

## *The Program*

The 7<sup>th</sup> Conference on Communication, Culture and Media Studies  
(CCCMS)

### **Hybrid**

**Yogyakarta, Indonesia**

**27 – 29 August 2024**

**Venue: Faculty of Psychology and Socio-cultural Sciences,  
Universitas Islam Indonesia,  
Kaliurang Street, Km 14.5, Sleman, Yogyakarta**

#### **Tuesday, 27 August 2024**

08:00 - 16:30          Pre-conference workshops

#### **Wednesday, 28 August 2024**

08:00 – 09:00          Registration and morning coffee - tea

09:00 – 09:30          **Opening Ceremony**

09:45 – 11:45          **Keynote Session 1: Nico Carpentier**

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

11:45 – 13:30          Lunch break

13:30 – 15:00          **Parallel Session 1**

15:00 – 15:30          Afternoon break

15:30 – 17:00          **Parallel Session 2**

#### **Thursday, 29 August 2024**

08.30 – 10.00          **Parallel Session 3**

10.00 – 10.30          Morning break

10.30 – 12.00          **Keynote Session 2: Masduki**

Title: Hybrid Media and Democracy in Post-authoritarian Indonesia

12.00 – 13.30          Lunch break

13.30 – 15.00          **Parallel Session 4**

15.00 – 15.30          Afternoon break

15.30 – 16.30          **Closing: announcement of best papers and presenters,  
discussion on the post-conference publications**

## Pre-Conference Workshops

**Tuesday, 27 August 2024**

### 1. Writing Class for International Journal

Convenor : Masduki  
Working language : English  
Time : 13.30 – 15.30  
Location : Faculty of Psychology and Social and Cultural Sciences, UII  
Room : 03.23

### 2. Urban Walking and Sensory Methods

Convenor : Zaki Habibi  
Working language : English  
Time : 08.00 – 11.00  
Location : Assembly point (start at): Tugu Jogja (also known as Tugu Golong Gilig Yogyakarta, or Yogyakarta Monument)

### 3. Photobook and Design Thinking: An Introduction

Convenor : Andi Ari Setiadi & Caron Toshiko (Gueari Gallery)  
Working language : English, mixed with Indonesia  
Time : 10.00 – 16.00  
Location : Faculty of Psychology and Social and Cultural Sciences, UII  
Room : 03.24a  
Tools (preparation) : Each participant brings a minimum of 30 printed photos, 3R size.

### 4. Environmental Communication

Convenor : Muzayin Nazaruddin (UII) & Achmad Choirudin (INSIST Press)  
Working language : Indonesia  
Time : 13.30 – 16.30  
Location : Faculty of Psychology and Social and Cultural Sciences, UII  
Room : 03.25

**PARALLEL SESSION**  
**WEDNESDAY, 28 AUGUST 2024**

<b>SESSION 1 13.30-15.00</b>	<b>TOPIC</b>	<b>SESSION 2 15.30-17.00</b>	<b>TOPIC</b>
<b>1A</b>	Social Activism through and in Hybrid Society	<b>2A</b>	Communication, Empowerment, and Hybridity
<b>1B</b>	Popular Culture and Hybrid Media	<b>2B</b>	Film, Multi-Platform Viewing, and Hybrid Media
<b>1C</b>	Crisis, Risk, and Disaster in Hybrid Cultures	<b>2C</b>	Hybrid Media and Cultural Production
<b>1D</b>	Communicating Space and Place in Cultural Hybridity	<b>2D</b>	Posthuman and Artificial Intelligence
<b>1E</b>	Visual Culture and Hybrid Arts		

**SESSION 1: WEDNESDAY, 28 AUGUST 2024, 13:30 – 15:00**

**1A : Social Activism Through and in Hybrid Societies**

**Room : 03.19**

**Chair : Ibnu Darmawan**

<b>No</b>	<b>Abstract Number</b>	<b>Authors</b>	<b>Affiliations</b>	<b>Title of Presentation</b>
1	14	Fatma Dian Pratiwi, Prima Ayu Rizqi Maharani	UIN Sunan Kalijaga, IAIN Kediri	The Emerging of Cancel Culture in Entertainment Industry: Case in Indonesia and South Korea
2	73	Ikhma Zurani, Genny Gustina Sari, Welly Wirman, Ringgo Eldapy Yozani	Universitas Riau	The Role of Songs in Digital Activism and Social Work : A Case Study of the “Labour Song” Movement on Tik Tok
3	93	Ibnu Darmawan	Universitas Islam Indonesia	Navigating the Social Landscape: Indonesian Brands, Pro-Palestine Advocacy, and Consumer Response
4	103	Kusnul Fitriah	Universitas Gadjah Mada	Love vs. Principle: K-Pop Fans' Boycott of Idols and Controversial Products

