

Book of Abstracts

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Hybrid

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Democratic Hybridities: A Model to Emphasize Struggles of Democracy and Media

Nico Carpentier

Grounded in a discourse-theoretical approach, this presentation locates democracy and the democratic roles of media in a series of socio-political struggles, which render their meaning contingent and hybrid. The object of the presentation is to investigate the consequences of defining democracy itself, and its relationship to media, as object of socio-political struggles, which raises questions about their core characteristics, their conditions of possibilities, the areas of internal struggle and the external threats. Together, these elements, illustrated by diverse examples, will form a model that will allow to place more emphasis on the hybridities of democracy, media and their relationship.

Hybrid Media and Democracy in Post-authoritarian Indonesia

Masduki

This presentation revisits the debate surrounding the concept of hybridity through a case study of the mass media ecosystem in the context of post-digital politics in Indonesia. Hybridity will be examined not only from a technological perspective but also in light of the shifting regulations and mass media ecosystem, strongly affected by the political climate in post-authoritarian Indonesia. Theories on hybrid media systems, such as those proposed by Chadwick (2017), along with insights on media transformation in post-colonial and post-military contexts from scholars like Jakubowicz (2007), Voltmer (2012), and Tambini (2015), will be reviewed with Indonesian context. Furthermore, the discussion on hybridity will incorporate Jurgen Habermas's theory of deliberative democracy to understand the digital media landscape, which is often obscured by political disinformation. This presentation aims to inspire media and political studies scholars, activists, and policymakers to reassess the media architecture in Indonesia, which currently tends to affirm an authoritarian-neoliberal model while neglecting a democratic media model.

1A : Social Activism Through and in Hybrid Societies

The Emerging of Cancel Culture in Entertainment Industry: Case in Indonesia and South Korea

Fatma Dian Pratiwi

UIN Sunan Kalijaga Yogyakarta

fatma.pratiwi@uin-suka.ac.id

Prima Ayu Rizqi Mahanani

IAIN Kediri

This article tends to analyse the emerging of cancel culture in entertainment industry particularly in Indonesia and South Korea. While cancel culture refers to the community's decision to withdraw support for a public consumption object or influencer if they violate societal norms. The literature study approach is used to explore important theoretical references and challenges for further discussion. The finding of this study is that the intensity and application of cancel culture significantly impacts the effectiveness of social control. Netizens frequently use the term 'cancel culture' to dismiss opposing viewpoints. Further research is needed in Indonesia to implement cancel culture and improve digital literacy skills. This can serve as a deterrent to hate speech and provide social sanctions for public figures who are cancelled by the community. Furthermore, there are significantly different practices that occur in Indonesia and South Korea. Cancel culture in Indonesia is still at a very different level compared to the cancel culture that had previously emerged in the South Korea. Cancel culture in Indonesia is still limited to submitting petitions online, and does not have much of a different effect on public figures. In fact, many netizens take advantage of this moment to upload insulting comments and involving parties who are not involved directly with the character. In contrast to South Korea which is able to really implement cancel culture and have a big impact for the character.

Keywords: cancel culture, social control, social sanction, Indonesia, South Korea.

The Role of Songs in Digital Activism and Social Work: A Case Study of the 'Labour Song' Movement on TikTok

Ikhma Zurani, Genny Gustina Sari, Welly Wirman, Ringgo Eldapy Yozani

Universitas Riau

ikhma.zurani@lecturer.unri.ac.id

Songs have long been a powerful medium for expressing emotions, spreading messages, and facilitating social change. They have the ability to resonate with individuals on a deep level, evoking emotions and inspiring action. The 'Labour Song' movement on TikTok is a prime example of the impact that songs can have in digital activism and social work. The 'Labour' movement, which focuses on feminist issues and women's experiences within a patriarchal society, has gained significant momentum on TikTok. Songs have played a crucial role in spreading awareness about the movement and amplifying the voices of women around the world. By sharing their experiences through song, women are able to communicate their frustrations, challenges, and hopes with a global audience. Moreover,

songs have allowed for the creation of a sorority among TikTok users, fostering connections and solidarity. Adopting a social work perspective, a longitudinal analysis was performed of the Labor movement on TikTok based on netnography, in conjunction with specific algorithms. The results show the presence of sorority and homophily within the TikTok user network, specifically focusing on the patterns and implications of echo chambers and filter bubbles. The study found significant evidence of sorority and homophily within the TikTok user network, indicating that users tend to associate and interact with others. The long history and global impact of the labour movement have given rise to a new view of social movements in the digital age. Through the promotion of feminism-focused principles on social media, they must combat homophily and sorority in the global culture. It is vital for practitioners to exhibit consciousness and take proactive measures in the global digital domains to comprehend, contemplate, and advance social justice, equal rights, and the empowerment of marginalized, susceptible, and oppressed individuals.

Keywords: digital activism, sorority, homophily.

Navigating the Social Landscape: Indonesian Brands, Pro-Palestine Advocacy, and Consumer Response

Ibnu Darmawan

Department of Communication, Universitas Islam Indonesia

ibnu.darmawan@uii.ac.id

Indonesia, with its large Muslim population and history of supporting Palestinian rights, presents a unique context for examining how brands navigate sensitive social issues. This research delves into how Indonesian brands leverage these platforms to deliver messages of support for the Palestinian cause. The study investigates the specific types of content and communication strategies employed in these campaigns. It analyzes their effectiveness in resonating with Indonesian audiences, considering cultural sensitivities and preferred communication styles. Furthermore, the research examines the potential impact of these campaigns on brand equity and purchase intentions. Do consumers perceive brands taking a pro-Palestine stance more favorably? Does this translate into increased purchase likelihood? To provide practical guidance for brands considering social advocacy, the research utilizes case studies of established Indonesian brands. By analyzing their digital campaigns in detail, the study aims to identify best practices for delivering Pro-Palestine messages on these platforms. This includes exploring how brands can effectively communicate their support while remaining sensitive to cultural nuances and audience demographics. Additionally, the research will examine the role of social media in amplifying brand messages and influencing consumer behavior. Ultimately, the research seeks to contribute valuable insights into the intricate relationship between brand activism, social media engagement, and consumer response within the Indonesian market. This knowledge will be particularly valuable for Indonesian brands navigating the dynamic social media landscape and contemplating engaging in cause-related marketing, particularly when the cause is a sensitive social issue.

Keywords: brand equity, purchase intention, social media marketing, pro-Palestine advocacy, digital communication.

Love vs. Principle: K-Pop Fans' Boycott of Idols and Controversial Products

Kusnul Fitria

Kajian Budaya dan Media, Universitas Gadjah Mada

kusnul.fitria@mail.ugm.ac.id

The conflict between Palestine and Israel has become a significant phenomenon involving various social movements or humanitarian actions. The boycott of products allegedly affiliated with Israel has become one of the social movements widely carried out, including in Indonesia. This boycott action is undertaken by various groups, including K-pop fans. This research highlights the dilemma faced by K-pop fans when their idols are involved as brand ambassadors for controversial products, in this case, products allegedly affiliated with Israel. The research is conducted qualitatively by tracing K-pop fans' activities related to the boycott issue on social media, further deepened by digital ethnography. The results of this study show that K-pop fans face a significant dilemma as they have to choose between their beloved K-pop idols or the principles and values they uphold (Love vs. Principle). When their idols become brand ambassadors for products allegedly affiliated with Israel, K-Pop fans choose to boycott the products and the idols who become brand ambassadors as a form of protest. One of the ways undertaken in this idol boycott action is by no longer following the idol's social media accounts, both personally and as a group. The boycott movement carried out by K-pop fans is essentially a form of their disagreement with business practices and shows how social media can strengthen collective action as fans. It is undeniable that the boycott action against beloved idols means fans have taken a stance that opposes the support they should provide to the idols they admire. In the boycott actions carried out by K-pop fans, especially boycotts against idols, the tension between fans' loyalty to the idol and their commitment to personal principles as individuals is reflected.

Keywords: K-Pop fans, social actions, boycott.

1B : Popular Culture and Hybrid Media

XKWavers as Third Space: Hybrid Identities of Hallyu-Muslim Community Fans

Rina Sari Kusuma

Communication Department, Universitas Muhammadiyah Surakarta
rk148@ums.ac.id

Religion and popular culture are often seen as a secular-spiritual binary. This view is too simplistic and counterproductive to the interactions that can result from the combination of popular culture and the Islamic religion. Religion and popular culture can function simultaneously in a unique and independent metaphysical space. This research explores the XKWavers community, an Indonesian Muslim fan community that focuses on K-Pop and Korean dramas, as an example of cultural hybridity in the Indonesian context. Using Homi Bhabha's third space theory and Marwan Kraidy's theory of cultural hybridity, this research analyzes how the XKWavers community navigates complex cultural interactions in the global cultural landscape. The research results show that XKWavers creates a "third space" where the global culture of K-Pop and Korean dramas intersects with the local culture and Islamic values of its members. This space allows for the creation of new cultural forms and practices that are neither completely rooted in traditional Islamic culture nor completely aligned with mainstream K-Pop fandom. XKWavers members negotiate their identities by blending elements from both cultures to form a unique hybrid identity. This community also displays a form of cultural resistance by challenging dominant narratives about what it means to be a Muslim fan of global pop culture. XKWavers offers alternative representations and practices that demonstrate its members' agency in defining their cultural and religious identities. Through cultural exchange and dialogue, this community facilitates discussions that draw parallels between themes found in K-Pop and Korean dramas and Islamic teachings. Overall, this research highlights the complex, creative, and contested nature of cultural interactions in an increasingly globalized world. The XKWavers community serves as an example of how hybrid identities are negotiated and how creative resistance occurs in a dynamic cultural landscape. These findings contribute to a more refined understanding of cultural hybridity, particularly in the context of media and communication in Indonesia.

Keyword: Xkwavers, hallyu, Islam, fans, third space, hybrid identity.

"I had Post-Concert Depression": A Netnographic Study of Lucy Fans Community Dynamics in a WhatsApp Group Post LUCY We Are Landing Jakarta 2024 Concert

Dimas Ramadhiansyah

Universitas Airlangga
dimas.rmdh28@gmail.com

This study investigates the community dynamics of Lucy fans within a WhatsApp group following the "LUCY We Are Landing Jakarta 2024" concert. The research aims to examine communication patterns and understand the concert's role in strengthening community bonds among fans. Utilizing a netnographic method with a qualitative approach, the study observes interactions and behaviors in the WhatsApp group from January to June 2024. The findings reveal that the concert significantly influenced fan interactions, leading to increased engagement between group members based on shared interests. Broadly

speaking, the “Post Concert Depression” phase experienced by fans lasted from 1 to 3 months after the concert, with interaction dynamics still related to the past event. Fans expressed their ongoing connection to the concert atmosphere by sharing photos or videos afterward. In the subsequent 4 to 6 months, the “Post-Concert Depression” phase gradually diminished, giving way to more diverse communication dynamics. Topics shifted to sharing information or news about the band LUCY, personal discussions among WhatsApp group members, and other K-Pop or Korean band-related themes. This study underscores the pivotal role of events like concerts or fan gatherings in nurturing a profound sense of community and belonging among fans. It elucidates how shared experiences serve as catalysts for fostering deeper connections and sustaining virtual fan communities over time. In conclusion, the research elucidates how the "LUCY We Are Landing Jakarta 2024" concert sparked intensified community dynamics within the WhatsApp group, underscoring the impact of shared experiences in fostering cohesion within virtual fan communities. This comprehensive exploration sheds light on the nuanced interplay between fan interactions and shared experiences, offering insights into the dynamics of online fan communities in the context of contemporary cultural phenomena.

Keywords: netnography, fan communities, WhatsApp group, virtual interactions, community dynamics.

Understanding the Dark History of 1965 in Horror Films: A Study of Representation in the Film Malam Para Jahanam

Khumaid Akhyat Sulkhan

Department of Communication, Universitas Islam Indonesia

khumaid.sulkhan@uii.ac.id

This study aims to analyze how the dark history of Indonesia in 1965 is dialogued in a horror film entitled Malam Para Jahanam (2023) by Indra Gunawan. The political situation in 1965, which gave rise to anti-communist discourse and was followed by mass killings in many areas, has often been the setting for a movie. However, filmmakers who use horror genre as an approach to narrating it are still very rare. Therefore, in this study, I would like to read Malam Para Jahanam as a representation as well as an effort to re-present the history of 65 as a conflict that has never been resolved for the community, even though it has touched several generations since the massacre of communists and those labeled communists took place. Furthermore, this research will attempt to elaborate on whether the film presents a counter-narrative to the New Order's version of history or is simply a film that exploits sadism.

Keywords: representation, horror, film studies.

Hybrid Islam: Popular Hijrah Among Gen Z

Maya Sandra Rosita Dewi, Dwi Nur L. Fithriya

UIN Sunan Kalijaga Yogyakarta

maya.dewi@uin-suka.ac.id

The phenomenon of hijrah promoted by celebrities has become a significant trend among Generation Z. For this generation, hijrah plays a crucial role in shaping their identity, serving as a symbolic movement that signifies their religious transformation. In this context, religion is often viewed as a fashion statement, with the adoption of busana syar'i, characterized by wide headscarves that cover the chest and loose-fitting clothing, becoming a key marker of this change. This research explores the concept of Islamic hybridity, particularly in relation to the hijrah movement among Generation Z in Yogyakarta, and investigates the sources they refer to when embracing this concept. Utilizing a case study approach, data was collected through interviews with Generation Z individuals in Yogyakarta who have undergone the hijrah experience. Additional data was gathered through observation and documentation. The findings reveal that digital media, especially social media, plays a pivotal role in the hijrah process among Generation Z. Social media acts as a third space where Islamic identity is constructed and expressed. A new form of Islamic identity is emerging within Generation Z, characterized by religious hybridity, where multiple religious perspectives are blended simultaneously. This hybrid religious identity is particularly evident in changes in behavior, especially as they are reflected on social media platforms.

