

**Proceeding Book**

**The International Conference on Communication and Business**

*28-29 September 2023, The Trans Resort Bali-Sunset Road, Seminyak, Bali*

VOLUME

**1**

# Empowering ASEAN's Sustainability Communication Strategies and Advancing Business

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# **Empowering ASEAN's Sustainability: Communication Strategies and Advancing Business**



LSPR Institute of Communication & Business  
LSPR Publishing

Proceeding Book of The International Conference on Communication and Business  
**Volume 1**  
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Sustainability:**  
Communication Strategies  
and Advancing Business







## *Welcome Note* **Founder & CEO of LSPR Institute**

Dear esteemed authors,

As we host the International Conference on Communication and Business (ICCB), we are pleased and proud to acknowledge LSPR Institute's unwavering commitment to developing excellence in education since its founding in 1992. LSPR's steadfast dedication to nurturing talent and fostering a culture of innovation has been instrumental in shaping the landscape of communication and business within our institution's walls and on an international scale, including across the dynamic ASEAN region.

Since its establishment, LSPR Indonesia has been a stalwart supporter of ASEAN's journey towards becoming a frontrunner in communication studies and growth in business studies. Our institution has championed the development of skilled professionals equipped with theoretical knowledge and practical acumen, essential to navigating the intricate nuances of today's globalized world.

In this rapidly evolving era characterized by ever-expanding technological advancements and intercontinental connectivity, the significance of effective communication and sustained business strategies cannot be overstated. LSPR in Indonesia has persistently strived to empower students and motivate them with the skills, insights, and global perspectives necessary to thrive and lead in this competitive era.

As we embark on this enlightening conference, this is the opportunity to exchange ideas, collaborate, and explore innovative approaches that further elevate ASEAN's prominence as a leader in business and communication.

We thank all participants, speakers, and supporters for their invaluable contributions to making this conference a resounding success. Together, let us continue to pave the way for a future where ASEAN stands tall as a beacon of excellence in business and communication.

Thank you.

Warm regards,

**Dr. (Hc) Prita Kemal Gani, MBA, MCIPR, APR, FIPR**

Founder & CEO, LSPR Institute of Communication & Business



## *Preface* **Rector of LSPR Institute**

It is with great pleasure and a sense of accomplishment that We present this publication proceeding of the International Conference on Communication and Business with the theme of Strengthening ASEAN's Leadership in Sustainable Business and Advanced Communication, which encapsulates intellectual endeavors and scholarly achievements. As the Rector of LSPR Institute of Communication & Business, it is an honor to introduce this compilation that reflects the commitment to excellence and innovation demonstrated by researchers.

We extend my heartfelt congratulations to all the authors featured in this publication. Your rigorous inquiry, creative insights, and scholarly rigor have enriched the academic landscape and have the potential to make a lasting impact.

This publication also serves as a testament to the collaborative spirit that defines our institution. The exchange of ideas, the pursuit of knowledge, and the spirit of inquiry are at the core of our academic mission. The vibrant intellectual community at LSPR Institute of Communication & Business continues to foster an environment that encourages curiosity, critical thinking, and a passion for discovery.

As we celebrate the achievements documented in this proceeding, let us also acknowledge the collective effort that goes into building a culture of scholarship and research excellence. We express my gratitude to the researchers who have contributed to the success of these endeavors.

We hope that this publication will inspire further exploration, dialogue, and collaboration among academic community and beyond. May the knowledge disseminated here serve as a catalyst for future breakthroughs, innovations, and positive change.

Thank you to everyone who played a role in bringing this publication to fruition. Your dedication to the pursuit of knowledge is a source of pride for us.

Best Regards,  
**Dr. Andre Ikhsano, M.Si**  
Rector of LSPR Institute



## *Preface*

# **Chairperson of the ICCB**

Ladies and gentlemen,

Thank you for contributing and participating in the event that holds immense significance for the future: Strengthening ASEAN leadership in sustainability business and advanced communication. ASEAN, the Association of Southeast Asian Nations, has long been a beacon of economic growth and development. As we look ahead to the challenges and opportunities of the 21st century, it is imperative that ASEAN not only sustains its economic prowess but also takes a leadership role in sustainable business practices and advanced communication technologies.

Our planet faces unprecedented environmental challenges, from climate change to resource depletion. Businesses have a pivotal role to play in mitigating these challenges; we need to encourage and incentivize businesses within our region to adopt sustainable practices and advanced communication. We can work together to enforce regulations that encourage businesses to adopt green practices while fostering innovation in sustainable technologies. In the age of globalization and digital transformation, communicating effectively is paramount. ASEAN should strive to be at the forefront of advanced communication technologies, ensuring that our businesses and societies are well-connected, and capable of adapting to the ever-evolving digital landscape. Moreover, fostering a thriving tech startup ecosystem can drive innovation, making ASEAN a hub for tech talent and entrepreneurship.