**1B : Popular Culture and Hybrid Media**

**Room : 03.20**

**Chair : Khumaid Akhyat Sulkhan**

No	Abstract Number	Authors	Affiliations	Title of Presentation
1	12	Rina Sari Kusuma	Universitas Muhammadiyah Surakarta	XKwavers as Third Space: Hybrid Identities of Hallyu-Muslim Community Fans
2	55	Dimas Ramadhiansyah	Universitas Airlangga	“I had Post-Concert”: A Netnographic Study of Lucy Fans Community Dynamic in a WhatsApp Group Post LUCY We Are Lading Jakarta 2024 Concert
3	75	Khumaid Akhyat Sulkhan	Universitas Islam Indonesia	Understanding the Dark History of 1965 in Horror Films: A Study of Representation in the Film “Malam Para Jahanam”
4	82	Maya Sandra Rosita Dewi, Dwi Nur L. Fithriya	UIN Sunan Kalijaga Yogyakarta	Hybrid Islam: Popular Hijrah Among Gen Z

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

**Room : 03.23**

**Chair : Anang Hermawan**

No	Abstract Number	Authors	Affiliations	Title of Presentation
1	9	Ikrom Mustofa, Qurrotul Ainiyah, Exma Mu'tatal Hikmah	Environmental Engineering Department Ull; Sekolah Tinggi Ilmu Tarbiyah Al-Urwatul Wutsqo; Yayasan Generasi Cerdas Iklim	An Understanding of the Informal Response, Culture, and Local Participation in Disaster Management in Indonesia from the 2018 Lombok Earthquake
2	35	Rona Rizkhy Bunga Chasana, Dian Purworini, Riski Apriliani	Universitas Muhammadiyah Surakarta	Digital Crisis Communication and Brand Sustainability: Analysing the #WhitelabApologize Movement on Social Media

3	98	Ilham Havifi, Lusi Puspika Sari	Ilmu Komunikasi Universitas Andalas	The Dynamics Communication of Government Public Relations in Implementing Public Information Disclosure on Disasters in Areas Prone to Mount Marapi Eruptions
4	104	Danar Kristiana Dewi	Universitas Terbuka	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

**1D : Communicating Space and Place in Cultural Hybridity**

**Room : 03.24a**

**Chair : Holy Rafika Dhona**

No	Abstract Number	Authors	Affiliations	Title of Presentation
1	21	Natalia Grincheva	LASALLE, University of the Arts Singapore	Smart & Creative Environments? Exploring the Role of Arts Data in Sustainability of Smart Cities
2	32	Andrea Miconi	IULM University	Values and Fears of the Europeans; A Media Theory Perspective
3	51	Josephine Choi Hio lan	Independent researcher	Cultural Space and Place in China's Smart Cities
4	116	Martriana Ponimin Said, Annisa Mutiara Rahmadhani P, Runi Hidayati	Universitas Pancasila Jakarta	Life is a Game: Scrabble Club Community in Inland Village

**1E : Visual Culture and Hybrid Arts**  
**Room : 03.24b**  
**Chair : Ida Nuraini Dewi Kodrat Ningsih**

No	Abstract Number	Authors	Affiliations	Title of Presentation
1	112	Dyan Rahmiati	Universitas Brawijaya	Humour as Catharsis: An Analysis of Video Memes about Government Policy
2	121	Adhani Juniasyarah Emha	Universitas Gadjah Mada	The Ambivalence of the Internet and Technology upon the Comic Industry
3	128	Andi Ari Setiadi, Andi Imam Prakasa, Caron Toshiko Monica, Fajar Hadi Prabowo	Gueari Gallery	Unveiling Undocumented Legacy: Visual Storytelling of Javanese in Suriname
4	130	Miftha Pratiwi, Rindang Senja Andarini, Yosi Arianti, Misni Astuti	Universitas Sriwijaya	Visualise Me in Person: Personalization as Political Campaign Strategies on Instagram in the Presidential Election Period 2024

**SESSION 2 : WEDNESDAY, 28 AUGUST 2024, 15.30 – 17.00**

**2A : Communication, Empowerment and Hybridity**  
**Room : 03.19**  
**Chair : Subhan Afifi**

No	Abstract Number	Authors	Affiliations	Title of Presentation
1	66	Asima Oktavia Sitanggung, Djuara P. Lubis, Pudji Muljono, Firdanianty Pramono	Department of Communication Science and Community Development, IPB University	Building Tolerance Character of High School Students in Jakarta with Learning Method Based on Participatory Education Communication
2	67	Sri Rahmawati	Department of Communication, Universitas Islam Indonesia	The Hybridity of Digital and Traditional Media in Empowering Suburban Communities: A Case Study in Priyan Village, Bantul