Keywords: Islamic hybridity, popular hijrah, Generation Z.

1C : Crisis, Risk, and Disaster in Hybrid Cultures

An Understanding of the Informal Response, Culture, and Local Participation in Disaster Management in Indonesia from the 2018 Lombok Earthquake

Ikrom Mustofa

Environmental Engineering Department, Universitas Islam Indonesia
ikrommustofa@uii.ac.id

Qurrotul Ainiyah

Sekolah Tinggi Ilmu Tarbiyah Al-Urwatul Wutsqo (STIT-UW)

Exma Mu'tatal Hikmah

Yayasan Generasi Cerdas Iklim, Indonesia

This study aims to analyze the informal response, cultural influences, and local participation within the framework of the decentralization system in disaster management, focusing on the 2018 Lombok Earthquake in Indonesia. Conducted as an exploratory case study, Lombok in West Nusa Tenggara (NTB) Province was selected due to its significant losses from the earthquake, which triggered responses from various actors, stakeholders, and the local populace. Data were gathered through semi-structured interviews with 12 key informants and an analysis of policy documents relevant to disaster management in Indonesia. Findings reveal that governmental policies related to community empowerment played a crucial role in shaping the local response. Establishing national disaster status was deemed important to mobilize resources and coordinate efforts effectively. The study observed that local contributions significantly improved after the 2018 Lombok Earthquake, with enhanced response mechanisms and increased community participation compared to previous disasters. However, the research identified pre-existing and post-disaster conflicts within the local community, primarily due to resource allocation and differing priorities among stakeholders. Cultural memories and religious beliefs in Lombok also significantly influenced disaster mitigation and response, fostering communal solidarity and resilience. The affected local population faced severe trauma, necessitating comprehensive trauma healing initiatives to restore psychological well-being. An evaluation of the informal response highlighted both strengths and areas for improvement, emphasizing the need for better coordination and resource management. These findings underscore the critical need for strengthening local capacities, enhancing coherence between different levels of government, and integrating cultural and religious considerations into disaster management strategies to improve response efficacy and community resilience.

Keywords: informal response, disaster management, Lombok earthquake, community resilience, cultural memory.

Digital Crisis Communication and Brand Sustainability: Analyzing the #WhitelabApologize Movement on Social Media

Rona Rizkhy Bunga Chasana, Dian Purworini, Riski Apriliani

Universitas Muhammadiyah Surakarta

r rb608@ums.ac.id

This study examines how crisis information spreads on social media platforms and leads to collective attitudes towards brands. The Whitelab brand's event with K-POP Idol in late 2022 was judge have some trouble. This sparked public outrage on Twitter (now X) and generated the hashtag #WhitelabApologize. For brands, the failure to organize events and public criticism on social media is a crisis. It will risk for brand reputation and even the sustainability of the brand. This research uses a qualitative approach with social network analysis to determine the social network around #WhitelabApologize and content analysis to analyze the tendency of public opinion. Data collection from Twitter was carried out using Netlytic with a focus on public opinion data that containing the hashtag #WhitelabApologize based on the time range from November 7 to November 10, 2022. The time range is based on the crucial date of the event. The results showed that: 1) hashtag-based social networks can be classified as digital opinion movements (DMO); 2) Actors in this social network are driven by individual K-Pop fans and fanbases of the idols; 3) The opinion is dominated by public perception that leads to a counter attitude towards the brand. In this case, social media provides public space as a process of opinion formation, collective action, including to mobilize the activism. In contrast to previous research that found DMO more in political conversations, this study found that crises that occur in non-political brands are also able to move public opinion. This is also related to the activism that often appears in the world of K-Pop fans, who are accustomed to moving collectively to achieve common goals. However, this study was limited to extracting 10,000 tweets. Thus, it is possible for other tweets to go undetected in this extraction.

Keywords: crisis communication, digital movement, public opinion, sustainability brand.

The Dynamics Communication of Government Public Relations in Implementing Public Information Disclosure on Disasters in Areas Prone to Mount Marapi Eruptions

Ilham Havifi, Lusi Puspika Sari

Ilmu Komunikasi, Universitas Andalas

ilhamhavifi@soc.unand.ac.id

Communication plays a crucial role in reducing disaster risk in various situations by achieving commonness – a shared understanding of disaster mitigation in planning, recognition, and awareness of risks in disaster-prone areas. West Sumatra Province is highly susceptible to disasters, necessitating disaster mitigation through effective communication from the government to address the risk of communication failure with the public in mitigating the impact of disasters. The West Sumatra Provincial Government, given its location in a disaster prone area, requires a detailed and planned communication strategy encompassing process, characteristics, and power relations to map out issues faced in disaster mitigation. This strategy aims to produce vital information for the public through dynamic communication managed by the government's public relations office in accordance with Law No. 14 of 2008 on Public Information Disclosure. This research focuses on government public relations in nagari (village) areas prone to Mount Marapi eruptions. The

research methodology involves qualitative case studies with a constructivist paradigm, focusing on subjects such as government public relations officials in disaster-prone nagari, PVMBG, BMKG, BNPB regional offices, media practitioners, disaster activists, and other relevant stakeholders. The findings highlight the dynamics of government public relations communication in managing public information disclosure in disaster-prone areas affected by Mount Marapi eruptions. This enhances public trust, thereby minimizing the direct impact on the community through effective governmental public relations communication. The expected outcome of this research is to provide solutions for the government as an indicator of disaster preparedness and response at the nagari level.

Keywords: government public relations, nagari, disasters, Marapi Mount eruptions.

The Crisis Communication Model Carried out by the Provincial Government of Bali in Handling Criminal Cases of Foreign Tourists as an Effort to Maintain the Trust of the World Community in Bali Tourism

Danar Kristiana Dewi

Universitas Terbuka

danar.dewi@ecampus.ut.ac.id

Bali is a very popular tourist province in the world. In 2023, there were 2.35 million foreign tourists visiting Bali. This number will certainly have a significant impact on the community's economy and Indonesia's image as a safe country that can be visited by foreign tourists. However, the number of visits also has an impact on the problems that arise. The main issue that is the focus in managing the tourism industry is the safety of tourist attraction locations for visitors. In Bali Province, starting from 2021-2023, criminal acts against foreign tourists have continued to increase every year. If this is not handled quickly, it will affect the world's trust in tourism in Bali, which will certainly have a domino effect on the tourism potential and economic welfare of the community. As a tourist destination, Bali has experienced several tourism crises, ranging from the Bali bombing case in 2002 and 2005 to the Covid pandemic. From the crisis that occurred, especially the covid pandemic 2020, Bali can still stand tall as a tourist destination that is in demand by the world community. It is certainly interesting to see how the crisis communication efforts made by the Bali provincial government and related parties in dealing with this problem. The research method used is descriptive qualitative case study. The result of this research is a Crisis Communication Plan that can be used as a reference for handling crises in the future. The results of this research are expected to contribute to other tourist areas that are developing and opening themselves as international tourist destinations. Then, through this research is expected to be able to support the development of crisis communication science, especially in the context of tourism.

Keywords: crisis communications, tourism, crisis communication plan.

1D : Communicating Space and Place in Cultural Hybridity

Smart & Creative Environments? Exploring the Role of Arts Data in Sustainability of Smart Cities

Natalia Grincheva

LASALLE, University of the Arts Singapore

natalia.grincheva@lasalle.edu.sg

The rise of smart cities prioritizes data-driven approaches to enhance urban planning, design, and management, fostering a more sustainable and livable environment. This shift aligns with Smart Environment policies, which utilize technology to promote sustainable practices like waste reduction, pollution management, and resource conservation, ultimately building urban resilience. Within this framework, the role of arts and cultural institutions, particularly museums, emerges as a vital yet underexplored aspect. My presentation will explore how arts data, generated by cultural organizations and their audiences, can be integrated into smart city governance for a more sustainable and culturally vibrant future. Arts and cultural institutions, as stakeholders in enhancing urban ecology and well-being, possess valuable data on visitor behavior, interests, and the impact of cultural experiences. Moreover, they become important mediators connecting the municipal government with citizens spreading awareness about the sustainable practices and technological impact on urban life. Analyzing this data alongside traditional urban metrics can offer insights into resident preferences and priorities related to green spaces, sustainable practices, and community engagement. Looking at several case studies of integration arts stakeholders in smart city policies, my presentation will examine how the smart cities leverage data from museums and other cultural institutions. This analysis will reveal how arts data can be utilized for co-designing and managing Smart Environments across various dimensions, from green infrastructure initiatives to promoting sustainable behaviors. Ultimately, the research aims to conceptualize the role of arts data in fostering a more sustainable, culturally rich, and resilient urban environment, contributing to the well-being of its citizens. In this way, my presentation will contribute to several important topics on the conference agenda, including 1) environmental communication: the hybrid practices and the challenges, 2) creative media ecosystem: visual culture and hybrid arts, as well as 3) communicating space and place in urban hybrid culture.

Keywords: smart city, creative city, smart environment, sustainability, arts data, museums.

Values and Fears of the Europeans: Insights from a Horizon 2020 Project

Andrea Miconi

IULM University, Italy

andrea.miconi@iulm.it

The paper presents some results of the Horizon 2020 project EUMEPLAT - European Media Platforms: Assessing Positive and Negative Externalities for European Culture. In particular, we will focus on a wide-scale analysis of social media discussion in the ten countries covered by the project: Belgium, Bulgaria, Czech Republic, Germany, Greece, Italy, Portugal, Spain, Sweden, and Türkiye. We selected the Facebook, YouTube and Twitter public posts related to two major issues, gender and migration, and to the four most relevant

topics based on the last available EuroBarometer reports: health, economic crisis and recovery, European Union, and environment. In the latter case, we worked on the 720 most impactful posts in terms of overall reaching, and we manually coded the contents. In the case of gender and migration, we opted for a topic-modeling analysis of 10,000 posts randomly selected, with a first manual annotation used to instruct the algorithm. We used the national languages, as samples built on the scraping of English contents are easily biased towards a specific part of the population. Based on the qualitative analysis of both the manually coded and the topic-modeling research information, we will focus on two major indications. The first one is the weakness of the properly European dimension, with a lack of people's agency and interest, which based on literature review can be framed in terms of *vertical*, rather than horizontal Europeanization. Implications for European solidarity will be discussed. The second aspect is the emergence of four main criticalities, related to agency, culture, values, and fears. Social theory-wise, these variables can be framed by the opposition between manifest and latent functions, as laid out by Robert Merton. According to Merton, in short, manifest functions are "those objective consequences [...] which are intended and recognized by participants in the system"; whereas the latent are not "intended", and not always recognized by the people. Manifest functions are characterized, and actually driven, by people's *purposes*; the manifest, are rather made visible by their *consequences*, without social actors necessarily being in control of them. The overall equilibrium of the structure, hence, is a measure of the balance between these two forces, what people are aware of, and what people are not aware of: so that the "persisting cultural forms have a net balance of functional consequences", acting as a twofold source of stability for both individuals and "society considered as a unit" (1949, 96, italics removed). As values and fears popped out as the most relevant dimension in our semantic map, we will zoom into this aspect, and in its connections with the weakness of a properly cross-European dimension in the supranational online public sphere.

Keywords: Europeanization, values, qualitative research, European identity, social media.

Cultural Space and Place in China's Smart Cities

Josephine Choi Hio Ian

Independent researcher

josephinechoi16@gmail.com

China's approach to smart city development leverages a comprehensive technological infrastructure. Embedded sensors, metering devices, and cameras are combined with big data processing and AI analysis to optimise urban management and public spaces. However, academic exploration of how cultural projects integrate within this framework is lacking. This study aims to address this gap by investigating the topic of 'smart cultural space' within China's urban hybrid cultures. The Greater Bay Area, consisting of Hong Kong, Macao and the municipalities of Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong Province, is a prime example of smart city development with a strong focus on cultural development. With its robust economic growth, the Greater Bay Area has been actively promoting cultural development and smart city initiatives since 2019. This plan extends to the development of cultural values, the enhancement of cultural soft power, and the promotion of the creative industries, as outlined in the 'Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area'. This study aims to explore the Bay Area's policies and practices regarding smart cities and their progress in implementing cultural projects. The study will investigate key

enabling technologies, particularly smart infrastructure, as exemplified in projects like OCT-LOFT Creative Culture Park in Shenzhen and West Kowloon Cultural District in Hong Kong. The study will compare the Greater Bay Area's cultural initiatives in smart city development to evaluate its effectiveness and discuss the implications of China's smart city initiatives. Through this study, we can facilitate the cultural development in Chinese smart cities, provide useful references to arts and cultural managers, practitioners, and smart city planners in other countries and regions, and promote the cultural development of cities.

Keywords: cultural space, cultural district, smart city, smart city planning, China.

Life is a Game: Scrabble Club Community in Inland Village

Martriana Ponimin Said

Fakultas Ilmu Komunikasi, Universitas Pancasila

martrianaps@univpancasila.ac.id

Hopes and dreams may be some of the things that encourage the younger generation to progress and develop. When digital media and electronic devices are used by everyone in everywhere, the presence of an activity that separates the digital world becomes inevitable. However, an initiative was formed by a junior high school teacher in the interior of South Kalimantan by inviting his students to play and practice Scrabble to improve their English skills. In its development, the *Kampung Inggris Borneo* will be built as an umbrella for Scrabble activities in the area. Giddens (1990) sees that globalization introduces a form of interdependence in the world so that the distribution of global media products is not a threat. However, it is a question of whether this learning effort is driven by the game setting that comes from the United States, is there a strong urge to learn foreign games? How does the locality approach in play and learning become a counterbalance to local identity? This study uses a qualitative approach by exploring and describing the expectations, understanding, and consumption models of participation in the Scrabble community, through interviews with managers and students in Kampung Inggris Borneo, Tabalong Regency, South Kalimantan. The results of the study show that the role of teachers as agents of knowledge transformation and drivers of new habits is important. Scrabble as a subculture of games can be present in the ability to remember foreign words. Consumption patterns are formed when there is a need for learning and assessment outside of formal education.