Collaboration is another critical element of our journey towards leadership in these domains. ASEAN member states must collaborate closely, sharing best practices, research, and technological resources. Collaborative efforts can create regional standards and norms that promote sustainability and ensure the responsible use of advanced communication technologies.

In conclusion, strengthening ASEAN's leadership in sustainability business and advanced communication is not just a choice; it's a responsibility. As a region that has experienced remarkable economic growth, we have the potential to set an example for the world in sustainable development and technological innovation. By embracing sustainability and advanced communication, we can build a brighter future for the region and contribute to a more sustainable and connected world.

Best regards,  
**Dr. Ulani Yunus**  
Chairperson ICCB



*Preface*  
**Vice Rector I  
of LSPR Institute**

Welcome to the Proceeding of the LSPR International Conference on Communication and Business (ICCB). It is with great pleasure that we present the ICCB a collection of scholarly works and research papers presented during the 2023 conference.

This compilation encapsulates the culmination of diverse insights, innovative ideas, and rigorous academic endeavours. That shared by thoughts, ideas and research results from students, PhDs candidates, lecturers, practitioners, researchers, scholars, provide colour and also contribute to the development of science and technology in the field of communication and business.

The theme of this year's conference, "*Strengthening ASEAN's Leadership in Sustainable Business and Advanced Communication*". The diverse array of papers and presentations in these proceedings showcases the rich tapestry of insights and innovations that have emerged from various corners of the globe.

We extend our heartfelt gratitude to all the authors who have shared their scholarly contributions in this volume. Their dedication, expertise, and commitment to advancing knowledge in communication and business have enriched this platform and contributed significantly to the discourse. Moreover, we extend our appreciation to the conference organizers, reviewers, editorial team, and everyone whose efforts and dedication have made this conference and the subsequent proceedings a reality. May the insights shared within these pages contribute to the ongoing pursuit of excellence and innovation in our respective fields.

Thank you for being part of The LSPR International Conference on Communication and Business (ICCB), and we trust that these proceedings will serve as a valuable resource for scholars, practitioners, and enthusiasts alike.

Best Regards,

**Dr. Janette Maria Pinariya, M.M**  
Vice Rector I of LSPR Institute



## *Welcoming Remarks* **Ambassador/Permanent Representative of the Republic of Indonesia to ASEAN**

It is with great pleasure and excitement that I extend my warmest remarks to accompany this distinguished collection of papers, borne from the dynamic exchanges that unfolded at the International Conference on Communication and Business (ICCB), graciously hosted by the LSPR Institute of Communication and Business in the panoramic landscapes of Bali.

As we go through the pages of this book, we embark on a journey through the diverse and illuminating insights that emerged during the conference. The conference, held with the theme “Strengthening ASEAN’s Leadership in Sustainable Business and Advanced Communication”, I believe has successfully contributed to further enrich the authors’ knowledge and understanding in order to write this collection of papers in their areas of expertise.

The ICCB centered on the pivotal theme of ASEAN’s leadership in the eyes of the world, signifies a momentous occasion in acknowledging and advancing our region’s prominence on the global stage. Under the theme of Indonesia’s Chairmanship of ASEAN in 2023, “ASEAN Matters: Epicentrum of Growth”, ASEAN remained strategic, significant, and relevant, both internally to the ASEAN Community and its people as well as externally to the Indo-Pacific region and to the global world.

The papers in this book are not merely academic endeavors but also represent the collective intellect and passion of scholars, researchers, and professionals who converged in Bali to explore the frontiers of communication and business. Therefore, I extend my deepest appreciation to all the authors who dedicated their time, expertise, and innovative thinking to contribute to this volume.

I also would like to extend my appreciation to LSPR Institute for their dedication and commitment in organizing the ICCB, focusing on the multifaceted aspects of ASEAN, align perfectly with the collective vision for the region's future.

LSPR Institute's dedication to nurturing talent and fostering an environment of an academic excellence mirrors the spirit of ASEAN's aspirations. I commend the organizers, speakers, and participants for their unwavering commitment in exploring and promoting ASEAN's leadership attributes in the region.

Congratulations to the LSPR Institute of Communication and Business for orchestrating a conference that has given rise to this exceptional compilation. May this volume be a beacon of inspiration for future endeavors and I look forward to the continued positive impact of LSPR Institute and ICCB in fostering international collaboration and knowledge exchange.

I would like to extend my gratitude and appreciation for the privilege of being invited to deliver keynote speech regarding “ASEAN’s Leadership in

Sustainable Business and Advanced Communication” during the ICCB. I look forward to my further contribution to other LSPR Institute-related programs of activities directed towards the progress of the region and its young generation.

Warm regards,

**H.E. M.I. Derry Aman**

Ambassador/Permanent Representative  
of the Republic of Indonesia to ASEAN



## Foreword

# Adjunct Professor of LSPR

It was my privilege to attend the International Conference on Communication and Business (ICCB) in Bali between 28 and 29<sup>th</sup> September 2023 organised by the LSPR Institute of Communication and Business.

