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[Instagram as an Effective Promotion Tool to Event Jogja International Batik Biennale 2018](#)

Adhianty Nurjanah, Riski Apriliani

National Crafts Council (Dekranas) DIY to promote batik as an Indonesian cultural heritage by organizing the Jogja International Batik Biennale (JIBB) 2018 event to retain the title of Yogyakarta as the World Batik City given by the World Craft Council (WCC). The number of social media users, especially...

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Proceedings Article

[The Implications of Press Regulation Towards the Citizen Journalism Phenomenon in Indonesia](#)

Agustania Amalia Firda

This research will discuss citizen journalism which is currently expanding in Indonesia and also criticism related to the Press Law No. 40 of 1999 and the Journalistic Code of Ethics, the contents of which is not relevant with the technology growth, thus making several aspects of society related to the...

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[Ethnic Entities in Political Messages to Voters Behavior](#)

Abrar Adhany, Akhyar Anshori

Medan City is a city inhabited by various ethnic groups, both native Indonesian tribes and ethnic groups from other nations. Even though Medan City is identical with Malay tribe, currently Malay tribes in Medan City are not the dominant tribes. Ethnic diversity contained in the city of Medan, has its...

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Social-Media Driven: The Phenomenon and Existence of Mainstream Online Media in Disruption Era

Achmad Rouzni Noor II, Niken Febrina Ernungtyas

The presence of social media has changed the habits of readers when searching for actual information. This phenomenon driven by social media can threaten the existence of mainstream media based online. In Indonesia, many new media are emerging thanks to the ease of social media and citizen journalism...

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Community Based Disaster Communication Through UMMC (Study Case of UMMC as the Communicator of Mount Merapi Disaster Communications Year 2010)

Adhianty Nurjanah, Aswad Ishak, Sakir

Merapi is the most active volcano in Indonesia located in most regions of Yogyakarta and Central Java. In this age of information exposure, communities have the very right to have access towards correct and non-discriminatory information including the ones concerning any disasters occur in the area....

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Proceedings Article

The Implications of Big Data and Social Media Analytics on Industry 4.0

Agus Rhesa Rudiansyah

The world is now in the midst of a massive digital transformation. This transition was so great that the term Industry 4.0 rose to represent the fourth revolution that had occurred in various fields. The fourth industrial revolution continued what had begun in the third industrial revolution with automation...

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A New Social Media Freedom Podcast Construction in the Millennial Generation

Agus Triyono, Arfika Pertiwi Putri

The development of information technology in the media is developing very fast. One of them is a podcast that is now starting to be popular with the wider community. No exception to the millennial who began creative using this media. This research was conducted to find out how the social construction...

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Scout 4.0: Pramukajateng.or.id Goes Global Through Crowdsourced Website

Ayu Amalia, Mohammad Sani Suprayogi

Website as non-interactive media era has developed a while ago, nowadays, website adopts series of new features, such as implementing the user-generated-content feature to muster and display relevant information automatically on the webpage by implementing particular keywords. Further, this study unveils...

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Community, Dialog and Technology - Maximizing Creating Shared Value (CSV) Nestle Indonesia

Arfika Pertiwi Putri, Agus Triyono

Creating Shared Value (CSV) is a concept of Nestlé's business strategy by seeking opportunities to connect its business programs from upstream to downstream (end to end), which was elaborated by Porter and Kramer (2006). Nestlé hopes to continue to be a long-term sustainable business that seeks to create...

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Communication Gaps in Crisis Communication Management: Study at the Ministry of Transportation

Ari Sulistyanto, Achamd Jamil

The government organization, which is bureaucratic and hierarchical, tends to be slow in making decisions to respond to the crisis. This is caused by the communication gaps at the Sub-Sector level in its internal organization. This research aims to reveal the communication gaps in managing crisis communication...

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Mager (Lazy-Ass) as New Culture in the Society 5.0 Era (Semiotic Analysis by Charles Pierce in the Grab Food Ad "Laper Di Kantor" Version)

Ari Susanti

The article discusses the development of information technology and telecommunications fast-moving. This technological acceleration has an impact on world civilization which has entered the era of the society 5.0. The creation of an online application service makes it easy for humans to run all their...

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Communication Technology for Student With Visual Impairments: A Case Study of Smartphone

Siska Mardiana, Jenny Ratna Suminar, Dadang Sugiana, Suwatno

Smartphone in general can be used and accessed visually, but it turns out students with visual impairments can also use it with a screen reader, and this smartphone is also used in learning. The changing paradigm of teaching and learning in the world of education, provides space for students to be more...

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Group Communication Practices of Scavenger Communities in Campaigns of Clean and Healty Living Behavior

Erwin Rasyid, Ade Putranto Prasetyo W Tunggal, Moch Imron Rosyidi

Yogyakarta is a city that is currently also facing a complicated problem related to waste management. Waste management in Yogyakarta still relies on Integrated Waste Disposal Sites (TPST). There are around 454 scavengers who are members of the community. The existence of a scavenger community in the...