Keywords: scrabble, subculture, media consumption.

1E : Visual Culture and Hybrid Arts

Humor as Catharsis: An Analysis of Video Memes about Government Policy

Dyan Rahmiati

Universitas Brawijaya

dyanrahmi@ub.ac.id

This study examines the role of humor in the digital age, with a particular focus on internet memes as a form of cathartic expression in response to government policies. The advent of the internet has facilitated the emergence of internet memes as a powerful tool for political discourse. Individuals are able to express their views and critique government policies in a unique and often humorous manner through the use of memes. Users provide a humorous and satirical counter-narrative to official directives and legislative measures, thereby serving both as a prophylactic and as a catharsis for fear and anxiety. By examining a diverse array of memes circulating on social media platforms, this research demonstrates how memes function as a coping mechanism for the public, offering a means of processing and expressing emotions in the context of uncertainty and precarity. They provide a form of relief from the frustrations and anxieties associated with political decisions and governance. The study emphasises the pivotal roles of memes in influencing public opinion and shaping collective behaviour. By harnessing the power of humor and irony, memes can both mobilize action and provide a sense of catharsis. Furthermore, the study considers the sociopolitical context that give rise to these humorous digital artefacts, offering insight into the collective psyche and the dynamics of contemporary political discourse. In conclusion, this research demonstrates the importance of humor as a means of social commentary and emotional release, and highlights its capacity to cultivate community and resilience in the context of political challenges.

Keywords: humor, video memes, government policies, coping mechanism, digital age.

The Ambivalence of the Internet and Technology upon the Comic Industry

Adhani Juniasyarah Emha

Universitas Gadjah Mada

adhani.emha@mail.ugm.ac.id

The advent of the internet and technology has brought ambivalence to the comic industry. On one hand, they provide consumers and comic enthusiasts with easy access to their favorite comics without needing to visit bookstores. On the other hand, they have exacerbated the issue of piracy. This piece outlines the distribution process of legal printed and digital comics and reveals how comic piracy is perpetrated and proliferated, particularly on internet-based platforms. Virilio (2006) posits that the trajectory of dromological globalization is marked by a progressively violent, more interconnected history of mishaps and that the creation or adoption of new technology inherently brings new forms of accidents. In the context of the comic industry, the "accident" facilitated by the internet and technology is piracy. This is where the ambivalence of the internet and technology becomes apparent. Comic industries, especially those that operate online, have implemented measures to protect their authors' works from piracy. For instance, Webtoon, a platform created by Naver, has disabled the screenshot function on readers' devices, preventing

them from capturing images of comics that could be misused. Despite these efforts, technology continues to evolve, allowing scanlation groups (which scan, translate, and distribute comics on websites) to circumvent these protections. This is not the extent of comic piracy; there are Android applications designed to 'steal' scanlation groups' translated comics and update them in real time, just as the websites do. Consumers can simply download and install these apps from the Google Play Store to access thousands of online comics for free. This technological advancement thus perpetuates the ambivalence of the internet and technology in the comic industry by facilitating both access and piracy.

Keywords: ambivalence, comic, internet, technology, piracy.

Unveiling Undocumented Legacy: Visual Storytelling of Javanese in Suriname

Andi Ari Setiadi, Andi Imam Prakasa, Caron Toshiko Monica, Fajar Hadi Prabowo

Gueari Galeri

guearigaleri@gmail.com

Our visual project on the Javanese legacy in Suriname aims to voice the unspoken stories of our ancestors who migrated from Java to Suriname between 1890 and 1939 under the Dutch colonial regime. This research highlights the significant contributions of Javanese migrants in preserving Javanese culture, building Suriname, and enhancing the Dutch economy, despite receiving inadequate wages. In 1902, a mass rebellion by Javanese and Indian workers at the sugar plantation and factory in Marienburg, Suriname, demanded fair wages, resulting in a massacre. This project seeks to present these stories visually, acknowledging the limited engaging visual accounts on this topic. Our residency in Suriname allowed us to explore more the rich cultural history and heritage left by the Javanese community, gathering stories, photographs, and other historical artefacts that vividly illustrate their experiences and resilience. Upon our residency, our team is developing this project into a photobook, exhibition, and documentary video, planned for publication in August 2025, coinciding with the 50th anniversary of Suriname's independence and the 135th anniversary of Javanese immigration to Suriname. This multifaceted approach ensures that these narratives reach a broader audience, fostering a deeper appreciation of this important cultural legacy. This project will not only provide deeper insights into this history but also enhance the understanding of the Javanese legacy in Suriname through a compelling visual approach. By bringing these untold stories to light, we aim to contribute to the global discourse on migration, colonial history, and cultural preservation, emphasizing the enduring impact of the Javanese community in Suriname.

Keywords: migration, colonial history, cultural preservation, Javanese in Suriname.

Visualise Me in Person: Personalization as Political Campaign Strategies on Instagram in the Presidential Election Period 2024

Miftha Pratiwi, Rindang Senja Andarini, Yosi Arianti, Misni Astuti

Universitas Sriwijaya

mifthapратиwi@fisip.unsri.ac.id

Most studies on the formation of individual image visualisation focus on commercial practices in the realm of political marketing to gain public support and focus on the text of each platform. Image formation is the main key to attracting public attention and winning public support (voters). This study focuses on how the three pairs of presidential and vice presidential candidate use visual images in their self-presentation or personal branding on Instagram during the 2024 presidential election in Indonesia. Instagram is an important medium for building emotional relationships with followers and increasing credibility. Candidates must implement the right strategy to form a self-image through personal branding in the campaign to generate positive resonance with voters. This is done through quantitative content analysis of 2542 Instagram posts by the three pairs of presidential and vice presidential candidate during the campaign period. The findings show that visuals identify 3 types of content categories and 12 specific themes in the formation of personal branding. The 3 types of content categories are: style, competence, and standard. While the 12 specific themes include: skills, values, and principles; togetherness with community leaders; self-appearance; religious activities; family orientation image; communication style; uniqueness; culture; political campaigns; work as public officials; and achievements. The study also found that the themes of interaction with the public, political campaigns, and togetherness with community figures were the most dominant content uploaded by three pairs of candidates for presidential and vice presidential candidates. Thus, image building becomes a crucial strategy in gaining votes in presidential elections.

Keywords: personalization, political campaign, presidential election 2024, personal branding.

2A : Communication, Empowerment and Hybridity

Building Tolerance Character of High School Students in Jakarta with Learning Method Based on Participatory Education Communication

Asima Oktavia Sitanggung, Juara P. Lubis, Pudji Muljono, Firdanianty Pramono
Department of Communication Science and Community Development, IPB University
asimasitanggung85@gmail.com

Indonesia carries the slogan "Unity in Diversity" to instil the character of tolerance through the third principle of Pancasila. However, in 2022, intolerance became one of the three cardinal sins in Indonesian education. Setara Institute's report shows that the increase in knowledge of tolerance among high school students is accompanied by an increase in cases of active intolerance. Tolerance is a reflection of respect, acceptance, and appreciation of differences in beliefs, cultures, expressions, and individual ways of life. Research on tolerance education still focuses on improving cognitive aspects, while social cognitive theory suggests that social learning involves dynamic and reciprocal interactions between individuals, the environment and behaviour. Tolerance as the basic capital of inclusive education and social stability can be supported by educational communication that encourages student participation. The project-based learning method is considered effective in developing students' intercultural competence and empowering them as agents of change. The urgency of this research is that participatory educational communication processes can reduce active intolerance and promote active tolerance. Photovoice as a participatory action research method encourages participants to identify, represent and raise social issues through photographs. The purpose of this study is to explain the learning process using photovoice method in building tolerance character; explain students' interaction with social environment (family, school, peers, and social media) that supports tolerance character; and explain the results of photovoice learning that empowers students to voice tolerance. This research uses a qualitative method with a participatory action research approach to describe the results of learning observations with the photovoice method, in depth interviews with students, and focus group discussions with related parties to achieve the research objectives. It is expected that this method is able to change the behaviour and character of students' tolerance cognitively, affectively, and conatively.

Keywords: photovoice, social cognition theory, tolerance, senior high school students.

The Hybridity of Digital and Traditional Media in Empowering Suburban Communities: A Case Study in Priyan Village, Bantul

Sri Rahmawati
Department of Communication, Universitas Islam Indonesia
22321219@students.uii.ac.id

This study aims to explore how the hybridity of digital and traditional media can empower suburban communities, particularly the youth in Priyan Village. This research analyzes how the combination of digital media such as social media and instant messaging applications with traditional media like face-to-face meetings and bulletin boards creates a synergistic effect in communication and community empowerment. For instance, digital platforms are used for planning and promoting community events, while traditional media help maintain

personal connections and trust within the community. This blend ensures that all demographic groups are engaged and informed, facilitating a more cohesive community dynamic. Using qualitative methods including in-depth interviews and participatory observation, the study finds that media hybridity strengthens youth participation in community activities, enhances information access, and extends communication reach. The youth in Priyan Village, despite living in a rural area, possess modern thinking and development visions. They can integrate innovative ideas with cooperation from the adult population, creating a productive synergy for village development. Additionally, the application of prophetic communication principles within this hybrid approach reinforces ethical and moral values in community interactions. This indicates that the hybridity of digital and traditional media fosters a more dynamic and inclusive communication environment, subsequently increasing community engagement and empowerment.

Keywords: media hybridity, empowerment, prophetic communication.

Smashing Barriers: Strengthening Supportive Social Network Communication for Disabled Small to Medium Sized Enterprises

Fachmi Ibrahim, Juara P. Lubis, Pudji Muljono, Dwi Sadono

Department of Communication Science and Community Development, IPB University
fachmi.ibrahim@apps.ipb.ac.id

This study investigates the relationship between disabled entrepreneur experiences operating small to medium-sized enterprises (SMEs) and supporting social networks. The study focuses on the particular obstacles and difficulties faced by disabled business owners and emphasizes the value of creating social networks that are supportive in order to assist in removing these obstacles and promoting effective communication. Emphasizes the value of communication in building a feeling of community and promoting the sharing of information and resources, whether it is between entrepreneurs and other stakeholders or among members of the support network. We investigate how communication may empower disabled entrepreneurs by transforming their lives. The main goal of this research is to better understand how to use supportive social networks to remove the obstacles that have historically prevented people with disabilities from participating in the entrepreneurial environment. We uncover the nuanced ways in which communication strategies can be tailored to foster inclusivity and accessibility within SMEs. Communication limitations frequently make it difficult for disabled entrepreneurs to obtain resources, networking opportunities, and market information. However, when equipped with adaptive technologies and inclusive communication practices, these entrepreneurs demonstrate remarkable resilience and innovation. The study highlights the importance of creating a supportive ecosystem that not only acknowledges the unique contributions of disabled entrepreneurs but also actively works to dismantle the systemic barriers they face. This conclusion argues for a paradigm change in the way that disabled entrepreneurs in SMEs are viewed and supported. It requires teamwork to improve lines of communication and create strong social networks that are welcoming, empowering, and supportive of the development of disabled entrepreneurs. Through this, we can truly smash barriers and pave the way for a more diverse and dynamic business landscape.

Keywords: adaptive communication, disability empowerment, inclusive entrepreneurship, SMEs accessibility, supportive social network.

Digital Literacy and Digital Health Literacy of Health Workers in Indonesia

Nia Ashton Destrity, Fariza Yuniar Rakhmawati, Nisa Alfira

Universitas Brawijaya

nia.ashton@ub.ac.id

The development of communication technology has led to the proliferation of electronic health information, presenting challenges for users in responding to this information. Therefore, possessing skills in consuming and taking action on electronic health information—referred to as digital health literacy (DHL)—is crucial for everyone, especially health workers. In addition to the DHL concept, technological advancements that play a significant role in all aspects of life, including the health sector, are also closely linked to the concept of digital literacy. In recent years, viral content created by health workers on social media has often been criticized as unethical and unwise. This phenomenon reinforces previous studies indicating that health service staff have low levels of digital literacy. Researchers assume that while health workers may have adequate skills in consuming electronic health information, they lack the skills to utilize technology to produce ethical content that respects individual privacy. Several studies on digital literacy and DHL among health workers have been conducted. However, in Indonesia, there is still limited research on the digital literacy and DHL levels of health workers. Thus, this research aims to assess the digital literacy and DHL levels of health workers in Indonesia. Using an online survey method, this study involved 387 respondents who are health workers in Indonesia. The findings indicate that the majority of respondents demonstrated moderate levels of both digital literacy and DHL. In terms of digital literacy, respondents scored higher on digital skills indicators compared to digital competence. Regarding DHL, the majority of respondents achieved the highest average scores on the operational skills indicator and the lowest on the navigation skills indicator.

Keywords: digital literacy, digital health literacy, health worker.

2B : Film, Multi-Platform Viewing, and Hybrid Media

Imprint of 'Hybridity' in Contemporary Indian Cinema: A Thematic Study of Imtiaz Ali's Films

Rachna Sharma

Indian Institute of Mass Communication, New Delhi, India

rachnasharma.iimc@gmail.com

The Indian film industry is known to be the second largest in the world after Hollywood. Although Indian cinema is more popular for 'the musical drama' of Bollywood, Indian cinema has evolved into the present shape working throughout the historic journey that goes parallel to the world. Be it the auteur like Satyajit Ray, the Indian film movement known as 'parallel cinema', or the superstar-based 'formula' films, Indian filmmakers have been experimenting with film forms, format, language and technology. Today, when digital technology is immersed in almost every media form including films, filmmakers are experimenting more with the visual and cultural language embedded in the technology. Imtiaz Ali is one of the contemporary filmmakers celebrated among young filmmakers for the same reason. Throughout the two decades of his cinematic career, Imtiaz Ali has given some of the masterpieces to the Indian Film industry that indicate the creation of a new 'hybrid' creative culture. In this setting, the proposed study will explore the work of the writer-director, Imtiaz Ali to find out different elements of hybridity in his films. A thematic analysis will be drawn to observe the thematic patterns concerning the narrative structure, film formats, use of multi media, genre, identities (hybridity of the characters), and distribution channels (in terms of multi-media platform). A total of ten films (in Hindi language) written and directed by Imtiaz Ali will be taken for analysis starting from his first feature film *Socha Na tha* (2005) to his latest, *Amar Singh Chamkeela* (2024). The qualitative research, thus, aims to gain insight into how the creative media ecosystem is forming a new film culture that is essentially hybrid, by investigating the selected films from the 'creative' perspective taking cues from the set theoretical underpinnings.

