PK) and child perpetrators of criminal acts require guidance to fight for the rights of the child who is the perpetrator of the crime itself following the Law of the Republic of Indonesia Number 11 of 2012 concerning the Juvenile Criminal Justice System. Equality shows that the Community Counselor (PK) positions itself by showing equality with children who are perpetrators of crimes. However, what can be seen from children who are perpetrators of criminal acts in the hope of being able to gain self-confidence but are still not good, is that they are still inferior when dealing with Community Counselors (PK). They feel that there is a difference in status in terms of equality with their interlocutors, especially the Community Counselor (PK).

5. CONCLUSION

Interpersonal communication is a message sent by one person to another with the effect of the message directly, both verbally and non-verbally. Interpersonal Communication of Community Guidance to Children in Conflict with the Law (ABH) is carried out through guidance and preparation of Community Research reports (Litmas). Community Advisors in communicating with Children Dealing with the Law seeks to apply the stages of interpersonal communication, namely: 1) Community Advisors (PK) implement the principle of openness in communication starting from the beginning when they meet children in conflict with the law (ABH); 2) Community Advisors (PK) empathize with children in conflict with the law (ABH) by being able to feel and understand the physical and psychological conditions of children. Resist the temptation to evaluate, judge, interpret and criticize; 3) Community Counselors (PK) are supportive when communicating with Children in Confrontation with the Law (ABH) by motivating the importance of obeying the rules, discipline, working hard, and motivating the importance of healthy living; 4) Community Advisors (PK) are positive by being able to trust Children in Confrontation with the Law (ABH) to tell their problems of criminal acts experienced without always being dictated to and always trying to provide examples of positive behaviors in children who are perpetrators of criminal acts; 5) Community Advisors (PK) position themselves as equal to Children Facing the Law (ABH). However, it can be seen from the Children Faced with the Law

(ABH) in the hope of being able to gain self-confidence but they still feel inferior when dealing with Community Counselors (PK). Guidance activities carried out by a Community Counselor are a communication process between the community counselor and the correctional client as well as with other required parties which are the source system in the client integration process. Communication skills are the most basic skills that must be possessed by Community Counselors because with good communication skills a Community Counselor will be able to establish good relationships with clients and parties in other source systems so that the mentoring activities carried out by Community Counselors run effectively.

6. ACKNOWLEDGEMENT

The author expresses his deepest gratitude to: Dr. Dra. Yunilisiah, M.Si, as the Dean of FISIP Bengkulu University; Resman Hanafi, S.Pt, MM as Head of Bengkulu Class II Correctional Center; Fellow Community Advisors (PK), thank you for your willingness and support in the process of carrying out this paper; My beloved mother who has given prayers and support for the implementation of this paper; All lecturers or teaching staff of the Social Welfare Masters Study Program without exception (Mrs. Yuni, Ms. Muria, Ms. Putri, Mr. Tamrin, Mr. Parman, Mr. Jaya, Mr. Grandson, Mr. Heri, Mr. Agus, Mrs. Yessi, Mrs. Desi, Mr. Alex, and others) thank you for the knowledge that has been given to researchers so that researchers can complete this paper; 6) Friends of the class of 2022 Masters.

REFERENCES

Books

- Deddy, Mulyana. 2000. *Communication Studies: An Introduction*. Bandung: PT. Rosdakarya Youth.
- De Vito, Joseph A. 2007. *Communication Between Humans* Fifth Edition. Jakarta: Professional Books.
- Jalaluddin, Grace. 2008. *Psychology of Communication* (Revised Edition). Bandung: PT Pemuda Rosdakarya.
- L. Tubbs & Sylvia Moss. 2005. *Human Communication: Basic Principles*. Bandung: PT Pemuda Rosdakarya.
- Rika Saraswati. 2009. *Child Protection Law in Indonesia*. Bandung: PT Citra Aditya Bakti.
2. Legislation
- 1945 Constitution of the Republic of Indonesia
- Law Number 11 of 2012 concerning the Juvenile Criminal Justice System.
- Government Regulation No. 31 of 1999 concerning Guidance and Guidance of Correctional Inmates
- Presidential Decree Number 36 of 1990 concerning Ratification of the Convention On The Rights Of The Child.

LUBUKLINGGAU'S SOCIETY PERCEPTION ON THE ROLE OF POLITICAL PARTIES IN PERFORMING POLITICAL FUNCTIONS

Rachmat Hidayat¹, Alfarabi², Panji Suminar³

¹²³ University of Bengkulu

ARTICLE INFO

Corresponding author:

Hyoppyrh@yahoo.com

Citation:

ABSTRAK

Partai politik yang menjadi jembatan antara rakyat dan pemerintah memiliki peran besar sebagai wadah aspirasi rakyat. Penelitian yang dilakukan di Kota Lubuklinggau ini bertujuan untuk melihat bagaimana persepsi masyarakat terhadap fungsi partai politik di Kota Lubuklinggau karena akan melihat seberapa besar kepercayaan masyarakat terhadap partai politik dalam menjalankan fungsinya dengan benar sehingga dapat disampaikan dan dalam memberikan solusi atas masalah-masalah besar masyarakat. Penelitian ini menggunakan pendekatan kualitatif dengan teori persepsi, pendekatan kualitatif deskriptif dengan metode wawancara sebagai instrumen pengumpulan data primer, dan studi kepustakaan sebagai bahan sekunder. Subjek penelitian ini adalah masyarakat Kota Lubuklinggau yang tersebar di 8 kecamatan dan 72 kecamatan. Hasil penelitian menunjukkan bahwa masyarakat di Kota Lubuklinggau memiliki persepsi bahwa tokoh-tokoh di parpol yang ada sudah cukup baik dalam menjalankan fungsinya, namun persepsi tokoh yang belum menjalankan fungsinya dengan baik juga masih ada yang dibuktikan dengan adanya Tingkat kepercayaan masyarakat untuk memasuki dunia politik sangat besar. tidak tertarik sama sekali.

Kata kunci: Persepsi, Partai Politik, Masyarakat Lubuklinggau

ABSTRACT

Political parties which are bridges between the people and the government have a big role as a forum for people's aspirations. The research conducted in Lubuklinggau City has the aim of seeing how the perception exists for the community on the function of political parties in Lubuklinggau City because it will see how much trust the community has in political parties in carrying out their functions correctly so that they can be submitted and in providing solutions to major community problems. This study uses a qualitative approach with perception theory, a descriptive qualitative approach with interview methods as primary data collection instruments, and literature studies as secondary materials. The subject of this research is the people of Lubuklinggau City spread over 8 sub-districts and 72 sub-districts. The results show that the people in Lubuklinggau City have the perception that the figures in the existing political parties are good enough in carrying out their functions, but the perception of figures who have not carried out

their functions properly is also still there as evidenced by the level of public trust to enter the world of politics is very large. not interested at all.

_____ **Keywords:** Perception, Political Party, Lubuklinggau's Society

1. INTRODUCTION

Political parties are very important components in a democratic political system because they can act as a forum for the community to channel their aspirations so that they can play an active role in determining public policies and the process of forming a government which ultimately affects the level of community welfare (Hendrarto, 2006).

Law Number 31 Year (2022) explains that what is meant by a political party is an organization formed by a group of Indonesian citizens voluntarily based on common will and aspirations to fight for the interests of members, society, nation, and state through general elections. so that what is done in a political party if it is by the actual function, can affect a policy in the government sector.

Judging from the political system in Indonesia, which until now has placed political parties as the main pillars supporting democracy, in reality, political parties have a very important position (status) and role (role) in every democratic system. Government processes with citizens also open up the widest opportunity for the people to participate in political and governmental activities that can create a responsible government and fight for the public interest and prevent arbitrary government actions (Natalia, 2015).

Democracy itself has a meaning as a form of government where all citizens have the same rights without being discriminated against in making decisions that can change their lives. Democracy also allows every citizen to participate either directly or through representation in the formulation, development, and law-making (Yakin et al., 2020) so that social and political parties are very close.

Democracy is also seen as an ideal type and has a high level of respect for individuals in the political process. All members of society have the same rights in the social, economic, and political fields. Democracy opens wide opportunities for its people to participate actively. (Fithriyyah, 2012). For this reason, in practice, a good democratic system will provide a good picture of the people who are active in providing their aspirations.

The community has a big role in determining the perception of the performance of a political party in carrying out its functions. People's perceptions often assume that they have only been used as objects by political parties with sweet promises but after coming to power, these promises are then forgotten into polemics that often occur in society and can worsen the image of political parties (S, 2015).

Political parties (Pandri S.Itiniyo, 2016) explain that political parties that act as pillars of democracy need to be organized and perfected to create a democratic political system to support an effective presidential system. Arrangement and refinement. Therefore, the arrangement of political parties must be in line with policies that are needed by the community so that they can build and improve the welfare of the community.

Public perception if viewed by definition according to Ihalaauw (Turnip et al., 2015) states that perception will talk about what has been formed and will develop in the community. Thus, what people think can spread throughout the patterns of behavior and people's daily lives. Meanwhile, (Suprianto et al., 2017) explaining the current condition in the community is the difficulty in taking firm perceptions among community leaders enough to confuse the public so that real perceptions are often neglected if they are not reviewed in detail.

Thus, in this study researchers are interested in conducting research on the community in Lubuklinggau City by looking at their perceptions of parties in carrying out their functions as part of politics.

2. LITERATURE REVIEW

Research conducted by (Azizah, 2015) regarding the role of political parties in carrying out their functions resulted that the implementation of Law No. Its function as a channel for public aspirations and political communication for the Regional Leadership Council of the United Development Party as a channel for public aspirations has been largely carried out by the people's representatives in the Regional People's Representative Council of East Java Province. Thus, it can be understood that the ability of political parties greatly influences people's perceptions of the trust and performance of the political parties themselves.

Subsequent research by (Fithriyyah, 2012) regarding the revitalization of political parties to the democratic system that stands in Indonesia shows that through political parties or NGOs, people are taught to be able to participate and be independent in determining political attitudes. So that when the election moment, people can make their choice independently. Thus, it is understood that political parties' performance can be assessed based on what has been embedded in the minds of the people or what is often known as perception so that what is implanted in the community will provide an overview of the aspirations and performance of political parties as a consideration in determining government policies.

Furthermore, research by (Pandri S.Itiniyo, 2016) regarding the function of political parties in realizing public welfare shows that the role of political parties is incarnated from the implementation of the goals and functions political parties. The given role is not in the form and material form, such as funds for regional development, but in the formulation of political policies such as budgeting politics aimed at financing activities that provide guarantees for the welfare of the community. Therefore, political parties can be a bridge between the community and the government in building several aspects that are expected by the community, especially in terms of development so that when the aspirations of the community can be realized in the development sector, the welfare of the community can also increase for the better.

3. RESEARCH METHOD

Qualitative research is a type of research in this study because it will describe the things that researchers get, both sentences and pictures from the field with words that are written.

This research uses descriptive qualitative research which describes the real data from the field in written form. The approach that the researcher takes is phenomenological because it sees from the point of view of the informant and the experience he has and becomes the basis for his thinking in living daily life so that researchers can understand how the perception of the people in Lubuklinggau City towards political parties in carrying out their functions.

In this study, researchers used research informants from Malay leaders in Bengkulu based on the purposive sampling technique as a step in determining the criteria that best fit the theme of this research, namely people who meet the criteria as people who live in Lubuklinggau City and understand the issue of political parties so that the age limit is limited. to be important that is 25-40 years.

In this study, the researcher used observation and interview techniques to obtain data, namely through direct visits to the residences of the research informants described above to provide questions that the researchers had compiled based on the research concept but continued to develop during the interview process. take place. The type of interview that the researcher conducted was an in-depth interview with open-ended questions so that it did not limit the informants in providing an overview of the answers to the questions.

This study uses data reduction techniques, data descriptions, and conclusions as techniques in data analysis based on research results that researchers get from informants. Finally, the Triangulation technique is a technique for testing the validity of the data that the researchers chose in this study because it was carried out based on the results of interviews and observations from research informants. So, the researcher tested the truth and validity of the data by outlining the findings in the field and doing cross-checks on each research informant so that there were no errors in writing the research results.

4. RESULT AND DISCUSSION

Jobs and Basic Materials Become Urgent Problems for the People of Lubuklinggau City

Urgent problems that are considered by the community as things that must be immediately fixed in Lubuklinggau City are related to the difficulty of the community in getting jobs so that they feel that unemployment is still in the community's life. In the opinion of one of the people who are currently active in the political world, Anggun said that until now as a fresh graduate he feels that employment is the most crucial thing to be followed up on by the Government because people need it.

In reality, the people of Lubuklinggau are indeed dominated by businessmen and traders so they often have the hope of being able to live on an equal footing with people who have a stable life in terms of economic factors. This is what makes the role model of a leader in Lubuklinggau City a successful entrepreneur because what is shown from the community figure is an entrepreneur.

This perception is also expressed by Efran Ronaldi, who has also been in politics for a long time, assessing that currently, people in Lubuklinggau City have urgent main problems related to difficulties in meeting basic needs which are considered expensive. This proves that in reality, the people in Lubuklinggau City still have a fairly low level of welfare when viewed based on their opinion on basic commodities which are considered to have high prices.

Perceptions of Anggun and Efran explain that political parties are considered as a forum for conveying the aspirations of the

community to what is needed at this time, including on urgent issues that are expected to have an immediate response from the Government.

Requires a caring and honest person

The people of Lubuklinggau city when expressing their opinions on their aspirations for the performance of political parties in carrying out their functions, in general, convey that the current level of public trust in political actors has been greatly eroded so that it requires a different figure from what is currently depicted.

The opinion of John Kanedi one of the indigenous people of Lubuklinggau said that the credibility of political parties in Lubuklinggau City is currently very reduced due to several factors that cause the level of trust to decrease over time so that it requires a figure who can truly protect the community and listen to all the aspirations of the community. so that what is needed by the community today can arrive and become a policy that provides changes to people's lives in the city of Lubuklinggau.

John Kennedy's perception illustrates that currently, the public has given a negative perception of political actors in the city of Lubuklinggau because they have lost their sense of trust in what is related to political promises.

For this reason, the community wants a figure who is close to the community and has an honest and caring nature so that there are no more negative thoughts about the behavior patterns displayed by political actors when carrying out development in the city of Lubuklinggau.

Lack of public interest in political parties. The perception that is built by the public on the performance of political parties that are considered less than optimal effects people's interest in participating in the world of politics.

The opinion expressed by Elmawati who is also a native of the city of Lubuklinggau stated that the perception of the people who no longer believed in the performance of political actors in carrying out their functions in political parties affected their interest in participating in politics, especially as political actors.

This opinion is also in line with the statement from Anggun, who is currently an active youth in the city of Lubuklinggau, no longer wants to enter politics because he feels he no longer believes in the performance of political actors.

The public's perception that departs from public disappointment has an impact on the image of political actors as well as the political party itself which is related to the actual function of the party.

For this reason, the worse the image of the political party that is built in the community, the lower the value of public trust and the credibility of the political party itself which ultimately leads to a low public interest in participating in politics. Of course, this will have an impact on the quality of human resources in political parties in Lubuklinggau city. The more people who are interested, the greater the possibility of political parties getting quality human resources and can provide various innovations and good changes for the city of Lubuklinggau.

5. CONCLUSION

Based on the results of research that has been carried out on the people in Lubuklinggau City regarding the perceptions they have of political parties in carrying out their functions, several conclusions can be drawn, including the following:

1. Public perception in the city of Lubuklinggau considers that political parties can be a forum for conveying the aspirations of the community, especially urgent problems such as lack of employment opportunities and difficulties in meeting basic needs.
2. People's perceptions in Lubuklinggau show that they are disappointed with the performance of political actors in carrying out their functions so they want an honest and caring leader.
3. Poor public perception of the role of political parties makes people not interested in going into politics so that it can have an impact on the quality of human resources in the city of Lubuklinggau, especially in a political party that is expected to provide innovation and change for the community.

REFERENCES

- Azizah, N. (2015). PERAN DAN FUNGSI PARTAI POLITIK ISLAM SEBAGAI RUMAH ASPIRASI MASYARAKAT (Studi Kasus di DPW PPP Jatim). *KARSA: Jurnal Sosial Dan Budaya Keislaman*, 22(2), 161. <https://doi.org/10.19105/karsa.v22i2.528>
- Fithriyyah, M. U. (2012). Revitalisasi Partai Politik Dalam Penegakan Negara Demokrasi Di Indonesia. *Jurnal EL-RIYASAH*, 3(1), 20. <https://doi.org/10.24014/jel.v3i1.661>
- Hendrarto. (2006). Peran Dan Fungsi Partai Politik Dalam Mencetak Kader Pemimpin. *Jurnal Penelitian Inovasi*, 26(2), 311–313.

- Indonesia. (2022). *Undang-Undang 31 Tahun 2022 tentang Partai Politik*. Sekretariat Negara.
- Natalia, A. (2015). Peran Partai Politik Dalam Mensukseskan Pilkada Serentak di Indonesia Tahun 2015. *Jurnal TAPIS*, 11(1), 47–68.
- Pandri S.Itiniyo. (2016). Peran Partai Politik Dalam Mewujudkan Kesejahteraan Masyarakat Ditinjau Dari UU No.2 Tahun 2011. *Revista CENIC. Ciencias Biológicas*, 152(3), 28. file:///Users/andreaquez/Downloads/guia-plan-de-mejora-institucional.pdf%0Ahttp://salud.tabasco.gob.mx/content/revista%0Ahttp://www.revistaalad.com/pdfs/Guias_ALAD_11_Nov_2013.pdf%0Ahttp://dx.doi.org/10.15446/revfacmed.v66n3.60060.%0Ahttp://www.cenetec.
- S, S. (2015). Persepsi Masyarakat Terhadap Pelaksanaan Fungsi Partai Politik Lokal Dalam Menyalurkan Aspirasi Politik Masyarakat di Desa Pulo Piku Kecamatan Darul Hasanah Kabupaten Aceh Tenggara. In *Universitas Muhammadiyah Sumatera Utara* (Vol. 13, Issue 3).
- Suprianto, L. O., Arsyad, M., & Tawulo, M. A. (2017). Persepsi Masyarakat Terhadap Politik Uang pada Pilkada Serentak (Studi Di Desa Ronta Kecamatan Bonegunu Kabupaten Buton Utara). *Neo Societal*, 2(1), 1–10.
- Turnip, A. D., Suntoro, I., & Nurmalisa, Y. (2015). Public Receptions Against The Role Of Political Parties in The Election Of Regional Heads. *Neliti*, 13(3), 1576–1580.
- Yakin, A. Al, Zulmaizar, M. M., & Awawing, M. (2020). *Persepsi Masyarakat Terhadap Intervensi Politik Pada Pemilihan Kepala Desa (PILKADES) di Desa Bela Kecamatan Tapalang Kabupaten Mamuju*. 2(September).

MARKETING PUBLIC RELATIONS STRATEGY OF PT BANK MANDIRI (PERSERO) TBK IN MARKETING LIVIN BY'MANDIRI E-CHANNEL PRODUCTS

(Study at PT. Bank Mandiri (Persero) Tbk KCP Bengkulu Ahmad Yani)

Fitriyanti Pratiwi

Department of Communication Science, Faculty of Social and Political Sciences, Bengkulu University

ARTICLE INFO

Corresponding author:

fitriyantipratiwi2012@gmail.com

Citation:

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana strategi marketing public relations PT Bank Mandiri (Persero) Tbk cabang Bengkulu Ahmad Yani dalam memasarkan produk e-banking Livin by' Mandiri. PT. Bank Mandiri (Persero) Tbk merupakan salah satu bank milik negara (Badan Usaha Milik Negara) yang mendukung upaya pengembangan digitalisasi di Indonesia. Salah satu upaya yang dilakukan adalah dengan produk e-channel salah satunya Livin by 'Mandiri. Produk e-channel ini diluncurkan pada Oktober 2021 setelah mengalami beberapa kali transformasi. Dengan pembaharuan ini, PT Bank Mandiri (Persero) Tbk berupaya memasarkan produk barunya agar dikenal masyarakat secara merata. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Dengan teknik pengumpulan data observasi dan wawancara. Hasil penelitian menjelaskan bahwa strategi marketing public relations yang dilakukan PT Bank Mandiri (Persero) Tbk bersifat push, pull, dan passing. Ketiga strategi tersebut dapat membantu memasarkan dan meningkatkan jumlah pengguna e-channel Livin by Mandiri. Peningkatan pengguna akan berdampak pada peningkatan fee based income perusahaan. Dimana hal ini menjadi salah satu tujuan utama sebuah perusahaan untuk menjaga keberlangsungan sebuah perusahaan.

Kata kunci : hubungan masyarakat; pemasaran hubungan masyarakat, pemasaran, livin by mandiri

ABSTRACT

This study aims to find out how the marketing public relations strategy of PT Bank Mandiri (Persero) Tbk Bengkulu branch Ahmad Yani in marketing Livin by' Mandiri e-banking products. PT. Bank Mandiri (Persero) Tbk is one of the state-owned banks (State-Owned Enterprises) that supports efforts to develop digitalization in Indonesia. One of the efforts made is by updating e-channel products, one of which is Livin by' Mandiri. This e-channel product was launched in October 2021 after undergoing several transformations. With this renewal, PT Bank Mandiri (Persero) Tbk seeks to market its new products so that they are known to the public equally. This study uses a descriptive

qualitative approach. With observation and interview data collection techniques. The results of the study explain that the marketing public relations strategy carried out by PT Bank Mandiri (Persero) Tbk pushes, pulls and passes. These three strategies can help market and increase the number of Livin by Mandiri e-channel users. The increase in users will affect increase the company's fee-based income. Where this is one of the main goals of a company to maintain its sustainability of a company.

Keywords : *public relation; marketing public relations, marketing, livin by' mandiri*

1. INTRODUCTION

The development of the banking world today is so rapid, of course, it creates very tight competition between similar companies or the like. The digital application owned by a bank is also one of the determinants for a prospective customer in choosing banking which is desired. PT Bank Mandiri (Persero) Tbk is one of the state-owned banks (State-Owned Enterprises) that supports digitalization development efforts in Indonesia. This can be seen from the innovations made by this company since 2021 where PT Bank Mandiri (Persero) Tbk continues to digitize banking operations and services. One of them is by updating e-channel products. One of PT Bank Mandiri's e-channels that has undergone a transformation and has just been released is Livin by' Mandiri.

PT Bank Mandiri (Persero) Tbk in October 2021 has just introduced Livin by Mandiri, which is an e-channel that is an improvement from the previous application, namely Mandiri Online. This is certainly done to increase the ease and convenience for customers in accessing the company's banking services. This digital transformation is a strategy from PT Bank Mandiri able to become one of the modern digital retail banks with services that are adaptive to customers' new habits in conducting transactions.

With the introduction of a new e-channel, PT Bank Mandiri (Persero) Tbk has a new task, namely to be able to market the product so that the product is known evenly and accepted by the public, both customers and prospective customers. Marketing a product carried out by a large company will not be separated from marketing public relations activities. Marketing Public Relations (MPR) is the process of planning and evaluating programs that stimulate purchases and customer satisfaction through reliable information and through impressions that connect the company and its products according to the wishes and interests of consumers (Ruslan, 2002:253).

Based on the above context, the writer is interested in researching how the marketing public relations strategy is carried out by PT Bank Mandiri (Persero) Tbk in this case the Bengkulu branch of Ahamd Yani in marketing Ivin by' Mandiri e-channel products.

2. LITERATURE REVIEW

Marketing Public Relations

Marketing Public Relations is a combination of program implementation and marketing strategy with public relations work program activities to expand marketing and achieve customer satisfaction (Ruslan, 2005). Meanwhile, another opinion states that marketing public relations is part of marketing activities, the highest person in charge is the marketing manager, and the objective of marketing public relations activities. (Kasali, 2005). According to Elvirano (2008) marketing public relations is a process of planning, implementing, and evaluating programs that encourage buying interest and consumer satisfaction, through the delivery of information and convincing impressions, to show that the company and its products are products by the needs, desires, interests, and interests of consumers. From some of the definitions above, it can be concluded that marketing public relations is a marketing activity related to the community to add value to a company in the eyes of the community.