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Community Relations as Main Strategy in Building Positive Corporate Reputation & Sustainability: The Case of PT Saung Angklung Udjo in Bandung, West Java, Indonesia

Kevin Lineria

This research is focusing on the concept of community relations which mostly known as CSR and also one kind of relationship that is carried out by corporate public relations practitioners.

In this study, the researcher took on a fairly unique case of a cultural tourism company that focuses on the preservation...

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The Dynamics of Political Communcation in the South Kalimantan Society

Bachruddin Ali Akhmad, Sarwani, Sri Astuty, Muhammad Muthahhari Ramadhani

The people of South Kalimantan are famous for their religious community and tend to have a very strong Islamic context. In daily behavior, the people of South Kalimantan prioritize the teachings of religious leaders and scholars, especially charismatic scholars. The purpose of this study was to analyze...

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Indonesia Influencers in Social Media Advertising: Opportunities and Threats

Daniel Paulus Evert, Reza Saeful Rachman

This research is motivated by the phenomenon of the widespread use of social media influencers in various activities in Indonesia, especially in the field of advertising. This research employed a qualitative approach. The results show there are opportunities such as cheaper advertising cost, marketers...

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Cross-Cultural Conflict in A Multinational Company (Case of Japanese Company in Indonesia)

Devita Eka Santi

In the growth of global business, there are many multinational companies developing their business in Jakarta, one of them are Japanese companies. Multinational companies is an increasingly widespread phenomnom. Companies now more exposed to different cultures between workers. In this paper, the case...

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Communication Network Analysis #INA_CoronaVirus Alert On Twitter

Dewi Kartika Sari, Nur Aji Wibowo

This research is motivated by the lively discussion about the corona virus issue on Twitter. The issue of the corona virus attracts the attention of the world and the people of Indonesia because of its massive spread and no medicine has been found to heal patients affected by corona virus. This study...

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Environmental Communication Strategy of Langka Sekawan Community

Didik Hariyanto, Djarot Meidi Budi Utomo, Ferry Adhi Dharma

This research aims to analyze the strengths, weaknesses, threats, and opportunities of the environmental communication strategy carried out by the Langka Sekawan community in supporting environmental sustainability. This type of research is qualitative with Strengths, Weakness, Opportunities, Threats...

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Participatory Communication in the Development of Rural Tourism (Case Study: Temanggung Papringan Market)

Dwi Susanti, Prihatin Dwihantoro, Pristi Sukmasetya

The process of developing papringan market can't be separated from the concept of turning over a problem into potential one. Which was originally bamboo garden slum then transformed into the local wisdom that accentuates the market and also able to bring back economic capacity of the community. In communication...

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Digital Political Public Relations Strategy Basuki T. Purnama - Djarot S. Hidayat on Twitter in the 2017 Regional Election of Jakarta (Study Case of Ethnicity and Religion Issue)

Edoardo Irfan, Burhan Agung Swastiko

At this time, digital political public relations is already a crucial factor. In the digital political public relations, the management function as an enabler to purposeful communicating and action is paramount, because digital communication should not happen in a void. In public relations the understanding...

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Why Communicate in Disguises: A Study on Ownership of Fake Identity Accounts in Instagram

Elly Yuliawati, Giffari Adithia Fauzan

The selection of Instagram as a means of communication through social media in Indonesia, currently occupies the fourth position in the world. Unfortunately, the increase of using this technology is also accompanied by many problems such as identity/profile forgery, online impersonation and other cybercrimes....

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The Convergence of Mass Media and Its Effect Towards Information Seeking Among Students

Euis Evi Puspitasari, Roni Tabroni, Yuti Yuniarti

This research is motivated by the development of mass media as a medium for journalistic products that always develops following technological advancements. Conventional media, such as newspapers, radio and television, integrate themselves with internet-based media, creating new digitally platforms based....

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Survival Journalism in Disaster News Coverage (Case Study of Merapi Eruption Disaster 2010)

Fajar Dwi Putra, Dani Fadillah, Choirul Fajri, Muhammad Najih Farihanto

For some people, a disaster is something that is avoided, but not for a journalist, a disaster is a magnet in itself to do coverage from the closest distance. The profession as a journalist is at the forefront, between life or news, a tough choice and requires complete mental preparation. For this reason,...

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Forming the Trust in Consultation and Medicine Purchase Through Online Application

Fauzia, Firman Kurniawan Sujono

Technological development that continue to offer new innovations make people's lives move towards digitization. The increasing amount of mobile phone user also emerge many type of applications that offer various kinds of conveniences, one of them are online-based health. In order to face the era of the...

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The Utilization of Digital Books by Ministry of Education and Culture for Improving Children's Literacy

Febyasti Davela Ramadini

Nowadays, digitalization is such a popular thing in professional and academic life. Ministry of Education and Culture take the advantages of this phenomenon by creating digital based education method. This method provides many features, one of that is digital book. This research identifies the utilization...