Keywords: Indian Cinema, thematic analysis, hybridity, Imtiaz Ali.

The Role of KDM Cinema in Facilitating Alternative Film Screenings and Discussions in Yogyakarta

Olla Agustia Leriani

Universitas Dian Nusantara

ollaagustialeriani@gmail.com

This study examines the role of Klub DIY Menonton (KDM Cinema) in facilitating alternative film screenings and discussions in Yogyakarta. As a community dedicated to film appreciation, KDM Cinema provides a platform for cinephiles and independent filmmakers to explore cinematic works that are seldom shown in mainstream cinemas. The study utilizes qualitative methods, including in-depth interviews and participatory observation, to assess the impact of community activities on its participants. KDM Cinema plays a crucial role in introducing and promoting alternative films to the local audience. Through regular screenings and interactive discussions, this community has successfully created a space for critical and reflective dialogue on various social, cultural, and political themes depicted in these films.

Community members report that these activities not only enhance their understanding of the cinematic world but also encourage them to be more critical and appreciative of various forms of cinematic expression. KDM Cinema also serves as a platform for local filmmakers to showcase their work and receive constructive feedback from the audience. This enhances the creative ecosystem in Yogyakarta and provides moral support as well as a broader network for independent filmmakers. The success of this club in attracting diverse audiences indicates significant interest in bold and innovative film content. KDM Cinema makes a substantial contribution to promoting alternative film culture in Yogyakarta. Recommendations from this study include enhancing collaboration with educational and cultural institutions to broaden program outreach, as well as developing initiatives to increase community participation in these activities.

Keywords: Klub DIY Menonton, alternative film, film community, independent filmmaker.

Performing Longing: Gen Z's Digital Nostalgia in Indonesia

Aditya Adinegoro

Universitas Islam Indonesia

233210401@uii.ac.id

Defiana Dewi Septiami

Kajian Budaya dan Media UGM

defiadewi@gmail.com

In today's digital era, Generation Z (Gen Z) individuals are embracing a unique form of nostalgia, particularly for cultural elements from the 1980s and 1990s, despite never having experienced these eras firsthand. This paper explores how Gen Z in Indonesia engages with digital nostalgia, focusing on the performative nature of this phenomenon and its implications for cultural identity and social interactions. Nostalgia, as we understood in this context, is an act realized in performance, resonates deeply with the ways in which Gen Z navigates digital spaces, emphasizing that nostalgia is not merely a passive sentiment but an active enactment that unfolds through various forms of expression and engagement. The purpose of this research is to delve into the performative practice of feeling and expressing nostalgia for experiences and cultural artifacts that Gen Z has never directly encountered. By examining nostalgia as a performative practice, the study aims to unravel the complexities of how Gen Z in Indonesia constructs, reenacts, and negotiates their identities through engagement with nostalgic content on social media. Additionally, the research seeks to understand the emotional depth of this (digital) performative nostalgia as a concept of longing, characterized by a desire to return to the past and comparison to the present. Utilizing content analysis as the primary methodological approach, this study examines a wide range of digital content, including social media posts, videos, and other forms of online content. By critically analyzing the performative dimensions of nostalgia, this research uncovers the underlying narratives, themes, and affective experiences associated with Gen Z's engagement with nostalgia for eras they have never directly experienced. Additionally, the study explores how digital platforms facilitate the expression and dissemination of nostalgic content, shaping the ways in which Gen Z constructs their cultural identities and connects with broader cultural narratives.

Keywords: nostalgia performance, digital nostalgia, Generation Z.

The Use of VFX in Contemporary Indian Cinema

Hardeep Singh, Kamaljeet Kaur

University Institute of Media Studies, Chandigarh University

hs151204@gmail.com

Creative options have been immensely opened up for the production of a film owing to the enhancement of Visual Effects (VFX) technology in films. The term VFX is extensively deployed to almost everything that is associated with what the eyes can observe as a visual manipulation. This study is presented to examine the VFX of filmmaking in Indian Cinema from the three VFX firms. Sample data has been amassed by utilizing a cluster sampling method and the researcher did a content analysis of robot 2, O and Zero movies of India. The objective of this study is to scrutinize VFX, trends of VFX in the Indian Film Industry (IFI), the role of VFX and sound effects in filmmaking, and the challenges faced by filmmakers using VFX. Furthermore, the estimated growth trends of VFX and post-production in Indian cinema between the years 2015 to 2022 have been examined and discussed. The estimated growth rate of VFX and post-production achieved was the highest trend rate in the year 2022. The highest number of credits is achieved by the Bollywood films than the regional films by examining the VFX to global pressure.

Keywords: visual effects, film industry, cinematography, Indian cinema, VFX techniques.

2C : Hybrid Media and Cultural Production

Variations of Audiovisual Works in the Yugo Nakamura's Spatial Environment "Audio Architecture"

Kamil Lipiński

University of Łódź, Poland

lipinski_kamil@yahoo.com

The purpose of this article is to redescribe the exhibition entitled 'Audio Architecture' organized in the Design Sight Gallery between 29.06.2018 to 14.10.2018 within the framework of collaboration between Keigo Oyamada (music) and Masamichi Katayama (exhibition space design), as well as in charge of Yugo Nakamura (exhibition director). Bringing together web design, interface design and film this audiovisual panorama of manifold video works reveals the 'relational aesthetics' introduced by Nicolas Bourriaud and Claire Bishop to integrate sound, video, and space. In an attempt to reexamine the works widespread in-between the media of three galleries we are seeking the variations of experimenting with the relationships between the visual space, musical engineering, and the viewer-interactor in what Raymond Bellour calls 'the other cinema'. By entering to the first gallery filled with discrete sound prepared Teturo Inagaki and edited in screen video Akitomo Okuda we are passing in the second gallery to the very unique constellation of musical pieces digitally transformed and fragmented interspersed by the sensual movement of lines, overlapping with the visual effects linked to the music to demonstrate the ways how the viewer may manipulate the image to create its vibrant, digitally reconfigured reflection. What is particularly intriguing is the curatorial itinerary of the gallery inviting the audience to sit sharing the common experience of viewing spectacle stretched over space floating in the shadows of the altering scenery.

Keywords: audio, spatial environment, gallery, video works, interface design, relational aesthetics.

An Immersive Musical Exploration of Nature in Virtual Reality Environment

Mirjana Dokic

School of Creative Media, City University of Hong Kong

Mdokic2-c@my.cityu.edu.hk

Rapid ecological, cultural and social changes pose huge problems for humanity since they represent a great danger to the future of the planet Earth. These current transformations encourage art-science research which has proven to be a valuable means for examination, presentation and communication of such challenges. Creative media artists, using hybrid practices of art, science and technology, effectively address and critically discuss the impact of cultural and social changes on environment. In the field of virtual heritage, they combine virtual reality and cultural and natural heritage offering an opportunity for the audience to become an integral part of the immersive heritage experiences. This paper offers theoretical reflections on the role of hybrid audiovisual media, as a fusion of virtual reality, music and soundscape, in communicating the appreciation for natural heritage and its preservation through intercultural learning. Theoretical framework of this research combines concepts from new media theory and cognitive appraisal theory. Following new media theory, with aim

to communicate meaning, this project includes creation of the Virtual Heritage Exhibit, representing natural heritage of Hong Kong, and in particular, Hong Kong UNESCO Global Geopark and Indo Pacific Humpback Dolphin, where semiotics are musical and visual. Musical content is in the form of sonification based on datasets of Indo-Pacific Humpback dolphins in order to present these animals endangered by the problems such as a pollution, traffic noise and climate change, and raise public awareness about cetacean conservation. Visual semiotic signs are audio reactive visual effects applied to the natural landmarks represented in virtual reality 360 videos. To evaluate if the goal of creating audio-visual virtual heritage environment that allows intercultural communication and learning for audience is achieved, user experience evaluation is based on the concepts of cognitive appraisal theory where important experiences have the potential to elicit specific emotional responses in individuals.

Keywords: nature protection, creative media, hybrid media, cultural production, intercultural communication, natural heritage, acoustic ecology, music sustainability.

Popular Culture and Hybrid Media: Negotiating Gender Identity in Hybrid Media Ecosystem – Case Study on Bunda Corla’s Popularity on Instagram

Dessy Kania, Adek Risma Dedees, Suharyanti, Mirana Hanathasia, Dianingtyas M. Putri, Ari Kurnia

Program Studi Ilmu Komunikasi, Universitas Bakrie

dessykania@gmail.com

Bunda Corla known as an Indonesian social media personality, has become a cultural icon largely through her authentic, humorous, and spontaneous content on Instagram. The use of Instagram, as her initial digital platform where she built her audience through live sessions, stories, and posts, has shifted to TikTok in order to facilitate further growing interaction and engagement. Not only in the digital realm, but offline activities such as meet and greet were facilitated for the transformation from fans to community. Her popularity in the social media platform offers a unique lens to examine how gender identity can be negotiated and represented in a hybrid media ecosystem that includes both traditional and digital platforms. Thus, strategies used in hybrid media ecosystem differ from traditional media, relying mostly with media environment that is “far more diverse, fragmented, and polycentric, and new practices have developed out of the rise of digital communication” (Chadwick, 2013). According to Butler (1990) who claimed that “gender is what you do, not who you are”, the combination of gender performance in the realm of hybrid media ecosystem, is something that should be explored further. This case study explores how Bunda Corla negotiates her gender identity within the hybrid media ecosystem, both digital and traditional media platforms. In addition, we also explore the strategies she employs to perform her gender roles and the challenges she faces in this evolving media landscape.

Keywords: hybrid media, gender identity, Instagram, Bunda Corla.

Escorting the Building of Ibu Kota Nusantara as a New Capital of Indonesia through Social Media

Ardy Satria, Ismi Dwi Astuti Nurhaeni, Andre Rahmanto

Department of Communication Science, Sebelas Maret University

ardysatria@student.uns.ac.id

The idea of relocating Indonesia's capital city has been around for a long time because the burden of Jakarta is considered too heavy. The building of Ibu Kota Nusantara (IKN) is one of the national strategic projects that requires good cooperation and commitment between the government and the community. Government as the executor of the IKN building process needs to open up the space for participation and communication with the community. This study provides a perspective on how social media such as Instagram, Facebook, Twitter, TikTok, and YouTube become a space to discuss the build of IKN. The use of social media to escort the building of IKN aims to ensure that the building of IKN pays attention to environmental, social, and economic aspects. This research uses a qualitative description method with David Berlo's SMCR communication model. Posts about the IKN development process on various social media platforms within a certain period were analyzed based on elements in the SMCR theory. The results showed that social media became an effective control tool for the community to escort the building of IKN. Through social media, the public can monitor the building of IKN and convey their aspirations regarding the IKN building process. The use of social media to escort the government's projects in this study is expected to fill the literature gap regarding the function of social media as a public communication tool. With effective collaboration and utilization of social media, the process to escort the building of IKN and other national strategic projects can be realized in an accountable, transparent, sustainable manner, and reflect the values of the nation, as well as realizing active community participation in Indonesia's development.

Keywords: community participation, environmental impact, Ibu Kota Nusantara, public communication, SMCR, social media.

2D : Posthuman and Artificial Intelligence

Phyigital Communication and Hybrid Ontologies: the Hypes of the Metaverse and Generative AI in the Age of Deglobalization

Nello Barile

IULM University of Milan

nello.barile@iulm.it

This work explores the recent evolution of the digital media and communication ecosystem from the metaverse to generative AI. If media are not just tools, but complex environments capable of reshaping our social identities (McLuhan 1964) and cultural values, it is fundamental to understand their interactions with our being. Between the recent enthusiastic narrative about the Fourth Industrial Revolution and the neo-critical approaches against the domination of algorithms, this work explores the complex relationship between digital media and human creativity. It is relationship that continuously generates new hybrid ontologies that follow two main directions: the convergence between production and consumption (prosumption) and the integration between the digital and physical spheres (phyigital). The recent hype of the Metaverse reinforces the globalist utopia of communication in the age of deglobalization. Even if the NFTs are intangible values, the blockchain provides them a new unicity, determining a shift from the authenticity of the artwork (Benjamin 1955) to the authentication of digital images. The recent shift from the hype of the Metaverse to the one of Generative AI, shows a deeper penetration of digital technologies in the realm of human creativity and emotions (Greenfield 2017, McStay 2018). The ambiguous perception of that artificially generated characters and environments produces a new type of “uncanny valley” (Barile 2022). On a side the phyigital integration between bits and atoms, on the other the digital hallucination (Zubianga 2024) are controversial traits of the new hybrid ontologies. Both Metaverse and Generative AI can be considered ad a new stadium in the classification of simulacra (Baudrillard 1981). The qualitative research section will use McLuhan’s tetrad combined with visual semiotics (Hodkinson 2016) to analyze contemporary social media and advertising campaigns generated by AI. The comparison will discuss analogies and differences between the hype of the metaverse and to one of Generative AI.

Keywords: phyigital, customer-centric, globalism, deglobalization, generative AI, metaverse.