Purpose and function of Marketing Public Relations

According to Kotler (1998), the objectives of marketing public relations are as follows:

1. Build awareness. Marketing Public Relations uses media stories to get attention to a product, service, person, company, or idea.
2. Build credibility. Marketing public relations can increase credibility by communicating its message in a text editor.

3. Encourage salespeople and dealers. Marketing public relations can help the spirit of salespeople and dealers. Stories about new products before they are launched can help dealers to market them.
4. Reduce promotional costs. The share spent on marketing public relations is less than the cost of postal and advertising. The smaller the company's budget, the stronger the reason for using marketing public relations to gain attention.

According to Ruslan (2001:246), the purpose of marketing public relations is

1. To develop a positive corporate image towards the external public or the wider community, to achieve mutual understanding for both parties.
2. Build positive relationships between employees (employees of the company) and between employees and management or vice versa, so that corporate culture will grow that refers to discipline and work motivation as well as high professionalism and a good sense of belonging to the company.
3. Encouraging the achievement of mutual understanding between the target public and the company.

According to Wasesa (2011), the function of making public relations is as follows:

1. Provide education to consumers. education on the use of products that have been launched, education on products to be launched, and education on product benefits.
2. Launch a brand or product. Relaunch old brands, launch new products before advertising commercials, relaunching existing products, and introducing new products to the media (Press Launching)
3. Build brand events.
4. Develop public services to consumers, develop access to consumer information to companies, and follow up on complaints either directly or from readers' letters.
5. Assist the media in conducting product tests. Provide education to the media about the product, provide an understanding of how to use the product and its advantages,
6. Invite the media and the public to see the process of making the product. Factory visits for the media and the public, visits to the media or public places to socialize the functions and advantages of the product, providing opportunities for the media and the public to test the greatness of the product for themselves.

Public Relations Marketing Strategy

According to Ruslan (2010), marketing public relations strategies are as follows:

1. Push Strategy. This strategy is where the company pushes its products through certain means. Producers aggressively promote their products to wholesalers (intermediaries), wholesalers promote to retailers (retailers) and retailers promote to consumers.
2. Pull strategy. This strategy is used to build consumer demand so it costs a lot of money to advertise and promote it to consumers.
3. Pass strategy. Public relations has the power to obey and create favorable opinions, the MPR program on the one hand is an effort to stimulate (push) purchases and at the same time can provide added value or satisfaction for its customers. On the other hand, through public relations tips in conducting two-way reciprocal communication based on reliable information and messages, it is hoped that it can create positive impressions on the company.

According to Kotler (2000: 692) marketing public relations strategy includes activities related to consumers including:

1. Publication. Communication activities to reach and influence targets include annual reports, brochures, articles, audiovisuals, and company magazines.
2. Events. Activities to attract target audiences for products or other company activities by organizing an event or participation in certain events such as seminars, conferences, sports, and anniversaries, as well as providing sports and cultural sponsorships that will reach the target community.
3. News. Activities to find and create information that supports the company and its products
4. Public service activities. Activities carried out by the company to improve good relations with the community through donations and social actions.
5. Speech. Activities give veramah or fill events in various types of activities.
6. Media identity. Company identity or characteristics such as logos, colors, and slogans.

3. RESEARCH METHOD

This study uses a descriptive qualitative research method that describes the situation of an event that occurs. Qualitative research is research that is used to examine natural conditions, where the researcher is the key instrument (Sugiyono, 2005).

Qualitative research aims to explain a phenomenon as deeply as possible by collecting in-depth data, which shows the

importance of depth and detail of the data being studied. Researchers use this approach because researchers want to learn how these phenomena occur naturally and researchers feel they need a more detailed and in-depth understanding of these phenomena. This study does not seek or explain a relationship and does not test hypotheses. The descriptive qualitative research method is a method that describes the characteristics of the individual characteristics of a particular group. (Ruslan, 2006:12).

The method used in this research is a case study. Case study research is intended to be able to examine in depth a symptom that is ongoing in real life. Data collection techniques in this study were observation and interviews. The data analysis technique in this study begins by examining all the data that has been collected from various sources, namely observations and interviews which will then be continued with data reduction.

4. RESULT AND DISCUSSION

In this section, the author will describe the findings derived from observations and interviews with informants regarding the marketing public relations strategy carried out by PT Bank Mandiri (Persero) Tbk KCP Bengkulu Ahmad Yani in an effort to market Livin by' Mandiri echannel products.

1. Push strategy.

Push strategy is where the company pushes its products through certain means. At PT Bank Mandiri (Persero) Tbk KCP Bengkulu Ahmad Yani this activity was carried out by all employees, by pro-actively introducing the livin by Mandiri e-channel product to all customers who came and were met. This activity aims to find customers who are interested in the products offered. In addition, PT Bank Mandiri (Persero) Tbk KCP Bengkulu Ahmad Yani also opened booths in public areas such as malls and universities. Where the booth was opened to promote livin by Mandiri by installing a banner and presenting several officers who are ready to help customers or prospective customers to access livin by Mandiri. PT Bank Mandiri also displays testimonial evidence given by customers who have used Livin by Mandiri, this is intended to increase the trust of prospective application users. With this push strategy, it is hoped that it can increase the awareness and interest of potential application users.



(Opening of booths at malls and at Bengkulu university)

2. Pull Strategy

The pull strategy is the opposite of the push strategy. This strategy focuses on creating valuable content that is suitable for the target market and letting consumers come to their senses. This strategy simply means being aware of the fact that there are already users who are actively searching for the product, service or information offered. At PT Bank Mandiri (Persero) Tbk this strategy is carried out by disseminating information about livin by' Mandiri both regarding features to ongoing promotions related to the application, PT Bank Mandiri (Persero) seems to have a social media account that contains creative content related to the promotion of the Livin by'mandiri application including Instagram, Twitter, Facebook, WhatsApp and Telegram accounts.



(Bank Mandiri's official Instagram post regarding the livin by' Mandiri promo)

3. Pass Strategy

The pass strategy is a promotional activity that is directly related to the social community which is not limited to promotion alone, but also as a form of concern. At PT Bank Mandiri (Persero) Tbk KCP Bengkulu Ahmad Yani, this strategy was carried out by sponsoring the event. PT Bank Mandiri (Persero)

Tbk is the sponsor of one of the major annual events at a state university in Bengkulu City. the form of sponsorship that is carried out is to be one of the contributors to prizes for participants in the ongoing event,

The author has also conducted interviews with PT Bank Mandiri (Persero) Tbk KCP Bengkulu Ahmad Yani to obtain information related to the marketing public relations strategy carried out in promoting the livin by mandiri e-channel, namely with Iby Venny Saputri as Branch Sales Manager and Mr. Yadi as Branch Sales Staff. The following are the results of an interview with Mr. Yadi as BSS regarding the marketing public relations strategy carried out: *"For marketing public relations in marketing this livin, we usually go directly to the community, introduce directly to customers by explaining the features and benefits of this application. In addition, it is also assisted with advertising in the media. Because sometimes because of advertising promotions like that before we explain, customers already know the name Livin, so it's easier for us to explain and persuade customers to use this application."*

This statement is in line with what was also explained by Mrs. Venny Saputri as Branch Sales Manager: *"Our marketing public relations activities in introducing this livin in various ways, for customers who come directly to the branch, usually we will activate the livin on the spot, for customers -customers who cannot be directly met, due to a large number of customers, we usually use social media to promote Livin, including personal social media. We also promote livin by participating in cooperative events. For example, cooperation with universities, so that we are trusted to open accounts for all students collectively, the accounts will be directly bundled with livin. So far, with marketing activities carried out by livin users, there has been a significant increase since it was launched in October 2021, so indeed in the future, we will continue to carry out this activity and maybe with additional innovations."*

From the results of the interview, it can be seen that the push, pull, and pass strategy in marketing public relations makes a big contribution to the marketing activities of a product or service. The activities carried out can bring the company closer to the community, so that it can touch all levels of society. This means that it will be able to affect the increase in the use of applications that are being marketed. The increasing number of users will eventually lead to an increase in fee-based income from the company itself. Thus, one of the company's targets will be achieved.

5. CONCLUSION

The marketing public relations strategy run by PT. Bank Mandiri (Persero) Tbk is a push, pull, and pass strategy. Where this activity can promote livin by Mandiri e-channel products by directly touching all levels of society. This is evidenced by the increase in users of the livin by Mandiri application from the beginning of its launch in 2021. The marketing public relations strategy will later lead to the company's final goal, namely achieving the targets set by the company's management, so it can be interpreted that marketing public relations is one of the supports for the success of a company in achieving company targets. The marketing public relations strategy run by PT. Bank Mandiri (Persero) Tbk is a push, pull and pass strategy. Where this activity can promote livin by Mandiri e-channel products by directly touching all levels of society. This is evidenced by the increase in users of the livin by Mandiri application from the beginning of its launch in 2021. The marketing public relations strategy will later lead to the company's final goal, namely achieving the targets set by the company's management, so it can be interpreted that marketing public relations is one of the supports for the success of a company in achieving company targets.

6. THANK YOU

The authors would like to thank the resource persons who have been willing to provide information during data collection during this research.

REFERENCES

- Elvinaro, Ardianto. 2008. Public Relations Praktis. Bandung: Widya Padjajaran.
- Kasali, Rhenald. 2005. *Manajemen Public Relations Konsep dan Aplikasinya di Indonesia*. Jakarta: Pustaka Utama Grafiti.
- Kotler, Philip. 1998. *Manajemen Pemasaran, Analisis Perencanaan, Implementasi dan Kontrol*. Jakarta: Prehallindo.
- Kotler, Philip. 2000. *Manajemen Pemasaran*. Jakarta: PT Prehalindo
- Ruslan, Rosadi. (2002). *Manajemen Public Relations dan Media Komunikasi: Konsepsi dan Aplikasi*, Jakarta: PT Raja Grafindo Persada
- Ruslan, Rosady.2005.*Kiat dan Strategi Kampanye Public Relations*.Jakarta: PT. Raja Grafindo Persada
- Ruslan, Rosady.2006.*Manajemen Public Relations dan Media Komunikasi*. Jakarta. Penerbit Rajawali Pers
- Ruslan, Rosady. 2010. *Manajemen Public Relations & Media Komunikasi*. Jakarta: Raja Grafindo Persada.
- Sugiyono. 2005. *Memahami Penelitian Kualitatif*. Bandung: CV. Alfabeta
- Wasesa, Silih Agung. 2011. *Political Branding & Public Relations*. Jakarta: Gramedia Pustaka Utama

PERSUASIVE COMMUNICATION OF TEACHERS ON MORAL DEVELOPMENT OF DISTANT LOCAL STUDENTS AT SOUTH SUMATERA'S RAWAS ULU STATE VOCATIONAL HIGH SCHOOL

Hinda Hapita

Universty of Bengkulu

ARTICLE INFO

Corresponding author:

hindahapita222@gmail.com

Citation:

Communication as stated by Moor (1993: 78) is the delivery of understanding between individuals. He said all humans are based on the capacity to convey intentions, desires, feelings, knowledge, and experiences from one person to another.

In the word, communis, here it has the meaning of 'sharing' or belonging together, namely an effort that has the aim of togetherness or commonality of meaning. (Ngalimun, Ilmu Komunikasi Sebuah Pengantar Praktis, (Yogyakarta : Pustaka Baru Press, 2017))

The role of persuasion in society is to examine how the relationship between individuals and the influence formed by other individuals, groups, organizations, institutions to which individuals belong, as well as the influence of collectivity on individuals caused. (Ezi Hendri, Komunikasi Persuasif Pendekatan dan Strategi, (Bandung : PT Remaja Rosdakarya, 2019))

ABSTRAK

Dalam proses komunikasi, pendidik dalam hal ini adalah guru memegang peranan yang sangat penting dalam menentukan kuantitas dan kualitas pengajaran yang akan dilaksanakannya. komunikasi persuasif yang mana membujuk ataupun mengajak siswa kearah yang baik dengan cara yang baik. Teori yang digunakan teori belajar Yang mana belajar sebagai transformasi baik pengetahuan, keterampilan, maupun nilai. Belajar memiliki tiga aspek, yaitu kognitif, psikomotorik, dan afektif. Ketiga aspek tersebut membuat proses belajar tidak hanya menjadi pemenuhan kepuasan intelektual, tetapi juga mampu berfungsi sebagai tingkah laku siswa setiap hari tanpa ada batas waktu. Adapun metode yang di gunakan dalam pembinaan akhlak siswa Lokal Jauh di SMK Rawas Ulu Sumatera Selatan yaitu metode ceramah, teladan, dan hikmah di mana metode tersebut merupakan metode komunikasi yang sangat tepat untuk digunakan dalam proses belajar mengajar dan sangat penting dalam membentuk, membina dan mengarahkan siswa sehingga mampu menjadikan siswa berakhlak mulia, baik dalam lingkungan SMK Rawas Ulu Lokal Jauh maupun lingkungan masyarakat.

Kata Kunci: Komunikasi, Persuasif, Guru, Pembinaan, Akhlak, Siswa, Lokal Jauh

ABSTRACT

In the communication process, educators, in this case, teachers, play a very important role in determining the quantity and quality of teaching that will be carried out. Persuasive communication persuades or invites students in a good way in a good way. The theory used is a learning theory, which is learning as a transformation of knowledge, skills, and values. Learning has three aspects, namely cognitive, psychomotor, and affective. These three aspects make the learning process not only a fulfillment of intellectual satisfaction but also being able to function as student behavior every day without any time limit. The methods used in fostering the morals of distant local students at SMK Rawas Ulu South Sumatra are the methods of lectures, examples, and wisdom, where these methods are very appropriate communication methods to be used in the teaching and learning process and are very important in shaping, fostering and directing students so that they

are able to make students have noble morals, both in the distant local SMK Rawas Ulu environment and the community environment.

Keywords: Communication, Persuasive, Teacher, Development, Morals, Students, Distant Local

1. INTRODUCTION

Communicating with humans in a relationship is a basic human activity, because humans are social creatures who cannot live alone but need each other. The relationship between one individual and another can be done by communication. Communication is the basis for the process of social interaction. Because without communication, human life will not develop and produce high culture.communication,

In general, teaching and learning is a small group. Although face-to-face communication, although communication between teachers and students in the classroom includes group communication, teachers can turn it into interpersonal communication by using the method of two-way communication or dialog where the teacher becomes a communicator and students become communicants. Two-way communication occurs when students are responsive, expressing opinions or asking questions about whether they are asked or not. If students are passive or just listen without raising questions, even though the communication is face-to-face, it is still one-way and ineffective.

So important is the improvement of morals in students, because one of the factors causing the failure of Islamic education so far is because many students are lacking or still have low morals. This is due to failure in instilling and fostering morals. It cannot be denied that there is moral development. It is one of the character developments that is carried out consistently and seriously in order to realize noble morals, meaning that the development of commendable morals based on the Qur'an and hadith, morals, is an implementation in everyday life. The powerlessness of the religious education system in Indonesia is because Islamic religious education has only emphasized the process of transferring knowledge to students, not the process of transforming noble religious values to students. To guide him to become a human being with a strong personality.

Moral development is a character development that is carried out consistently and seriously in order to realize a noble character. The intention is to foster character. In everyday life, whether it is realized or not, communication is part of human life itself in daily interaction. Humans since they were born

have communicated with their environment. The first time they are born is a sign of communication in everyday life. Therefore, the researcher is interested in researching this problem with the title "Persuasive Communication of Teachers on the Development of the Morals of Distant Local Students at the Rawas Ulu South Sumatra State Vocational High School".

Problem Formulation

Based on the background above, the authors formulate the following problems:

1. What is the application of persuasive communication by teachers in efforts to foster the morals of distant local students of SMKN rawas ulu South Sumatra?
2. What are the obstacles to the process of fostering the morals of distant local students of SMKN Rawas Ulu South Sumatra?

Research Objectives

The purpose of this research is as follows:

1. To find out the application of persuasive communication by teachers in efforts to foster the morals of distant local students of SMKN Rawas Ulu South Sumatra.
2. To find out the obstacles in the process of fostering the morals of distant local students of SMKN Rawas Ulu South Sumatra.

2. LITERATURE REVIEW

The related research includes research conducted by Nur Apni Oktafiah which has the title "PERSUASIVE COMMUNICATION OF TEACHERS AND STUDENTS IN FORMING AKHLAKUL KARIMAH (Case Study at Al-Furqan Islamic Kindergarten, Enrekang Regency)". The objectives to be achieved in this study are: (1) To find out the persuasive communication techniques used by teachers in shaping the morals of students at Al-Furqan Islamic Kindergarten. (2) To find out the factors that support and hinder the persuasive communication process carried out by teachers at Al-Furqan Islamic Kindergarten. Research conducted by Fitriyani with the title "COMMUNICATION STRATEGIES IN Fostering AKHLAK IN STUDENTS OF MADRASAH IBTIDAIYAH (MI) AL-ABRAR IN KECAMATAN TAMALATE CITY MAKASAR." The

objectives to be achieved in this study are: (1) to know the communication strategy in fostering morals in MI Al-Abrar students in the Tamalate sub-district, Makassar City. (2) to know the supporting and inhibiting factors of communication strategies in fostering morals in MI Al-Abrar students in the Tamalate sub-district, Makassar City. Research conducted by Anton Susanto with the thesis title "COMMUNICATION POLE OF TEACHERS IN Fostering AKHLAK STUDENTS OF SMK AL-FAJAR KASUI WAY KANAN". This research is related to communication patterns between teachers and students of Islamic religious education subjects. In order for researchers to be more focused, researchers limit the problem only to the communication patterns that occur in fostering student morals at SMK Al-Fajar Kasui Way Kanan in class XI in Islamic religious education subjects. The formulation of the problem of this research is the communication patterns used by religious teachers in fostering the morals of students of SMK Al-Fajar Kasui Way Kanan and the effectiveness of communication carried out by religious teachers in fostering the morals of students of SMK Al-Fajar. Research conducted by Gusti Randa under the title "COMMUNICATION STRATEGIES OF FOSTERS IN Fostering AKHLAK SANTRI IN PONDOK PESANTREN AL-MUBARAK IN BENGKULU CITY". The objectives to be achieved in this study are: (1) To find out the communication strategy in fostering morals in students of the AL-Mubarak boarding school in Bengkulu City. (2) To find out the supporting and inhibiting factors of communication strategies in fostering morals in students of boarding school AL-Mubarak Bengkulu city.

A. Theoretical Review of Persuasive Communication

Definition of Communication

Communication as stated by Moor (1993: 78) is the delivery of understanding between individuals. He said all humans are based on the capacity to convey intentions, desires, feelings, knowledge, and experiences from one person to another. In essence, communication is a center of interest and behavioral situation where a source conveys a message to a recipient by trying to influence the recipient's behavior.

Elements of Communication

a. Source

All communication events will involve a source as the creator or sender of information. In human communication, the source can consist of one person, but can also be in the form of groups such as parties, organizations, or institutions. Sources are often called senders, communicators, or in English called source, sender, or encoder.

b. Message

The message referred to in the communication process is something that is conveyed by face-to-face or through

communication media. The content can be science, entertainment, information, advice or propaganda. In English, the message is usually translated with the word message, content, or information.

c. Media

The media referred to here is the tool used to transfer messages from the source to the recipient. There are several opinions regarding channels or media. Some consider that the media can take various forms. For example, in interpersonal communication, the five senses are considered as communication media.

d. Recipient

Recipients are usually referred to by various terms, such as audiences, targets, communicants, or in English called audiences or receivers. In the communication process, it has been understood that the existence of the receiver is a result of the source. There is no receiver if there is no source.

e. Influence

Influence or effect is the difference between what the recipient thinks, feels, and does before and after receiving.

Functions of Persuasive Communication

There are three main functions of persuasive communication studies: control, consumer protection, and knowledge. Control function. The purpose of persuasive communication is related to its function for change. The change will only be successful if persuasion can control or control change. The important point of the control function is the ability to control change in the process of change in the persuasion process. If persuasive communication does not create an attitude change, the control function is considered not working.

Consumer protection features, Persuasive communication makes people more careful to exclude persuasive messages that "walk around" to us more or less. Every day since I wake up, I am persuaded by the TV, radio, and newspapers. It is interesting aggression that professionally packaged advertising and coverage.

The function of knowledge, and studying persuasive communication makes us gain insight into the role of persuasion in society and the dynamics of persuasive psychology. The role of persuasiveness in society is to examine how the relationship between individuals and the influence formed by other individuals, groups, organizations, and institutions to which individuals belong, as well as the influence of collectivity on individuals, is caused.

Effects of Persuasive Communication

Effects are changes that occur in communications as a result of receiving messages through the communication process. Changes that occur can be changes in attitudes, opinions, views, behavior, or beliefs. In persuasive communication, the occurrence of changes both in the aspects of attitude, opinion as well as and conduct in persuasion is the main goal. The effect of persuasive communication is explained through 2 examples, namely:

The psychodynamic model is based on the theory of individual differences in receiving and responding to communication effects. Due to different learning experiences, each individual has different motivations and experiences. According to this model, an attractive communication message is effective when it has the ability to psychologically change personal interest and attention.

The socio-cultural model is derived from social relationship theory and cultural norm theory. According to social relationship theory, communication messages conveyed by the media are received by a person, not directly through mass media, but based on relationships and contacts with other people. Cultural norm theory assumes that messages delivered in a certain way by the mass media can give the impression that audiences adhere to their cultural norms. Therefore, understanding cross-cultural communication is important for persuaders who want to change their beliefs.

Theoretical Approach to Persuasive Communication

a. Learning Theory

Persuasive communication can be seen from various approaches, one of which is learning theory. Learning theory is a general principle that is interconnected over a number of facts and discoveries related to human learning processes and events. Ideally, the learning process is not only a transfer, but also a transformation of both knowledge, skills, and values. Therefore, learning must involve three aspects, namely cognitive, psychomotor, and affective.

These three aspects make the learning process not only the realization of intellectual satisfaction but also individual behavior. However, the changes required for learning include two things, so not all changes and corrections are caused by learning.

a) Learning changes are basically a patient process. Learning is process-oriented, not results, therefore learning takes place actively and integratively.

b) Changes that occur are essentially aspects of personality, such as behavior, skills, attitudes, and attention that continuously function in a person.

Learning theory is one of the important approaches in persuasive communication. In general, learning theory is divided into three, namely behavioristic, cognitive, and humanism theories.

Based on field observations that have been made by the author, the author knows that the right theory is to apply learning theory.

Barriers and strategies of persuasive communication

Persuasive communication has at least three benefits. That is, attitudes, actions, opinions, belief formation, reinforcement, and change. Achieving these three goals is not easy. Persuaders comes with many barriers and obstacles. Communication barriers do not have to be perfect. It means that the whole process of human communication comes to a halt. Sometimes, disabilities can interfere with the persuasive process. Communication barriers are generally caused by intergenerational differences and reliability gaps. To minimize the chances of errors, you need specific strategies to ensure persuasive communication is as expected.

3. RESEARCH METHODS

Approach and Type of Research

The type of research used is field research (field research) conducted at SMKN Rawas Ulu Local Far South Sumatra. The approach used is a qualitative descriptive approach, aiming to describe fully and deeply social reality and various phenomena that occur in the community, which is the subject of research so that the characteristics, character, nature, and model of the phenomenon are described.

Data Source

The data in this study consists of primary data and secondary data, which are as follows:

1. Primary Data

Primary data is data obtained directly from the source. The primary data in this study is data obtained from students of SMKN Rawas Ulu Local Far.

2. Secondary Data

Secondary data is data that supports the main data. The secondary data in this study are data obtained from teachers who are moral coaches at SMKN Rawas Ulu Local Far in Noman Baru Village, Rupit Sub-district, North Musi Rawas Regency.

Data Collection Technique

Observation

Observation is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory.

These activities can be related to the persuasive communication of teachers and students, in fostering morals at SMKN Rawas Ulu Local far in the village of Noman Baru.

Interview

Interviews are face-to-face conversations in an informal atmosphere where someone is directly facing the respondent to obtain his opinions, attitudes, and aspirations through the questions asked. In this study, in-depth interviews were conducted by asking open-ended questions that allowed for broad answers.

Documentation

Documentation is a way of collecting data through the author's legacy, such as archives, and including books on theoretical opinions, arguments or laws, and others related to research problems.