3	86	Fachmi Ibrahim, Djuara P. Lubis, Pudji Muljono, Dwi Sadono	Department of Communication Science and Community Development, IPB University	Smashing Barriers: Strengthening Supportive Social Network Communication for Disabled Small to Medium Sized Enterprises
4	111	Nia Ashton Destrity, Fariza Yuniar Rakhmawati, Nisa Alfira	Universitas Brawijaya	Digital Literacy and Digital Health Literacy of Health Workers in Indonesia

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

**Room : 03.20**

**Chair : Sumekar Tanjung**

No	Abstract Number	Authors	Affiliations	Title of Presentation
1	53	Rachna Sharma	Indian Institute of Mass Communication, New Delhi, India	Imprint of 'Hybridity' in Contemporary Indian Cinema: A Thematic Study of Imtiaz Ali's Films
2	58	Olla Agustia Leriani	Universitas Dian Nusantara	The Role of KDM Cinema in Facilitating Alternative Film Screenings and Discussions in Yogyakarta
3	74	Aditya Adinegoro, Defiana Dewi Septiami	Universitas Islam Indonesia; Kajian Budaya dan Media UGM	Performing Longing: Gen Z's Digital Nostalgia in Indonesia
4	106	Hardeep Singh	University Institute of Media Studies, Chandigarh University	The Use of VFX in Contemporary Indian Cinema

**2C : Hybrid Media and Cultural Production**

**Room : 03.23**

**Chair : Fatma Nuraini Zahra**

No	Abstract Number	Authors	Affiliations	Title of Presentation
1	50	Kamil Lipiński	University of Łódź	Variations of Audiovisual Works in the Yugo Nakamura's Spatial Environment 'Audio Architecture'
2	54	Mirjana Dokic	School of Creative Media, City University of Hong Kong	An Immersive Musical Exploration of Nature in Virtual Reality Environment
3	96	Dessy Kania, Adek Risma Dedees, Suharyanti, Mirana Hanathasia, Dianingtyas M. Putri, Ari Kurnia	Universitas Bakrie	Popular Culture and Hybrid Media: Negotiating Gender Identity in Hybrid Media Ecosystem – Case Study on Bunda Corla's Popularity on Instagram
4	114	Ardy Satria, Ismi Dwi Astuti Nurhaeni, Andre Rahmanto	Universitas Sebelas Maret	Escorting the Building of Ibu Kota Nusantara as a New Capital of Indonesia through Social Media

**2D : Posthuman and Artificial Intelligence**

**Room : 03.24a**

**Chair : Narayana Mahendra Prastya**

No	Abstract Number	Authors	Affiliations	Title of Presentation
1	6	Nello Barile	IULM University	Phygital Communication and Hybrid Ontologies: the Hypes of the Metaverse and Generative AI in the Age of Deglobalization
2	20	Yiming Chen, Yichen Ge	Xi'an Jiaotong-Liverpool University; Jinan University	Critical and Patriotic Discourses Intertwine in the Chinese Online Sphere when Western ChatGPT is Created
3	29	Andrea Miconi	IULM University	On Digital Fetishism: A Critique of the Big Data Paradigm



4	125	Rama Kertamukti	UIN Sunan Kalijaga Yogyakarta	Investigating UIN Sunan Kalijaga Programme Heads' Views on the Role and Impact of AI in Student Writing: A Qualitative Study
5	127	Edwi Arief Sosiawan, Basuki Agus Suparno	UPN Veteran Yogyakarta	Exploring the Impact of ChatGPT Utilization on Communication Dynamics and Academic Discourse Among University Students

**PARALLEL SESSION**  
**THURSDAY, 29 AUGUST 2024**

<b>SESSION 3 08.30-10.00</b>	<b>TOPIC</b>	<b>SESSION 4 13.30-15.00</b>	<b>TOPIC</b>
<b>3A</b>	Digital Journalism in Hybrid Newsroom	<b>4A</b>	Regulation and Media ethics
<b>3B</b>	Gender, Sexuality, and Hybrid Media	<b>4B</b>	Artificial Intelligence in Journalism
<b>3C</b>	Hybrid Technology in Strategic Communication	<b>4C</b>	Hybridity in IMC
<b>3D</b>	Environmental Communication	<b>4D</b>	Nature-culture Tensions