Critical and Patriotic Discourses Intertwine in the Chinese Online Sphere when Western ChatGPT is Created

Yiming Chen

Xi'an Jiaotong-Liverpool University, Suzhou, China

Yiming.Chen@xjtlu.edu.cn

Yichen

Ge Jinan University, Guangzhou, China

The emergence of ChatGPT as cutting-edge Western technology has sparked extensive discussions among Chinese netizens on social media, quickly becoming a focal point of interest. Amidst the global impact of ChatGPT, this study explores critical perspectives from Chinese netizens advocating for substantial reform in their country's technological

innovation environment, especially concerning large language models through collective digital debates on Chinese social media. Within the discourses of China's technological revival and competition with the West, how do we understand this collective criticism, and what are the characteristics of this online action? By integrating digital activism with critical patriotism as theoretical lenses, the study specifically examines the critical discourses on Zhihu – an online knowledge-sharing platform – to investigate how Chinese netizens engage with understanding American ChatGPT's technology and employ it as a means to critique both China's technological development and its societal implications. We gathered a set of 145 critical responses related to ChatGPT for analysis, effectively representing the rational sentiments of netizens to the emerging technology of ChatGPT. The study specifically analyses the discursive tactics employed by netizens to articulate their radical voices, ultimately exploring how these collective critiques of netizens, triggered by this Western technology, differ from their responses to previous domestic social issues. The findings uncover intricate dynamics between criticism and optimism among netizens, intertwining critical patriotic sentiments, traditional cultural introspection, and adaptive digital activism within the context of stringent internet regulation. This study underscores the significant role of social media platforms in shaping technological discourses in China while demonstrating how digital activism and public sentiments subtly influence national technology policy and innovation within the authoritarian regime.

Keywords: digital activism, ChatGPT, critical and patriotic discourses, social media, China.

On Digital Fetishism: A Critique of the Big Data Paradigm

Andrea Miconi

IULM University, Italy

andrea.miconi@iulm.it

The paper takes into exam the current literature about Big Data and data capitalism, from the perspective of the critical internet theory. Particular attention will be placed to the ideas of data exploitation and raw data, which will prove to betray a form of digital fetishism: in short, the focus on the final results of the production process, rather than on the social relations by which the very same process is fueled. We will discuss four main arguments. The first one is the over-emphasizing of the novelty with the previous stages in the evolution of capitalism, which will require the retrieval of the critical theories of post-industrial and post-Fordist society. The second, and related aspect, is the under-estimation of the role played by human labor, bases on the idea of synthetical data taking over, which is the clearest example of what Marx defined fetishism. Additionally, we will argue that the current discourse around the surveillance capitalism is falling short, as it does not reckon the already existing evidence of capitalism exploiting human life, as laid out in the Italian *operaismo*, and namely by Mario Tronti and Antonio Negri. Marx's distinction between labor time and production time will be eventually put forward as an overarching explanation of exploitation in the age of Big Data and digital platforms.

Keywords: media sociology, big data, data capitalism, fetishism, Karl Marx, critical internet theory, platform economy.

Investigating UIN Sunan Kalijaga Programme Heads' Views on the Role and Impact of AI in Student Writing: A Qualitative Study

Rama Kertamukti

UIN Sunan Kalijaga Yogyakarta

rama.mukti@uin-suka.ac.id

The integration of artificial intelligence (AI) in academic writing has gained significant attention in recent years, as educators explore the potential benefits and challenges of utilising AI-powered tools and technologies to improve student writing (Dong, 2023). As AI adoption in academic settings continues to increase, it is crucial to understand the perspective of programme heads, who play a critical role in shaping the academic landscape and guiding the adoption of such technologies (Carobene et al., 2023). By understanding the views of heads of study programmes, lecturers can make informed decisions to use AI tools effectively to support the development of academic writing or scholarly work. This study used qualitative research with the aim of investigating programme heads' views on the role and impact of AI in writing and also exploring programme heads' perspectives on the role and impact of AI in students' academic writing. Through interviews and surveys with heads of study programmes within UIN Sunan Kalijaga Yogyakarta, this study explores their perspectives on how AI can be effectively used to improve writing instruction and student learning outcomes. By examining the perspectives of heads of study programmes, it can provide lecturers with a deeper understanding of the implications of AI in student writing and can make strategic decisions to improve learning outcomes. It can provide valuable insights into the opportunities and concerns surrounding the use of AI in academic writing pedagogy. This research also resulted in the identification of key themes and trends in their responses, educators can better understand the potential benefits and challenges of integrating AI into writing pedagogy.

Keywords: artificial intelligence, academic writing, heads of study programmes.

Exploring the Impact of ChatGPT Utilization on Communication Dynamics and Academic Discourse Among University Students

Edwi Arief Sosiawan, Basuki Agus Suparno

UPN Veteran Yogyakarta

edwias@upnyk.ac.id

The rapid advancement of information and communication technology has revolutionized human interaction, including among postgraduate students. Among these technologies, ChatGPT, an AI that generates human-like text, has garnered significant attention. Its use in higher education has sparked excitement and concern, prompting debates among academics. Concerns include the quality of interaction and learning if students rely on ChatGPT as their primary source of information. Instances of students achieving high grades on essays with ChatGPT's help highlight these issues. Risks include potential plagiarism and compromised academic integrity when students use ChatGPT without fully understanding the material or properly crediting sources. Over-reliance on ChatGPT may hinder critical and analytical skill development, as well as independent thinking. Additionally, ChatGPT's use in higher education raises privacy and data security concerns, particularly regarding sensitive or confidential information. There is also the potential for ChatGPT to facilitate cheating or other unethical behaviors due to the lack of effective plagiarism

detection software. This study is significant for several reasons. Firstly, the use of ChatGPT in academic settings is relatively new and controversial, with limited in-depth research. This study aims to understand how this technology affects student communication and interaction. Secondly, it explores how ChatGPT influences academic discourse dynamics. Understanding whether ChatGPT affects students' ability to participate in academic discussions and convey ideas clearly is essential. Lastly, this research provides a comprehensive perspective by comparing ChatGPT usage among students in Yogyakarta and Bandung, offering a broader view of its implications. Previous studies have shown the significant impact of technology in higher education on learning processes and social interactions. However, research specifically on ChatGPT in academic settings remains limited. This study aims to complement prior research, contributing valuable insights into the role of technology in shaping social interactions and learning processes, ultimately providing relevant guidance for future educational systems.

Keywords: ChatGPT, communication dynamics, academic discourse, higher education.

3A : Digital Journalism in Hybrid Newsroom

Podcasting Intimacies: Unraveling Emotional Labor in Investigative Journalism

Firly Annisa, Senja Yustitia

Universitas Muhammadiyah Yogyakarta

firlyannisa@umy.ac.id

This research examines the emergence of a new form of journalistic practice in the realm of podcasting, focusing on the "Bocor Alus Tempo" podcast produced by Tempo magazine. The study delves into how journalists utilize emotional labor to construct a narrative journalism framework through their performances in YouTube Podcasts to elucidate their investigative work. With a particular emphasis on the use of emotions and techniques to cultivate experiences of intimacy, this research identifies the podcast medium as a platform that brings journalists into the realm of emotional labor. Drawing on Bridgen's concept of emotional labour, the analysis seeks to understand the impact of digital audio and performance on journalistic storytelling and podcasting as an emerging genre within journalism. By examining the ways in which journalists employ emotional labor in podcasting, this research sheds light on the evolving nature of journalistic practices and the implications for audience engagement and the construction of narrative authenticity in investigative journalism.

Keywords: podcast, journalism, emotional labor, digital media.

Opportunities and Challenges of Hybrid Newsroom in Indonesia: Lessons from Live Fact-Checking During the 2024 Presidential Election Debates

Anastasya Andriarti

Universitas Bakrie

anastasya.andriarti@bakrie.ac.id

Anton Novenanto

Universitas Brawijaya

nino@ub.ac.id

This paper presents an ethnographic study into an experiment of hybrid newsroom formed by *Koalisi Cek Fakta* (Fact Check Coalition, then "Coalition") in Indonesia. The Coalition is an initiative project of multiple organizations, such as Google News Initiative, Indonesian Cyber Media Association (AMSI), Indonesian Anti-Slander Society (Mafindo), Alliance of Independent Journalists (AJI), and Internews. It consists of twenty-four media organizations from national and regional levels by the beginning of 2024. In the course of Indonesia's 2024 Presidential Election campaign, the Coalition experimented with a new model of hybrid newsroom to carry out a live fact-checking program towards presidential candidates debates. It is not only hybrid because it combines physical and digital platforms, but also because it gathers participants with various backgrounds (fact-checkers, journalists, academicians, editors, content writers, and administrative staff) from more than 20 organizations. From a series of ethnographic observations and participative engagements into the Coalition's live fact-checking, this study discovers some old and new opportunities

and challenges which represent the changing landscape of media industries and markets. This study also finds a necessity for journalism to perform hybrid newsrooms in order to cope with the ongoing digital disruption.

Keywords: hybrid newsroom, fact check, presidential election.

Digital Journalism and Tabloidization Journalism: An Indonesian Experience

Puji Rianto

Department of Communication, Universitas Islam Indonesia

puji.rianto@uii.ac.id

Titin Setiawati

Universitas Muhammadiyah Prof. Hamka

titin.setiawati@uhamka.ac.id

Technological advancements have always had a profound impact on journalism. One such influence is the rise of tabloid journalism. While tabloid journalism is primarily driven by commercial motives, its format - which emphasizes striking images over words and easy-to-consume layouts - has emerged due to advancements in print technology. In Indonesia, discussions about digital journalism often center around changes in newsroom operations, with many focusing on newsroom convergence. However, the impact of algorithm-driven digital journalism on the revival of tabloid journalism has largely gone unnoticed. This research, based on in-depth interviews with Indonesian journalists and enriched through observations, reveals that algorithms play a significant role in shaping journalists' approach to news writing. In an algorithm-driven system, news viewership becomes the primary metric, leading to a shift in news values where sensationalism takes precedence over factual reporting. Additionally, keywords in titles are given significant importance and often follow social media trends. News stories and paragraphs have also become shorter. While this tabloid-style digital journalism may attract more readers, its contribution to democracy may be significantly diminished.

Keywords: digital journalism, tabloid journalism, algorithm.

Diversity Journalism: Understanding the Role of the Media in Building Multicultural Awareness

Tommy Satriadi Nur Arifin

Communication Department, Widya Mataram University

tommyerawan@gmail.com

This research aims to explore the role of journalism in promoting and strengthening diversity in society. With increasingly complex social and political dynamics in various groups of society, journalism has a great responsibility to provide a balanced and inclusive understanding of the diversity of cultures, religions, ethnicities, and political views. This research involves theoretical analysis as well as case studies to explore how various mass media report diversity issues. An interdisciplinary approach is used to understand its impact

on the formation of public opinion and social integration. In addition, interviews with journalists were also conducted to gain direct views on diversity journalism practices. The research shows that diversity journalism plays an important role in forming a deeper understanding of the complexity of multicultural societies. However, major challenges remain to ensure fair and accurate representation of diverse groups in media coverage. Factors such as bias, political pressure, and resource constraints often influence the narrative constructed by the media. In conclusion, this research highlights the importance of journalism practices that support justice and truth in reflecting the reality of societal diversity. A strong commitment is needed from media practitioners, government, and society to ensure that journalism is not only a reflection on of diversity but also an agent of change that strengthens inclusion and dialogue between groups.

Keywords: journalism, diversity journalism, multicultural awareness.

3B : Gender, Sexuality, and Hybrid Media

Spousefluencing: How Women Turn Marital Struggles to Social Media Gain in Indonesia

Maria Stela Clarisa Nau, Abigail Saveria Pattinasarane

Demokrasi Digital and Girls Can Lead

stelanau@gmail.com

This study aims to introduce a new term called ‘spousefluencing’ to describe a growing phenomenon in Indonesia where women disclose their marital issues over social media. Although these women do not intentionally share their experiences for economic gain, their popularity often attracts multiple offers in brand deals and partnerships. As one of the countries with the highest social media usage, this trend has affected how Indonesian society perceives the role of women, particularly when it comes to the family’s dynamic and cultural landscape. Spousefluencing represents the intersection between personal narrative and digital influence, which allows women to publish their intimate struggles to wider audiences, generating both empathy and commercial opportunities. The goal of this study is to define and investigate how ‘spousefluencing’ can explain the motivation and implications of this social attitude that has created a new sense of belonging in the digital community. It also intends to see whether ‘spousefluencing’ has become a collective trend among married women who are struggling to safeguard their relationship. Through qualitative methods, such as in-depth interviews and content analysis, this study uncovered a complex relationship between the motivation and implications of spousefluencing that involves emotional support, social validation, and financial independence coming from a certain group of married women. Additionally, it will reveal how the boundaries between privacy and personal identity have become invisible due to the power of social media to transform personal stories into public commodities. Finally, it will highlight how this phenomenon needs to be further researched, adding to the discussion of communication and hybrid culture.

Keywords: spousefluencing, social media, profit.

Women Sexism in PETA’s Veganism Campaign

Alvina Rahmasari. Ratna Permata Sari

Communication Department, Universitas Islam Indonesia

20321023@students.uii.ac.id

Veganism is an ideology that is recently talked especially in digital media. Focus on the ideology of consuming products and services without animal exploitation, Veganism has a lot of organizations from international and local. PETA is one of the founding organizations of veganism ideology, where PETA actively fights for animal rights such as in their ads and campaign. However, it was found that there are sexist elements in how they represent women in the campaign ads. Therefore, this research discusses the meaning of sexist representation in PETA’s campaign ads. The researcher uses the semiotic method by Roland Barthes, usually called as Barthesian method. Using this method, the researcher studies the meaning of sexism representation using denotation, connotation, and myth. The researcher took 14 campaign ads to study, where all the ads were taken from PETA’s YouTube channel. The researcher took some scenes for the research data, then it is discussed using the

Barthesian method. This study found that campaign ads of PETA still consist of sexist representation. From the outline, there are three sexist views that PETA gave to women, such as the view of media, public places, and domestic. From the three views, there is a sexist representation that results in prejudice, discrimination, objectification, and physical assault that is aimed at women in PETA's campaign ads. For example, PETA associated consumerism habits with women, discriminated against women in work place, objectified women in media, and showed women being physically assaulted in public areas such as parks.