4. RESULTS AND DISCUSSION

Research Results

This research uses a qualitative approach with a descriptive method with the research title Persuasive Communication of Teachers on Developing the Morals of Distant Local Students at Rawas Ulu State Vocational High School, South Sumatra. From the results of this study, it can be seen that the teacher's Persuasive Communication is quite good.

The application of persuasive communication is very important to be carried out in fostering student morals in schools. The purpose of persuasive communication is to persuade or influence and change the beliefs of students' attitudes and behavior without any element of coercion, both physical and non-physical. The application of persuasive communication by teachers is carried out verbally and in action in order to influence students' morals to be good.

Persuasive communication used by teachers in fostering the morals of students at SMKN Rawas Ulu Local Far South Sumatra is in accordance with the theory of researchers using learning theory. Which is learning as a transformation of both knowledge, skills, and values. Learning has three aspects, namely cognitive, psychomotor, and affective.

These three aspects make the learning process not only a fulfillment of intellectual satisfaction but also being able to function as student behavior every day without any time limit. In fostering student morals, it is carried out by Mrs. Nomanita as an Islamic Religious Education teacher at SMKN Rawas Ulu Local Far South Sumatra.

In carrying out the moral development of students, the methods that can be used by the Islamic Education teacher of SMKN Rawas Ulu Local Far are as follows:

1. Lecture method

The lecture method is direct or face-to-face activity between PAI teachers and students during class hours.

2. Exemplary Method

Exemplary method is a method in which the teacher provides a direct example to his students so that students will be interested in what will be exemplified.

3. Wisdom method

The wisdom method is a method in the form of advice by advising students in a gentle way which is so that students accept when advised by the teacher.

Obstacles to the process of fostering the morals of local students at SMKN Rawas Ulu South Sumatra. The factors that cause bad student morals

1. Bad association with peers

Bad association with peers is very dangerous for the development of student morals, why peers usually have too free association due to the similarity of age or level of maturity which is more or less the same.

2. Reading and watching

negative or bad reading and watching is one of the factors that cause bad student morals, especially now that students have cellphones that are free to read and watch anything.

3. Weak Level of Education

Low education in the younger generation can cause low faith and worship in them. Then this can cause his lustful tendencies to be uncontrollable. He no longer has shame and patience, except to be able to fulfill his desires. Coupled with free association and negative reading and watching books, this is the basis for moral ugliness.

The inhibiting factors in the process of fostering student morals are previous bad habits and also a minimal family background in the field of religion because the role of parents is also very important in fostering student morals. That way, students' morals will be difficult to foster. Moreover, students' school time is limited, and students spend more time outside of school.

5. CONCLUSION

The application of persuasive communication is very important for teachers because it aims to persuade or influence and change the beliefs of students' attitudes and behavior. The methods used in fostering the morals of distant local students at SMKN Rawas Ulu South Sumatra are the lecture method, carried out directly when learning in class. In an exemplary way, the teacher will directly model good deeds on his

students. Wisdom method: the teacher will advise students when they make mistakes so as not to repeat the same mistakes. The obstacles to the process of fostering the morals of students of SMK Negeri Rawas Ulu Local Far are the family's educational background is still too minimal, especially education in the field of religion and the thick habits of students while with the family.

6. ACKNOWLEDGMENT

To all those who have helped in the smooth preparation of this research, the authors realize that in the preparation of this research it is still far from perfection and, of course, there are still mistakes. Therefore, the author hopes for constructive criticism and suggestions for the perfection of the preparation of this research. Hopefully, what the author presents can be meaningful for the author in particular and for all readers in general. Therefore, with all humility on this occasion, the author would like to express his gratitude to:

1. The author would like to express gratitude to Allah SWT which is for his grace and enjoyment I can complete this research.

1. My parents, Mr. Masdan and Mrs. Romlah who always supports me and gives their prayers for me.

2. Rini Fitria, S.Ag., M.Si. And Musyafa M.Sos. who has provided guidance and direction in this research.on

3. The academic community of SMK Negeri Rawas Ulu is local in South Sumatra

REFERENCES

- Anwar, Rosihon dan Saehudin, 2016, *Akidah Akhlak*, Bandung : CV. Pustaka Setia
- Azra, Azyumardi, dkk, 2005, *Ensiklopedi Islam*, Jakarta: PT Ichtiar Baru Van Hoeve
- Bungin, Burhan, 2010, *Metodelogi Penelitian Kualitatif*, Jakarta : Rajawali Perss
- Cangara, Hafied, 2012, *Pengantar Ilmu Komunikasi*, Jakarta : Rajawali Pers
- Efendy, Onong Unchjana, 1884, *Ilmu Komunikasi Teori Dan Praktek*, Bandung : Remaja Rosdakarya
- Hendri, Ezi, 2019, *Komunikai Persuasif Pendekatan dan Strategi*, Bandung : PT Remaja Rosdakarya
- Herdiansyah, Haris, 2012, *Metodologi Penelitian Kualitatif*, Jakarta : Salemba Humanika
- Iskandar, 2009, *Metodologi Penelitian Pendidikan Dan Sosial Kuantitatif Dan Kualitatif*, Jakarta : GP. Press
- Mulyana, Dedy, 2005, *ilmu komunikasi suatu pengantar*, Bandung : PT Remaja Rosdakarya
- Ngalimun, 2017. *Ilmu Komunikasi Sebuah Pengantar Praktis*, Yogyakarta : Pustaka Baru Press
- Nurudin, 2016, *Ilmu Komunikasi: Ilmiah dan Populer*, Jakarta : PT Rajagrafindo Persada.
- Ritonga, Rahman, 2005, *Ahlak Merakit Hubungan Dengan Sesama Manusia*, Surabaya : Amelia Surabaya

- Rohim, Syaiful, 2016, *Teori Komunikasi Perspektif*, Ragam, dan Aplikasi, Jakarta : PT. Rineka Cipta
- Soemirat, Soleh dan Asep Suryana, 2008, *Komunikasi Persuasif*, Tangerang Selatan : Universitas Terbuka
- Sugiyono, 2018, *Metode Penelitian Kuantitatif, kualitatif dan R&D*, Bandung : Alfabeta
- Al-Qur'an dan Terjemah, Departemen Agama Republik Indonesia
- Jannah Miftahul, 2019, *Peranan Guru dalam pembinaan Akhlak mulia pesrta didik (studi kasus di MTS DARUL ULUM MADIN SULAMUL ULUM dan TPA AZ-ZAHRA Desa Pepuyuan)*, kalilmantan selatan. Vol 3. NO.2.
- Mushaf al-Qur'an Terjemah, Departemen Agama Republik Indonesia terj. dari Yayasan Penyelenggara Penerjemah al-Qur'an disempurnakan oleh Lajnah Pentashih Mushaf al-Qur'an, (Jakarta: Pustaka Al-Huda Kelompok Gema Insani. (2002)
- Anton Susanto, *Pola Komunikasi Guru Dalam Pembinaan Akhlak Siswa Smk Al-Fajar Kasui Way Kanan* (Lampung : UIN RADEN INTAN LAMPUNG, 2017)
- Faisal Akbar, *Pola Komunikasi Guru Agama Dalam Pembinaan Akhlak Siswa Sds Jakarta Islamic School Joglo Jakarta Barat* (Jakarta Barat :UIN SYARIF HIDAYATULLAH, 2016)
- Fitriyani, *Strategi Komunikasi Dalam Membina Akhlak Pada Siswa Madrasah Ibtidaiyah (Mi) Al-Abrar Di Kecamatan Tamalate Kota Makasar* (Makasar : UIN ALAUDIN MAKASAR, 2017)
- Gusti Randa, *Strategi Komunikasi Pengasuh Dalam Pembinaan Akhlak Santri Di Pondok Pesantren Al-Mubarak di Kota Bengkulu* (Bengkulu : IAIN BENGKULU, 2019).
- Nur Apni Oktafiah, *Komunikasi Persuasif Guru dan Murid Dalam Membentuk Akhlakul Karimah* (Studi Kasus Pada Taman Kanak-kanak Islam Al-Furqan Kabupaten Enrekang), (Makasar : UIN ALAUDDIN MAKASSAR, 2017)
- Prengki Fernandes, *Metode Dakwah Orang Tua Dalam Membentuk Akhlak Anak* (studi di gang famili rt 01/ rw 21 kecamatan singaran pati kelurahan padang nangka kota Bengkulu. (Bengkulu : IAIN BENGKULU, 2016)
- Ria Oktaviani, *Strategi Komunikasi Guru Agama Dalam Pembinaan Ahklak Siswa Di Smp Negeri Ujung Tanjung Studi Di Desa Ujung Tanjung Kec. Bayuasin III*, (Palembang:Universitas Islam Negeri Raden Fatah Palembang, 2018). Diakses pada 30-01-2021
- Rifqoh Qudsiyah, *Studi Hadis-Hadis Akhlak Dalam Kitab Arba'in Al-Nawawî* (Jakarta Barat :UIN SYARIF HIDAYATULLAH, 2018)

RITUAL COMMUNICATION WITH THE FAMILY

(Description of the Educational Process of Parents to Children in Conducting Congregational Prayers and Reading the Qur'an at Lubuk Sirih Ulu, Manna, South Bengkulu)

Shela Septina

University of Bengkulu

ARTICLE INFO

Corresponding author:

Shellaseptina31@gmail.com

Citation:

According to Lasswell, communication is the process of delivering messages by communicators to communicants through media that cause certain effects. Lasswell wants communication to be the object of scientific study, even if each element is specifically investigated. The study of communicators is called control analysis (Onong Uchjana Effendy, 2001: 10).

Ritual communication is closely related to expressive communication, namely communication that does not automatically aim to influence others, but can be done as long as the communication becomes an instrument to convey our feelings (emotions). These feelings are mainly communicated through nonverbal messages. Feelings of affection, care, longing, sympathy, joy, sadness, fear, concern, and anger can be conveyed through words but mainly through nonverbal behavior. Ritual communication, is usually done collectively (Deddy Mulyana, 2007: 287).

ABSTRAK

Penelitian yang dilatar belakangi oleh fenomena anak-anak yang masih kurang mengenai pengetahuan tentang agama, kurang dalam menjalankan ibadah sholat dan membaca al-Qur'an. Penelitian ini bertujuan untuk mengetahui komunikasi ritual orangtua dalam mendidik anak sholat berjamaah dan membaca al-Qur'an di Desa Lubuk Sirih Ulu Kecamatan Manna Kabupaten Bengkulu Selatan. Jenis penelitian ini adalah penelitian kualitatif dengan menggunakan metode deskriptif. Pengumpulan informan penelitian menggunakan metode purposive sampling dengan kriteria yang telah ditetapkan. Temuan dalam penelitian ini menunjukkan bahwa Komunikasi ritual orang tua dalam hal mendidik anak sholat berjamaah dan membaca al-Qur'an di Desa Lubuk Sirih Ulu telah terlaksana dengan baik. Dan hasil yang didapatkan juga sangat baik, seperti anak bisa memahami tajwid bacaan al-Qur'an, anak bisa memahami isi kandungan dari ayat-ayat al-Qur'an yang telah di baca dan juga anak-anak lebih fasih lagi dalam membaca al-qur'an.

Kata Kunci ; Komunikasi, Ritual, Mendidik, Al-Qur'an, Sholat Berjamaah

ABSTRACT

The research is motivated by the phenomenon of children who are still lacking in knowledge about religion, lacking in performing prayers and reading the Qur'an. This study aims to determine parental ritual communication in educating children to pray together and read the Qur'an in Lubuk Sirih Ulu Village, Manna District, South Bengkulu Regency. This type of research is qualitative research using a descriptive method. The collection of research informants used a purposive sampling method with predetermined criteria. The findings in this study indicate that the ritual communication of parents in terms of educating children to pray together and read the Qur'an in Lubuk Sirih Ulu Village has been carried out well. And the results obtained are also very good, such as children being able to understand tajwid reading the Qur'an, children being able to understand the contents of the verses of the Qur'an that have been read, and also children being more fluent in reading al-Qur'an. Qur'an.

Keywords; *Communication, Rituals, Educating, Al-Qur'an, Congregational Prayer*

1. INTRODUCTION

Introduction: Communication is something that cannot be abandoned by social beings. As social beings, humans have properties that cannot live alone, communicating is a basic human trait. Because whatever activities humans carry out anytime and anywhere are always related to communication. By communicating, humans can gather in one container and can relate to each other in their daily lives, both individuals with individuals, individuals with groups, and groups with groups, namely with mutual respect, mutual help, and mutual respect. harmoniously and can easily achieve their life goals. Instinctively, humans as living beings are always possessed by desires. That desire can only be fulfilled by communication (nurudin, 2016: 10-11). Humans who have problems can only solve these problems with communication, even humans who deliberately avoid communicating are also said to be communicating. Communication is inherent in every human attitude and behavior, so every human behavior from humans is a form of communication. Communication by type has several types, one of which is ritual communication. Ritual communication is a communication function that is used to fulfill human identity as an individual, as a member of a social community, and as an element of the universe. Individuals who carry out ritual communication affirm their commitment to their family traditions, ethnicity, nation, ideology, or religion. According to Mulyana, ritual communication is closely related to expressive communication, which is ritual communication is usually done collectively. Furthermore, Mulyana explained that in these events people say words or display certain behaviors that are symbolic. Other rites such as praying (prayer, prayer, mass), reading the holy book, pilgrimage, flag ceremony (including singing the national anthem), graduation ceremony, and a celebration of Eid (Idul Fitri) or Christmas, are also ritual communication. Those who participate in this form of ritual communication reaffirm their commitment to their family traditions, ethnicity, nation, state, ideology, or religion. Likewise, ritual communication of parents to their children, ritual communication is needed in the process of educating children in terms of religion. Religious education is intended to increase spiritual potential and shape children to become human beings who believe and are devoted to God Almighty and have noble character. Parental ritual communication in terms of instilling religious knowledge in children such as

teaching children to pray five times a day, prayer, reading the Qur'an, memorizing short verses, praying in congregation in mosques, habituation of good morals, and so on. taught from generation to generation by parents. That way over time the child will grow a sense of pleasure and be encouraged to carry out religious teachings without any coercion or orders from outside, but encouragement from within. According to observations based on observations made in Lubuk Sirih Ulu Village, Manna District, South Bengkulu Regency which has 129 heads of families and 47 families who have children aged 7-15 years. The author sees many children who are still very lacking in knowledge about religion. Many children cannot read the Qur'an, are not able to perform the five daily prayers, do not memorize short verses, and so on. This is caused by various things such as addiction to modern technology, namely cellphones, busy playing games, environmental factors, and also factors from his parents. Many parents are too busy with their work, every day they leave early in the morning and come home late in the evening and the remaining time is only used to rest because they are tired and neglect their children. Work causes parents to be unable to care for, direct, train, pay attention and instill religious knowledge in children, causing a lack of knowledge about religion and as a result, many juvenile delinquencies occur. However, not all parents ignore their children many parents still teach their children about the importance of understanding religionBased on this explanation, researchers are interested in seeing how parental ritual communication is in inculcating religious knowledge in children in Lubuk Sirih Ulu Village, Manna District, South Bengkulu Regency.

2. LITERATURE REVIEW

There are 3 references to past research that are the main sources of this study. Firstly, siroy Kurniawan (2019), This research focuses on the suroan ritual which is a commemoration of the annual agenda in welcoming the Islamic new year carried out by the Javanese people who have moved for decades from Java to Bengkulu and the commemoration is still carried out with complete symbols. This study uses a qualitative approach, in this study the title is the same as the research to be studied, namely about ritual communication. However, in this study, the focus is more on the suroan ritual which is carried out to commemorate the Islamic new year by Javanese tribal people who have long moved to Bengkulu,

while in the research the researcher will examine the role of parents' ritual communication to their children in the process of inculcating religious knowledge. Second, the study written by Yogaprasta Adi Nugraha & Atang Supriatna (2020), This research has several problem formulations, namely: (1) What kind of ritual practices in the agricultural sector usually occur in villages? (2) What is the involvement of rural youth in helping their parents work on the farm? (3) Is there a relationship between the involvement of rural youth with cognitive and affective rural youth in agricultural work? rural areas in helping their parents in agricultural work will improve the cognitive and affective of rural youth towards agricultural work, while the research focuses more on knowing the role of parental ritual communication in inculcating religious knowledge to their children. The third is research by Putri Dewiyanto, Suzy S. Azeharie (2018), the results of this study are the ritual communication contained in Teh Pai at a Chinese Chinese Benteng wedding in Tangerang is referred to as rites of passage or rites of passage when the bride and groom serve tea to older people and transition the bride from the family of origin then she will move to the family of the groom and part of the procession of unmarried people who will then get married. Ritual communication also shows symbolic behavior, namely filial piety to parents and expressing the deepest feelings of parents who have a special last message to the bride and groom. This research has similarities with the research to be studied, namely about ritual communication but has a very far difference, in this study, it focuses more on ritual communication contained in the tea pie tradition in Chinese Chinese weddings.

Communication

Communication or in English communication comes from the Latin word communication and comes from the word communis which means the same. The same meaning here is the same (Onong Uchjana Effendy, 2001: 9). Etymologically, communicating means together. there is an element of 'same' both in meaning, understanding, and meaning of an object or message that was initiated. Communication produces a common understanding between the communicator as conveying the message with the communicant as the recipient of the message. If the two people who communicate have the same understanding, it means that there is no difference in the understanding of something, and there is something called in tune (Ahmad Sultra Rustan Nurhakki Hakki, 2017:28).

Communication Process

a) Primary Communication Process

The primary communication process is the process of conveying one's thoughts and or feelings to others by using symbols as a medium.

b) Secondary Communication Process

The secondary communication process is the process of delivering messages from one person to another by using a tool or means as the second medium after using the symbol as the first medium.

Communication Elements

In communication there are 3 important elements, namely:

Source

All communication events will involve the source as the maker or sender of information. In human-to-human communication, the source can consist of one person, but it can also be in the form of groups such as parties, organizations, or institutions. The source is often called the sender, communicator, or in English called the source, sender, or encoder.

Message

The message referred to in the communication process is something that is conveyed by the sender to the recipient. Messages can be delivered face-to-face or through communication media. The content can be science, entertainment, information, advice, or propaganda. In English, the message is usually translated with the word message, content, or information.

Media

The media referred to here is a tool used to transfer messages from the source to the recipient. There are several opinions regarding the channel or media. Some consider that the media can take various forms, for example in interpersonal communication the five senses are considered as a medium of communication. In addition to the human senses, there are also communication channels such as telephone, letter, and telegram which are classified as interpersonal communication media.

Ritual

Ritual is an adjective (adjective) of rites and there is also a noun. As an adjective, ritual is anything that is connected or connected with religious ceremonies, such as ritual dances, and rituals of Laws. While a noun is everything that is religious ceremonies.

Islamic rituals

In general, rituals in Islam can be divided into two, namely rituals that have a firm and explicit argument in the Qur'an and sunnah, for example, prayer and rituals that do not have any evidence, such as Marhaba, the commemoration of the birth of the Prophet Muhammad, and tahlil issued by the family when one of his family members performs the pilgrimage. In addition to these differences, rituals in Islam can be viewed from the point of view of levels consisting of 3 levels, namely primary, secondary, and tertiary. Islamic rituals from a primary point of

view are rituals that must be carried out by Muslims, for example, a prayer that must be done five times a day. Secondary Islamic rituals are sunnah prayers, for example, congregational prayers, tahajjud prayers, and dhuha prayers. Tertiary Islamic rituals are rituals in the form of recommendations and do not reach the level of the sunnah. In terms of the purpose of the ritual, it is divided into two, namely Islamic rituals that aim to get the pleasure of Allah alone and the reward to be achieved is happiness in the hereafter; and rituals that aim to get a reward in this world, such as the istisqo prayer which is held to ask God to please ordeal rain.

Ritual Communication

Ritual communication is closely related to expressive communication, namely communication that does not automatically aim to influence others, but can be done as long as the communication becomes an instrument to convey our feelings (emotions). These feelings are mainly communicated through nonverbal messages. Feelings of affection, care, longing, sympathy, joy, sadness, fear, concern, and anger can be conveyed through words but mainly through nonverbal behavior. Ritual communication, is usually done collectively (Deddy Mulyana, 2007: 287).

Hammad stated that in understanding ritual communication, there are characteristics of ritual communication as follows:

a) Ritual communication is closely related to sharing, participating, gathering, and making friends from a community that has the same belief. b) Communication is not directly aimed at the transmission of messages, but to nurture the needs of the community. c) The communication that is built is also not intended to convey or convey information but to present or bring back the beliefs of the community. d) The communication pattern that is built is like a sacred/sacred ceremony where everyone is together in fellowship and gathering (eg praying together, singing, and other ceremonial activities). Couldry added that in ritual communication there are three closely related terms. These three things are communication (communication), communion (communion/celebration), and common (together).

Child

According to the theory of Tabularasa Jonh Locke, quoted by Ahmad Tafsir, "Children are like clean white paper on which anything can be painted according to the wishes of parents and educators, or like soft candles that can be in any shape according to the wishes of the students. it's former. According to Zakiah Daradjat, children are humans born from a mother, the age of children in the first year ranges from 0-6 years, the age of children in elementary school age is 6-12 years, and

early adolescence is 13-16 years, late adolescence ranges from 17-21 years, and the age of gods over the age of 21 years (Ni'mah, 2016: 23-24).

Parent

Parents are parents who are known first by their sons and daughters (A. H. Hasanuddin, 1984: 155). parents are people who become the head of the family (H.M Arifin, 1987:26). Parents are people who have a mandate by God to educate children with full responsibility and love. Parents are the people who are most responsible for the growth and development of children. Parents are a component of a family consisting of a father and mother and are the result of a legal marriage bond that can form a family. Parents have a great responsibility to educate, nurture and guide their children to achieve certain goals that lead children to be ready for social life. From the understanding of parents above, it is all inseparable from the notion of family because parents are part of a large family which has been largely replaced by a nuclear family consisting of father, mother, and children (H Hendi and Rahmadani Wahyu Suhendi, 2000: 41).

Education

The term education comes from the Greek word pedagogies which means guidance given to children. Which is then translated into English with education which means development or guidance. In Arabic, the term is called tarbiyah which means education. According to Frederick J.MC. Donald, namely "education is a process an activity which is directed at producing desirable changes in the behavior of human being". Education is an ongoing process to produce the necessary changes in human behavior. Ahmad D. Marimba stated that education is guidance or leadership that is carried out consciously by the educator on the physical and spiritual development that is being taught towards the main personality. Meanwhile, according to Ki Hajar Dewantara, education is a guide in the life of the growth of children, while what is meant by education is to guide the natural strength that exists in children so that they as humans and as members of society can achieve the highest possible safety and happiness.

Prayers in congregation

Etymologically, prayer is interpreted as prayer. Terminologically, prayer means a set of words and deeds carried out with certain terms and conditions starting with Takbir and ending with greetings. Prayer is obligatory for people who meet the conditions, namely Islam, puberty, intelligence, and purity. Unbelievers are not required to perform prayers because prayers are not valid for them, as well as apostates (Supiana Dan Karman, 2001:23). Prayer aims to form a Muslim person who is obedient and pious to Allah

SWT. Prayer creates a perfect Muslim personality because "indeed, prayer prevents evil and evil deeds" (Qs. Al-Ankabut: 45). Jamaah comes from the word al-jam'u, which is to collect things that are scattered and unite something by bringing some of them closer to others (alib bin Ghanimas-Sadlan, 2015:11-27). So, congregational prayer is when two people pray together and one of them follows the other, then both are called congregational prayers.

Al-Qur'an

The Qur'an is a holy book for all Muslims, apart from being the holy book of the Koran as well as the main source of law in the teachings of Islam. The Qur'an contains revelations from Allah SWT that have been revealed to the last Prophet, namely the Prophet Muhammad through the angel Gabriel. The Qur'an itself has a very high position for adherents of the Islamic religion, which is why Muslims will be very angry if someone or any party tries to harass the Qur'an. Al-Qur'an can be interpreted in the language (etymology) and terms (terminology). In language, the Qur'an comes from the Arabic language, namely the Qur'an which means reading, because all the contents in the Qur'an are verses of the word of Allah in the form of Arabic reading. Meanwhile, in terms, the Qur'an is defined as the word of Allah in the form of a miracle that was revealed to the last prophet through the angel Gabriel written in the mushaf, which was narrated to us with mutawatir and is worship for us when reading it. The definition of the Qur'an above is the unanimous agreement of scholars and useful experts. The Qur'an was revealed as a rule for the life of all mankind, a true guide for all creatures, proof of the truth of the Prophet Muhammad, and valid proof for his prophethood and message.