**SESSION 3 : THURSDAY, 29 AUGUST 2024, 08:30 - 10:00**

**3A : Digital Journalism in Hybrid Newsroom**

**Room : 03.19**

**Chair : Desmalinda**

<b>No</b>	<b>Abstract Number</b>	<b>Authors</b>	<b>Affiliations</b>	<b>Title of Presentation</b>
1	10	Firly Annisa, Senja Yustitia	Universitas Muhammadiyah Yogyakarta	Podcasting Intimacies: Unravelling Emotional Labor in Investigative Journalism
2	36	Anastasya Andriarti, Anton Novenanto	Universitas Bakrie, Universitas Brawijaya	Opportunities and Challenges of Hybrid Newsroom in Indonesia: Lessons from Live Fact-Checking During the 2024 Presidential Election Debate
3	90	Puji Rianto, Titin Setiawati	Universitas Islam Indonesia, Universitas Muhammadiyah Prof. Hamka	Digital Journalism and Tabloidization Journalism: An Indonesian Experience
4	94	Tommy Satriadi Nur Arifin	Universitas Widya Mataram	Diversity Journalism: Understanding the Role of the Media in Building Multicultural Awareness

**3B : Gender, Sexuality, and Hybrid Media**

**Room : 03.20**

**Chair : Dian Dwi Anisa**

No	Abstract Number	Authors	Affiliation	Title of Presentation
1	5	Maria Stela Clarisa Nau, Abigail Saveria Pattinasarane	Demokrasi Digital; Girls Can Lead	Spousefluencing: How Women Turn Marital Struggles to Social Media Gain in Indonesia
2	27	Alvina Rahmasari, Ratna Permatasari	Universitas Islam Indonesia	Women Sexism in PETA's Veganism Campaign
3	124	Diah Amelia, Siti Amanah, Pudji Muljono, Dwi Retno Hapsari	IPB University	Alternative Media Women Journalist Standpoint on the Issue of Women's Role and Development in Indonesia
4	134	Dina Listiorini	Universitas Atma Jaya Yogyakarta	Integration of Sexuality Issues for Communication Studies

**3C : Hybrid Technology in Strategic Communication**

**Room : 03.23**

**Chair : Puji Hariyanti**

No	Abstract Number	Authors	Affiliation	Title of Presentation
1	13	Panji Dwi Ashrianto, Ismi Dwi Astuti Nurhaeni, Prahastiwi Utari, Sri Hastjarjo	Universitas Sebelas Maret Surakarta	Adaptation and Existence of Community Radio in Yogyakarta Indonesia
2	56	Agung Setyawan, Pawito, Andrik Purwasito	Department of Communication Science, Sebelas Maret University	Bambang Pacul and the Personal Branding Approach on Instagram to Win the 2024 House of Representative of Indonesia (DPR RI)
3	69	Yachi Chen	Chinese Culture University, Taiwan	Hybrid Governance of Information Disorders in Taiwan

4	85	Subhan Afifi, Aris Yaman	Department of Communication UII; Badan Riset dan Inovasi Nasional (BRIN)	Hybrid Technology in Strategic Communication: A Bibliometric Analysis
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**3D : Environmental Communication**

**Room : 03.24a**

**Chair : Lutviah**

No	Abstract Number	Authors	Affiliation	Title of Presentation
1	39	Andi Nur Fitrah	Universitas Hasanuddin	The Role of Family Communication in Preserving Values <i>Paisangan Sumombal</i> on Mandar Tribe Fishermen
2	88	Lutviah	Universitas Islam Indonesia	The Media Representation of the Kendeng Farmers' Environmental Movement
3	102	Ringgo Eldapy Yozani, Belli Nasution, Nurul Mustaqimma, Ami Koemala	Universitas Riau, Universitas Mercu Buana	Shifting the Meaning of the Mangambat Boru Tulang Tradition at a Mandailing Tribe Wedding Ceremony in Duri, Mandau District
4	126	Erna Mariana Susilowardhani, Sarwititi Sarwoprasodjo, Pudji Muljono, Kudang Boro Seminar	IPB University	Climate Change Discourse on Social Media: A Computational Content Analysis Study on Official Social Media of Indonesian Meteorological, Climatological, and Geophysical Agency
5	135	Alfi Rahman, Muzayin Nazaruddin, Nurul Fajar Januriadi	Universitas Syah Kuala; Universitas Islam Indonesia; Universitas Pertamina	Disaster Communication in Cross-Generational Smong Narratives Among the Simeuluean People