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Multimodality Analysis in President Joko Widodo's Video Blog

Febyola Oktavanya

Youtube is an emerging new media whose popularity is rising not only among people in the industry but also among nation leaders, one of which is President of Indonesia Joko Widodo. President Joko Widodo is one of the only three nation leaders that use Youtube as a tool to communicate to their subjects....

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Critical Discourse Analysis of Marginalization of Local Wisdom Content in Television Documentary Program

Freddy Yusanto, Dadang Rahmat Hidayat, Rahmat Edi Irawan, Yasraf Amir Piliang

This study wants to examine the background of the local wisdom content marginalization in Indonesia Bagus television documentary program. This study uses a critical discourse analysis approach from Fairclough which explains how the marginalization of local wisdom content is carried out, how the production...

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The Social Construction of the Role of Consultants Agency in the Village of Communication Strategy of Development

Dwinarko, Otong Yuda, Ahamad Sihabudin

This aims of the study to understand the role of the Village of Consultative Body (BPD) in the involvement of planning and supervision through a process of community to aspirations from

the bottom up. The theory used is a social construction with qualitative methods, constructivist paradigms in the postmodern...

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Disaster Communication Study on Instagram Account @infobmkgmaluku of Ambon Earthquake 2019 Case

Beatriz Bridget Tanasale, Sari Monik Agustin

Social media is a popular tool of communication to use as a sharing content platform. Many people use it as their media, but little do we know that the government nowadays use it as a tool to engage their public, especially at crisis and disaster. This article describes the analysis of how local government...

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Development of Participation-Collaboration-Based Football Community Media in Indonesia: Issues and Conditions in Editorial Room

Fajar Junaedi, Filosa Gita Sukmono

The football supporters in Indonesia frequently experience negative stigma from mainstream media, mainly when violence concerning football occurs. The supporters become media convicts and are covered as the cause of violence in the football world. Against this stigma, community media, which are managed...

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Engagement and Prosumer Commodification: How Does the Web Make Profit?

Muria Endah Sokowati

This article describes the practice of prosumer commodification, which works on the process of Mojok.co's production, distribution, and consumption. Mojok.co is an online media containing articles in relaxing, sarcastic, satirical, and fun. This unique format brings the image of Mojok.co as alternative...

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Travel Journalism: News Framing Policy of Five Super-Priority Tourism Destinations in the Contemporary Online News Media

Kencana Ariestyani

The Media has imperative role in promoting tourism by establishing a good awareness and insight to comply the needs of the travellers both domestic and international. Since the last two decades, the digital media environment has increased rapidly. In Indonesia, based on survey conducted by Nielsen Indonesia...

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Digital Culture Towards Information Society (Case Study of Collaboration Between CIG and ICT Volunteers)

Manik Sunuantari, Erna Febriani, Irwa R Zarkasi

According to the agreement of The World Summit on the Information Society (WSIS), Indonesian government encourages community empowerment through the mastery of information and communication technology (ICT) skills. The partnership was developed between Community Information Group (CIG) and Information...

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Restricting Creativity: How Regulations Control Indonesian Advertisements

Sekarini Ashri Fitria

This study analyzes several advertising regulations in Indonesia. Policymakers cannot clearly explain some of the points in the regulation so that multi-perception appears in the interpretation. Ads that are supposed to be creative to persuade the audience are limited by their regulation. These regulations...

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Implementing E-Government Using Web 2.0 at Ministry Of Education And Culture

Rona Uly, Irwansyah

The background of this research comprises; (1) demands to improve public services in the digital era are increasing, (2) the government launches digital services as an adjustment to the behavior of modern people who always rely on the internet in their daily lives, (3) easy access to the government through...

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Viral Marketing in Tourism: A Creative Tool to Promote Rest Area as a Tourist Destination (Case Study on Banjaratma Rest Area Km 260B)

Inda Susanti, S Firman Kurniawan

Indonesia has many old buildings of historical value that are partially stalled. With innovation and creativity, one of the old buildings formerly a sugar factory in Banjaratma, Brebes, Central Java, was successfully renovated and functioned as a toll road rest area as well as a tourist destination and...

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Women's Participation Pattern in Coastal Tourism Communication in Sawarna Beach Lebak District Banten Province Indonesia

Irmulansati Tomohardjo, Ida Anggraeni Ananda, Santa Margaretha Niken Restaty

This study aims to determine the pattern of women's participation in coastal tourism communication in Sawarna Beach, Bayah District, Lebak Regency, Banten Province, Indonesia. The research method is a case study, qualitative descriptive and in-depth interview data collection techniques to key informants,...

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Computer-Mediated Communication: Online Gaming Communication Culture

Aurora Almarini Khairunisa

Ease of internet access and the number of online games that can be downloaded on mobile phones, making online games growing rapidly in the community. The most popular genre played is the MMORPGs. MMORPG is an interactive game, where they are required to communicate with each other and share the results,...

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Communitization Management in Kulina to Increase Customer After Rebranding

Erwan Sudiwijaya, Kuskridho Ambardi

The background of this research comprises 1. Social media that gives customers the opportunity to interact with brands can be used to build long-term relationships. 2. consumers want to connect with other consumers not with companies 3. culinary sub-sector records a 41% contribution to the creative...