3. RESEARCH METHODS

Type and Research Approach

The type of research in this study is a type of field research, which is research that is carried out systematically by lifting data from the field. And using descriptive method, the descriptive method is a research method that describes the state of the symptoms and phenomena that occur in the field. This study uses a qualitative approach, namely research that emphasizes the quality or the most important thing from the nature of an item/service which can be an event/phenomenon/social phenomenon, in this case, the meaning of the most important thing is the meaning behind the incident which can be used as a lesson for concept development. theory. Research methods are important in conducting research. In this study, the method used is the descriptive qualitative method, namely by conducting research that produces descriptive data in the form of written or spoken words from people and observable behavior. Research is used

to examine natural conditions, where the researcher is the key. Data collection techniques are carried out by triangulation (combined), data analysis is inductive and qualitative results emphasize meaning rather than generalization (Sugiyono, 2014: 1).

Data Collection Technique

The research data was collected using observation, interviews, and documentation so that the researchers achieved the goals that had been set previously.

Observation

Observation is an activity used to obtain information needed to present a real picture of an event or events to answer research questions and help understand human behavior (Lexy J. Moleong, 2004:158). The observations used by the researchers in this study were non-participant observations, ie the research was not directly involved in the activities under study. So in this case, the researcher uses passive participation observation, namely, the researcher comes to the place of the person being observed, but is not involved in the activity.

Interview

In this study, the interview used was an unstructured (open) interview, which was adjusted to the condition of the informant and the situation of the interview location. Researchers as much as possible do not only focus on interview guidelines but focus more on statements or answers from informants so that the information expressed by informants is more understandable and also allows researchers to dig deeper into what was conveyed by informants.

Documentation

In this study, documentation techniques were used to collect data in the form of photos and videos sourced from community leaders. Photos and videos have the advantage of being able to capture and "freeze" a situation in a given second and thus provide descriptive material that applies at that moment.

Data Analysis Technique

Data analysis is a desire to organize, measure, classify, code, or mark and categorize them so that a finding is obtained based on the focus or problem answered (V. Wiratna Sujarweni: 34). Conducting analysis means conducting studies to understand the structure of phenomena that apply in the field.

In qualitative research there are two models of data analysis, namely Miller and Huberman analysis which can be done through the following steps:

Data reduction

In this study, the data reduction process was carried out to select, sort, and process the data obtained in the field for further in-depth analysis to bring out the correct information.

Data presentation.

In this study, the authors present qualitative data obtained in the field to provide an overview of the presentation of this research data in the form of narrative texts related to the research theme.

Drawing conclusions.

In this study, conclusions were drawn to understand the meanings that emerged from the data collected by considering their robustness, suitability, and validity. The conclusion does not only occur during the data collection process but needs to be verified so that it can truly be accounted for.

Data Validity Technique

In this study, the data validity technique was carried out in several steps, namely triangulation:

Triangulation is a technique of checking the validity of data that takes advantage of something else. Triangulation of data sources means exploring the truth of certain information through various methods and sources of data acquisition.

According to Moleong, this can be achieved by:

- a. Comparing the results of interview observations.
- b. Comparing what people say in public with what people do in private.
- c. Compare what people in the research situation say with what is being said all the time.
- d. Comparing a person's situation and perspective with various opinions and views.

In this study, the author uses source data triangulation to test the credibility of the data by checking the data that has been obtained through several sources. The data obtained were analyzed by the researcher to produce a conclusion and then an agreement (member check) was requested with three data sources.

4. RESULTS AND DISCUSSION

Research Results

From the research that has been done by the researcher, the researcher will describe in general the results of the study which have been adapted to the purpose of this research, namely how to communicate parental rituals in educating children to pray together and read the Qur'an in Lubuk Sirih Ulu Village, Manna District. South Bengkulu Regency. The process of guiding children in religious matters takes precedence from their family members, especially from their

parents, because the role of parents in this matter is very large. In the habit of doing congregational prayers and reading the Qur'an to children, it is very dependent on parents and how parents educate them. Encouragement and invitation as well as good communication from parents can help children in praying together and reading the Koran. Good communication given by parents will be well received by their children, on the contrary, if the communication delivered by parents does not go well then the meaning will not be well received by their children.

Discussion

Based on the results of interviews with several informants parents in Lubuk Sirih Ulu Village, Manna District, South Bengkulu Regency have been quite good at educating children to pray together and read the Qur'an. At the time of conducting the research, the researchers interviewed 6 informants and produced almost the same answers, as explained in several interview sessions that every parent interviewed had guided and taught their children to pray together and read the Qur'an since they were children. still small.

After the purpose of this research is to find out how the ritual communication of parents in educating their children. The communication of parental rituals in educating children to pray in congregation is the first by conveying messages or advice to their children that prayer is obligatory, the second teaches prayer readings to their children, the third teaches their children prayer movements, the fourth tell their children about the importance of praying in congregation, and finally getting the children to pray in congregation. Furthermore, parental ritual communication in educating children to read the Qur'an is by first conveying the importance of reading the Qur'an, both parents teach Iqro, namely about hijaiyah letters to their children, teach their recitations, and as well as procedures for reading the Qur'an.

The congregational prayer is carried out at home every day, but there are still prayers that often stay, namely the Zuhur prayer due to various certain reasons, most of which are parents who have not returned from the fields or work. Likewise, the implementation of reading the Koran is carried out at home, at the mosque, and also at the house of religious elders in Lubuk Sirih Ulu Village. In the process of educating children to pray in congregation and to recite the Qur'an, there are several ways that parents can do this, namely by giving good advice, guiding or giving examples, and also giving gifts to children if they are good at praying and also reading al-Qur'an. Qur'an. However, there are still parents who educate their children in less effective ways such as scolding and forcing the parents' will on

their children, but with good intentions, namely so that children get used to and do not leave praying and reading the Qur'an.

Education or guidance for children regarding congregational prayers and reading the Qur'an also received support from villagers, including village officials or the management of this Lubuk Sirih Ulu village. Once a month there are competitions for children such as the Koran, prayer, sholawat, memorizing short verses, calligraphy, and so on. This activity is intended to build the spirit of the children to be even more active in carrying out congregational prayers and reading the Qur'an by the vision of this village, namely towards a religious village.

With the implementation of parental ritual communication with their children, it is very helpful in the process of educating children to pray together and read the Qur'an, this can be seen in the children's habit of praying and continuing with reading the Qur'an. The process of educating children in congregational prayers and reading the Qur'an which is done continuously will make children accustomed to praying and reading the Qur'an by themselves, with this habit the child will get provisions for himself when he is an adult or when the child is old. have a family later and this habit will also be maintained until the successor later.

5. CONCLUSION

Based on the results of the research that has been carried out by researchers, it can be concluded that the habit of praying in congregation and reading the Qur'an in children aged 7-15 years has been carried out quite well by parents. Ritual communication is also very helpful for parents in educating children to pray in congregation and read the Qur'an, so far the parents of the children have been coaching and educating their children quite well. This can be seen from the habits of families who have performed congregational prayers and followed by reading the Qur'an afterward, these habits are also carried out without any coercion from parents such as scolding children when they do not pray in congregation. However, not all families can guide children in that way, some parents guide by scolding children with good intentions and goals, but it can be said that there are only a few families. So, in this case, it can be concluded that parental ritual communication in educating children to pray together and read the Qur'an in Lubuk Sirih Ulu Village, Manna District, South Bengkulu Regency is going well and is very helpful for parents while making children active in praying in congregation.

6. ACKNOWLEDGMENT

On this occasion, the author would like to express and convey deep gratitude to all those who have provided guidance, input,

support, and invaluable assistance to the author so that this research can be realized. For that the author would like to thank:

1. Thank you to Allah SWT who always gives all the favors, sustenance, and love that never stops the author.
2. My beloved mother (Devi) and father (Jumirin) have provided motivation and prayers for my success.
3. My brother, Redho Febriansyah.
4. My beloved big family.
5. Lecturers who have helped and guided me sincerely and sincerely, Advisor I Rini Fitria, S.Ag, M.Si and Advisor II Drs. H. Henderi Kusmidi, M.H.I., Azizah Aryati, S.Ag, M.Ag as Academic Advisor, Wira Hadi Kusuma, M.SI as Head of Da'wah Department, and many more that cannot be mentioned one by one, thank you very much.
6. All respondents who have been willing to take the time to help the author regarding the problems in this study.

REFERENCES

- Arifin,H.M. 1987. *Hubungan Timbal Balik Pendidikan Agama di Lingkungan Sekolah dan Keluarga*. Jakarta: Bulan Bintang.
- Bungin, Burhan. 2008. *Penelitian Kualitatif, Ekonomi, Kebijakan Publik, Ilmu Sosial Lainnya*. Jakarta: Kencana Pernada Media Group.
- Effendy, Onong Uchjana. 2001. *Ilmu Komunikasi Teori dan Praktek*. Bandung: PT. Remaja Rosdakarya.
- Fudyartanta,Ki. 2012. *Psikologi Perkembangan*. Yogyakarta: Pustaka Pelajar.
- Hasanuddin,A.H. 1984. *Cakrawala Kuliah Agama*. Surabaya: Al-Ikhlash.
- Hendi,H dan Rahmadani Wahyu Suhendi. 2000. *Pengantar Studi Sosiologi Keluarga*. Bandung: CV Pustaka Setia.
- Ismail,Faisal. 2007. *Islam Yang Produktif*. Yogyakarta: Wonosari.
- Islam,Nur. 2007. *Sukses Berinvestasi Shalat*. Yogyakarta: Pustaka Marwa.
- J.Moleong,Lexy. 2004. *Metodologi Penelitian Kualitatif*. PT. Remaja Rosdakarya.
- Mulyana,Deddy. 2007. *Metode Penelitian Komunikasi, Contoh-Contoh Penelitian Kualitatif Dengan Pendekatan Praktis*, Bandung: Rosdakarya.
- McQueil,Denis. 2000. *McQueil's Mass Communication Theory*, London: Thousand Oaks, SAGE Publication, New Delhi.
- Nurhakki Hakki, Ahmad Sultra Rustan. 2017. *Pengantar Ilmu Komunikasi*, Yogyakarta: Deepublish.
- Nurudin. 2016. *Ilmu Komunikasi Ilmiah dan Populer*. Jakarta : PT RajaGrafinda Persada.
- Rijali, Ahmad. "Analisis Data Kualitatif", *Jurnal Alhadharah*, Vol.17 No.33 (Januari-Juni 2018)
- Satori,Djam'an & Aan Komariah. 2017. *Metodologi Penelitian Kualitatif*. Bandung :Alfabeta.

- Suryanto. 2017. *Pengantar Ilmu Komunikasi*. Jawa Barat: CV Pustaka Setia.
- Supiana Dan Karman. 2001. *Materi Pendidikan Agama Islam*. Bandung: PT Remaja Rosdakarya.
- Sugiyono. 2014. *Memahami penelitian Kualitatif*. Bandung :Alfabeta.
- Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

ROLAND BARTHES SEMIOTICS ANALYSIS OF BODY SHAMING IN THE IMPERFECT FILM

Rizka Nurwitami

Master of Communication Science, Faculty of Social and Political Sciences, Bengkulu University

ARTICLE INFO

Corresponding author:

rizkanurwitami07.19@gmail.com

Citation:

ABSTRAK

Penelitian ini dilakukan dengan tujuan agar dapat mengetahui makna denotasi dan konotasi terhadap body shaming yang terjadi pada film Imperfect, khususnya film yang bergenre Comedy yang mengangkat sebuah polemik sosial. Penelitian ini merupakan penelitian kualitatif, dengan menggunakan Teori Semiotika Roland Barthes yang dapat menginterpretasikan dari segi makna yaitu dengan makna denotasi, konotasi serta mitos, objek yang diamati dalam penelitian ini terdapat 18 rangkaian gambar adegan dan dialog yang ada pada 6 scene yang telah dipilih berdasarkan adanya unsur body shaming yang terdapat didalam film Imperfect. Adapun teknik pengumpulan data yang digunakan pada penelitian adalah teknik dokumentasi, daftar pustaka dan wawancara, dalam penelitian ini menggunakan teknik analisis data menurut Mils Miles dan Huberman, dimana terdiri dari tiga alur kegiatan yang terjadi secara bersamaan yaitu reduksi data, penyajian data, penarikan kesimpulan dengan menggunakan teori Roland Barthes yang menjadi acuan dalam analisis. Hasil dalam penelitian ini menunjukkan bahwa body shaming yang terjadi dalam film Imperfect yaitu dilakukan secara verbal dan nonverbal. Bentuk body shaming secara verbal, dalam film Imperfect ditandai dengan penghinaan ukuran tubuh, mencela warna kulit, serta menyinggung gaya berpakaian orang lain. Body shaming secara nonverbal ditandai dengan tindakan seperti, tatapan sinis, menertawakan, ekspresi terkejut terhadap bentuk fisik seseorang, dan berbisik-bisik.

Kata kunci: Semiotika Roland Barthes; Film; Body shaming.

ABSTRACT

This research was conducted to know the meaning of denotation and connotation of body shaming that occurs in the Imperfect film, especially in the Comedy genre film that raises a social polemic. This research is qualitative, using Roland Barthes' Semiotic Theory which can be interpreted in terms of meaning, namely with the meaning of denotation, connotation, and myth. body shaming elements are contained in the film Imperfect. The data collection techniques used in this study are documentation, bibliography, and interviews, this study uses data analysis techniques according to Mils Miles and Huberman, which consists of three flow of activities

that occur simultaneously, namely data reduction, data presentation, and conclusion drawing. using the theory of Roland Barthes as a reference in the analysis. The results of this study indicate that the body shaming that occurs in the film *Imperfect* is done verbally and nonverbally. The form of verbal body shaming, in the film *Imperfect* is characterized by insulting body size, criticizing skin color, and offending other people's dress styles. Body shaming is nonverbally characterized by actions such as cynical stares, laughing, surprised expressions at someone's physical form, and whispering.

Keywords: Semiotics Roland Barthes; Film; Body shaming.

1. INTRODUCTION

Film is one of the mass media in the form of audio-visual and its nature is very complex so that it can be used to convey messages that contain many meanings and values to the audience. Usually a film can be packaged with a very high level of creativity, so this can be an attraction in order to attract the interest of the audience. Film can also be used as a means of communication in which it can convey a message. Films do not only function as entertainment, films can also have other functions, such as plots, dialogues, conflicts, characterizations and so on which can be reflected through scenes in a storyline, which can be developed both verbally and nonverbally. (Julidar, 2022). In today's era, many films are based on issues of social phenomena that are often felt by the public, such as the problem of body shaming, self-confidence, juvenile delinquency, and criminal cases. The issue of social phenomena regarding body shaming is one of the most interesting issues to pay attention to. Among Indonesian people today, there is a lot of unpleasant behavior such as body shaming, it can be done verbally or nonverbally which is done consciously to unconsciously by the community towards the people around them, this is a problem that is often found around us, especially among women. (Dewanta, 2020).

Body shaming it self is a person's effort to criticize or find someone in body shape, this happens because of a sense of the physical form of others, ideal beauty standards must be generalized to all. Body shaming can be done verbally, for example, it can be shown by looking at body size, triggering skin color, as well as other people's clothing styles, and nonverbally, such as being marked by actions such as cynical greetings, laughing, surprised expressions of someone's physical form, and whispering (Fadilah, 2021). The impact of body shaming on someone who is bullied is decreased self-confidence, feeling ashamed, angry, easy, to seriously things such as depression can occur. With so many issues regarding

body shaming that happen in people's lives, a film emerged that raised a story about body shaming directed by Ernest Prakasa, with the film title *Imperfect: Career, Love & Scales*.

The film entitled "*Imperfect: Career, Love & Scales*" is an Indonesian film released in 2019 and became a film with an audience of 2.6 million viewers, the film that raises the issue of body shaming tells the story of a woman named Rara (Jessica Mila).) a research staff at the Cosmetics Company, who has a fat body, tan skin, and curly hair. This is very far in comparison with Rara's sister name Lulu (Yasmin Safira), and her mother named Debby (Karina Suwandi) they have slim bodies, white skin, and straight hair. Rara has a different appearance from her sister and mother, Rara seems to have experienced Body Shaming from her mother since childhood. In the work environment, Rara is also often treated the same way as her colleagues in her office. This makes Rara increasingly less confident with her body shape. An opportunity arose for Rara to be promoted to her office, but her boss gave a condition that required Rara to completely change her appearance if Rara wanted the position in her company. , but Rara's efforts made him even more depressed. Along with the change in appearance on Rara, which made her move away from those closest to her who accepted her as she is, from here Rara realized that changing the impact on her happiness, therefore Rara fixed everything so.

Rara decided to be her original self. Therefore, to find out more about body shaming in the film *Imperfect*, the author uses Roland Barthes' semiotic analysis. This model was chosen because the author wanted to reveal the signs of body shaming in the film *Imperfect*. Roland in his theory, expresses denotative and connotative concepts to analyze data. The denotative meaning basically reveals the real meaning of the sign with the naked eye, which means that the denotative meaning is the real meaning. Meanwhile, the second level of

connotation or meaning reveals the meaning contained in signs. In general, denotation refers to what people believe with common sense, and observing the meaning of a sign. Based on the description that has been described above, the purpose of this study is to find out the scenes that show semiotic signs of body shaming in the *Imperfect* film which are seen verbally and non-verbally. So this research was appointed with the title "ROLAND BARTHES SEMIOTICS ANALYSIS OF BODY SHAMING IN THE IMPERFECT FILM".

2. LITERATURE REVIEW

a. Semiotika Roland Barthes

Roland Barthes developed semiotics into two levels of marking, namely denotation (first level meaning system) and connotation (second level meaning system). Denotation reveals the real meaning of the sign with the naked eye, which means the denotative meaning is the real meaning. Meanwhile, the second level of connotation or meaning reveals the meaning contained in signs. In general, denotation refers to what people believe with common sense and observing the meaning of a sign. For connotation in general, it is a term used by Roland Barthes to describe one way the sign works in the second stage of signification. From this, it can be explained that the interaction process occurs when the sign meets the feelings and emotions of the user and the values of the culture. Connotative meaning is often associated with the myth. Myth is something that can develop in the minds of people who are influenced by the society or culture of the community itself. There are three-dimensional patterns that occur in myths including markers, signifieds, and signs, but as a unique system, the myth is built by a chain of meaning that has existed before, in other words, myth is a system of meaning at the second level, in that myth also markers can have multiple markers (Pratama, 2020).

b. Film

The film is an innovation that provides a place to spread entertainment and present stories, events, dramas, comedy, and so on. A film can affect the audience because in it there are audio-visual aspects and also the storyline made by a film director so that it makes the audience affected. A film contains an ideology that is packaged in the storyline. The ideology then constructs the mindset of the audience and then serves as a perspective in everyday life (Britania Leony W, 2019)

c. Body Shaming

Body shaming or commenting on the physical shortcomings of others can be categorized as verbal or nonverbal bullying. In simple terms, body shaming can be interpreted as a negative attitude or behavior towards a person's weight, body shape, and appearance. The term body shaming also refers to the term body image which according to the psychological dictionary

(Chaplin, 2005) body image or commonly called body image is a person's idea about his appearance in front of others. Body image is certainly very influenced by the level of self-confidence of each person.

3. RESEARCH METHOD

In conducting a study many types of research can be used, based on the type of data and analysis, this research is qualitative. Qualitative research is research that creates and processes descriptive data (Prasanti, 2018). In addition to qualitative this research is also descriptive qualitative research. Descriptive analysis in this study uses the method of semiotic analysis according to Roland Barthes. Descriptive research is research that only describes circumstances or situations, does not look for relationships, does not test hypotheses, and does not make predictions (Yuliani, 2018).

The data collection techniques used in this research are:

1. Primary Data Collection

The primary data in this study is the "Imperfect" film file which is a video recording of the film.

2. Secondary Data Collection

The secondary data collection method in this study was carried out using documentation, literature study, and interviews.

1. Documentation

Documentation is a collection of records of past or past events, with a proof process based on any type of source, whether written, oral, illustrated, or archaeological. (Nilamsari, 2014). The documentation that the researcher will display in this research is in the form of writing, pictures from film clips.

2. Literature Study

Literature Study is a data collection technique that can be used by researchers by collecting information obtained from literature, books, sources, and research reports that are relevant to the problem to be solved..

According to Sugiyono (2017) the research method is a scientific way to obtain data with certain purposes and uses. In conducting research, it is necessary to have a method, method or tactic as the steps that must be taken by researchers in solving a problem to achieve certain goals. The data analysis method carried out by the researcher uses three activity lines according to Miles & Huberman, namely: data reduction, data presentation, conclusion drawing/verification. The details of these three paths can be seen as follows:

1. Data reduction

Data reduction is a form of analysis that sharpens, focuses on more important things, directs, and organizes data in such a way that conclusions can be drawn and verified. In

this data reduction stage, the researcher observes the scenes in each scene of the "Imperfect" film. Then the researchers chose scenes that contain body shaming in the film "Imperfect".

2. Data presentation

The presentation of this data can be done in the form of narratives, charts, matrices, graphs, and networks. Presentation of data can make it easier for researchers to understand what happened and plan the work to be done next. Researchers can connect all data by analyzing data, using semiotic analysis of Roland Barthes's theory, with the following stages, the first stage is denotative significance, and the second stage is connotation. Then the message contained in the data can be interpreted easily.

3. Drawing Conclusion

The initial conclusions presented are still temporary, and can change if no strong evidence is found to support the next stage of data collection, but if the conclusions raised at an early stage are supported by valid and consistent evidence in collecting data, then the conclusions presented are is a reliable conclusion (Sugiyono, 2016). The conclusion in this study is from the results of verbal and nonverbal body shaming research that occurs in the film "Imperfect".

4. RESULT AND DISCUSSION

a. Forms of Verbal Body Shaming in Imperfect Film Film

In this sub-chapter, the author describes the results of the analysis of the series of scenes and dialogues in each scene in the Imperfect film that have been selected based on body shaming in the film. As for the number of pictures as many as 8 scenes and dialogues that the author analyzes are spread over 3 scenes in the form of verbal body shaming, namely:

Tabel 4.1 Kerangka Temuan Data pada Scene 2

Visual	Audio
	Monik: Raraaaa, kamu kayanya gendutan yaaa? Eeehhh, gapapa seger, seger kok. Rara: (Tersenyum)
	Lulu adik Rara turn dari tangga Lulu: Hallo tante Teman-teman mama Rara: Haaaaiiii... Magda: Kalian tuh beda banget yaaah adik kakak.

Visual	Audio
	Rara: (langsung pamit untuk pergi mengajar anak-anak di permukiman kumuh)

Sumber: Olahan Hasil Penelitian, 2022

Body shaming in this scene is characterized by fat shaming behavior, namely by commenting or criticizing in a negative form against a fat body shape or plus size.

Meaning Of Denotation

This scene shows Mrs. Rara's friend commenting on Rara's body shape, so that Rara feels annoyed that she is being teased like that, while praising her sister who has a slim body shape like a model. The scene and the dialogue above show that being a woman must have a thin body. This has become a stereotype that a beautiful woman is a woman who has a thin or ideal body shape, even though the idea of an ideal body changes from time to time, so it is denotatively characterized by fat women.

Meaning Of Connotation

This scene illustrates that the standard definition of beauty lies in a model. Models that are synonymous with white skin, ideal bodies, and smooth faces often make women who cannot achieve these standards become insecure or insecure. In connotation, this film tries to describe that fat women often experience body shaming, and the model becomes the ideal reference for women.

Myths

In this scene, the myth that appears is the myth of beauty, since ancient times women have been constructed as beautiful creatures and are synonymous with beauty. In this case, the myth that develops in society is that women will be considered beautiful if they have a slim body like a model.