**SESSION 4 : THURSDAY, 29 AUGUST 2024, 13:30 - 15:00**

**4A : Regulation and Media Ethics**

**Room : 03.19**

**Chair : Puji Rianto**

No	Abstract Number	Authors	Affiliation	Title of Presentation
1	17	Hidayatun Nafiah	Universitas Gadjah Mada	Poverty Porn, Digital Literacy and Media Ethics: Bridging Dignity Gaps from Exploitation to Empowerment
2	70	Jayus, Assyari Abdullah, Sumaiyah, Mustafa, Infa Wilindaya	Universitas Muhammadiyah Riau; Universitas Islam Negeri Sultan Syarif Kasim Riau	Publisher Rights for Quality Journalism: Opportunities and Challenges in Indonesia
3	101	Muhammad Danu Winata, Awang Dharmawan, Raesita Rakhmawati Rosadi, Tatak Setiadi, Wahyu Mahesa Miarta, Ade Firmannandya	Universitas Negeri Surabaya; Universitas Terbuka	The Media Lens: National Identity and Media Framing of Foreign-Born Players in the Indonesian National Football
4	105	Yoki Yusanto, Dian Wardiana Sjucho	Universtas Sultan Ageng Tirtayasa; Universitas Padjajaran	Quo Vadis of the Broadcasting Law Revision

**4B : Artificial Intelligence and Journalism**

**Room : 03.20**

**Chair : Iwan Awaluddin Yusuf**

No	Abstract Number	Authors	Affiliation	Title of Presentation
1	34	Rio Tuasikal	Goldsmiths, University of London	Finding Dominant Narrative: Editorial Mapping of AI News Coverage in Indonesia

2	65	Ari Kurnia, Suharyanti, Mirana Hanathasia, Zefanya Ayu Valencia	Bakrie University	The Power of Hybrid Newsroom, Implementation of AI Virtual Anchor and How the Ethical Issues Confronting in the Digital Journalism
3	84	Rahman Asri	Universitas Al Azhar Indonesia (UAI)	Response of Media Practitioners Regarding the Use of Artificial Intelligence in the Production and Distribution of Digital Media Content
4	119	Aryo Subarkah Eddyono, Irsanti Widuri Asih	Universitas Bakrie	Practice of Using Social Media and Artificial Intelligence as Alternative Income in Online Cyber Media Langgam.id

**4C : Hybridity on IMC**  
**Room : 03.23**  
**Chair : Nadia Wasta Utami**

No	Abstract Number	Authors	Affiliation	Title of Presentation
1	38	Pedro Dourado	Universidade do Porto, CITCEM	Communicating Corporate Sustainability: A Content Analysis of Portuguese Designer Fashion Brands' Websites
2	45	Ratu Mega Maulina Putri, Reny Yulianti	Pascasarjana Departemen Ilmu Komunikasi, Universitas Indonesia	The Effect of Advertising Disclosure Types on eWOM in Influencer Marketing on Instagram
3	72	Thirtawati, Sarwititi Sarwoprasodjo, Pudji Muljono, Dwi Retno Hapsari	IPB University	Marketing Communication Analysis in Agriculture Social Entrepreneurship: Its Impact on Consumer Perception and Purchase Decisions
4	99	Adek Risma Dedees, Dessy Kania, Asmiati Abdul Malik, Annisa Fitriana Lestari, Ken Ayuthaya Purnama, Ajenk Ningga Citra, Ruth Putryani Saragih	Communication Science, Universitas Bakrie	Dancing on the Screen: How Do Good Ponsel Angels Build Hybrid Consumers on TikTok?

**4D : Nature-culture Tensions**

**Room : 03.24a**

**Chair : Muzayin Nazaruddin**

No	Abstract Number	Authors	Affiliation	Title of Presentation
1	4	Mulia Ramdhan Fauzani, Wiwin Indiarti	Universitas Muhammadiyah Surakarta; Universitas PGRI Banyuwangi	Tontonan, Tuntunan, and Tatanan (3T) as Control of Ecotourism in the Osing Kemiren Community, Banyuwangi
2	22	Moh Fathi Royyani	Pusat Riset Ekologi dan Etnobiologi, BRIN	Krupuk: Natural Resource in Indonesian Eating Culture
3	28	Sara Machado	CITCEM - Faculty of Arts and Humanities of the University of Porto, Portugal	Hybrid Times Call for Hybrid Measures: Reflecting on the Informational Bubbles Phenomenon in the Light of the Nature-Culture Debate
4	122	Ahmad Al Wajieh	Pondok Kulon Banon, Pati	The Afterlife Kingdom (Kraton Akherat): Discourse Practice of Kajen Ancestor's Wisdom (Dawuh Sesepeuh) on Kajen's Public Sphere