Keywords: sexism, semiotics, veganism, PETA.

Alternative Media Women Journalist Standpoint on the Issue of Women's Role and Development in Indonesia

Diah Amelia, Siti Amanah, Aida Vitayala S. Hubeis, Dwi Retno Hapsari

IPB University

diahamelia@apps.ipb.ac.id

The role of women in Indonesia in development is still low and not evenly distributed. Progress in achieving gender equality in Indonesia is too slow and even fragmented. Media can provide a voice and a platform to empower women and place critical issues on the development agenda. The issues of increasing the role of women in development that can be raised are in the education, health, economic, labor, and political sectors. Alternative media is very possible to take a role in explaining women's issues and gender equality. Because this type of media can connect various sectors, including trade unions, social movements, and other elements of society to develop networks to bridge various problems that occur in society. This study aims to analyze the role of female journalists in alternative media on the issue of the role of women in development in Indonesia. The researcher uses concept development communication, development journalism, and standpoint theory to explain the standpoint of female journalists in alternative media on women's issues in Indonesia. The influence of capitalism and patriarchy makes it difficult for women to enter work fields that are dominated by men. Meanwhile women journalists have struggled for a long time to show their commitment to do their job. The paradigm in this study is critical with a qualitative approach. The unit of analysis in this research is female journalists in alternative media. The result of the research is that journalists in alternative media consider gender awareness and sensitivity important in themselves to be able to protect and defend women's interests. Alternative media provide broad opportunities for journalists to raise strategic issues of gender equality. Therefore, the only way to produce and distribute news about the proper role of women is through alternative media channels.

Keywords: communication, development, journalists, media, women.

Integration of Sexuality Issues for Communication Studies

Dina Listiorini

Universitas Atma Jaya Yogyakarta

dina.listiorini@uajy.ac.id

The subjects regarding communication and sexuality began to emerge in the late 1970s and early 1980s in America after there was much discussion about gender issues. Meanwhile in Indonesia, academic writing on communication and media with issues of sexuality has been quite widespread in the last ten years especially the topic of gender and sexual minorities or LGBT. Although in fact communication and sexuality issues are not limited to LGBT issues. The objectives of this study first, to explain the importance of sexuality issues in communication studies, secondly, it explains contextually and theoretically the integration of sexuality issues for communication especially in Indonesia. Using media theories and the intersection of sexuality issues commonly are based on critical theories including postmodernity and poststructuralism. The methods of this study unite some academic research papers on communication and sexuality and also indepth interview with lecturers. The result of study show that first, the academic research on media and sexuality still thinking on binary and heteronormative conflicts; second, the lecturers do not understand much about sexuality issues based on critical perspective and human right; the queer issues is best avoided.

Keywords: sexuality issues, LGBT, communication studies.

3C : Hybrid Technology in Strategic Communication

Adaptation and Existence of Community Radio in Yogyakarta Indonesia

Panji Dwi Ashrianto, Ismi Dwi Astuti Nurhaeni, Prahastiwi Utari, Sri Hastjarjo

Universitas Sebelas Maret

panjidwiashrianto@student.uns.ac.id

This research explores the existence of community radio in Yogyakarta that still exists today. What is explored by the researcher is the adaptation and existence of three community radios namely BBM FM, Radio Swaka and Saka FM in the midst of a changing media environment, including the presence of the internet. The researcher tried to get answers to two fundamental questions, namely how the adaptation carried out by them in a changing media environment and the concept of existence applied by the managers. This research is analyzed using media ecology theory which focuses on the function of media as an environment. The environment in this theory is not just a container but a process that can change its existence. Media ecology also talks about the interaction between media and humans and technology. This descriptive qualitative research shows that community radio tries to adapt in order to continue to exist either by using new media as a necessity to survive, or vice versa. This means maintaining the old concept of radio as part of the human strategy in subjugating technology. In addition, the unique situations of each radio station show that there is no specific recipe that can be used by all radio stations in general. This is interesting because community support is an important element of adaptation that aims to maintain the existence of community radio.

Keywords: radio, community, adaptation, existence, ecology.

Bambang Pacul and the Personal Branding Approach on Instagram to Win the 2024 House of Representative of Indonesia Republic (DPR RI)

Agung Setyawan, Pawito, Andrik Purwasito

Department of Communication Science, Sebelas Maret University

agungsetyawan@student.uns.ac.id

Analyzing personal branding strategies used by politicians on social media, particularly Instagram, is essential in modern political dynamics. This study investigates the personal branding strategies of Bambang Wuryanto, known as Bambang Pacul, from the Indonesian Democratic Party of Struggle (PDIP), re-elected to the Indonesian House of Representatives (DPR RI) for the 2024 term from the Central Java IV electoral district. The General Elections Commission (KPU) documented his re-election on March 12, 2024, with 118,394 votes. Modern political campaigns now rely heavily on social media, with Instagram being crucial. This research uses a qualitative approach to analyze Bambang Pacul's Instagram account (@komandanpatjul) through Peter Montoya's personal branding theory, which includes eight core concepts essential for creating a positive public image. The study examines Bambang Pacul's Instagram posts, captions, interactions, and digital presence to understand his branding efforts. The analysis highlights how Montoya's concepts—authenticity, consistency, visibility, and distinctiveness—are reflected in Bambang Pacul's online persona. Findings show that his Instagram strategy effectively incorporates Montoya's principles, resulting in a coherent and compelling personal brand. His posts are curated to

showcase political achievements, personal values, and his connection with constituents, using content designed to engage a broad audience and build trust. Additionally, his active engagement through comments and live interactions underscores his commitment to a responsive digital presence. This research enhances the understanding of political communication in the digital era, showing how politicians can use social media to strengthen their personal brand and achieve electoral success. It underscores the importance of a well-crafted personal branding strategy in modern politics, where digital presence greatly influences public perception and voter behavior. By examining Bambang Pacul's strategies, this study provides valuable insights and a framework for other politicians to optimize their digital branding efforts, offering broader implications for political communication strategies in the digital age.

Keywords: Bambang Pacul, personal branding, Instagram, political communication strategy

Hybrid Governance of Information Disorders in Taiwan

Yachi Chen

Department of Journalism, Chinese Culture University, Taiwan

Cyq14@ulive.pccu.edu.tw

This paper investigates Taiwan's approach to addressing information disorders through hybrid governance, a framework that integrates various policy actors such as governmental entities, non-governmental organizations (NGOs), and private firms within the digital platform landscape. Drawing on the "governance triangle" model initially proposed by Abbott and Snidal and subsequently refined by Robert Gorwa, this study aims to elucidate the power dynamics among these diverse actors. Specifically, it situates the interplay between misinformation/disinformation and fact-checking within the context of the COVID 19 pandemic, underscoring Taiwan's approach to addressing information disorders by integrating stakeholders and influences from the public, private, and civil society sectors into its regulatory framework. The paper examines the collaborative efforts between the Taiwan Fact-checking Center, Facebook, and other platform services as a case study to illuminate the interactions and negotiations involved in introducing new concepts and measures within the hybrid governance framework. Through interviews with key stakeholders and discourse analysis of public statements issued by relevant parties, this study seeks to illustrate the dynamic process of introducing and implementing governance frameworks across various stages of the policy process. The paper suggests that the governance of digital platforms necessitates the collaboration of multiple actors and cannot be effectively undertaken by any singular entity, given the inherently complex nature of digital platforms. Furthermore, it argues that the concept of hybrid governance warrants greater attention and discourse to facilitate better governance.

Keywords: hybrid governance, platform governance, disinformation, fact-checking.

Hybrid Technology in Strategic Communication: A Bibliometric Analysis

Subhan Afifi

Department of Communication, Universitas Islam Indonesia

subhan.afifi@uii.ac.id

Aris Yaman

Badan Riset dan Inovasi Nasional (BRIN)

With the evolution of technology, hybrid technology has become integral to the practice and study of strategic communication. This research aims to systematically review the phenomenon of hybrid technology in strategic communication, focusing on its current practices, support mechanisms, and future research applications. Utilizing bibliometric analysis, data were sourced from the Scopus database using relevant keywords. This study addresses three main research questions: (1) identifying key journals, authors, and keywords in the domain of hybrid technology in strategic communication; (2) providing theme-based clusters derived from keyword co-occurrences; and (3) developing a research framework for future scholars. The findings of this study are valuable for government bodies, strategic communication practitioners, policymakers, and researchers, offering insights into the application and implementation of strategic communication. Through bibliometric analysis, the study underscores the significance of hybrid technology in the development of strategic communication. The analysis and review of the literature highlight the current usage, application, and potential future research directions in this field, along with identifying thematic clusters based on keyword co-occurrences.

Keywords: hybrid, strategic communication, bibliometric.

3D : Environmental Communication

The Role of Family Communication in Preserving Values *Paisangan Sumombal* on Mandar Tribe Fishermen

Andi Nur Fitrah, Tuti Bahfiarti, Muhammad Farid

Department of Communication Studies, Hasanuddin University

andinurfitrah@gmail.com

Paisangan sumombal is a seafaring knowledge that is produced naturally by Mandar fishermen from the process of their reading of natural conditions. This research focuses on the challenges faced by Mandar fishermen in maintaining their traditions and cultural values amidst challenging environmental changes, as well as the role of family communication in overcoming these tensions. The research method used is qualitative with a phenomenological study to understand the experiences and perceptions of Mandar fishermen regarding environmental change and the preservation of their culture. Data was collected through in-depth interviews, participant observation and literature study. Research findings show that the tension between cultural preservation and environmental adaptation is increasing, especially the dilemma of Mandar fishermen's choice between maintaining traditional practices or adopting changing times that are different from those of their ancestors' generations. Thus, the family as a basic social unit plays an important role in reducing these tensions. This is especially visible in the communication of Mandar Tribe fishing families which facilitates the transfer of knowledge and cultural values between generations. Interview results indicate that communication through family stories, practical training, and involvement of family members in the sandeq boat ritual play a crucial role in maintaining values *paissangan sumombal*. This research concludes that the integration of traditional and modern communication in the family context can support the preservation of Mandar fishermen's culture while enabling adaptation to environmental changes.

Keywords: Mandar tribe, Paissangan Sumombal, family communication, fishermen, sandeq

The Media Representation of the Kendeng Farmers' Environmental Movement

Lutviah

Department of Communication, Universitas Islam Indonesia

243211203@uii.ac.id

Media representations play a significant role in shaping public discourses on environmental issues. While numerous research has investigated media representations of ecological issues, research that specifically examines media representations of environmental movements still needs to be explored. The ways in which media portrays environmental activism are important to investigate what barriers and challenges that hamper members of the public from participating in such activism. This study examines how Kompas, a prominent Indonesian online news outlet, portrays the ecological protest carried out by farmers from the Kendeng Mountains area in Central Java, Indonesia. This qualitative research used inductive thematic analysis method to examine the ways in which Kompas portrayed the Kendeng farmers' movement against a state owned cement industry in 2016. In total, there are 27 articles from April 12, 2016 (the first news coverage in 2016) to October 12, 2016 (the last news coverage in 2016). The articles were pulled from Kompas's website,

www.kompas.com, under the category *Protes Warga Kendeng* (Kendeng People's Protest). The finding suggests that, although both men and women carried out the protest, Kompas framed the Kendeng farmers' protest as a women's movement and it used gendered and essentialist narratives to describe women's roles in the movement. This study implies that the media construction on women's activism in the Kendeng farmers' movement can reinforce traditional gender norms and essentialist views that consider women to have an inherent closeness to nature. The study argues that such narratives may impair efforts to involve men in environmental protection. Furthermore, this study contributes to a growing body of research in the field of communication, particularly on studies on media representations of women's activism in environmental movements.

Keywords: framing, gender, environmental justice, journalism.

Shifting the Meaning of the *Mangambat Boru Tulang* Tradition at a Mandailing Tribe Wedding Ceremony in Duri, Mandau District

Ringgo Eldapi Yozani

Department of Communication Sciences, University of Riau
ringgo.eldapi@lecturer.unri.ac.id

Belli Nasution

Department of Communication Sciences, University of Riau

Nurul Mustaqimhah

Department of Communication Sciences, Mercubuana University

Ami Koemala

Department of Communication Sciences, University of Riau

Mangambat Boru Tulang tradition is a culture found in traditional Mandailing wedding ceremonies, in Duri, Mandau District. This research aims to describe the symbolic meanings this tradition, which are presented through human attributes and behaviour. The research used a qualitative method, collecting data through observation, interviews, and documentation. This study shows that the meaning of the symbolic situation in this tradition consists of physical objects. This study also finds a cultural shift in the attributes of the tradition, namely young coconut which is replaced with instant bottled drinks, and the completeness of ni boru items in the attributes used in this tradition.

Keywords: symbolic meaning, Mangambat Boru Tulang, marriage ceremony, Mandailing.