Tabel 4.2 Kerangka Temuan Data pada Scene 13

Visual	Audio
	Lulu: Titip kakak aku ya mbak Mbak Tari: Ini benar kakaknya Mbak Lulu? Lulu: Iya Mbak Tari: Oh. Kandung?
	Lulu: Iya mbak Mbak Tari: Satu rahim? Lulu: Iya, satu Rahim, dia mirip almarhum Papa, kalau aku, ikut

	<p>mama</p> <p>Mbak Tari: Oh, begitu, lucu ya kalian, belang- belang gitu</p> <p>Rara: Mbak, maaf bisa cepetan gak? (dengan kesal)</p>
--	--

Sumber: Olahan Hasil Penelitian, 2022

This action is carried out with negative comments about the color of a person's skin.

Meaning Of Denotation

This scene shows a waxer questioning Rara and Lulu's relationship and commenting on the difference in skin color of Rara and Lulu. In denotation, scene 13 is marked by women who have dark skin or tan.

Meaning Of Connotation

This film refers to the concept of modern beauty, the concept and definition of beauty is reduced by society, in this scene it shows that a beautiful person is a person who has white skin. In connotation, this film tries to portray women who have darker skin always being compared to white women.

Myths

White skin is synonymous with the upper middle class, black or dark skin color is often identified with the lower middle class. This idea is rooted in society. Many women want white skin, even though skin color is inherited from genes that cannot be changed. Thus, this myth affects the level of confidence in women, especially those with dark skin. So the myth circulating in society is that women with white skin are more attractive and have high self-esteem than women with dark skin.

Tabel 4.3 Kerangka Temuan Data pada Scene 15

Visual	Audio
 <p>Gambar 4.5</p>	<p>Marsha: Yaampun sepatu lo lucu banget Ra</p> <p>Rara: <i>Thanks</i>, ternyata ga seribet itu yaah kalau sudah biasa</p>
 <p>Gambar 4.6</p>	

 <p>Gambar 4.7</p>	<p>Irene: Iyakan, tuh Fey denger gak, Lo gak mau cobain pakai <i>heels</i>?</p> <p>Wiwid: Coba dulu aja fey, rasanya itu berasa kaya lebih bermartabat.</p> <p>Rara: Iya Fey, bagus juga loh buat postur.</p> <p>Fey: Oke, gua situ yaak (sambil memindahkan makanan dari meja rara ke meja disebelahnya, dengan perasaan kecewa)</p>
 <p>Gambar 4.8</p>	

Sumber: Olahan Hasil Penelitian, 2022

Meaning Of Denotation

In the scene that occurs in scene 15, Rara and her office friend comment on Fey's fashion appearance which is considered very tomboyish so Rara and her office friends advise Fey to wear heels. However, it can be seen from the look on Fey's face that she was disappointed with the attitude of Rara and her friends who commented on her appearance.

Meaning Of Connotation

This scene illustrates that women will look feminine and dignified when a woman wears heels, women with tomboy looks are less attractive to look at. Therefore Fey received verbal body shaming treatment so Fey commented on her unfeminine appearance and even suggested Fey wear heels to make her look feminine and dignified..




Myths

The myth that is raised in this scene is about the appearance between feminine women and tomboyish women, where in our environment it is required that perfection in a woman's body such as white and smooth skin, tall body, beautiful hair, to style of dress must be in a feminine stylish like a tomboy.

b. Nonverbal Forms of Body Shaming in Imperfect Film

In this sub-chapter, the author describes the results of the analysis of the series of scenes and dialogues in each scene in the Imperfect film that have been selected based on body shaming in the film. As for the number of images as many as 8 scenes and dialogues that the author analyzes are spread over 3 scenes in the form of nonverbal body shaming, namely:

Tabel 4.4 Kerangka Temuan Data pada Scene 31

Visual	Audio
 <p>Gambar 4.9</p>  <p>Gambar 4.10</p>  <p>Gambar 4.11</p>	<p>(Marsha masuk ke dalam lift) (Pria berbaju jas hitam menahan pintu lift dengan tersenyum) (Marsha memberikan senyuman) (Rara menahan pintu lift yang akan tertutup dengan kakinya) Rara: “Sorry” (Pria berbaju jas hitam membuang muka dari Rara)</p>

Sumber: Olahan Hasil Penelitian, 2022

Meaning Of Denotation

In this scene, it can be seen that there is a different treatment obtained by Marsha and Rara. When Marsha entered the elevator, the office workers held the elevator door and smiled at Marsha, but when Rara entered there was no one holding the door for Rara, they even looked at Rara cynically and some of them laughed at Rara, so that they looked away from Rara, thus making Rara who saw it becomes awkward and feels insecure.

Meaning Of Connotation

The connotative meaning that occurs in this scene is the presence of body shaming actions (nonverbally), namely condescendingly looking at Rara and glancing at Rara with a cynical look, the condescending gaze was carried out by his co-workers at the office because they saw Rara's physical form, and they also laugh at Rara who is in the elevator.

Myths

In this case the myth that develops in society about the concept of beauty in accordance with beauty standards changes a person in seeing his body image to be negative. As a result, many women think of themselves as bad, which affects their self-confidence and self-dissatisfaction with their appearance.

Tabel 4.5 Kerangka Temuan Data pada Scene 37

Visual	Audio
 <p>Gambar 4.12</p>  <p>Gambar 4.13</p>  <p>Gambar 4.14</p>	<p>(Rara dan Fey mencari tempat duduk untuk makan) Rara: Permisi mas, bagi mejanya boleh? Pekerja kantor 1: Uh, kita lagi nunggu teman Pekerja kantor 2: Ya, nunggu temen! Rara: Iyaudah kita duduk dulu ya, nanti kalau temannya datang kita pindah lagi aja nggak papa Pekerja kantor 1: Ya tapi teman kita udah dekat ya Pekerja kantor 2: Ya, udah deket banget! (mereka menunjuk arah berlawanan) Pekerja kantor 1 dan 2: Itu!</p>

Sumber: Olahan Hasil Penelitian, 2022

Meaning Of Denotation

Rara and Fey's casual appearance looks normal in t-shirts and trousers, and Rara and Fey's makeup looks natural with tan skin, making them look unattractive. In this scene when office workers 1 and 2 see Rara and Fey coming to them, they immediately avert their eyes and are indifferent, they think Rara and Fey's appearance does not appeal to them, and Rara asks to share a seat but they forbid it and answer it curtly. In denotation, it is characterized by averting the gaze (gesture), strange gaze (face expression), and a curt tone (intonation).

Meaning Of Connotation

Connotative meaning In this scene, with the nonverbal body shaming that the two office workers did to Rara and Fey, they were indifferent when Rara asked them to share a table, this was done so that Rara and Fey would not sit with them, because they would feel embarrassed when Rara and Fey sit together with them.

Myths

In this case, the myth that arises is that society determines the social status of women through the beauty that women have. If they do not qualify in the presumption of beauty that they

build. So, they are considered inappropriate in a society so that there is exile.

Tabel 4.6 Kerangka Temuan Data pada Scene 45

Visual	Audio
 <p>Gambar 4.15</p>	<p>Lulu: Nah jadi, itu tutorial makeup ke kampus versi aku dan semoga kalian tidak bosan menontonnya. <i>See you on next video</i> dadah (Lulu melihat postingan videonya di hpnya) (muncul beragam notifikasi komentar di videonya) (muncul komentar negatif pada postingan videonya: “Yaelah mbak, PD banget sih, Situ oke? Itu muka bulet banget nutupin layar”) (Ekpresi Lulu berubah menjadi murung dan Lulu langsung menutup handphone nya)</p>
 <p>Gambar 4.16</p>	
 <p>Gambar 4.17</p>	
 <p>Gambar 4.18</p>	

Sumber: Olahan Hasil Penelitian, 2022

Meaning Of Denotation

In this scene, it shows that there is a netizen who makes malicious comments on Lulu's posts on social media, and one of the netizens insults Lulu's round cheeks. This incident often happens, namely by bullying through digital technology which is often referred to as cyberbullying. Bullying that is done intentionally or unintentionally can certainly make people who receive it, especially for women feel down.

Meaning Of Connotation

The connotative meaning in this scene, with the presence of body shaming actions (nonverbally), carried out by a netizen in Lulu's instagram post. Netizens insult one of the physical forms by saying Lulu's face is round so that it covers the cellphone screen.

Myths

In this case, the myth that arises is the myth of beauty against women's freedom of face shape. Women's dissatisfaction with

their physical appearance is strengthened when they receive an assessment conveyed through social media as to what their ideal physical appearance looks like.

After the data in the form of images of scenes and dialogues from 6 scenes in the film *Imperfect* were analyzed, the writer then discussed and interpreted the data using Roland Barthes' semiotic theory, which focused on the level of denotation and connotation. The interpretation of this data still pays attention to the representation of body shaming.

Based on the results of the analysis, the authors found that the film *Imperfect* tells the story of a woman named Rara who works in a cosmetic company. The storyline in this film is dominated by the main character, namely Rara herself who is described as a woman who is smart but has a physique that is not proportional to the standard of beauty in general, and is also played by several characters who have different characters and problems. The storyline in this film, we often encounter in everyday human life, so many of them feel related or related to the storyline. So there is no mistake why this film attracts many audiences to watch, especially women, the story of a woman's struggle to be able to learn to accept herself which still has many shortcomings in terms of physical and other aspects a very large lack of self-confidence, so trying to build that confidence as an effort to be grateful for life with the many blessings that God has given.

Many sensitive and heavy issues are presented in this film, such as a beautiful woman who is tall, white, slim, and has straight hair. A Rara here is always filled with insecurity because of her imperfections. Feelings that make him uncomfortable with himself, especially his physical appearance. The main issue shown in this film is body shaming, as Rara receives from the people around her and her mother who often compares Rara's appearance to that of her sister Lulu. Overall, this film managed to raise a fairly heavy issue into a film that is easily digested and accepted by the audience. An entertaining film but also has a lot of messages in this film.

The study of semiotics in this study is to interpret semiotics both connotatively and denotatively in an *Imperfect* film, especially body shaming. Not only verbally but also nonverbally, sometimes from the treatment and actions of someone to the victim. Body shaming can also be in the form of ridicule, negative comments that lead to a person's physical and appearance. In his research, Roland Barthes describes language as a sign that describes the assumptions of society at a certain time. Then from Barthes' theory that is significant-signified. Where social life is of significance and is only

independent of language, it can be said that social life is a system that has its sign.

5. CONCLUSION

Based on Roland Barthes' semiotic analysis, namely denotation, connotation, and myth, it can be concluded that acts of body shaming still often occur in everyday life, both intentional and unintentional. Body Shaming can be done by anyone, anywhere, and anytime. Body Shaming harms victims as can be seen in the film *Imperfect*, Rara is the main character with low self-confidence, thinks too much about what other people say about her, and has unstable mental health due to constantly thinking about what other people say about him. The meaning of beauty to the physical or the body itself is presented in the film *Imperfect*, there is such a thing as a standard of beauty in the eyes of society, and that is one of the causes of body shaming. It is these standards of beauty that make people eager to follow those standards. The representation of verbal body shaming (speech) in this film is characterized by fat shaming, skin color, and how to dress or fashion appearance. Meanwhile, nonverbal body shaming (action) in this film is characterized by gestures, facial expressions, intonations, and negative comments on the physical through social media (cyberbullying)..

REFERENCES

- Adhimah, S. (2020). Program Studi Pendidikan Guru Pendidikan Anak Usia Dini Fakultas Pendidikan Dasar, Universitas Negeri Surabaya. *Peran Orang Tua Dalam Menghilangkan Rasa Canggung Anak Usia Dini (Studi Kasus Di Desa Karangbong Rt. 06 Rw. 02 Gedangan-Sidoarjo)*, 59.
- Britania Leony W, D. S. (2019). Universitas Multimedia Nusantara. *Makna Mitos Body Shaming Pada Film Imperfect Karya Ernest Prakasa*, 58.
- Dewanta, A. A. (2020). Program Studi Pendidikan Bahasa Universitas Pendidikan Ganesha Singaraja, Indonesia . *Analisis Semiotika Dalam Film Dua Garis Biru Karya Gina S. Noer* , 27.
- Fadilah, U. N. (2021). Program Studi Ilmu Komunikasi Fakultas Dakwah Dan Komunikasi Uin Sunan Ampel Surabaya. *Analisis Semiotika Representasi Body Shaming Pada Film Imperfect: Karir, Cinta & Timbangan*, 2.
- Julidar. (2022). Universitas Islam Negeri Ar-Raniry, Banda Aceh . *Analisis Semiotika Body Shaming Dalam Film Imperfect : Karir, Cinta, Dan Timbangan Perspektif Islam* , 23.
- Nilamsari, N. (2014). Fakultas Ilmu Komunikasi Universitas Prof. Dr. Moestopo (Beragama). *Memahami Studi Dokumen Dalam Penelitian Kualitatif*, 2.
- Prasanti, D. (2018). Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Padjadjaran. *Penggunaan Media Komunikasi Bagi Remaja Perempuan Dalam Pencarian Informasi Kesehatan*, 16.
- Pratama, V. A. (2020). Institut Agama Islam Negeri Batusangkar, Sumatera Barat, Indonesia. *Semiotika Pesan pada Film Dilan 1990*, 69.
- Yuliani, W. (2018). IKIP Siliwangi. *Metode Penelitian Deskriptif Kualitatif Dalam Perspektif Bimbingan Dan Konseling*, 2.

THE EFFECT OF BRAND EQUITY AND PRICE ON IPHONE SMARTPHONE

(Case Study on Students of the Department of Communication Science, Bengkulu University)

Muthi'ah Annisah

Master of Communication Science, Faculty of Social and Political Sciences, Bengkulu University

ARTICLE INFO

Corresponding author:
thiannisah@gmail.com

Citation:

ABSTRAK

Pengguna Smartphone selalu mengalami kenaikan setiap tahunnya. Smartphone Iphone merupakan salah satu brand yang memiliki tingkat penjualan yang tinggi. Masyarakat berpresepsi bahwa smartphone Iphone memiliki kualitas yang baik, oleh karena itu smartphone Iphone dapat bersaing di pasar Indonesia. Namun, hal tersebut berpengaruh terhadap harga jual yang ditetapkan. Adapun penelitian ini bertujuan untuk mengetahui pengaruh ekuitas merek terhadap keputusan pembelian dengan harga sebagai variabel intervening. Teori yang digunakan pada penelitian ini adalah Teori Stimulus Organism Respons dari Carl Iver Hovland. Penelitian ini merupakan jenis penelitian kuantitatif dengan metode survei. Teknik sampling yang digunakan adalah purposive sampling. Adapun data kuisisioner yang dikumpulkan dianalisis menggunakan regresi linier sederhana dan analisis path. Hasil penelitian menunjukkan bahwa ekuitas merek berpengaruh secara tidak langsung terhadap keputusan pembelian melalui harga.

Kata Kunci : *Ekuitas merek, Harga dan Keputusan Pembelian.*

ABSTRACT

Smartphone users are always increases every year. Iphone smartphone is one of the brand that have a high level of selling. But that matter is also take effect on the selling prices that set. Society had perception that Iphone smartphone has a good quality, and by that Iphone smartphone can compete in Indonesian's market. As for, the purposes of this study are, 1) to find out the effect of brand equity on prices, 2) to find out the effect of brand equity on purchasing decisions, 3) to find out the effect of prices on purchasing decisions, 4) to find out the effect of brand equity of purchasing decisions with the prices as intervening variable. The theory that used in this study is The Stimulus-Organism-Response Theory by Carl Iver Hovland. This study is a quantitative study with survey methods. The sampling technique that used is purposive sampling technique. The questionnaire data that collected is analyzed by simple linear regression and path analysis. The result of this study shown that 1) the brand equity is take effect mediumly positive on prices, 2) the brand equity is take effect mediumly

positive on purchasing decisions, 3) prices is strongly take effect on purchasing decisions, 4) the brand equity take effect undirectly on purchasing decisions through prices.

Keywords : Brand Equity, Prices, Purchasing Decisions.

INTRODUCTION

The development of Information and Communication Technology is currently very fast. This is supported by the need for technology that is needed by everyone on a daily basis. Rapid technological developments, including the development of smartphones, which currently have many variants accompanied by low to high prices, targeting very diverse market prey. The reason is, currently, smartphones are not only as a medium of communication but also part of a lifestyle (Primavera, 2018:1). Smartphones have many functions for their users.

Smartphones make the world in your hands because they have various functions including as a pocket camera, media player, GPS, document reader, and others, this multifunctionality makes modern society very dependent on gadgets, especially smartphones, to be able to communicate and get information easily (Mulita, 2020: 1). The number of functions on the smartphone, making the demand for these goods is increasing.

The high demand for smartphones among the public makes many smartphone companies compete to sell their products. One of them is the Iphone smartphone. Smartphone Iphone is one of the well-known brands that have been known in Indonesia. However, the increasing number of smartphone brands offered makes competition for smartphone purchases. The existence of the Iphone smartphone as the best smartphone in Indonesia can be seen through the TOP Brand Award Indonesia in the smartphone category.

Iphone smartphone users have reasons for choosing this product, namely because Iphone smartphones have a longer lifespan, the average iPhone has software updates for up to four years from the time of release so users don't have to buy a new iPhone if they want to enjoy the new features. In addition to a longer service life, the reason why users choose an iPhone smartphone is that it has a fairly stable price in the market, meaning that used iPhones are still in a price range that is not much different from the released price. Research from Makemac.grid.id the average price decline 6 months after the release is 5% until 12 months later the average price decline becomes 16%. Therefore, when the user wants to buy or replace a new smartphone, the selling price of the iPhone

smartphone is not far from the new price so that the user does not lose too much. This is what makes the iPhone smartphone different from other smartphones.

Currently, many companies are trying to provide the best offers and services to attract a customer in order to increase sales. The existence of similarity in the value of the products offered is a big challenge for a company to show the characteristics of its products. Therefore, various kinds of smartphone brands circulating in the market today make competition between companies increasingly fierce. The increasingly fierce competition makes the existence of a brand very important, considering that a brand is not just a name or symbol but also a differentiator of a product from other products as well as confirming the perception of the quality of the product (Wijayanti, 2015: 2).

Smartphones can be categorized as things that everyone needs. This is certainly one aspect of consideration in choosing a brand value in selecting a quality product. The more famous a brand, the higher the value of the brand in the minds of consumers. Thus, the consumer will prefer a smartphone brand according to his mind. In addition, price is also a support as one of the things that consumers consider when making purchasing decisions. However, price has an important role, because consumers have the perception that the price adjusts the quality that will be obtained.

Brand Equity

Brand equity is a set of assets and liabilities associated with a brand, namely names and symbols, which can increase or decrease the value provided by a product or service to the company and/or to the company's consumers (Wijayanti, 2015: 2). Brand equity of a product will attract customers to show a preference for the product rather than unbranded products even though basically the two products are identical (Sari, 2016:30). According to Ali Hasan (in Saputra, 2012:20) there are 4 (four) categories which increase brand equity, namely:

1. Brand Awareness
Brand awareness is a person's level of awareness to recognize the existence of a brand as part of a product category (Saputra, 2012:20).
2. Brand Association

Brand Association is all impressions that arise in a person's mind related to his memory of a brand (Wijaya, 2019:26).

3. Perceived Quality

Perceived quality is the customer's perception of the overall or superiority of a product or service (Wijaya, 2019:28)

4. Brand Loyalty

Brand loyalty is the willingness of consumers to continue to subscribe to a company in the long term, by buying and using its goods and services repeatedly and voluntarily recommending the company's products to colleagues (Ulfah, 2020: 3).

Prices

Price is the amount of money charged for an item or service or the amount of the value of money exchanged by consumers for the benefits of owning or using the product or service (Kotler and Keller, 2012:151) or it can be concluded that the price is a sum of money and services or goods that are available are exchanged by buyers to obtain various options for products and services provided by the seller. Through a price revenue strategy can form a company image, the perception that often applies is that high or high prices can reflect quality high or good. Pricing is the most crucial and difficult of the elements in retail reform, and price is the only element in intelligence marketing that will make a profit or loss.

Purchase Decisions

Purchase decisions can be made when there is awareness of consumers to fulfill their needs and desires. The level of effort to make a customer decision in making a purchase decision for a brand is influenced by environmental factors, in addition to cognitive (knowledge) and effective responses that are activated during the stage of making a decision (Purwiyanto and Purwanto, 2020: 181).

Integrated Marketing Communication Theory (IMC)

In this study, the theory used is Integrated Marketing Communication (IMC). The integrated marketing communication model tries to integrate all the new elements of existing promotions with the assumption that there are no separate elements in achieving marketing goals.

The communication mix can be described by efforts to create brand equity (brand equity). Good marketing communication in its implementation will have an impact on positive perceptions (trust) of the delivered brand, and vice versa brand trust will facilitate integrated marketing communications (Hermawan, 2012:54).

RESEARCH METHODS

This study uses a quantitative approach that describes or explains a problem whose results can be generalized. Thus, it is not concerned with data or analysis, researchers are more concerned with aspects in the breadth of data, so that data or research results are considered to use representations from the entire population.

Data collection techniques using a questionnaire, using a Likert scale as a measurement scale. The data collected were analyzed using a simple linear regression formula and path analysis with the SPSS application. With the following variables:

1. Independent Variables: These variables are often referred to as stimulus, predictor, and antecedent variables. In Indonesian it is often referred to as the independent variable. The independent variable is a variable that affects or is the cause of the change or the emergence of the dependent (bound) variable. In this study, the independent variable is Brand Equity.
2. Dependent Variables: Often referred to as output variables, criteria, consequences. In Indonesian it is often referred to as the dependent variable. The dependent variable is the variable that is affected or the result, because of the independent variable. In this study, the dependent variable is Purchase Decision
3. Intervening Variables: Variables that theoretically affect the relationship between independent and dependent variables, but cannot be observed and measured (Sugiyono, 2019:59). In this study the intervening variable is Price.

RESULTS AND DISCUSSION

This study aims to determine the effect of brand equity and price on the decision to purchase Iphone smartphone products at Bengkulu University Communication Science students. The sample in this study amounted to 82 people who are iPhone smartphone users. to see whether the price variable is able to mediate or act as an intervening variable the influence of brand equity on purchasing decisions. This can be seen from the results of the fourth hypothesis, namely the value of the indirect effect of 1.593 is greater than the direct effect of 0.868. From these results, it is in accordance with the decision-making criteria that if the indirect effect is greater than the direct effect, the Working Hypothesis (HK) is accepted and the Nil Hypothesis (HN) is rejected, so the price variable can indirectly mediate or act as an intervening variable the influence of brand equity on buying decision.

Basically, every brand or brand has brand equity. However, the difference lies in the level of the correlation coefficient which

states the level of the brand relationship. The elements of the 4 categories to increase brand equity have been described in the respondent's response points to the statement given by the researcher in the form of a research questionnaire. Consumers of Iphone smartphone products can easily be aware of a brand by looking at the logo on the Iphone smartphone product. Logo is the identity of a symbol or symbol that is useful as the identity of a company or product which means being a differentiator with other products. Brands that have an attractive logo, will affect the level of a consumer's reminder. Just by looking at a logo, a consumer will be able to know the product. This Iphone smartphone product has a unique logo shape, which is shaped like Apple. Thus, this is one of the things that can distinguish the characteristics of the Iphone smartphone from other smartphones.

Having exclusive features and the ease of running the features are one of the factors that consumers use iPhone smartphones. The majority of respondents in this study revealed that the iPhone smartphone has its own exclusive features. Such as, iMessage, iCloud, FaceTime, and various others. In addition, the Iphone smartphone has its own application for downloading other applications, which is called the App store. The app store only applies to IOS, so not just any application can be downloaded on an Iphone smartphone.

The view of the Iphone smartphone product as a prestigious item, makes the smartphone a brand popularity among consumers. So, it is undeniable that the Iphone smartphone is one of the brands that has a high level of sales. However, behind the quality provided by the Iphone smartphone, the selling price set is quite high. The price is a benchmark for consumers before purchasing an Iphone smartphone product. Prices that are quite high are considered by consumers before making a purchase decision. However, the predetermined price can adjust the quality given to the Iphone smartphone product.

The price set on the sale of Iphone smartphone products is quite high due to adjusting to the quality provided to consumers. This is a factor in the Iphone smartphone which has a prestigious brand image among consumers, thereby increasing consumer interest in using Iphone smartphone products, because the prestigious image will also be obtained by consumers.