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Adaptive Strategies for Campaign the Conservation of Mangrove Forests in the Digital Era

Prihatin Dwihantoro, Moch. Imron Rosyidi, Dwi Susanti

Indonesia's mangrove forests play a significant role in national and global climate change mitigation strategies. In the last three decades, Indonesia lost 40% of mangrove (FAO, 2007). That is, Indonesia has the largest mangrove damage in the world (Campbell & Brown, 2015). It shows that it needs...

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Communication Technology and Stronger Community Alienation

Nurudin

This research background consists of some aspects: (1) communication technology development which increases rapidly, (2) technology influences society's attitude and behavior, (3) the society's alienation existence of technology product. The research problem which proposed was "how is the communication...

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Didi Kempot: Masculinity and Actor in Circulation and Consumption in Industrial Revolution 4.0

Nina Widyawati, Widjajanti M Santoso

Didi Kempot is a traditional Javanese singer seldom being discussed, however he is the unique case of digital phenomena. He is not only surpassing the young, global idol, but also show digital network of fandom works. By using digital and cultural production circulation as framework and perspective,...

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Communication Strategies in Combating Communicable Diseases in Jember Regency (Case Study of Kemuningsari Health Center, Jember Regency)

Juariyah Titis Indah Purwaningsih

Unhealthy environment, unhealthy clean water supply, cramped houses for residents, toilets in the river and anywhere causing diarrhea, dengue fever, tuberculosis and leprosy. To overcome

this problem, an appropriate communication strategy is needed by environmental sanitation officers to: 1. Change the...

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Restrictions on Social Media Access by the Government and the Right to Get News

Karbala Madania

The Government of the Republic of Indonesia, through the Ministry of Communication and Information (Kemenkominfo), restricted the public in this country from accessing social media on May 22, 2019. This policy was adopted because at that time the frequency of spreading information and false news (hoax)...

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The Role of Citizen Journalism in Jelajah Pagi Program on Gema Surya FM Radio Ponorogo: Case Study on PO942 Facebook Group

Krisna Megantari, Andi Prayoga

This paper was titled "The Role of citizen journalism in Jelajah Pagi program at Gema Surya FM radio Ponorogo". The researcher intended to know how much the role of citizen as citizen journalism in Jelajah Pagi program through the PO942 Facebook group as well as the extent of citizen knowledge about citizen...

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The Cross Cultural Communication Of Thailand's Students in University Muhammadiyah Sidoarjo

Kukuh Sinduwiatmo, Sufiyanto

The World of Education is so dynamic especially its development from year to year. This is coupled with the continuous development of technology, the exchange of information needs each other primarily in its participation to advance intellectual competitiveness in academia. Taking education in other...

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Political Economy of Media in Indonesia With the Study of Law No. 32 of 2002 on Broadcasting

Luciana Retno Prastiwi

The advancement of digital communication technology has made it possible for the media to expand until it has developed into a mass media conglomerate. The Indonesian government has enacted Law No. 32 of 2002 on Broadcasting to overcome it, but this law is seen as having failed in limiting monopolistic...

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Netnography Study About Anonym Account @digeembok and Scandal on Twitter

L P Melati Oktaviana, Hifni Alifahmi

Twitter has become one of the most popular social media, and quick in providing information to wider community. This study examines the followers of an anonymous account on Twitter that reveals a personal scandal amin illegal cases which happen to the former director of a largest national company. Using...

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Online Advertising Effectiveness for Advertiser and User

Mentari Anugrah Imsa, Irwansyah

The development of technology in industry 3.0 which was marked by the emergence of internet innovation in the 1980s has changed many practices in the industries, include advertising practice. Data showed that Internet User in Indonesia increased in line with the increase in advertising spending. Therefore,...

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Implementation of Integrated Marketing Communication at Kampoeng Semarang

Monika Teguh, Emanuelle Dea Nathalie Widjaja, Louisa Christine Hartanto, Josephine Kurniawan Lukito

The very rapid development of tourism in Indonesia brings many opportunities for business development in the field of tourism. Central Java Province is one of the provinces with quite a big attraction supported by 198 commercial businesses and 57 non-commercial in the tourism sector. This provides a...

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Urgency Of Digital Literation in the Central Segregation Of Viral Journalism Versus Data Journalism

Muchsin al-Fikri, Sandra Irawaty

Based on statistical data, in 2018 the number of online media in Indonesia reached 43,000 and only around 2,400 have been successfully verified by the Press Council. The proliferation of online media in this digital era has created segregation or gaps that have given rise to new challenges in the world...

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Online Media Overview in Tourism Destination Branding

Nadia Qurrantain, Muhammad Himawan Sutanto

The development of tourism destinations not only depends on nature's grace. The tourist destination can be built using branding communication techniques. For that, it is worth noting more thoroughly about how communicators develop messages. How the message was developed? The direction of news developed...