Climate Change Discourse on Social Media: A Computational Content Analysis Study on Official Social Media of Indonesian Meteorological, Climatological, and Geophysical Agency

Erna Mariana Susilowardhani, Sarwititi Sarwoprasodjo, Pudji Muljono,
Kudang Boro Seminar
IPB University
ernawardhani05@gmail.com

The phenomenon of climate change is currently a global concern. Especially if we are aware of the impacts of it, such as potential disasters: drought, floods, landslides, fires, scarcity of water resources, and even crop failure due to erratic weather. Related to this, in Indonesia, the government agency in charge of Meteorology, Climatology, Air Quality and Geophysics is the Meteorological, Climatological and Geophysical Agency (abbreviated to BMKG in Indonesian). One of its functions is to provide information to relevant agencies and parties as well as the public regarding climate change. The information provided also includes using social media. To understand social media content about climate change conveyed by BMKG, the authors conducted research related to discourse about climate change on the Meteorological, Climatological, and Geophysical Agency's official social media. This research uses several relevant concepts, including social media, messages on social media, and discourse about climate change. Regarding methodology, this research uses computational content analysis methods. The data from BMKG social media containing climate change contents was filtered, then analysed using the Corpus Linguistic Method and Topic Modelling Method with the Voyant Tools application. It is hoped that the results of this research will provide an overview, topics, and characteristics of contents on BMKG social media about climate change. Furthermore, this research can provide the suggestions to BMKG regarding message models and topics that are relevant and can be well understood by various heterogeneous audience characteristics. So that messages on social media become more effective in influencing audiences to act and adapt to climate change.

Keywords: climate change discourse, social media, computational content analysis.

Disaster Communication in Cross-Generational Smong Narratives Among the Simeuluean People

Alfi Rahman
Research Center for Social and Cultural Studies (PRISB), Universitas Syiah Kuala
alfi.rahman@usk.ac.id

Muzayin Nazaruddin
Department of Communication, Universitas Islam Indonesia
muzayin.nazaruddin@uii.ac.id

Nurul Fajar Januriyadi
Department of Civil Engineering, Universitas Pertamina

This study investigates the communication modes in cross-generational *Smong* narratives among the Simeuluean communities. The study applied a qualitative approach, collecting through in-depth interviews in different years (2016, 2017, 2022 and 2023). This study finds

some communication modes in cross-generationally transferring Smong narratives, which may be divided into old and new communication channels. The old channel was the living oral tradition within the local communities. In this sense, older informants who received the *Smong* story from someone who experienced the 1907 tsunami and experienced the 2004 tsunami play a vital role in preserving *Smong* narratives, emphasising the enduring integration of *Smong* within the cultural root. The new channels are diverse, including popular songs, digital media, and social media. At this point, the younger informants show innovative reinterpretations, intertwining indigenous knowledge with new forms of understanding. This study also finds how the locals often combine old and new communication channels, resulting in hybrid media forms.

Keywords: Smong, indigenous knowledge, disaster communication, cross-generational.

4A : Regulation and Media Ethics

Poverty Porn, Digital Literacy and Media Ethics: Bridging Dignity Gaps from Exploitation to Empowerment

Hidayatun Nafiah

Gadjah Mada University

hidayatunnafiah@mail.ugm.ac.id

Poverty porn refers to media representations that exploit the plight of impoverished individuals to elicit an emotional response or financial aid from viewers, often at the cost of the subjects' dignity and agency. While these depictions can drive charitable donations, they frequently reinforce harmful stereotypes and strip subjects of their humanity. This research aims to transform exploitation into empowerment and eliminate dignity gaps in poverty porn content on social media. The theoretical foundations of digital literacy and media ethics are used to bridge the dignity gaps between donors and recipients. The research method employed is qualitative content analysis of poverty porn content from artists Baim Wong and Instagram celebrity Richard Theodore. The findings confirm that poverty porn involves exploiting poverty, commodifying suffering, and objectifying people, often for financial gain and popularity. Addressing poverty porn requires digital literacy and media ethics. For viewers, digital literacy includes critical understanding, social awareness, and positive participation. For content creators, it emphasizes responsibility and ethical practices. For subjects, it involves understanding their rights, protecting privacy, and online empowerment. Digital literacy provides critical guidelines, while media ethics offers reflective guidelines. Media ethics should focus on honesty, responsibility, respect for dignity and privacy, and prioritizing empowerment. This research shows how digital literacy and media ethics can transform the narrative from exploitation to empowerment and respect for human dignity.

Keywords: poverty porn, digital literacy, media ethics.

Publisher Rights for Quality Journalism: Opportunities and Challenges in Indonesia

Jayus

Universitas Muhammadiyah Riau

jayus@umri.ac.id

Assyari Abdullah

Universitas Islam Negeri Sultan Syarif Kasim Riau

Sumaiyah

Universitas Muhammadiyah Riau

Mustafa

Universitas Islam Negeri Sultan Syarif Kasim Riau

Infa Wilindaya

Universitas Muhammadiyah Riau

The development of digital technology has changed the global media landscape of global media, affecting how news is produced, distributed and consumed. Amid the dominance of digital platforms such as Google, Facebook, and Instagram, local news publishers often face challenges in getting fairly compensated for their content. Presidential Regulation Number 32 of 2024 concerning the Corporate Responsibility of Digital Platforms to Support Quality Journalism. This regulation is popularly known as '*Publisher Rights*'. *Publisher Rights* aims to address the imbalance by arranging for digital platforms to compensate local and national news publishers equally. This article aims to analyze the opportunities and challenges of implementing Publisher Rights regulations in Indonesia by comparing them with experiences from countries such as Australia, Canada, France, and Spain. This article uses literature review methods in the form of regulations, Policy Papers, Scientific Journals, books, company reports and government reports. The findings in this article show that while this regulation offers a great opportunity to support the sustainability of quality journalism in Indonesia derived from compensation provided by digital platforms to local and national media, key challenges to implementing Publisher Rights in Indonesia include resistance from digital platforms, difficulties in negotiating for small publishers, and the need for transparency in the compensation process. The successful implementation of Publisher Rights in Indonesia depends heavily on close cooperation between the government, news publishers, and digital platforms to ensure the fairness and effectiveness of this regulation. As such, this article contributes to an understanding of how these regulations can strengthen the media ecosystem and support quality journalism in the digital age.

Keywords: publisher rights, quality journalism, digital platforms, media regulation.

The Media Lens: National Identity and Media Framing of Foreign-Born Players in the Indonesian National Football

Muhammad Danu Winata

Universitas Negeri Surabaya

muhammadwinata@unesa.ac.id

Awang Dharmawan

Universitas Negeri Surabaya

Raesita Rakhmawati Rosadi

Universitas Terbuka

Tatak Setiadi

Universitas Negeri Surabaya

Wahyu Mahesa Miarta

Universitas Negeri Surabaya

Ade Firmannandya

Universitas Negeri Surabaya

This research delves into analyzing how foreign-born footballers in the Indonesian national football team are portrayed by the Indonesian media and the subsequent impact on national identity. Utilizing a qualitative content analysis approach, the study examines articles

gathered from prominent Indonesian newspapers and online news platforms. The findings reveal a range of framing strategies, including topics such as nationalism, assimilation, and uncertainty. The endorsement of nationalism is a prevalent occurrence, portraying foreign-born players as significant contributors to national pride. Conversely, the discussions on assimilation highlight the challenges and achievements associated with integrating these players into Indonesia's societal structure. Conversely, the portrayal of uncertainty raises doubts about their loyalty and the implications on the authenticity of national representation, thus playing a crucial role in shaping national identity and impacting social cohesion in Indonesia. By scrutinizing media framing, this study sheds light on the complex interaction between sports, media, and national identity, offering perspectives on how media narratives shape public attitudes toward foreign-born individuals within specific national contexts.

Keywords: national identity, media framing, foreign-born players, Indonesian football, globalization.

Quo Vadis of the Broadcasting Law Revision

Yoki Yusanto

Program Studi Ilmu Komunikasi, Universitas Sultan Ageng Tirtayasa
yoki.yusanto@matanauniversity.ac.id

Dian Wardiana Sjuchro

Fakultas Ilmu Komunikasi Universitas Padjadjaran

Law of the Republic of Indonesia Number 32 Year 2002 on Broadcasting was born after the political struggle in Indonesia. It gave birth to the Indonesian Broadcasting Commission (KPI) with the aim of equalizing the ownership of radio and television, thus creating diversity of content. But now KPI's authority is weaker, after the House of Representatives passed the Job Creation Law. KPI's role is only like a NGO. Now the Broadcasting Law will be revised by the House of Representatives. The program is in the form of broadcast content, who supervises it, what is the role of KPI after the Job Creation Law, will it be as strong as before or only as a provider of Feasibility Recommendation Letter (SRK). Instead of being an independent institution, KPI now seems to be a broadcasting Non-Governmental Organization (NGO). The research was conducted by interviewing KPI commissioners in various regions in Indonesia.

Keywords: Broadcasting Law revision, Indonesia Broadcasting Commission, radio, television.

4B : Artificial Intelligence and Journalism

Finding Dominant Narrative: Editorial Mapping of AI News Coverage in Indonesia

Rio Tuasikal

Goldsmiths, University of London

rtuas001@gold.ac.uk

Attention towards artificial technology in Indonesia is mounting with recent talks and plans between world's tech giants such as Microsoft and OpenAI with the Indonesian government. While some industry players both national and international are investing in this technology, various Indonesian officials have also stated that they will integrate and regulate AI in the near future. The adaptation of this fast-emerging technology especially in the public sector requires a healthy public discourse, and this necessitates nuanced and diverse views provided by mainstream media in the country. However, there has not been adequate understanding of editorial framing towards AI in Indonesia, and whether news outlets have provided journalistically balanced views on the technology. Drawing from a similar study in the United Kingdom, this paper seeks to identify the dominant narrative on the coverage of AI in Indonesian media outlets. This paper will examine all AI-related stories, with keywords of "AI", "Artificial Intelligence", and "Kecerdasan Buatan" from January to May 2024. This paper will focus on five major news sites carefully selected to represent its massive readership and influence, namely Kompas.com, Detik.com, Tribunnews.com, Liputan6.com, and Tempo.co. All these stories will be analysed from three main categories: What are the key topics and narrative discussed, who are the sources interviewed and quoted, and whether these stories are written in episodic or thematic approach. This study will also be supplemented with in-depth semi structured interviews with three senior journalists from the news outlets to understand various factors in their newsrooms that shape their editorial decisions.

Keywords: editorial mapping, dominant narrative, news framing, Indonesian media, artificial intelligence

The Power of Hybrid Newsroom, Implementation of AI Virtual Anchor and How the Ethical Issues Confronting in the Digital Journalism

Ari Kurnia, Suharyanti, Mirana Hanathasia, Zefanya Ayu Valencia

Bakrie University

ari.kurnia@bakrie.ac.id

The COVID-19 pandemic has had a profound impact since 2020, print media is slowly being abandoned because access limits between people and places are becoming smaller, and resulting in print media stopped operating. Access to information in print media stops. The public turned to online media and absorbed various information from social media. New online media is emerging and journalists work systems are getting easier by just relying on smartphones and internet networks. Media companies are implementing efficiency, digitizing print media, media convergence, strengthening content, and modifying visual design. Interaction in the newsroom is limited, but coordination to staying informed. Even the efficiency of news production should not reduce the credibility and quality of news, even though it competes with the speed and massiveness of online media. News organisations

have embraced the shift, with 61% of the survey respondents saying that their organisation has largely implemented hybrid and flexible working with new rules in place for staff (Cherubini, 2022). The Digital Journalism situation is the right time to implement a hybrid newsroom as a workplace and its future. Not only does the newsroom system apply in a hybrid, presenters on TV and various digital news platforms are already utilizing Artificial Intelligence (AI). Now some media are making important applications for applying Virtual Anchors are generative AI entities that can substitute or supplement human anchors to broadcast the programs in an uninterrupted and multilingual way, which have been widely used in TV Programs, Live Streaming, Brand Marketing, Films, and Entertainment. Then how journalism ethics must adapt to the changing in the digital era to ensure the continued integrity and credibility of the profession. Hybrid newsroom utilization and implementation of AI must compliant ethical challenges need to be amicably resolved. Its use and human resource should strike a chord in the industry.

Keyword: hybrid newsroom, virtual anchor, ethical, digital journalism.

Response of Media Practitioners Regarding the Use of Artificial Intelligence in the Production and Distribution of Digital Media Content

Rahman Asri

Program Studi Ilmu Komunikasi, Universitas Al Azhar Indonesia

rahman.asri@uai.ac.id

The development of communication technology from analog to digital leaps has an impact not only on people's socio-cultural lives, but also changes the media landscape including the role of journalists as practitioners in the media industry. The emergence of Artificial Intelligence (IA) in today's digital era, provides added value in news production but can also be a 'threat' to the role and function of journalists on various media platforms. Referring to the Theory of Technological Determinism proposed by Marshal McLuhan (1962) related to technological developments that will affect social change described in four periods; A tribal age, literate age, a print age, and electronic age that correspond to the development of society in its time. Related to the digital age, the Information Society Theory of William J. Martin (1995) describes a state of society in which the production and distribution and manipulation of information becomes the main activity. It is interesting to conduct a study of how media journalists respond to the emergence of AI (Artificial Intelligence) and relate its impact in a process of production, distribution and manipulation in the use of media. The results of this study will provide a description of how the emergence of AI (Artificial Intelligence) has an impact on the media journalist profession, and show the response of media journalists. By using structured interviews with journalists, it is hoped that it will produce data and information related to research topics that link Artificial Intelligence (AI) with the field of journalism.

Keywords: artificial intelligence, digital media, information society, technological determinism theory.

Practice of Using Social Media and Artificial Intelligence as Alternative Income in Online Cyber Media Laggam.id

Aryo Subarkah Eddyono

Magister Ilmu Komunikasi, Universitas Bakrie

aryo.subarkah@gmail.com

Irsanti Widuri Asih

Prodi Ilmu Komunikasi, Universitas Terbuka

Local online media is currently facing serious challenges. The main thing is the issue of income. Getting rid of Covid-19 does not make the situation better. Various methods are used to survive, such as using social media and artificial intelligence (AI) to get alternative income. This study explores how Laggam.id, a local online media in West Sumatra does this. Data was obtained through in-depth interviews, observation and documentation. Interviews were conducted with Laggam.id managers including the editor-in-chief and social media content coordinator, Chair of the Alliance of Independent Journalists (AJI) Padang City, and Chair of the Indonesian Cyber Media Association (AMSI) West Sumatra. Observations are carried out by observing the work process. Documentation is aimed at collecting data on traffic, websites and company profiles. The result is that Laggam.id is aware that utilizing social media and AI is a necessity in order to adapt amidst digital developments. Within limited resources and costs, there are ways they can do it, such as using various AI for free and focusing on Instagram. while other social media is a complement. This effort leads to alternative income to survive. Despite this, Laggam.id continues to strive to maintain the quality of journalism.