Seeing how brand equity and price can have an impact on purchasing decisions, it is in line with Integrated Marketing Communication Theory (IMC). The theory states that when good marketing communication in its implementation will have an impact on positive perceptions (trust) of the delivered brand. In this study, the Iphone smartphone has carried out marketing

communication well so that it has a positive perception impact on customers to be able to make purchasing decisions.

As the assumptions in this theory work, when good marketing communication in its implementation will have an impact on positive perceptions (trust) and vice versa. Thus, the brand trust can facilitate integrated marketing communication

CONCLUSION

Based on the results of research using statistical test tools and discussion, the following conclusions can be drawn:

Smartphones have an important role in human life, so that nowadays smartphones have become a necessity for everyone. Therefore, there is always an increase every year in the use of smartphones in Indonesia. Price can influence or mediate between brand equity and purchasing decisions. Where respondents will make purchasing decisions by considering the price of the product.

REFERENCES

- Amerta, Widya. (2020). *Bauran Pemasaran dan Keputusan Pembelian Produk Fashion pada Toko Gex Envyx Olshop di Singaraja*. Jurnal Manajemen, Vol.7 No. 2
- Amilia, Suri dan M. Oloan Asmara. (2017). *Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa*. Jurnal Manajemen dan Keuangan. Vol. 6 No. 1
- Fibriany, Firstianty Wahyuning dan Yumi Novita Dewi. (2020). *Analisis Ekuitas Merek Kedai Kopi Kekinian*. Journal Of Marketing Modern, Vol. 1 No. 2
- Khoris, Henrita Winniver dan Wendy Suhendry. (2020). *Analisis Pengaruh Ekuitas Merek Buku Tulis Sinar Dunia Terhadap Keputusan Pembelian Konsumen di Pontianak*. Vol. 3 No. 1
- Purwiyanto, Didik dan Adi Purwanto. (2020). *Brand Awareness Sebagai Variabel Pemeditasi Pengaruh Internet Marketing Terhadap Keputusan Pembelian*. (Studi Kasus Mahasiswa Diploma Pelayaran Pada Pembelian Tiket Online di PT.4(2), 177–197.
- Radansyah, Sadad dan Nia Indriasari. (2020). *Hubungan Ekuitas Merek (Brand Equity) dengan Loyalitas Pelanggan pada PT. Enseval Putera Megatrading Tbk. Cabang Bengkulu*. Jurnal Ilmiah dan Bisnis, 9 (1).
- Sudharsana, I Putu Agus Eka dan Nyoman Yulianthini. (2021). *Dominasi Harga dan Promosi serta Inovasi Produk terhadap Keputusan Pembelian Smartphone Merek Vivo*. Jurnal Ilmiah Akuntansi dan Humanika Vol 11 No.1
- Wijayanti, Ika. (2015). *Analisis Brand Perceived Quality Ice Cream Barcelona Di Kota Pekanbaru*. Jom Fekon Vol 2 No.1

Sumber Website:

Databoks. (8 Agustus 2016). *Pengguna Smartphone di*

Indonesia 2016-2019. Diakses
tanggal 23 Maret 2021. Dari
<https://databoks.katadata.co.id/datapublish/2016/08/08/pengguna-smartphone-di-indonesia-2016-2019>.

MakeMac. (18 Februari 2020). *Analisis Penurunan Harga Iphone dari Tahun ke Tahun*. Diakses tanggal 25 Maret 2021. Dari
<https://makemac.grid.id/read/212030050/grafik-analisis-penurunan-harga-iphone-dari-tahun-ke-tahun?page=all>

Top Brand Award. (2021). *Top Brand Index Fase 1 2021*. Diakses tanggal 23 Maret 2021. Dari
https://www.topbrand-award.com/top-brand-index/?tbi_find=Iphone.

THE MEANING OF THE MOVEMENT OF 35 PENCAK SILAT PERSAUDARAAN SETIA HATI TERATE BENGKULU CITY

Yogi Noviariski¹, Alfarabi², Dhanurseto Hadiprashada²

¹ University of Bengkulu

² University of Bengkulu

ARTICLE INFO

Corresponding author:

yogi.d1e014024@gmail.com

Citation:

ABSTRAK

Penelitian ini berfokus pada makna yang terdapat di dalam gerakan jurus 35 pencak silat Persaudaraan Setia Hati Terate yang ada di Kota Bengkulu. Tujuan penelitian ini adalah untuk mengetahui makna gerakan jurus 35 pencak silat Persaudaraan Setia Hati Terate di Kota Bengkulu. Metode yang digunakan ialah metode kualitatif deskriptif dengan menggunakan pendekatan fenomenologi. Metode pengumpulan data yang digunakan ialah observasi, wawancara serta dokumentasi. Informan pada penelitian ini adalah anggota pencak silat Persaudaraan Setia Hati Terate yang berdomisili di Kota Bengkulu dan telah 10 tahun atau lebih menjadi anggota pencak silat Persaudaraan Setia Hati Terate. Hasil penelitian ini adalah gerakan jurus 35 merupakan suatu sarana yang digunakan oleh anggota pencak silat Persaudaraan Setia Hati Terate untuk membersihkan hati dengan cara melakukan sebuah tirakatan untuk mengendalikan hawa nafsu yaitu nafsu api, nafsu air, nafsu tanah dan nafsu udara.

Kata Kunci: Makna Jurus 35; Nafsu; Persaudaraan Setia Hati Terate

ABSTRACT

This study focuses on the meaning contained in the 35 pencak silat movements of the Persaudaraan Setia Hati Terate in Bengkulu City. The purpose of this study was to determine the meaning of the movement of the 35 pencak silat movements of the Persaudaraan Setia Hati Terate in Bengkulu City. The method used is descriptive qualitative method using a phenomenological approach. Data collection methods used are observation, interviews and documentation. The informants in this study were members of the Persaudaraan Setia Hati Terate of pencak silat who live in Bengkulu City and have been a member of the Persaudaraan Setia Hati Terate of martial arts for 10 years or more. The result of this study is that the 35 movement is a tool used by members of the Persaudaraan Setia Hati Terate martial arts group to cleanse the heart by doing a ritual to control the passions, namely the lust for fire, the lust for water, the lust for land and the lust for air.

Keywords: Meaning of Move 35; Lust; Persaudaraan Setia Hati Terate

1. INTRODUCTION

Non-verbal communication is a form of communication through body language, facial expressions or expressions, to body movements (gestures). Non-verbal communication can be interpreted in various ways according to situations and conditions. Non-verbal communication is not only used in social but also in cultural contexts. Geertz in Sobur (2006, p. 178) reveals that culture is a pattern of meanings contained in symbols passed down through history.

One of the cultures that still exists and develops today is pencak silat. Pencak silat uses non-verbal communication through its movements. The movements in pencak silat have a philosophical meaning and are also used as a form of non-verbal communication to the creator as contained in the opening movements of pencak silat in general, but there are also those who use the opening movements as a form of communication to ancestors.

Pencak silat movements are not only used to evade, parry and attack, but if viewed from the philosophy of the pencak silat movement, it has a deep meaning of nobility. The movement of the fighter standing upright and folding his arms is a movement like someone who is praying, this position has the meaning of humbling himself from the creator and asking for prayer. The symbol of the greeting *jo sambah* has the meaning of illustrating that before practising or competing, a silat warrior must surrender to the creator, humble himself and ask for prayer (Suryadi & Putra, 2019).

In all movements, the Setia Hati Terate Brotherhood is an art that has philosophical values. One of them is the meaning of the movement of the Setia Hati Terate Brotherhood, namely as human beings who fear power, members of the Setia Hati Terate Brotherhood are required to have deep faith in the powerful. Members of the Setia Hati Terate Brotherhood must be able to recognize themselves so that they can and are able to determine their attitude and cannot be separated from the rules of power. Thus, it is necessary for members of the Faithful Heart of Terate Brotherhood to have faith accompanied by submission and inner and outer sincerity to an all-powerful God (Singgit & Handoko, 2018).

Based on field findings, there are still members who do not understand the meaning of the Setia Hati Brotherhood martial arts movement that he follows. Meanwhile, understanding the meanings of symbols is a means for spiritual and spiritual learning in the Setia Hati Terate Brotherhood Pencak Silat,

which is a requirement to be legalized as a member of the Setia Hati Terate Brotherhood as stated by Hartono (2020, p. 30) so that a person can be legalized as a citizen. PSHT then must master the domains of cognitive (thinking ability), psychomotor (skills) and affective (behavioural attitudes/values) and spirituality (spirituality).

Each of the symbols in the Setia Hati Terate Brotherhood martial arts has a specific name and meaning, including the movement of the moves. The moves in the Setia Hati Terate Brotherhood are named according to the sequence of numbers such as moves 1a, 1b, 2a, 2b and so on. One of the moves in the Setia Hati Terate Brotherhood is the thirty-five (35) move. Researchers are interested in examining the meaning of jutsu 35 because this move is very different from the other moves of the Faithful Brotherhood of the Heart of Terate. The difference is, if you look at the movement, stance 35 does not have an attack movement, in contrast to the other moves, which mostly use attacks.

From the background above, the researcher tries to reveal the meaning behind the movement of 35 pencak silat moves from the Setia Hati Terate Brotherhood in Bengkulu City because the Bengkulu City Branch of Setia Hati Terate Brotherhood is the oldest branch in Bengkulu province. Thus, it is hoped that data regarding the 35 moves can be obtained in full from members of the Setia Hati Terate Brotherhood in Bengkulu City.

2. LITERATURE REVIEW

This study uses the theory of symbolic interaction. The theory of symbolic interaction entered the field of communication science studies around the 19th century. The theory of symbolic interaction in the study of communication science is still said to be new because symbolic interaction entered the realm of sociology earlier. Symbolic interaction theory assumes that people form meaning through the communication process.

Herbert Blumer defines symbolic interaction as an interaction process to form meanings or meanings for all individuals then Scott Plunkett defines it as the way individuals learn to interpret and give meaning or meaning to the world through the interactions of one individual with another (Haris & Amalia, 2018).

George Harbert Mead put forward his assumptions about the theory of symbolic interaction into three concepts, namely Mind (Mind), Self (Self) and Society (Society) (Mead, 1934 in

Nugroho, 2016). The following is a brief definition of the concept proposed by Mead:

1) Mind

The ability to use symbols with the same meaning in society, then each individual develops a mind (mind) through interactions between individuals.

2) Self

The ability to reflect on each individual from the judgments of other people's opinions. Symbolic interaction theory is a branch of sociological theory that proposes about the external world and the self.

3) Society

The arrangement of social relationships that are made, built, and constructed by each individual in the midst of society, and each individual is involved in the behavior that is chosen actively and voluntarily, and finally the individual takes a role in the midst of his community.

Susanne K. Langer stated that one of the basic human needs is the need to use symbols or symbols, where humans are the only ones who usually use symbols (Mulyana, 2008, p. 92). Humans are users of symbols in their daily lives, almost in every process of interaction using symbols or symbols, both symbols of movement, symbols, expressions and others.

Symbolic interaction theory is the meaning given by a person or individual from the interaction process to other individuals. The meaning formed by the individual will form one's self-concept then the self-concept will shape one's behavior in life.

3. RESEARCH METHODS

This study uses a descriptive qualitative method with a phenomenological approach. This method researchers use to see how the social phenomena that occur in the pencak silat of the Setia Hati Terate Brotherhood of Bengkulu City, namely how the fighter of the Setia Hati Terate Brotherhood of Bengkulu City interprets the movement of the 35 Setia Hati Terate Brotherhood. In addition, this method is also very suitable with the theory that researchers use, namely the theory of symbolic interaction which was coined by George Herbert Mead. The researcher uses symbolic interaction theory to see how the process of pencak silat members from the Setia Hati Terate Brotherhood, Bengkulu City, interprets the 35 moves and how they interpret the symbols of the movement in the Setia Hati Terate Brotherhood.

3.1 Data collection technique

This study uses data collection techniques using the methods of observation, interviews, and documentation. The steps taken are as follows:

1. Observation method

Angrosino in John W. Creswell (2015) reveals that observation is an important tool for collecting data in qualitative research. Observing means paying attention to a phenomenon that occurs in social life through the five senses of the researcher, often by using an instrument or a device and recording it for scientific research purposes. The type of observation that the researcher did was the perfect participant. Researchers are fully involved with members of the Setia Hati Terate pencak silat and can build closer relationships with informants. The method of observation that the researchers did was to observe how the phenomena that occur in the martial arts environment of the Setia Hati Terate Brotherhood in Bengkulu City and participate in their activities. The researcher also observed the movements of the members or members of the Setia Hati Terate pencak silat during training to determine which movements would be studied and in accordance with the criteria of this study. The observation method that the researchers did was by observing the movement and participating in the martial arts training activities of the Setia Hati Terate Brotherhood in the rayons in Bengkulu City.

2. Interview method

John W. Creswell (2015) revealed that the interview is a series of steps in a procedure. This study also uses the interview method using in-depth interview techniques. This method the researcher did to find out how the meaning of the informants to the pencak silat movements of the Setia Hati Terate Brotherhood. And to find out how they communicate through symbols or codes so that they know which ones are really their members or which are fake members or just pretending to be members of the Setia Hati Terate pencak silat. The interview that the researcher conducted was an in-depth interview with members of the pencak silat of the Setia Hati Terate Brotherhood in order to obtain detailed and detailed information considering that these 35 moves were not described in detail in the book material for the Setia Hati Terate Brotherhood.

3. Documentation method

In collecting data the researchers also used the documentation method, namely by documenting the movements of the Setia Hati Terate Brotherhood of pencak silat and training activities in the form of pictures. This method the researcher uses so that the description of the 35 moves is more detailed and to document the activities of the members of the Setia Hati Terate martial arts group in Bengkulu. In addition, this method researchers use to find references from other supporting documents regarding the martial arts of the Setia Hati

Terate Brotherhood, both in the form of pictures, writings and other documents related to the 35 martial arts moves of the Setia Hati Terate Brotherhood and which are closely related to this research. .

3.2 Data analysis technique

Data analysis technique is a process that involves organizing data, preliminary reading of the database, coding and organizing themes, presenting data and interpreting data (Jhon W. Creswell, 2015, p. 250). Data analysis in this research is descriptive qualitative. The following are the steps of researchers in conducting data analysis:

1. Data collection

As discussed earlier that data collection is the main step in conducting research, because the purpose of research is to obtain data. In this study, the data collection method that the researchers used was by looking for sources of previous research as a reference, conducting field observations to see social phenomena that occurred in the martial arts circle of the Setia Hati Terate Brotherhood in Bengkulu City, selecting informants who fit the criteria, and documenting the martial arts movements of the Setia Hati Terate Brotherhood.

2. Data reduction

In the data reduction technique, the researcher selects, focuses, simplifies the data, and changes the rough data from the field into written form. According to Miles & Huberman in Malik (1992:16) data reduction is a process of selecting, focusing on simplifying, abstracting, and transforming rough data from written notes in the field. From this data reduction, the raw data is simplified so that it can be understood by the readers.

3. Data Presentation

Presentation of data that can be done in qualitative research is brief descriptions, flowcharts (diagrams), relationships between categories, charts and other types. John W. Creswell (2015) reveals that the presentation of phenomenological data is widely recommended in the form of narrative analysis which is also a general guide for qualitative researchers. The presentation of the data in this study is to collect important data from the results of the reduction and then systematically arrange it so that the results of observations, interviews, and documentation regarding the meaning of the 35 Setia Hati Terate Brotherhood can be understood because this research focuses on the meaning of movement and nonverbal communication through codes or symbols. Then the data will be arranged in the form of a narrative so that readers can clearly understand the symbols of the movement under study.

4. Data verification or drawing conclusions

The next step in analyzing is verification or drawing conclusions so that the final data or results of the research can be found. But the initial conclusions may change or be temporary and then can be verified again during the research by reviewing the field notes so that a confirmation of the conclusion is formed (Sugiyono, 2020).

4. RESULTS AND DISCUSSION

4.1 Research result

Brotherhood of Setia Hati Terate Pencak silat is one of the martial arts that uses symbols as spiritual lessons or better known as SH-an by its members. The non-verbal messages of the martial arts symbols of the Setia Hati Terate Brotherhood are found in the symbols, clothing, endorsement signs, movements and so on. As a form of martial arts that uses symbols, the Setia Hati Terate Brotherhood has become much in demand by the public because of the non-verbal messages contained in symbols as well. In addition, the Setia Hati Terate Brotherhood is also known to the public because it is a symbol of close brotherhood among its members.

This study focuses on nonverbal messages contained in the movement 35, nonverbal messages in the 35 studied are kinesic messages contained in the movements of the 35 pencak silat of the Setia Hati Terate Brotherhood. Every movement will be examined for nonverbal messages starting from a count of 1 (one) to a count of 2 (two).

Symbols serve to enhance the human ability to think which is considered as a symbolic interaction with oneself. The function of this symbol is also applied by the Brotherhood of Setia Hati Terate pencak silat, the moves used for self-defense also have a message to advise oneself. One of them is the alif stand movement in the martial arts Brotherhood Setia Hati Terate which is interpreted as an attitude of surrendering to God Almighty. As a means to advise oneself, this meaning is further interpreted that people or members of the Setia Hati Terate Brotherhood should always be accompanied by an attitude of surrender and not forget their God wherever they are.

The symbol in the martial arts of the Setia Hati Terate Brotherhood cannot be separated from the knowledge of God. This was also conveyed by Hartono (2020, p. 5), he revealed that anyone can interpret symbols according to their respective scientific backgrounds but essentially in a symbol there is the knowledge of God. The symbols in the martial arts Brotherhood Setia Hati Terate are a means

used to get to know the Pearl of Life on the Throne and become socially pious.

The research on the meaning of the movement of the 35 pencak silat movements of the Setia Hati Brotherhood in the city of Bengkulu was analyzed using the theory of symbolic interaction. This theory is taken from two syllables, namely interaction and symbolic. Interaction is a process to influence each other. The influence is in the form of behaviour or community activities (Nugroho in Effendy. 1989: 352). While Symbolic comes from the Latin "Symbolic(us)" and the Greek "symbolicos" (Nugroho in Mulyana. 2008: 92). Ernst Cassirer (in Nugroho, 2016) revealed that the basic human need is the need to use symbols, humans are the only animals that use symbols and this is a human advantage compared to other creatures.

The move is considered a guide for members of the Setia Hati Terate Brotherhood that is useful for a social life so that in society harmony can be created in accordance with the purpose of the Setia Hati Terate Brotherhood, namely educating people to have noble character and right and wrong years. Kick as a martial arts movement can be an afterthought for members of the Setia Hati Terate Brotherhood, from the process of contemplation the martial arts movement is able to form a new character in accordance with the teachings of the Setia Hati Terate Brotherhood, namely having noble character and piety to God Almighty.

The movement of the 35 Setia Hti Terate Brotherhood moves has a difference on the count of 1, this is because the majority of the members of the Setia Hati Terate Brotherhood in Bengkulu City are on average from the same source of trainers, namely from Ngawi Regency, East Java, while those who use a count of 1 are from Bojonegoro Regency. , East Java. Thus, this research focuses on the meaning of the movement which is mostly used by members of the Setia Hati Terate Brotherhood.

The results of the research findings, there are still many informants who do not understand the meaning of jutsu 35, this happens because some informants convey the meaning of the tactics cannot be clearly communicated to members of the Setia Hati Terate Brotherhood for fear that someone will misunderstand, as conveyed by Surekaen:

"The teachings in PSHT have explicit and implicit lessons, such as the movement of moves that can be described, implied that they should not be written only for personal use. Implicit is like a philosophical or spiritual

meaning that only the person knows. The meaning of the PSHT stance cannot be written down because it cannot be consumed by the public, for fear of misunderstanding". (Research Results February 10, 2022)

Another opinion was also expressed by Al Shokib, he was of the opinion that someone who wants to understand the meaning of the moves in the Setia Hati Terate Brotherhood must first memorize the movements, as he said during the interview:

"The moves are books or guidelines for PSHT people, if religion has books as guidelines, PSHT people have moved as guidelines. The knowledge in PSHT is absolutely non-negotiable and the moves are absolutely the inner image of a PSHT member, if the movement of the stance is bad or not memorized, it is certain that the SH'an (spirituality) of the person is bad too because the movement is a basis or foundation, if the foundation is only it's already bad how the building wants to be good. If the moves are memorized and good, then only understand the nature (meaning) of the moves as limits and directions for PSHT people when they return to society, so that their knowledge can be useful for the wider community or Javanese people call it meyu hayuning bawono. (Results of the interview January 25, 2022)

Many members in Bengkulu City do not understand the moves because many do not want to find out and those who understand do not want to tell, because people who understand spirituality in the Setia Hati Terate Brotherhood are considered people who have high knowledge, Al Shokib added:

"The meaning of the move is that not many people want to open it, either because they don't know what it is because they don't want to tell but I don't think they know. PSHT in Bengkulu City is very different from PSHT in Java, in fact there are many differences. But the meaning of the move for those who understand the essence or nature of the move will not be affected by the movement because the essence or essence will not change. I used to study with PSHT members in the 70's because PSHT members who were ratified that year understood a lot about the meaning of moves and were very detailed. The meaning of the move must be sought by

PSHT members themselves, because the meaning of the move is part of the essence or essence of the move. It takes high awareness to learn this, without high awareness even looking for it will not find its meaning because it is also influenced by the mood of the seeker ". (Results of the interview 14 February 2022)

From the description above, it can be concluded that the movement of the moves in the Setia Hati Terate Brotherhood has a certain meaning, but there are still many members who do not understand the meaning of the moves because after becoming members of the Setia Hati Terate Brotherhood they have to find out for themselves, no longer like students who are always given know by the coach.

The findings of the researcher's findings, "Kick 35 Setia Hati Terate Brotherhood" have various meanings from some informants, this is due to differences in the informants' training places, as well as the experience of informants regarding the process of searching for the meaning of different moves. As described above, Al Shokib is an informant who has great curiosity about the meanings of the symbols in the Setia Hati Terate Brotherhood of Pencak Silat, he learns from members who are old or old and understand the meanings of the symbols of the Setia Hati Brotherhood. Terate.

The 35 martial arts moves of the Setia Hati Terate Brotherhood are called snake moves or Liungkung snake moves. This mention is adapted from the circular motion of the 35 stance, then the liungkung snake also describes a sleeping snake or sleeping energy.

Step 35 in practice in everyday life is a situation where people who practice tiakantan samadhi to clean the impurities of the heart such as anxiety, irritability, decreased concentration and so on. In other words, the purpose of jutsu 35 is to calm the mind, make the five senses sharper. Samadhi has a useful function to calm the mind, so samadhi or samatha is often translated as calm, silence or silence (Bramantyo, 2019). Al Shokib in the interview also revealed that:

"Step 35 is essentially a move used in penance, the penance that is carried out is not sleeping, not eating, not drinking for 7 days and 7 nights in a row, which people generally call semedhi or meditation. Semedi is taken from the words sama and dhi which means awareness, eyes closed but

still in a conscious state like a yoga person. The movement is also done in a semedhi way, the movement must hold the breath and be carried out 7 times and in a state of full focus or high awareness. People who carry out the 35 moves are also soft-hearted, not easily emotional, no envy, jealousy, hate. If someone is soft in heart, soft in speech, not easily emotional, it means that he is carrying out jutsu 35. People who are clean in heart will easily enter the knowledge of God, for example the Prophet Muhammad, he received revelation after doing semedhi in the hira cave and received many revelations from God after that. Kick 35 is mostly practiced by ancient elders, the easiest example to remember is Mas Imam Kusupangat who does not sleep, does not eat, does not drink for 7 days in a row then he gets instructions that PSHT will develop rapidly in the hands of his students namely Mas Madji, and it is proven. During Mas Madji's leadership, PSHT was very developed, then look at it now, after Mas Madji died, PSHT became chaotic, forming its own strongholds". (Results of interview 28 January 2022)

The twisting movement of stance 35 has a meaning that humans will return to their origins, as stated by Yasin Purwinarto:

"The rotation of the clock reveals that where we came from will also return, look at the clock, from number one it will return to number one again. This means that we will return to the creator, so don't be too focused on the worldly pursuit, because all of this is a gift" (Interview 27 January 2022)

From the description above, it can be concluded that the Setia Hati Terate Brotherhood's 35 martial arts moves mean controlling their passions, to control these passions members of the Setia Hati Terate Brotherhood can use 35 as a means.