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The Role of Hospital Public Relations in 4.0 Era

Nadia Wasta Utami, Rifka Alifiana

This article discusses mainly about how the role of hospital public relations, especially in the 4.0 era. The study focused on public relations from several hospitals in Yogyakarta namely PKU Yogyakarta Hospital, PKU Gamping Hospital and Wates Regional Hospital. From this research it is known that public...

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Tendency Message Implementation of Competitive Identity Nation Branding: Wonderful Indonesia

Novin Farid Styowibowo, Yanaita Febrita

Since 2010, Indonesia has announced a nation brand: Wonderful Indonesia which was declared by the Ministry of Tourism as a tourism branding nation in Indonesia. This research takes the Ministry of Tourism and Creative Economy on Instagram @parekraf which has published information to the public as a form...

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Kim Hyesan Drama YouTube Channel as a Reference Job in Australia

Nur Maghfirah Aesthetika, Yani Kanda, Poppy Febriana

This research presents how Kim Hyesan Drama, a participant in the Working Holiday Visa program, shows how he does his work in Australia through his YouTube channel. Kim Hyesan Youtube Channel Drama has become a reference work for the audience, especially participants of the Working Holiday Visa program....

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Hegemony Masculinity in Online Media News Coverage

Puti Nadhira, Fitria Angeliqa

The role of the mass media in the dissemination of information has become very important in this digital era, including news about sports competitions. However, sport still has gender issues which then distinguish the presence of male athletes and female athletes. This problem also occurs regarding to...

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Identify the Place Brand Communication Elements of "Benteng Kuto Besak" Palembang

Rahma Santhi Zinaida, Ananda Putri Salsabila

Benteng Kuto Besak has precious cultural and historical values that have the potential to become one of the leading tourist attractions in Palembang. To become a good destination, a tourism place must have strong branding. The intended branding is not treated the same as a product but has more or less...

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Political Communication Network of Women of Dynasty

Sa'diyah El Adawiyah, Imsar Gunawan, Tria Patrianti

Women's involvement in politics have led them to become political actors with good communication as mandatory. Political communication represents the interests of groups. The women of dynasty's political communication network in achieving leadership enables them to map and read the needs and problems...

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A Study of Cultural Adaptation Process in Indonesia by PERSIB Football Club Foreign Players

Reyna Arta Novia, Faridhian Anshari

Basically, the adaptation that every individual goes through is not easy. The same is the case with foreign football players who play football far from their country who need adjustment in their new environment. This case is related to the three Persib Bandung foreign players namely Fabiano Beltrame...

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The Utilization of E-Learning and Artificial Intelligence in the Development of Education System in Indonesia

Rissia Priyahita

Technology movement creates progressive impacts towards the development of communication network, computer, and the Internet. An innovation that is known as Artificial Intelligence (AI) is one of many products. The usage of AI technology is predicted to expand globally, including in Indonesia. This statement...

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Buzzer and Word-of-Mouth in Online Transaction

Salma Nadiya Putri, Fitria Angelika

Technological developments that make changes to all aspects of human life, we can access any and all information easily and quickly. included in buying and selling activities which can now be done anytime and anywhere. But then this becomes an obstacle when people want to make sure the goods, because...

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Implementation of the Broadcasting Regulation as a Multicultural Communication Policy in Indonesia's Public Television Broadcasting Institution (LPP TVRI)

Shinta Noppita Sari

The Broadcasting Regulation is the legal basis for broadcasting institutions and regulators in the field of broadcasting in carrying out their duties and responsibilities. Establishing the Broadcasting Regulation can no longer reach all aspects of broadcasting activities in Indonesia. The Broadcasting...

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Analysis of Times Indonesia News in UM Jember Student KKN-PM Program

Suyono

Mass Media is still considered as the most effective public information delivery agency. Especially, the number of Online Media continues to increase in the current 4.0 era. The KKN-PM program (Community Work Program - Community Empowerment) conducted by LPPM (Institute for Research and Community Services)...

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Strategy of Media Management in Political Marketing

Nur R Tri Hastuti, Faisal A T Muhammad

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Travel Journalism: News Framing Policy of Five Super-Priority Tourism Destinations in the Contemporary Online News Media

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Abstract—The Media has imperative role in promoting tourism by establishing a good awareness and insight to comply the needs of the travellers both domestic and international. Since the last two decades, the digital media environment has increased rapidly. In Indonesia, based on survey conducted by Nielsen Indonesia in 2017, currently the number of digital media readers are more than print media. The improved connectivity to digital media and increased supply of online news media content has facilitated travellers in searching for information pertaining to tourism. This research focuses on how online news media frames the news of five super-priority tourism destinations in Indonesia. This study uses qualitative method combine case study on four online news media outlets in Indonesia: Kompas.com, Tribunnews.com, Liputan6.com, and Tempo.co. The in-depth interview in gathering research data were conducted with four informants who are assigned as the editor at these four online news media. The results show that these four online news media outlets had implemented news framing in creating news stories concerning to five super-priority tourism destinations. The factors in that influence in news frame-building are varies among these four online news media.