Keywords: journalism, local press, social media, artificial intelligence, Laggam.id.

4C : Hybridity on IMC

Communicating Corporate Sustainability: A Content Analysis of Portuguese Designer Fashion Brands' Websites

Pedro Dourado

CITCEM, Universidade do Porto
pedrodouradopg@gmail.com

The impact of the fashion industry on the environment and human lives is already recognized, and consumers are increasingly aware of it. Fashion with slower and more sustainable production, as well as Corporate Social Responsibility standards, has established itself as a benchmark. Designer fashion, in particular, is well-positioned to compete with other sustainable fashion options that are combating unsustainable methods and human exploitation, particularly if it claims this position through digital communication. This study aims to explore the importance given to sustainability themes in the official communication of Portuguese designer fashion brands. All the websites of brands that present their collections at ModaLisboa and Portugal Fashion, in the editions of October 2022 and/or March 2023 (n=42) were analyzed based on three main criteria exposed by Chaudhri and Wang (2007): prominence of communication, extent of information, and style of presentation. The findings show that the vast majority present sustainability as just another attribute (usually on "about us" pages), with minimal information extension (usually with only one page dedicated to the topic). Given the importance of the textual format, all the sentences from these pages (n=257) were thematically analyzed using Wu et al.'s (2018) proposed conceptual division of the UN Sustainable Development Goals into six human needs. The emphasis is on the environmental dimension (66.77%), with the needs for resources and the environment being the most addressed. This research is relevant because it allows us to understand whether this advantageous position of designer fashion is claimed on the official websites of the brands, has a replicable structure for other sustainable brands and geographic contexts, and presents good practices and clear theoretical contributions – as the literature is scarce in fashion in Portugal, even more so in sustainable fashion.

Keywords: corporate social responsibility, fashion sustainability, digital communication, Sustainable Development Goals, website, content analysis.

The Effect of Advertising Disclosure Types on eWOM in Influencer Marketing on Instagram

Ratu Mega Maulina Putri, Reny Yuliaty

Pascasarjana Departemen Ilmu Komunikasi, Universitas Indonesia
ratumegamp@gmail.com

Influencer marketing has evolved into a crucial element of digital marketing strategies; however, there is still a gap in understanding how influencer type and advertising disclosure type jointly influence electronic word-of-mouth (eWOM). This study investigates how the type of influencer (macro vs. meso vs. micro) and the type of disclosure (no disclosure vs. hashtag vs. paid partnership label) interact to affect eWOM specifically on Instagram. Using a 3 x 3 factorial design, we conducted a mixed factorial experiment online study on 247 participants that met the inclusion criteria, employing two-way ANOVA to analyze the data

and assess interaction effects. The results show a significant interaction effect between different types of influencers and disclosure types on eWOM. Specifically, no disclosures by meso-influencers generate more positive eWOM compared to other combinations. From the nine groups tested, the biggest impact was found in the meso-influencer group without advertising disclosure, suggesting that the absence of advertising disclosure can enhance user interaction and engagement with the content. This might be due to the more organic nature of the content and the lack of awareness of the marketing motivation behind it, allowing users to respond more naturally. The study solely examined Instagram Posts, neglecting other types like Instagram Stories or Reels, warranting further research across diverse social media. These findings have practical implications for marketers seeking to optimize influencer strategies and contribute to theories of influencer marketing and consumer behavior by highlighting the nuanced role of disclosure and influencer type.

Keywords: advertising disclosure, electronic word of mouth, influencer marketing, persuasion knowledge model

Marketing Communication Analysis in Agriculture Social Entrepreneurship: Its Impact on Consumer Perception and Purchase Decisions

Thirtawati, Sarwititi Sarwoprasodjo, Pudji Muljono, Dwi Retno Hapsari

IPB University

thirtawati@gmail.com

This study aims to explore how marketing communication strategies affect consumer perceptions and purchasing behaviors in agriculture-based social enterprises. These enterprises are crucial in tackling social and environmental issues while promoting economic growth. Effective marketing communication is essential for these businesses to engage consumers, raise awareness, and drive purchase decisions. The research has three main objectives: (1) to examine the marketing communication strategies used by agricultural social enterprises, (2) to assess how these strategies influence consumer perceptions, and (3) to evaluate the impact of these perceptions on purchasing decisions. The study will use a mixed-method approach, combining quantitative surveys and qualitative interviews to gather detailed data on consumer experiences and views. The theoretical framework incorporates established theories in marketing communication, consumer behavior, and social entrepreneurship. Quantitative data will be analyzed using statistical methods to identify significant relationships, while qualitative data will be thematically analyzed to gain deeper insights into consumer experiences and motivations.

Keywords: social marketing, social entrepreneurship, consumer decision.

Dancing on the Screen: How do Good Ponsel Angels Build Hybrid Consumers on TikTok?

Adek Risma Dedees, Dessy Kania, Asmiati Abdul Malik, Annisa Fitriana Lestari, Ken Ayuthaya Purnama, Ajenk Ningga Citra, Ruth Putryani Saragih

Universitas Bakrie

adek.risma@bakrie.ac.id

Hybrid media marketing is a strategy of combining traditional and new media that is inevitable in communicating messages and building engagement between producers and consumers today. TikTok is one platform that has great potential to connect producers with consumers in a new media narrative, more specifically social media as well as a marketplace. Producer or brand owner produce, share, consume short videos, and interact with each other at the same time. This platform implies the formation of a new relationship between offline-online consumers. This practice is carried out by the influencer team of Good Ponsel Angels, a Good Ponsel smartphone store in Bali. As influencers or TikTokers, Good Ponsel Angels often share short entertainment videos and information about the products offered for sale by Good Ponsel. This paper explores the emergence of hybrid consumers of Good Ponsel or Good Ponsel Angels on TikTok as an implication of the hybrid marketing phenomenon carried out by Good Ponsel. This research uses a qualitative approach with a case study design of the TikTok Good Ponsel Angels account and the audience or consumers formed in a hybrid system. The shifting in offline-online consumer interaction has implications for the use of certain technologies or platforms, norms, habits, and tendencies that arise from different circumstances. As TikTok is characterized by short videos combining dance and remix music, Good Ponsel Angels builds engagement with hybrid consumers in the same way: music and dance. At the starting point, the connection between producers and consumers is faster and closer when interacting online on TikTok in the form of entertainment content. It continues with the providing of information and promotions of the products in a hybrid system both traditional media and TikTok.

Keywords: hybrid consumer, hybrid media, influencer, Good Ponsel Angels, TikTok.

4D : Nature-culture Tensions

Tontonan, Tuntunan, and Tatanan (3T) as Control of Ecotourism in the Osing Kemiren Community, Banyuwangi

Mulia Ramdhan Fauzani

Universitas Muhammadiyah Surakarta
mrf462@ums.ac.id

Wiwin Indarti

Universitas PGRI Banyuwangi
wiwinindiarti@gmail.com

The traditional cultural tourism of Osing Kemiren, Banyuwangi featuring traditional rituals and arts is a model for community development based on cultural tourism. In the process, among the challenges that exist are the deviations from the procedures for carrying out the sacred Osing rituals and art, due to market pressure which distorts noble values. This study aims to analyze the beliefs of the Osing people in the mystical stories behind the deviation of customs in traditional cultural tourism, and how these stories play a role in the ongoing process of cultural development. The researcher used a descriptive qualitative approach and conducted semi-structured interviews with four members of the Osing Indigenous Community who are active in the Osing indigenous peoples' movement. The analysis was carried out based on participatory development communication theory and Social Cognitive Theory (SCT). It was found that mystical stories that arose as a result of deviations from rituals and sacred arts displayed in the Osing Kemiren traditional cultural tourism were a form of control and participation by the Osing community. Likewise, the messages in this mystical story have put forward aspects of reward and punishment for the parties not to commit fraud.

Keywords: Osing Kemiren, traditional cultural tourism, mystical stories, participatory communication, SCT.

Krupuk: Natural Resources in Indonesian Eating Culture

Mohammad Fathi Royyani, Lila Muliani, Heni Pridia, Kurnia Novianti, Pahmi Sy

Pusat Riset Ekologi dan Etnobiologi, BRIN
moha026@brin.go.id

This article aims is to answer the question of why Indonesians like to consume a complementary food called kerupuk? In this study, ethnographic, historical, and ethnobotanical perspective are used to analyze the social-culture phenomena in consume the kerupuk in Indonesia. In the Indonesian eating culture, the important things are not only the main food but also the supporting food. Both of them are served. In the Indonesian context, these complementary foods are easy to find, whether on the roadside, stalls, people's homes, or restaurants. Krupuk is one of business developed by many regions to increase people and regional income. Every region have specific krupuk product depending on their biodiversity and natural resources as main ingredients for making krupuk. From just flour, fish, fruits, shrimp, meat, and so on. From a cultural perspective, consuming krupuk is not only about the flavor, but also the sound effect that is created when eating it. Sound is

one of an important element in Indonesian culture. Through these sounds, the sense of hearing is involved in the “ritual of eating”. Kerupuk also have long history. Base on the literature, this food for royal family in Singasari era in the beginning. But over the times, this food has become a popular food in Indonesian people. By consuming kerupuk, all human senses are involved in the “ritual” of eating. The sense of taste through the taste of the food, the sense of sight through the appearance of the food, and the sense of hearing through the sound effects produced while eating the kerupuk.

Keywords: biodiversity, culture, food, kerupuk, Indonesia.

Hybrid Times Call for Hybrid Measures: Reflecting on the Informational Bubbles Phenomenon in the Light of the Nature-culture Debate

Sara Machado

CITCEM - Faculty of Arts and Humanities of the University of Porto, Portugal
saramonteiomachado@gmail.com

In the digital era, algorithms have assumed a mediation role historically associated with journalism, limiting and prioritizing information in a personalized manner for each user. This curation contributes to the formation of informational bubbles that reinforce selection effects and potentially feed preexisting beliefs. Although it is not a consensual view, several authors believe this phenomenon increases polarization, posing significant challenges to democratic discourse and societal cohesion. This paper reflects on the problem of informational bubbles in the context of Bruno Latour's and Edgar Morin's perspectives on the nature-culture dichotomy. Latour's concept of hybridization, which rejects the artificial separation of nature and culture, offers a valuable framework for understanding the intertwined roles of humans and non-humans in the digital age. Although algorithms are hybrids, existing only through the interaction of technology and human input, we often perceive informational bubbles as either a natural or cultural problem: a social tendency that has always existed and is merely reproduced by digital tools or as an issue created by technology and that must have a technological solution. Morin's paradigm of complexity provides further insight into the multifaceted nature of this issue, emphasizing the interconnectedness and unpredictability inherent in complex systems. Addressing informational bubbles requires a holistic approach that considers the interplay of various factors, including technological, social, and cultural dynamics. In a complex system like the digital information environment, interventions aimed solely at the technological or human level may fail to grasp the underlying complexities. Instead, a comprehensive understanding of the socio-technical ecosystem is necessary to develop effective strategies for mitigating the negative impacts of informational bubbles and fostering a more inclusive and democratic discourse.

Keywords: informational bubbles, algorithms, hybridization, complexity, nature-culture.

The Afterlife Kingdom (*Kraton Akherat*): Discourse Practice of Kajen Ancestor's Wisdom (*Dawuh Sesepeuh*) on Kajen's Public Sphere

Ahmad Al Wajieh

Pondok Kulon Banon

kakangmas89@gmail.com

The ancestors of the Kajen people, Mbah Sumohadinegoro, stated in the Kajen manuscript compiled by KH Rifai Nasuha in the 1950s, "sopo wonge sing milih kraton dunyo ora bakal entuk kraton akherat, sopo sing milih kraton akherat bakal entuk sekabehane" (whoever chooses the earthly kingdom will not get the kingdom of the hereafter, whoever chooses the kingdom of the hereafter will get everything). In the 18th century, his son, Mbah Ahmad Mutamakkin, who was also a revered figure in Kajen, advised, "Sing pendhitku ngusap ing mbun" (one who is devoted will wipe the dew). Interestingly, Mbah Ahmad Mutamakkin's teachings are inscribed in the highly symbolic ornaments of the Kajen Mosque. In contemporary times, the Kajen people keenly remember Mbah Nafi's brief counsel, "nek iyo mosok ora, nek ora mosok iyo" (if yes, how can it be no; if no, how can it be yes) or his other advice, "nek wedi ojo wani-wani, nek wani ojo wedi-wedi" (if afraid, do not dare; if daring, do not be afraid). Apart from the three elements—the Kajen Mosque, the pesantren (Islamic boarding schools) in Kajen, and the tomb of Mbah Ahmad Mutamakkin—there is a hypothesis that all these 'dawuh' (words of wisdom) contribute to forming the distinctive atmosphere of Kajen: a blend of Javanese tradition, mystical sufi practices, and the unique coastal pesantren culture. This is further complicated by other discourses, such as Islamic education, the influx of technology in Kajen Village, and various economic and political interests revolving around this small area of 60 hectares. These ancestral teachings are intriguing for further discussion. They are not merely personal reflections but can be examined in the realm of discursive practice. This paper will attempt to discuss three aspects. First, how the ancestral teachings are discussed in the public sphere, both through digital channels and in the daily social interactions of the community. Second, how these teachings are used or practiced in constructing knowledge about Kajen. Third, how the meanings of these teachings are formed.

Keywords: discourse practice, ancestor wisdom, Kajen, pesantren studies.