4.2 Discussion

The theory of symbolic interaction is influenced by social structures that can shape certain behaviors to individuals and then form symbols in community social interactions. Symbolic interaction theory requires individuals to be proactive, reflexive, and creative, interpreting, exhibiting unique, complex, and difficult behaviors to interpret. Symbolic

interaction theory emphasizes two things, namely: humans in society are never separated from social interaction and interactions in society form certain symbols that are dynamic (Ahmadi, 2008). The meaning of a symbol that is dynamic and varied depends on the development and interests of the individual.

The methodological orientation of the symbolic interaction theory is the interaction of humans who interpret their own actions through the use of symbols to gain an understanding of the meaning contained in existing symbols. Symbolic interaction is centered to explain the way individuals are seen together with other individuals, create symbolic systems and how the world shapes human actions and behavior (Laksmi, 2018).

Movement is a symbol that has a certain message called a kinesic message. Kinesic messages are nonverbal messages that use body movements as a medium for giving messages. One example of a movement that has a kinesic message is the movement of pencak silat moves.

The stance in the Setia Hati Terate Brotherhood of pencak silat which has meaning but is very rare and few members know its meaning is stance 35. This move is called the snake move, the origin of the name of the move is still many who do not know it. From the results of interviews with several informants, the naming of stance 35 as a snake, the origin is because the movement of the move resembles a snake coiling or a snake wrapped around prey.

This research on the 35 moves at the Setia Hati Terate Brotherhood martial arts in Bengkulu City uses the symbolic interaction theory proposed by George Harbert Mead by using 3 (three) assumptions that he put forward, namely the mind (mind), self (self) and society (Society). Symbolic interaction focuses on the importance of forming meaning for each individual behavior. The theory of symbolic interaction cannot be separated from a communication process, because at first the meaning was meaningless until it was finally constructed interpretively by the individual through an interaction process to create meanings that could be mutually agreed upon (Siregar, 2016).

1. Mind

Mind is the ability to use symbols with the same meaning in society, then each individual develops a mind (mind) through interactions between individuals. This assumption suggests that a symbol's meaning is formed from the interaction between

individuals and individuals and this is where individual thoughts can develop through their minds.

Mead states that thoughts are not something that first appears and is then followed by society, but on the contrary that it is society that first appears and is followed by various kinds of thoughts (Arrozy, 2016). This means that the mind is influenced by the relationship or interaction between individuals in society in social life. Mind is also a differentiator between humans and animals, humans use the mind (mind) as giving meaning to symbols while animals use instinct in communicating with other animals.

Mead's concept of mind is focused on the meaning of symbols that have been given a previous meaning, then that meaning develops because of the mind (mind). The development of meaning is not without a cause but because of the interaction, from this interaction the mind will give meaning that is processed through the mind (mind).

The interesting thing about George Herbert Mead's mind concept is how a person is able to interpret a symbol that already has a meaning and give a new meaning to the symbol where the meaning is formed due to interactions with other individuals. In other words, a symbol's meaning is able to develop through human thoughts.

From the results of interviews and documentation from various sources that the 35 martial arts moves of the Setia Hati Terate Brotherhood have philosophical meanings that are agreed upon by the elders or the creators of the moves, but the development of the Setia Hati Terate Brotherhood of pencak silat has arrived in Bengkulu. the informant conveyed that it was very rare for members of the Setia Hati Terate pencak silat Brotherhood to learn the meaning of the 35 moves.

Al Shokib as the only informant who explained the meaning of jutsu 35 in detail revealed that jutsu 35 has a standard meaning but that meaning can develop based on the spiritual level of its members. This means that Mead's assumptions about the mind also apply to the meaning of jutsu 35, where the meaning of jutsu 35 develops through experience or interaction with the outside world.

The meaning of stance 35 when viewed from the assumptions of the mind put forward by Mead was formed because of the experience of the informant or the interaction of the informant. Al Shokib, who has been a member of the Setia Hati Terate Brotherhood since 2006 has always been active in training and participating in the organizational field of the Setia Hati Terate

Brotherhood, while other informants were only active in the organizational field. This means that Al Shokib interacts more and moves moves or materials than informants who are only active in the organizational field. This is also in line with what was conveyed by Laksmi (2018), meaning arises because there is an interaction between individuals and other individuals, which arises from the interpretation of individual thoughts about themselves, as well as their relationships in the community.

The count of 1 in the 35th move is only interpreted by Al Shokib while the other informants only focus on the movement of the count of 2 only. The thoughts (mind) interpreted by Al Shokib towards movements are different from other informants, Al Shokib sees the movement as a whole and all movements have meaning, even he interprets the movement from standing to an attitude position which he calls standing alif, standing alif means surrender or surrender. oneself, then one leg is lifted which has a strong meaning and a pair which has the meaning of being alert, all these movements were interpreted by Al Shokib but not by other informants. This overall meaning is related to the interactions he does with others when he is actively looking for the meanings of the moves. Al Shokib learned the meaning of the moves from various sources, including the martial arts elders of the Setia Hati Terate Brotherhood in the various areas where he lived, including in Bengkulu City itself.

The 2nd (second) count which is the essence of jutsu 35 if it is concluded from several informants as a whole has the meaning of controlling lust. The passions that must be controlled are lust, namely lust for fire (amaroh), lust for water (sufiah), lust for wind (mutmainah), and lust for land (alwamah) which are symbolized by the four directions of the wind or the four directions of movement of the 35 pencak silat movements of the Setia Hati Terate Brotherhood. This is reinforced by Al Shokib's statement that in order to find one's identity or who God is, one must multiply penance with penance, lust will die because it is with the death of lust that the Divine Light can be seen. Hartono in *Becoming a Loyal Heart* (2020, p. 80) revealed that tirakat will make SH Terate residents always feel close to God, lust becomes controlled and hearts become clean and white reflecting His Light that illuminates their lives and the surrounding community.

From the description above, it can be concluded that the meaning of the 35 pencak silat style of the Setia Hati Terate Brotherhood was formed due to the activity process and the interaction of the informant with its members so that the new meaning of the 35 stance was also formed in addition to the

existing meaning. The new meaning is formed because of the mind that gives meaning to what he experiences whereas when interacting with the wider community he encounters a number of new experiences that were different before.

2. Self

Self in Mead's conception is the ability to reflect on each individual's self from the judgments of other people's opinions. The self-proposed by Mead is that I am the subject and I am the object. Self is a conscious process that has several abilities that continue to develop through interactions with other individuals. This development is formed through social processes, starting from childhood to adulthood. This process allows the individual to see himself as he sees other objects outside himself. This concept is called the looking-glass self, which means that individuals can imagine how they should appear in front of others, imagine how others judge their appearance and develop certain feelings as a result of their thoughts on other people's feelings. The self among other individuals interacts in community groups, and then creates symbols. In social life, these symbols are created, used, and then interpreted based on mutual agreement (Laksmi, 2018).

Self in Mead's concept is a process of how a person is able to be himself, previously he conceptualized himself according to what he saw in his environment and then formed a self-concept according to himself, how he saw himself and how he should act without influenced by what other people position him.

Mead conceptualized the stages of socialization which for him could be useful in explaining a logical analysis of the origin of the self. According to Mead, the stage of child development is divided into two stages, namely the play stage and the game stage. The play stage is the stage where children learn to think about the attitudes or behaviour of others towards themselves. This stage is the stage where the child is in stage of playing the role of others. Then the second is the game stage, in the play stage children only play the role of other people while at the game stage the child must take the role of other people involved in the process of social interaction. At this stage the child begins to realize the existence of himself and the existence of others in his social environment.

The last stage is the stage of other people in general (generalized other). At this stage, the child has entered the stage of becoming a complete self. He has realized the values, norms and social facts around him. At this stage the child has been able to position the role he must carry out in society

The 35 martial arts moves of the Setia Hati Terate Brotherhood seen from Mead's assumptions about the self were also created by an elder of the Setia Hati Terate Brotherhood. This was revealed by Al Shokib that the moves in the Setia Hati Terate Brotherhood have a standard meaning but the meaning can develop according to the understanding of the individual or members of the Setia Hati Terate Brotherhood. From the delivery of Al Shokib, it can be interpreted that the meaning of the movement moves is adopted from the previous meaning, meaning that the play stage here plays a role. Then at the game stage, members of the Setia Hati Terate Brotherhood of pencak silat participate in this meaning which is used in their daily life. Furthermore, in the generalized other stages, at this stage the development of meaning begins to occur because of social interaction, the development of this meaning will be adopted so that this is also the cause of attitude change. This change in attitude is used and carried out in social life.

From the results of the research, the meaning of count 1 can only be conveyed by Al Shokib, the meaning of the count of 1 stance 35 proposed by Al Shokib is to pray with an attitude of surrender to the creator before taking a step, and stay alert to all possibilities that occur. Count 1 was adopted by Al Shokib from the previous move, namely, move 1. This means that the play stage he uses on the count of 1 moves 35. At the play stage, almost all informants or members of the martial arts Brotherhood Setia Hati Terate adopt the meaning that has been formed previously and also use it .

At the game stage, members of the pencak silat Brotherhood Setia Hati Terate, Bengkulu city, in addition to applying the meanings that have been formed previously, also begin to develop new meanings formed from social interaction. This is evidenced from the results of the study, where the informant conveys the meaning of the count of 2 35 moves with various meanings. First, Bambang, who originally interpreted jutsu 35 as clever and agile, then said that jutsu 35 can also be interpreted as controlling lust, namely the passions of fire, air, water and fire, which are symbolized by the four corners of the circle. Secondly, Al Shokib, he said that the meaning of jutsu 35 is a person who is doing meditation or tirakatan, then in the next interview he said that jutsu 35 means a person who is looking for identity. From the two informants, it can be concluded that at the game stage they begin to realize their existence (self) but they also still use and apply pre-existing meanings. It can be interpreted that here the existence of self and the existence of others also begins to form.

In the generalized other stage, the informant has positioned himself according to the experience he got, no longer bound by

the previous meaning. This can be seen from the results of the study, where there are informants who interpret the 35 moves with different meanings but still from the results of the development of the previous meaning. Like the movement of jutsu 35 which is interpreted by Bambang, he developed the meaning of jutsu 35 with the meaning of locking like a snake wrapped around or locking its prey, even though it is wrapped around the opponent but the snake's head is still able to avoid and attack the enemy or other prey. Then the same thing was also done by Al Shokib, where he developed the meaning that jutsu 35 is a move to achieve cleanliness of the heart by doing tirakat by turning it repeatedly 7 (seven) times by holding one's breath the aim is to generate kundalini energy.

From some of the descriptions above, it can be concluded that the concept of self is applied in interpreting the 35 martial arts moves of the Setia Hati Terate Brotherhood. The stages of interpreting that are carried out are exactly the same as those stated by George Herbert Mead, namely the play stage, the game stage and other people in general (generalized other). In the final stage, namely the generalized other stage, the individual will find the meaning that he thinks is in accordance with him and that meaning will be applied as a characteristic of himself. At this stage, the individual is no longer imitating or playing the role of another person.

3. Society

Society is an arrangement of social relationships that are created, built, and constructed by each individual in the midst of society, and each individual is involved in the behavior that is chosen actively and voluntarily, and finally the individual takes a role in the midst of the community. . Society as expressed by George Herbert Mead is a social process that continues to occur and precedes the mind and self.

In a more detailed context of society, Mead observes social institutions. According to Mead, an institution is a shared response in a community or a community's habits of life. In more detail, Mead said that all communities act towards individuals where in a certain situation there is an identical response to all these communities (Arrozy, 2016).

The concept of society (society) Mead is the most important concept of the three concepts because this concept suggests that meaning comes from the social interaction of society without any interaction between individuals in society then meaning will not be created or formed. The concept of mind (mind) and self (self) also depends on the concept of society (society). The concept of society is the forerunner of the formation of

meaning, in which the meanings contained in a symbol are the result of the agreement of many people called society (society).

The context of Mead's society (society) plays an important role in interpreting the movement of the Setia Hati Terate Brotherhood's 35 pencak silat moves because the martial arts of the Setia Hati Terate Brotherhood are martial arts that are spread in various regions and abroad so that the relationship of its members with the wider community is also established. The researchers found that the meaning of the members of the Setia Hati Terate Brotherhood towards the 35th move was also influenced by the social relations of the members, Al Shokib as a member who in his social environment interacted a lot with the elderly or old members of the Setia Hati Terate Brotherhood who had a broad view of the meaning of the 35 move. This is evidenced with Al Shokib's submission that stance 35 is a symbol of the Liung Kung Snake used to awaken sleeping energy, then he also gives the meaning that move 35 is a symbol or symbol of people who are looking for identity, then he also suggests that the circular motion of stance 35 symbolizes the person who performs the penance.

Besides Al Shokib, there was also Bambang who stated that jutsu 35 has the meaning of clever and agile, then he also said that jutsu 35 is a symbol of controlling the elements of lust, namely water, fire, air and earth. Of course this is influenced by the social environment of the community in which he previously lived. In his profile he revealed that he had been in various regions and was always active in the pencak silat activities of the Setia Hati Terate Brotherhood.

In contrast to Al Shokib and Bambang, the researchers found that other informants were not as active as Al Shokib and Bambang, there was Robert who only occasionally gathered with members of the Setia Hati Terate Brotherhood, then Fauzi, who after ratification moved and was not very active in pencak silat activities. Brotherhood Faithful Heart Terate. Then Joni, who actively trains and is active in the pencak silat activities of the Setia Hati Terate Brotherhood also slowly interprets some of the moves, meaning that this meaning also develops from how much and how active the informants interact with other members of the Setia Hati Terate Brotherhood who can interpret the 35 moves.

From the observations of the researchers, informants who can interpret the movement of the 35 moves with many meanings and details have different activities with informants who cannot or only slightly interpret the moves. Informants who can interpret the 35 moves with many meanings in their routines always communicate the philosophical meanings of the

symbols in the Setia Hati Terate pencak silat, while those who cannot interpret the moves communicate topics that are outside of the Setia Hati Terate martial arts group.

It can be concluded that the meaning of the 35 pencak silat moves from the Setia Hati Terate Brotherhood is formed from how many members are involved in interaction with other members. Activeness in training activities also has a significant impact on the meaning of the symbols of the Setia Hati Terate pencak silat movement. In addition, the interaction with the wider community by informants also has a big influence on the development of meaning. The interaction carried out by informants in the concept of society causes the Setia Hati Terate Brotherhood's 35 pencak silat moves to have different meanings depending on what is experienced by the informant or members of the Setia Hati Terate Brotherhood.

The moves in the pencak silat of the Setia Hati Terate Brotherhood are tools that guide the members of the Setia Hati Terate Brotherhood to carry out social life in society where members are from the community and will return to society again. After completing the training, members of the Setia Hati Terate Brotherhood should be able to live a harmonious life with the community because previously they were equipped with knowledge from the Setia Hati Terate Brotherhood martial arts. If the meaning of the move is practiced by its members, actually members of the Setia Hati Terate Brotherhood have also moved the move.

Kick 35 which refers to tirakatan/fasting activities to control lust will be seen if members of the Setia Hati Terate Brotherhood or other people who are not easily angry, are not greedy, are able to control lust and often invite goodness. This means that the attitudes and behavior of the members of the Setia Hati Terate Brotherhood and other people that are in accordance with the meaning of the 35 move actually have also given a message to the members of the Setia Hati Terate Brotherhood so that the 35 stance is not only found in the pencak silat movement but also the attitudes and behavior of the people who reflects the meaning of stance 35.

The non-verbal message of the 35 pencak silat of the Setia Hati Terate Brotherhood can not only be conveyed through movement. The non-verbal message of the 35 jutsu in the Setia Hati Terate Brotherhood martial arts can also be conveyed in the social life of the community if the attitudes and behavior of the community are in accordance with the meaning of the 35 Setia Hati Terate Brotherhood stance. If the community carries out the meaning of the 35 Faithful Brotherhood of the Heart

Terate, namely tirakatan to cleanse the heart, then indirectly, in fact, he also moves the 35 stance.

5. Conclusion

Based on the results of the research above, it can be concluded that the movement of stance 35 is an instrument used by members of the Setia Hati Terate martial arts group to cleanse the heart, because the members of the Setia Hati Terate martial arts group believe that God Almighty can be found only with a clean heart or a clean heart. holy.

The method used by the members of the Setia Hati Terate Brotherhood of martial arts is jutsu 35, where jutsu 35 means how people are able to control their passions, namely the lust for air, water, fire and earth. Controlling lust means how people are able to use their lust according to the situation because in that lust there is good and bad. The meaning of the four passions are:

1. The lust for fire (amaroh) is a lust that is useful when placed in the right circumstances, but if it is excessive it will cause chaos just as fire can cause fire if excessive.
2. Lust for water (sufiah) is sexual lust, lust related to love, and affection. This lust is needed by humans to increase offspring. If this desire is excessive, it will lead to sexual violence.
3. Land lust (alwamah) is a lust that is oriented to biological needs such as eating and drinking. This lust is needed to keep the body healthy and strong. If this lust is not controlled then the nature that will be generated is greedy, greedy, miserly and extravagant.
4. Air lust is a lust that gives humans life because humans need air to breathe, this lust is also a lust that can invite humans to goodness or can control other passions, for example when someone who is angry and emotionally calms when he takes a deep breath.

The control of the passions of fire, water, earth and air is the result that can be achieved from the cultivation of 35 martial arts moves from the Setia Hati Terate Brotherhood. The processing of the 35 moves is also a reference for the members of the Setia Hati Terate Brotherhood in order to interpret the 36 moves or the key moves which are often called the last moves by the members of the Setia Hati Terate Brotherhood.

6. THANK-YOU NOTE

I thank Mr. Dr. Alfarabi., MA and Mr. Dr. Dhanurseto Hadiprashada., M.Si as my supervisor while I was working on my thesis and thank you for providing constructive input during the guidance process.

REFERENCE

- Ahmadi, D. (2008). Interaksi Simbolik. *Jurnal Mediator*, 9(2), 301–316.
- Arrozy, A. M. (2016). Interaksionisme Simbolik & Studi Freja Erichsen State University. *Sosiologi*, November 2016. <https://doi.org/10.13140/RG.2.2.33662.38726>
- Haris, A., & Amalia, A. (2018). Makna Dan Simbol Dalam Proses Interaksi Sosial (Sebuah Tinjauan Komunikasi). *Jurnal Dakwah Risalah*, 29(1), 16. <https://doi.org/10.24014/jdr.v29i1.5777>
- Hartono, D. (2020). *Menjadi Manusia Setia Hati*. Pondok Pesantren Jagad' Alimussirry.
- Jhon W. Creswell. (2015). *Penelitian Kualitatif & Desain Riset Memilih Di antara Lima Pendekatan* (S. Z. Qudsy (ed.); ke-3). Pustaka Pelajar.
- Laksmi, L. (2018). Teori Interaksionisme Simbolik dalam Kajian Ilmu Perpustakaan dan Informasi. *Pustabiblia: Journal of Library and Information Science*, 1(2), 121. <https://doi.org/10.18326/pustabiblia.v1i2.121-138>
- Nugroho, O. C. (2016). Interaksi Simbolik Dalam Komunikasi Budaya (Studi Analisis Fasilitas Publik Di Kabupaten Ponorogo). *Aristo*, 3(1), 1. <https://doi.org/10.24269/ars.v3i1.7>
- Mulyana, D. (2008). *Ilmu Komunikasi Suatu Pengantar*. Remaja Rosda Karya
- Singgih, M., & Handoko, B. (2018). *Nilai-Nilai Filosofi Yang Terkandung Di dalam Gerakan Seni Pencak Silat Persaudaraan Setia Hati Terate*. 02(04).
- Siregar, N. S. S. (2016). Kajian Tentang Interaksionisme Simbolik. *Perspektif*, 1(2), 100–110. <https://doi.org/10.31289/perspektif.v1i2.86>
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Sutopo (ed.); 2nd ed.). Alfabeta.

THE ROLE OF NATURAL VOLUNTEERS ON THERAPY ADHERENCE OF TYPE 2 DIABETES MELLITUS PATIENTS PERFORMING SELF-SURRENDER PRACTICE

Muhamad Faizun¹, Achmad Arman Subijanto², Mohammad Fanani³, Sapja Anantanyu⁴

¹²³⁴ University of Sebelas Maret, Surakarta

ARTICLE INFO

Corresponding author:

muhfaizunfaiz@gmail.com

Citation:

ABSTRAK

Ratusan juta orang saat ini telah menjadi penyandang diabetes mellitus. Pengelolaan diri menjadi kunci dalam mencapai kendali glikemik yang optimal. Rumitnya pengelolaan diri menuntut dukungan orang di sekitar pasien melalui relawan alami. Relawan alami dipilih karena kedekatannya hingga dapat dipercaya pasien dalam memberikan edukasi. Beban pengelolaan diri diabetes lebih lanjut diperberat dengan kondisi depresi. Prevalensi depresi lebih tinggi pada penyandang diabetes dibandingkan dengan populasi umum. Di samping terapi medis, terapi komplementer banyak teruji memberikan manfaat bagi pasien diabetes. Latihan pasrah diri, salah satunya, adalah teknik relaksasi dengan pendekatan religius untuk membantu mengendalikan simptom depresi. Latihan pasrah diri dengan bantuan relawan alami diharapkan dapat meningkatkan kepatuhan terapi. Data kualitatif dari dua puluh pasien diambil dari Klinik Penyakit Dalam Rumah Sakit Umum Daerah Batang. Pendekatan fenomenologi digunakan untuk menggambarkan kepatuhan pasien melakukan latihan pasrah diri dengan bantuan relawan alami. Penelitian ini menghasilkan temuan bahwa komunikasi memegang peranan penting dalam kepatuhan pada pasien. Penguasaan komunikasi relawan alami dalam pendampingan pasien menjalani latihan pasrah diri sangat penting.

Kata Kunci: diabetes mellitus; depresi; relawan alami; latihan pasrah diri; kualitatif.

ABSTRACT

Currently, there are hundreds of millions of people living with diabetes mellitus. Self-management is the cornerstone to achieving optimal glycemic control. The complexity of self-management requires support from patients' surrounding through natural volunteers. The natural volunteer is chosen for its closeness thus able to gain patients' trust to deliver education. Depression causes another burden on diabetes self-management. The prevalence of depression is higher in diabetic people compared to the general population. Besides medical therapy, complementary therapy is known to have beneficial effects on diabetic patients. Self-surrender practice, as a form of complementary therapy, is a relaxation

technique with a religious approach to help control depressive symptoms. Self-surrender practice with support from the natural volunteer is expected to improve therapy adherence. Qualitative data from twenty patients was obtained from Internal Medicine Clinic in Rumah Sakit Umum Daerah Batang. The phenomenology approach was carried out to describe patients' therapy adherence. This study reveals that communication plays an important role in patients' adherence. It is of importance for a natural volunteer to have a grip on communication while attending to patients exercising self-surrender practice.

Keywords: diabetes mellitus; depression; natural volunteer; self-surrender practice; qualitative.

1. INTRODUCTION

The number of deaths from non-communicable diseases ranks first globally, which is 71% in 2016 (WHO, 2018). Type 2 diabetes mellitus (T2DM), a form of non-communicable disease, affects 537 million adults worldwide in 2021. Currently, there are 90.2 million people with diabetes living in Southeast Asia, ranking second for the largest number of people with diabetes worldwide. In the same year, there are 19.5 million people with diabetes in Indonesia. This figure places Indonesia as the country with the 5th highest number of diabetics after China, India, Pakistan, and the United States (IDF, 2021).

Type 2 diabetes mellitus often coexists with mental distress, the prevalence rate of diabetes-related distress is 54%. Depression that occurs in patients with type 2 diabetes mellitus increases the burden of T2DM self-management not to mention the complications (Holt et al., 2014).

The goal of T2DM management is to minimize the deterioration of quality of life. Quality of life has become a clinical parameter of diabetes. Depression in T2DM patients is associated with poorer quality of life. Symptoms of depression interfere with adherence to DM therapy including self-management (Jing et al., 2018).