Keywords—news framing, frame-building, five super-priority tourism destinations

I. INTRODUCTION

The Media has imperative role in promoting tourism by establishing a good awareness and insight to comply the needs of the travellers both domestic and international. As Kumar [1] states that one of the contribution of the media in tourism is it enhance the comprehension of the travellers concerning local wisdom such as culture and environmental issues as well as culinary through news reporting to the public.

Since the last two decades, the digital media environment has increased rapidly. Nowadays, more and more people heavily rely on online media, both social media and online news outlet, as their source of news or information. The data released by Reuters Institute Digital News Report 2013-2016 shows that in a number of countries the percentage of people hinge upon smartphones for gaining access to digital news has grown fast [2]. In Indonesia, based on survey conducted by Nielsen Indonesia in 2017, currently the number of digital media readers are more than print media. Online news reader in Indonesia has reached 50.7 million in 2017 with

millennials, especially Z and Y generation, dominate this market [3]. The improved connectivity to digital media and increased supply of online news media content has facilitated travellers in searching for information pertaining to tourism. Not to mention, in this era of industry 4.0 travellers can look, book, and purchase almost all of tourism products which can be done all at once through smartphone. In this circumstances, travel journalism of online news media has also crucial role in elevating the promotion and spreading the information related to the tourism destinations in order to augment better understanding of travellers prior to make decision.

This research focuses on how online news media frames the news of five super-priority tourism destinations in Indonesia. The government of Indonesia has nominated five super-priority tourism destinations that will be evolved in 2020. The destinations are Labuan Bajo, Likupang, Lake Toba, Borobudur, and Mandalika. This program is expected can be an attraction as new Bali and elevate the economy level of people living in the surrounding area. So that they can have a better life. To attain that goal, the government has allocated a budget of more than IDR 9 trillion for the development of the five area. The Tourism and Creative Economy Ministry has also officially introduced those five super-priority destinations to international journalists in the ASEAN Tourism Forum which held on January 2020 [4].

Tewksbury and Riles states that journalists report information by framing the news in order to give the public ways to comprehend and imply issues and events [5]. Furthermore, they mention that frame-building is one of the central mechanism of the framing process which refers to the ways that affect the work of frames implemented by journalists. According to Tewksbury and Riles the process of frame building in the contemporary online news environment implicate several elements including: (1) organizational pressures and constraints; (2) interest group pressure; (3) newsroom routines; (4) and journalist orientations.

The news media outlets have routines that affect how news-stories are produced [8]. The latest expansion in news production, that is seem significant, is the role of people contribution in news through user generated content such as blogs. Related to this, Shoemaker and Reese state that networked public spaces affect news production in which increasing public participation through networked public

spaces in a news production could influence who can specify problems and policies [5]. Interest group, as stated by Tewksbury and Riles, seek to have their preferred frames implemented to issues by speaking directly to journalists [5]. The elements of newsroom routines in frame-building, according to Shoemaker and Reese, are divided into three domains: audiences, organizations, and suppliers of content [5]. The next element that is central to frame-building, according to Tewksbury and Riles, is ideological orientations that is carried by journalists to the news-story.

In a newsroom, editors should be able to think of what topics that are important to their readers. Frame-building aids journalists in constructing news stories in order to fulfill the needs of audiences.

II. RESEARCH METHOD

This study uses qualitative method combine case study on four online news media outlets in Indonesia: *Kompas.com*, *Tribunnews.com*, *Liputan6.com*, and *Tempo.co*. Case studies are a scheme of examination in which the researchers delves into the event, activity, or one or more individuals as stated by Creswell [6]. The detailed data of the research collected by using a variety of procedures.

In this research, the in-depth interview in gathering research data were conducted with four informants: Ni Luh Made Pertiwi as the Travel Editor of *Kompas.com*, Kurnia Yustiana as the Travel Editor of *Tribunnews.com*, Asnida Riani as the Lifestyle Editor of *Liputan6.com*, and Rini Kustiani as the Lifestyle Editor of *Tempo.co*. The Travel rubric both in the newsroom of *Liputan6.com* dan *Tempo.co* are managed by Lifestyle Editor. This in-depth interview is about news framing implementation in reporting news of five super-priority tourism destinations. The in-depth interviews with all of the informants were organized by phone due to the tight schedule of the informants. So, they were not able to meet in person with researcher.

To enrich and sharpen the data, researcher also observed the news story pieces about five super-priority tourism destinations performed by the editors of *Kompas.com*, *Tribunnews.com*, *Liputan6.com*, and *Tempo.co*. All the gathered data analyzed by using three steps: data reduction, data display, and conclusion drawing [7].

The aim of this research is to explore the factors that affect frame-building in implementing news framing when journalists crafting news-stories on five super-priority tourism destinations. Furthermore, it is also explore the reasons in selecting theme on the five destinations.