Interventions that regulate perception, self-coping ability, and physical relaxation can improve depressive symptoms in T2DM patients and even improve glycemic control. Self-surrender practice as one of the therapeutic modalities has been shown to improve glycemic control in patients with type 2 diabetes with depressive symptoms. Self-surrender practice is a method of relaxation that is combined with a spirituality aspect. This exercise when combined with standard therapy will

provide a beneficial effect on glycemic control in type 2 DM patients (Holt et al., 2014; Siswanto et al., 2017; Wagner et al., 2015).

In T2DM, self-management is the cornerstone to achieving optimum glycemic control to prevent acute and chronic complications. The complexity of T2DM self-management necessitates a need for support from the person closest to the patient (Brownson & Heisler, 2009).

A natural volunteer is a form of peer support that has the potential to help patients with T2DM perform self-management. Natural volunteers as a form of community empowerment have the potential to be a way to improve self-management of diabetes mellitus patients which in the end is expected to reduce the number of complications due to T2DM (Tang et al., 2011). Natural volunteers can provide ongoing, non-judgmental support and reinforcement, considering they come from the same cultural background and may even have lived experiences with type 2 diabetes mellitus patients. Natural volunteers can bridge social barriers better than healthcare professionals. (Brownson & Heisler, 2009).

This study aims to explore the extent of adherence of T2DM patients with depressive symptoms who undergo self-surrender exercises with an assist from natural volunteers and to identify factors that influence patients' compliance.

2. LITERATURE REVIEW

Type 2 Diabetes Mellitus and Depressive Symptoms

Type 2 diabetes mellitus is defined as a group of metabolic diseases characterized by hyperglycemia that occurs due to defects in insulin secretion, insulin action abnormalities, or both (PERKENI, 2021). T2DM and depression are associated

through dysfunction of the hypothalamic-pituitary-adrenal (HPA) axis, which manifests as subclinical hypercortisolism, blunting of the diurnal cortisol rhythm, or hypocortisolism with impaired glucocorticoid sensitivity, and inflammation. (Siswanto et al., 2017).

Depression can affect glycemic control and worsen the course of type 2 diabetes mellitus and increase the risk of serious complications. While depression itself is known to be an independent risk factor for the incidence of diabetes mellitus. These two conditions will form a vicious circle in T2DM patients (Mendenhall et al., 2017).

Depression occurs due to psychological and psychosocial factors associated with the disease or its therapy. Depression in T2DM occurs due to increasing pressure experienced by the patients due to T2DM chronic nature. The relationship between the inability to adapt and symptoms of depression is determined by several factors, namely: a) Perception of the illness. Often incompetence and negative feelings result from a wrong perception of the illness; b) Social support. Poor social support worsens depression, while poor medical conditions limit the patient's ability to relate well socially; c) Coping strategies. With a good "coping strategy", thoughts of running away from reality can be avoided and psychological adaptations become better, thereby reducing the possibility of developing depressive symptoms. (Fisher et al., 2019).

Natural Volunteer

Natural volunteers are based on community infrastructure and community social networks. Key characters are referred to as natural volunteers. These key figures are trusted and respected, have good listening skills, and are responsive to the needs of others. Key figures also take advantage of existing community structures. Natural volunteers are individuals who live in the same community and share the same values, culture, and background as the target population. Natural volunteers provide informational, instrumental, and emotional support and are often the bridge between health services and community members (Tang et al., 2011).

Based on a systematic review conducted by Tang et al. (2011), natural volunteer intervention on diabetic patients when viewed from the clinical outcome of diabetes control still shows inconsistent results. A total of nine studies involving natural volunteers tested glycemic control as the outcome (Baksi et al., 2008; Batik et al., 2008; Brownson & Heisler, 2009; Cade et al., 2009; Dale et al., 2009; Lorig et al., 2009), two of them reported improvements in blood sugar levels compared to controls (Heisler et al., 2010; Lorig et al., 2009), while the other four studies found no difference in the two groups (Baksi

et al., 2008; Batik et al., 2009). al., 2008; Cade et al., 2009; Dale et al., 2009).

One study reported significant improvement in depression in a group of natural volunteers. Natural volunteering is a viable option, especially in resource-limited settings. The difficulty that arises in implementing natural volunteer interventions is the retention of these volunteers, especially if the relevant volunteer has significant obligations or work and is difficult to take leave. In addition, retention is positively correlated to a satisfying experience during volunteering, so program makers must invest resources in supporting natural volunteers (Lorig et al., 2009).

Self-Surrender Practice

Self-surrender practice is a non- pharmacological stress management technique that has been developed at Gadjah Mada University, Yogyakarta. Self-surrender practice is a mental and physical relaxation technique that focuses on breath and dhikr so that physiological relaxation is achieved (Hidayat, 2008). The practice of self-surrender consists of breathing exercises, repeated prayer, guided imagery, and was originally intended to treat depression and/or anxiety without psychotic conditions that commonly occur in patients with chronic diseases (Dharma, 2008).

The exercise of surrender is done with a frequency of twice a day for 20 minutes each. Exercise is carried out for at least 21 consecutive days. The patient prays before starting the exercise, then inhales slowly through the nose and mouth and with his eyes closed accompanied by dhikr. The patient can imagine positive energy and feelings flowing through their body. The patient then holds his breath for 15 seconds, still accompanied by dhikr, then exhales slowly through the mouth while imagining all the difficulties coming out of the body along with the breath, then the patient takes 1-2 regular breaths and repeats the exercise sequence from the beginning again (Siswanto et al., 2017).

Dhikr practice that is done properly will have a positive impact on the emotional aspect, gain peace of mind, and provide more motivation for individuals to control themselves. This could be because when the patient is dhikr, the sound impulses received by the ear will be converted into vibration impulses which are then transmitted by the auditory nerve to the amygdala which will further affect emotional stimulation by providing calm (Priya & Klara, 2017).

Existing evidence still shows contradictory results, some point to the benefits of relaxation exercises but other studies have not achieved significant results. Several studies have demonstrated

improved blood sugar levels, depressive symptoms, markers of inflammation, body mass index, blood pressure, and quality of life in diabetic patients with depression (Dharma, 2008; Sari, 2016; Hidayat, 2008). The exact mechanism by which self-restraint exercises improve insulin resistance and glycemic control is not known with certainty. These effects may be mediated through stress reduction that affects the hypothalamic-pituitary axis which causes reduced cortisol levels so as to improve insulin resistance and glycemic control (Siswanto et al., 2017).

3. RESEARCH METHOD

This study uses a qualitative method with a phenomenological approach where the researcher describes the life experience of a type 2 DM patient with depressive symptoms who undergoes self-surrender practice accompanied by natural volunteers. The description culminates in the essence of the experiences of some patients who have gone through these experiences (Cresswell, 2014).

The study was conducted in August 2022. Twenty patients were interviewed at Internal Medicine Clinic Batang Regency General Hospital that met the following inclusion criteria: (1) All patients with T2DM who had been diagnosed by an internal medicine specialist and proven by laboratory examination of blood glucose levels, (2) Patients diagnosed with T2DM with depressive symptoms as determined by a score of more than 17 on the Beck's Depression Inventory (BDI), (3) Patients and natural volunteers are Muslims, (4) Patients and natural volunteers are willing to take part as research respondents by signing the informed consent sheet.

The data were obtained through in-depth interviews which were then made verbatim and validated. Interviews were conducted when the patient visit the internal medicine clinic. The interview ended when the entire list of questions asked by the researcher had been answered and there was no new information from the patient (Polit & Beck, 2010).

4. RESULT AND DISCUSSION

1) Factors affecting type 2 diabetes mellitus and depressive symptoms

Age, income, duration of T2DM, complications, and treatment are factors that can affect the incidence of T2DM with depressive symptoms. Following are participant statements:

"(Age) affects, on average old parents who rarely do activities will easily get DM, I was a district athlete when I was young, healthy, after retiring and having no activities I got DM." (P1)

"Less income makes people stress about their economic situation so that it becomes a factor in the occurrence of DM." (P2)

"The duration of T2DM is very influential with the incidence of complications. More complications occur the longer the duration." (P3)

"It has an effect, it's sad when you suffer for a long time, how come it doesn't heal, it feels stressful." (P4)

"Medication is very influential on the treatment of DM, DM cannot be cured, it can only be controlled by using drugs." (P5)

On an individual level, younger patients have difficulty seeing themselves with a serious chronic illness and the need to incorporate disease management into their daily lives. Young adults tend to think of themselves as healthy and vibrant. On a family level, family members are often unprepared to provide support and assistance to patients at which age they are expected to be healthy and at the peak of their lives. In addition, it is difficult for young adults to seek support or understanding as well as share needs with their peers, who are less likely to develop chronic illnesses (Hessler et al., 2011).

Diabetic patients with low income are associated with poorer glycemic control, increased rates of complications, and mortality. Patients with low incomes are susceptible to underused food and drugs, resulting in poor glycemic control (Barnard et al., 2015). Financial vulnerability in low-income diabetic patients places patients in greater psychological distress so the incidence of depression is higher in type 2 diabetes mellitus patients who have low incomes (Mendenhall et al., 2017).

A longer duration of T2DM is associated with poorer glycemic control. This may be due to the progressive impairment of insulin secretion over time due to pancreatic beta cell failure, resulting in a decreased response to dietary modifications and medication. A longer duration of T2DM is also associated with depression due to increased complication rates and treatment-related expenses (Almawi et al., 2008; Khattab et al., 2010).

On the other hand, many participants thought that gender and education level did not affect the incidence of DM with depressive symptoms. This is illustrated in the following statement:

"Gender doesn't matter, what I heard is that there are T2DM patients inherited from their mother and there are patients inherited from their father, so there is no influence." (P6)

"There is no problem with education, there is no relationship between education level and the incidence of DM, but knowledgeable people should recognize the signs, symptoms, and how to prevent DM, so people who have the knowledge should be able to prevent DM, smart people can control their diet." (P7)

Females tend to have poorer glycemic control than males. The HbA1c level of female patients was 66.7% higher than that of male patients. Female patients are associated with a greater body mass index, monthly menstrual cycle, and postmenopausal which causes fat to easily accumulate in the body due to hormonal processes which will put them at bigger risk of insulin resistance (Chen et al., 2011; Ramadhan & Marissa, 2015).

Education level is a protective factor in T2DM patients with depression. People that came from higher education backgrounds were associated with better T2DM control than those with lower levels of education. This phenomenon might happen because people with higher education are more knowledgeable about diabetes care (Ramadhan & Marissa, 2015).

Patients with a high level of education tend to seek treatment compared to patients with a low level of education. Higher levels of education also help in suppressing unhealthy habits like smoking. The incidence of depression in patients with type 2 diabetes mellitus is associated with poor self-care and poor glycemic control (Palizgir et al., 2013)

2) Family members are the most influential figures in T2DM medication.

Natural volunteers can be family members, health cadres, or other health workers who are selected based on their proximity and influence on patients. The following are the participants' statements:

"My family is very influential in my treatment, they provide support, both material and immaterial, the way they communicate is also good." (P8)

It is important to involve the family as natural volunteers because the tasks carried out for the management of T2DM take place within the patient's social environment and often intersect and even change the patient's family routine. Emotional and technical support by the patient's family positively influences dietary behavior and taking oral medications (compared to insulin) (Rosland et al., 2008).

3) Natural volunteer improves T2DM therapy adherence

Natural volunteers increase the compliance of DM patients undergoing self-management which includes changes in diet, physical activity, medication, and healthcare visits. This was stated by the participants in the following statement:

"Yes, without him (son) I can't do anything. He prepared the medicine, I just drink it, I just don't know what time to take it, my son will prepare it. My son is also the one who always prepares the medicines that I have to take because I can't see the label." (P9)

"The effect is huge, my wife who prepares the food, also often reminds me not to drink this, don't eat that, to use diabetes sugar." (P10)

"Yes, sometimes to overcome boredom, my wife sometimes takes me for a walk, cycling, and other activities suitable to my fitness level." (P11)

"My family was influential in bringing me to a clinic, at first I was waited on but now I can do it myself, (they) just drive me to the lobby." (P12)

There is a significant effect between the intention to prevent T2DM complications and the self-management behavior of diabetic patients. The study which applied social cognitive theory found that environmental changes improve self-efficacy and self-management of diabetes. Attention from the family is an important predictor of patients displaying self-management behavior (Andriyaningtyas et al., 2020).

Family members help by emphasizing beliefs, culture, and values to support improvement in diet, physical activity, and blood sugar monitoring. Therefore, health professionals need to assess and integrate families so to further encourage patient empowerment in the self-management of T2DM (Hu et al., 2014; Wongrith et al., 2021).

4) Self-surrender practice helps to decrease depressive symptoms and improving quality of life

All participants revealed that self-surrender practice makes patients feel more relaxed, increases their sense of acceptance of their condition, relieves excessive distress, and improves the quality of life. One participant experienced a side effect of nausea while doing the practice. The following are the participants' statements:

"First of all, I felt nauseous when I inhaled, I overcome it by using a pillow, after the exercise was finished I felt better, (the practice) increased my spirituality, prevented me from excessive stress." (P13)

"It feels like a wiridan, getting closer to being more resigned and enjoying the existing conditions." (P14)

Existing evidence still shows contradictory results, some point to the benefits of relaxation exercises but other studies have not achieved significant results. Several studies have demonstrated improved blood sugar levels, depressive symptoms, markers of inflammation, body mass index, blood pressure, and quality of life in diabetic patients with depression (Dharma, 2008; Sari, 2016; Hidayat, 2008).

Research conducted by Novianto (2006) and Hidayat (2008) reported that self-surrender practice significantly reduces blood pressure and pulse rate, which is a sign of a good relaxation response.

5) Good communication skills from natural volunteers determine T2DM patients' adherence to therapy

All participants thought that good communication from natural volunteers could help participants in understanding the goals and objectives of therapy so that there was an improvement in therapy adherence. These findings are illustrated by the following statements:

"Patients need help doing this exercise, providing guidance during implementation, reminding the exercise schedule, reminding the benefits and risks, so good communication is very important." (P16)

"Good communication must be performed since the beginning, I have to explain in detail the benefits and uses of this exercise, the patient understands and finally wants to obey to carry out this practice." (P17)

"This therapy, patients are always eager to perform it, so as a family member we just supervise and help create a calming atmosphere." (P18)

This is in line with research that assessed communication on self-management of diabetes patients where T2DM patients who received social support through effective communication were associated with better self-management behavior and higher adherence to therapy (Mohebi et al., 2018)

The quality of communication can be improved by: conveying messages in a simple, easy-to-understand, and concise manner, expressing feelings, listening actively, emphasizing certain information, repeating important information in different ways, and providing opportunities for patients to give feedback (Szyman et al., 2019).

In addition, good communication from natural volunteers provides a conducive and calm atmosphere for patients thereby

reducing stress. The patient's calm state can further improve patient compliance (Rezaei et al., 2019)

5. CONCLUSION

Communication plays an important role in patients' adherence. It is of importance for natural volunteers to have a grip on communication while attending patients exercising self-surrender practice.

REFERENCES

- Almawi, W., Tamim, H., Arekat, M. R., Baqer, A., Tutanji, H., & Kamel, C. (2008). *Association of comorbid depression, anxiety, and stress disorders with Type 2 diabetes in Bahrain, a country with a very high prevalence of Type 2 diabetes*. 1020–1024.
- Andriyaningtyas, Y., Tamtomo, D. G., & Murti, B. (2020). *Theory of Planned Behavior and Social Cognitive Theory on the Effect of the Community Health Center Tertiary Preventive Behavior among Patients with Type 2 Diabetes Mellitus: A Multilevel Analysis*. 05, 59–71.
- Baksi, A. K., Hogan, D., Whittingstall, E., Wilson, P., & Wex, J. (2008). *Original Article: Care Organization Peer advisers compared with specialist health professionals in delivering a training programme on self-management to people with diabetes: a randomized controlled trial*. 1076–1082. <https://doi.org/10.1111/j.1464-5491.2008.02542.x>
- Barnard, L. S., Wexler, D. J., Dewalt, D., & Berkowitz, S. A. (2015). *Material Need Support Interventions for Diabetes Prevention and Control: a Systematic Review*. <https://doi.org/10.1007/s11892-014-0574-1>
- Batik, O., Phelan, E. A., Walwick, J. A., Wang, G., & Logerfo, J. P. (2008). *Translating a Community-Based Motivational Support Program to Increase Physical Activity Among Older Adults With Diabetes at Community Clinics: A Pilot Study of Physical Activity for a Lifetime of Success (PALS)*. 5(1).
- Rosland, A., Kieffer, E., Israel, B., Cofield, M., Palmisano, G., Sinco, B., Spencer, M., & Heisler, M. (2008). *When Is Social Support Important? The Association of Family Support and Professional Support with Specific Diabetes*. 1992–1999. <https://doi.org/10.1007/s11606-008-0814-7>
- Brownson, C. A., & Heisler, M. (2009). *The Role of Peer Support in Diabetes*. 2(1), 5–17.
- Cade, J. E., Kirk, S. F. L., Nelson, P., Hollins, L., Deakin, T., Greenwood, D. C., & Harvey, E. L. (2009). *Original Article: Education and Psychological Aspects Can peer educators influence healthy eating in people with diabetes? Results of a randomized controlled trial*. 1048–1054. <https://doi.org/10.1111/j.1464-5491.2009.02808.x>
- Chen, L., Magliano, D. J., & Zimmet, P. Z. (2011). *mellitus — present and future perspectives*. *Nature Publishing Group*, 8(4), 228–236. <https://doi.org/10.1038/nrendo.2011.183>

- Cresswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Dale, J., Caramlau, I., Sturt, J., Friede, T., & Walker, R. (2009). *Patient Education and Counseling Telephone peer-delivered intervention for diabetes motivation and support: The telecare exploratory RCT*. 75, 91–98. <https://doi.org/10.1016/j.pec.2008.09.014>
- Dharma, A.D. (2006). *Pengaruh latihan pasrah diri terhadap kontrol gula darah pada penderita diabetes melitus tipe 2 dengan gejala depresi* [Thesis]. Yogyakarta: Universitas Gadjah Mada.
- Fisher, L., Polonsky, W. H., & Hessler, D. (2019). *Addressing diabetes distress in clinical care: a practical guide*. 0–2. <https://doi.org/10.1111/dme.13967>
- Hessler, D. M., Fisher, L., Mullan, J. T., Glasgow, R. E., & Masharani, U. (2011). Patient Education and Counseling Patient age: A neglected factor when considering disease management in adults with type 2 diabetes. *Patient Education and Counseling*, 85(2), 154–159. <https://doi.org/10.1016/j.pec.2010.10.030>
- Hidayat, N., Asdie, A. H. (2008). *Pengaruh latihan pasrah diri terhadap kualitas hidup pada penderita diabetes melitus tipe 2 dengan gejala depresi* [Thesis]. Yogyakarta: Universitas Gadjah Mada.
- Holt, R. I. G., Groot, M. De, Lucki, I., Hunter, C., M., Sartorius, N., & Golden, S. H. (2014). *NIDDK International Conference Report on Diabetes and Depression: Current Understanding and Future Directions*. 37(August), 2067–2077. <https://doi.org/10.2337/dc13-2134>
- Hu, J., Wallace, D. C., McCoy, T. P., & Amirehsani, K. A. (2014). *A Family-Based Diabetes Intervention for Hispanic Adults and Their Family*. November 2013. <https://doi.org/10.1177/0145721713512682>
- International Diabetes Federation. International Diabetes Federation Diabetes Atlas 10th ed. [Tersedia di <https://diabetesatlas.org/atlas/tenth-edition/>]. Diakses Agustus 2022.
- Jing, X., Chen, J., Dong, Y., Han, D., Zhao, H., Wang, X., Gao, F., Li, C., Cui, Z., Liu, Y., & Ma, J. (2018). *Related factors of quality of life of type 2 diabetes patients: a systematic review and meta-analysis*. 1–14.
- Khattab, M., Khader, Y. S., Al-khawaldeh, A., & Ajlouni, K. (2010). Factors associated with poor glycemic control among patients with Type 2 diabetes. *Journal of Diabetes and Its Complications*, 24(2), 84–89. <https://doi.org/10.1016/j.jdiacomp.2008.12.008>
- Lorig, K., Ritter, P. L., Villa, F. J., Armas, J., & Trial, A. R. (2009). *Community-Based Peer-Led Diabetes Self-management*. April. <https://doi.org/10.1177/0145721709335006>
- Mendenhall, E., Kohrt, B. A., Norris, S. A., Ndeti, D., Prabhakaran, D., Africa, S., Foundation, M. H., & Delhi, N. (2017). *HHSPublicAccess*. 389(10072), 951–963. [https://doi.org/10.1016/S0140-6736\(17\)30402-6](https://doi.org/10.1016/S0140-6736(17)30402-6). Non-communicable
- Mohebi, S., Parham, M., Sharifirad, G., & Gharlipour, Z. (2018). *social support and self-care behavior study*. <https://doi.org/10.4103/jehp.jehp>
- Palizgir, M., Bakhtiari, M., & Esteghamati, A. (2013). *Association of Depression and Anxiety With Diabetes Mellitus Type 2 Concerning Some Sociological Factors*. 15(8), 644–648. <https://doi.org/10.5812/ircmj.12107>
- PERKENI. (2021). *Pedoman Pengelolaan dan Pencegahan Diabetes Mellitus Tipe 2 Dewasa di Indonesia*.
- Polit, D. F., & Beck, C. T. (2010). *Essentials of Nursing Research: Appraising Evidence for Nursing Practice*.
- Ramadhan, N., & Marissa, N. (2015). *Karakteristik Penderita Diabetes Mellitus Tipe 2 Berdasarkan Kadar HbA1c Di Puskesmas Jayabaru*. 49–56.
- Sari, N. P. W. (2016). Diabetes mellitus: hubungan antara pengetahuan sensoris, kesadaran diri, tindakan perawatan diri dan kualitas hidup. *Ners Lentera*, 4(1).
- Siswanto, A., Siregar, A. K., & Asdie, A. H. (2017). Treating depression in diabetic patients: Latihan pasrah diri (LPD) revisited. *Acta Interna: The Journal of Internal Medicine*, 6(1), 43–55. <https://doi.org/10.22146/actainterna.27007>
- Rezaei, M., Valiee, S., Tahan, M., Ebtekar, F., & Gheshlagh, R. G. (2019). *Barriers of medication adherence in patients with type-2 diabetes: a pilot qualitative study*. 589–599.
- Szyman, A. (2019). *The role of education in type 2 diabetes treatment*. 1, 1–10. <https://doi.org/10.1016/j.diabres.2019.04.004>
- Tang, T. S., Ayala, X., & Rana, G. (2011). *A Review of Volunteer-Based Peer Support Interventions in Diabetes*. 85–98.
- Wagner, J., Bermudez-millan, A., Damio, G., Cd, N., Segura-perez, S., Chhabra, J., Vergara, C., & Perez-escamilla, R. (2015). *Community health workers assisting Latinos manage stress and diabetes (CALMS-D): rationale, intervention design, implementation, and process outcomes*. 415–424. <https://doi.org/10.1007/s13142-015-0332-1>
- WHO. (2018). *Noncommunicable diseases country profiles 2018*. World Health Organization. <https://apps.who.int/iris/handle/10665/274512>
- Wongrith, P., Thirarattanasunthon, P., & Kaewsawat, S. (2021). Glycemic control outcome in patients with type 2 diabetes mellitus: chronic care management support of family care team in Thailand. *Journal of Diabetes & Metabolic Disorders, Ccm*. <https://doi.org/10.1007/s40200-021-00851-x>

BOOK CHAPTER :

Prospects of Communication for Development in The Digital Era



Kampus
Merdeka
INDONESIA RAYA

Faculty of Social and Political Sciences University of Bengkulu
Departement of Communication Sciences
Studies of Journalism Programme
Post Graduate Programme of Communication



**PENERBIT
ZARA ABADI**
PUBLISH YOUR CREATIONS

Jl. Aru Jajar Gang Jambu IV No 50 RT. 15 RW. 04 Kelurahan
Pekan Sabtu Kecamatan Selebar Kota Bengkulu, Bengkulu.

Zara Abadi Publisher

zara.abadi65@yahoo.com

+62 812 7100 1120

ISBN 978-623-88319-1-3



9 786238 831913