III. RESULT AND DISCUSSION

This study reveals that news framing were applied in the contemporary online news media pertaining to five super-priority tourism destinations news. Based on the data gathered through in-depth interviews and observation, various elements affect the process of news framing that had carried out by the editors. Furthermore, results also show that Google Trend had been utilized by the editors in determining the theme and news angle on the reporting of five super-priority tourism destinations. Researcher describes four analysis in this part in which researcher portrays a

comprehensive comparison of frame-building with the case of four online news media outlets.

A. *Kompas.com*

In general, the travel desk at *Kompas.com* works on all topics of travel news span from tourism policy, the trending topic of tourism, culinary, leisure, to MICE. *Kompas.com*, however, are less accentuating the issues regarding to five super-priority tourism destinations. The travel desk editor of *Kompas.com* states, "We reported the news about that but it is not an in-depth reporting." To maintain the trust of readers, the Travel Editor of *Kompas.com* verifies information directly to the main sources related to the issue. This news sources are including local people in the tourism destinations.

In regard to frame-building, the Travel Editor of *Kompas.com* stated that they utilize online Google Analytics to trace the trending issues on five super-priority tourism destinations. Based on Google Analytics, as claimed by the Travel Editor of *Kompas.com*, news-stories pertaining to Komodo Island in Labuan Bajo and Lake Toba are the most sought after by readers. Thus, the news framing undertake by the editor focused on these two super-priority tourism destinations.

The journalist social responsibility has also become a consideration in frame-building the issues of super-priority tourism destinations. News-stories on Komodo Island, to take as an example, some of them is written by the Travel Editor of *Kompas.com* with certain messages such as providing information about ethical issues when visiting Komodo Island. "For example not to bring sand from beaches on the Komodo Island because the visitors are not allowed to do so. It happened not because people didn't know the rule. They just simply didn't realize it. We also raised issue in news-story on Komodo Island that it is impossible if tourists come to Komodo Island in large number," as asserted by Travel Editor. In this case, the travel editor of *Kompas.com* seeks to explain the main problem among other important issues through news-stories of Komodo Island as one of the five super-priority tourism destinations.

They also observed online news sites owned by competitors to see trending issues, particularly on those five destinations. However, they were not always worked on the same issue. "It is more as an idea for us to write something better or write a news-story with a different angle," said the Travel Editor of *Kompas.com*. Furthermore, another elements that affect frame-building of five destination in *Kompas.com* are news sources, journalist value, and advertisers. "When do news framing we seek to raise all voices, at least two news sources. So, readers don't just get one insight," as said by Travel Editor of *Kompas.com*. They also has specific criteria in choosing tourism experts as their sources. The Travel Editor asserted that the travel desk newsroom consider sources as an expert if they are consistently in that field for at least ten years.

As for individual value, journalist orientation is also influential in the news framing-building. The travel journalists of *Kompas.com* are able to uphold their own value. The newsroom in *Kompas.com* open for any discussion, for example things that related to ethical issues when they write news-story.

B. *Tempo.co*

The priority of travel news in *Tempo.co* also refers to trending topics about travel matters. The Lifestyle Editor in *Tempo.co* heavily relies on Google Trend and social media before determining news reporting of five super-priority tourism destinations. Briefly, the news reporting of the five super-priority tourism destinations were not prioritized by them if it had not become a trending topic. "If there is one of the five super-priority destinations become trending on both platform, then we will dig it up continually," said the Lifestyle Editor of *Tempo.co*. Once those destinations came up as trending, they reported it in detail. "Take as an example the topic about *The Kaldera Toba Nomadic Escape* in Lake Toba. We wrote various thing about that including the supporting facilities for tourists, outdoor dine and interesting spots for taking picture or selfie at the site. We published news with various angles," as asserted by the Lifestyle Editor of *Tempo.co*.

The consideration to accentuate an issue is the news value they hold on the news pieces. They have been stressing the articles around these matters: what are the points of interest of the tourism site, and why people should visit the destinations as well as how to get there. "So, there is a magnitude in the news," as stated by the Lifestyle Editor of *Tempo.co*.

Compare to *Kompas.com* and *Liputan6.com*, in the meanwhile, *Tempo.co* were not monitored the competitors' online news sites to update issues pertaining to five super-priority destinations. *Tempo.co*, however, keep on updating trending issues of five destinations by monitoring Google Trend. As for other factors such as news source and journalist value, as well as advertisers had no influence on news-framing of super-priority destination.

C. *Liputan6.com*

The Travel Editor of *Liputan6.com* stated that their priority agenda in the newsroom is supporting The Tourism and Creative Economy Ministry (Kementerian Pariwisata dan Ekonomi Kreatif) policy since tourism is one of the sectors that has an economic impact to other aspect of life. "We are not specifically highlighting certain issues in reporting the five super-priority destinations," as stated by Travel Editor of *Liputan6.com*. They, however, emphasized news concerning access in which the readers could have a better understanding of how to get to the five destinations, both information about transportation and infrastructure. The travel editor of *Liputan6.com* said, "How far are they ready for infrastructure in these five super-priority tourism destinations? The readiness of infrastructure is important because it has an impact on how people can treat tourists."

In brief, they will refers to the practical issues such as access and transportation in travel news reporting. As for news verification, the travel journalists in *Liputan6.com* corroborate the information by interviewing main news sources in The Tourism and Creative Economy Ministry and other related news sources such as tourism experts, and local tourism actors in the destination.

In regards to the determination of the news framing in *Liputan6.com*, they had daily discussions in the newsroom. One of the factor that influence the framing of the five super-priority destinations is readers who leave a comment on the

related news-story. *Liputan6.com*, however, has also monitor the page views of the news-stories pertaining to five super-priority destination that they had written. If the page view is less, then they dig deeper into the topic or change the angle of the news-story.

Moreover, the trending issues about five super-priority destination on social media also affects the frame-building in which *Liputan6.com* developed those information into new news-story. To complete all necessary data, *Liputan6.com* conducted interview with news-sources. But if data cannot be obtained from the interviewee, they quoted related information from the official local government website. It also can be gathered from *Antara* and *Jawa Pos* online news sites that have collaborated with *Liputan6.com*. The selection of news sources also influences the frame-building in which news sources should be from related agencies or they are competent and credible to give statement related to five super-priority destinations.

To update the issues of five super-priority destinations, the Lifestyle Editor of *Liputan6.com* monitor the Google Trend and the competitor's online news media outlet. By doing this, they could get new insight into what issues are being popular in five super-priority destinations, then the editorial team discuss to select the most appropriate news angles that can be raised by *Liputan6.com* into a new news-story.

Meanwhile, journalist orientation element does not significantly affect the framing of five super-priority destinations. News-stories were written by *Liputan6.com* in accordance with the facts in the field, although it may be contrary to the conscience of the journalists itself. But they will let the debate concerning the issue they had written takes place among readers in the public sphere.

D. *Tribunnews.com*

In contrast, the editorial policy of travel news in *Tribunnews.com* focused only on tourism destinations and culinary recommendation topics for readers. Both of the topics have become the priority of their daily agenda in travel news writing as asserted by the Travel Editor of *Tribunnews.com*. But in the matter of five super-priority tourism destinations, they reported the news based on the trending topic in Google Trend. "We rarely into the issue of super-priority destinations. But when Labuan Bajo become a trending topic, we reported tourism destinations and culinary in Labuan Bajo," said Travel Editor of *Tribunnews.com*.

Monitoring Google Trend to update on trending topic about five super-priority destinations had also carried on by *Tribunnews.com*. To make a new news-story at the same topic, they usually just change the title and news angle. Furthermore, *Tribunnews.com* also observes social media such as Instagram to update what is being trend related five super-priority destinations. In regards to this five destinations, *Tribunnews.com* had written news-stories that focused only on Labuan Bajo in which it was the trending topic at that time.

Due to an insufficient number of the journalist and editor at travel desk in *Tribunnews.com*, they had not covered news in the field. Instead, *Tribunnews.com* gathered a few news articles which relate to the trending topic of five destinations from online news media that are members of the Tribune

network and also from *Kompas.com*. Then, they combined those articles into a new news-story with a new angle. In addition, information was also obtained from press release issued by The Tourism and Creative Economy Ministry (Kemenparekraf) and Instagram contents uploaded by the Minister of The Tourism and Creative Economy Ministry, Wishnutama. To this, The news framing of the five super-priority tourist destinations was not influenced by the news sources because *Tribunnews.com* had never been conducted interviews with the sources.

Like other elements in frame-building, journalist orientation or value had not affected news framing of five super-priority destinations in *Tribunnews.com* because they did not take their own opinions in crafting news-stories. To take as an example, the editor might consider that the cost to visit Labuan Bajo is expensive, but it does not mean they end up with had not written the news about Labuan Bajo.

Journalists gather valuable information to be utilized in news story, and determine how they present the news in an enticing and apprehensible method before it is disseminated to public. Selecting the frame in the process of writing an issue or event is one of the most important things that should be done by journalists. News frame simplify the process of news-story writing for journalists and it also aid the readers comprehend the content of news [8]. One of the central mechanism of the framing process is *frame-building* in which it refers to the ways that affect the work of frames applied by journalists. The frame-building in the contemporary online news environment implicate several elements. Online news media had helped the government in promoting five super-priority tourism destination by publishing news related to it. Moreover, the account of five destinations could enhance the comprehension of travellers about the destinations. Even though these online news outlets emphasize the topic mostly on destinations that popular in public such as Labuan Bajo, Lake Toba, and Borobudur.

IV. CONCLUSION

The process of frame building in the contemporary online news environment implicate several elements including organizational pressures and constraints, interest group pressure, newsroom routines, and journalist orientations. In this case, the contemporary online news media outlets had carried on news framing in different way in which not all of

the elements affect the frame-building. Furthermore, what seems most consequential about five super-priority tourism destinations news is the editors of these online news media selected the destinations based on the trending topic in Google Trend. Komodo Island in Labuan Bajo and Lake Toba, as well as Borobudur were the most trending in Google Trend. So, the editors had focused in writing news-story on these super-priority tourism destinations.

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