The theme of the Conference was *Strengthening ASEAN's Leadership in Sustainable Business and Advanced Communication* and with a burgeoning economic, social, technological and political role it is clear the ASEAN region has much to contribute.

The Abstracts presented in this book represent a cross-section on the over 73 papers presented at the conference. Organised into six themes: marketing & social media; diplomacy, political & climate change; entrepreneurship, media & performing arts; health communication; Gender, Culture & Leadership, and tourism communication, these Abstracts demonstrate the rich scholarship that is now being generated in ASEAN countries. It is a scholarship that other regions of the world should take note of and embrace. Much is to be learned from these insights from scholars embedded in and supporting the education systems in ASEAN countries. A system that in turn, underpins the dynamic growth that we now observe in the region.

These Abstracts come from an ASEAN academic community that is itself rapidly growing. The papers presented at the Conference were by new, emerging Early Researchers and by mature academics who are known and respected globally. Some of them are working as solo researchers, some in small groups and some with practitioners. Indeed a number of practitioners also took the opportunity to present at this academic conference. Such a variety of collaborations is very welcome. The ambition of academics is to try to provide practice with the insights and tools needed to enable it to reach its full potential. Without the practice, the academic area would not exist. Practice and academia together can generate a community of interest that is rich and relevant.

The Abstracts presented in this book cover immediate contemporary issues, such as the rapid rise and wide-spread adoption of social media and its implications and the opportunities and threats of a booming tourism industry, to the more long-term, 'wicked problems' of climate change and the nature and future of democratic engagement. It is right and proper that this breadth of contributors and topics is represented here.

Anyone who reads this book will see the existing knowledge and vast potential in the ASEAN academy. Just like their counterparts in the economic, social, political and civic fields they are playing their part in strengthening ASEAN's leadership.

**Professor Emeritus Anne Gregory**

University of Huddersfield

Adjunct Professor, LSPR Institute of Communication and Business.





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Proceeding Book of The International Conference on Communication and Business  
**"Strengthening ASEAN's Leadership in Sustainable Business  
and Advanced Communication"**

# **Empowering ASEAN's Sustainability: Communication Strategies and Advancing Business**





## **Introduction to the Proceedings Book**

This proceeding book delves into the multifaceted landscape of sustainability initiatives, examining how effective communication methodologies play a pivotal role in shaping and advancing sustainable practices within businesses across ASEAN nations.

The studies emphasize the critical importance of marketing communication & social media; diplomacy, political & climate change; entrepreneurship, media & performing art; health communication; gender, culture & leadership; tourism communication. Its provide insightful analyses of various communication frameworks, tools, and approaches employed by businesses to integrate sustainability into their core operations.

Moreover, the proceeding offers a detailed examination of ASEAN's role in spearheading sustainable business practices, highlighting key leadership strategies and initiatives adopted within the region. Its discuss the challenges, opportunities, and best practices in sustainability communication, equipping readers with practical insights and strategies to navigate the evolving landscape of sustainable business in ASEAN.

Through case studies, research findings, and expert perspectives, these proceedings serves as a valuable resource for business leaders, policymakers, academics, and practitioners seeking to enhance their understanding of how effective communication strategies can drive sustainable development and foster a more responsible business environment within the ASEAN context.



# Part 1

## Marketing & Social Media

### OVERVIEW

The research abstracts in this section focus on the transformation of traditional marketing communication channels because of the impact of social media platforms. They explore the influence of user-generated content, influencer marketing, and interactive engagement in reshaping relationships between brands and consumers. Additionally, the studies investigate the role of storytelling, authenticity, and personalization in creating compelling narratives that resonate with diverse audiences across various social media platforms.

The abstracts explore the strategic integration of social media into broader marketing communication plans, emphasizing the importance of data analytics, metrics, and real-time feedback for shaping targeted and impactful campaigns. Furthermore, the research captured here explores the complexities of multichannel communication strategies, highlighting the need for consistent messaging across diverse social platforms while adapting to the unique dynamics of each.

The studies also address the challenges and ethical considerations associated with social media marketing communication. This includes scrutiny of issues such as privacy, transparency, fake news, and the amplification of misinformation, emphasizing the crucial role of responsible and ethical practices in all digital marketing endeavours.



# The Role of Artificial Intelligence in Shaping the Digital Future of Insurance Broker Industry

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## ABSTRACT

Within the insurance brokerage sector, this qualitative research explores the implications of digital transformation, with a specific emphasis on artificial intelligence. The study involved conducting in-depth interviews and focus group discussions, engaging four senior-level professionals from the technology and operations division and four younger participants in client-facing roles within the industry. The primary objective is to scrutinize the effects of digitalization, particularly the impact of AI on the insurance broker field, and to assess the potential for AI to replace traditional insurance broker functions. The research findings underscore the significant advancements brought about by digitalization, including the adoption of AI in the insurance brokerage industry. These advancements manifest in streamlined operational processes, cost reductions, enhanced data analysis capabilities, and improved customer experiences. While AI integration remains in its early stages, the industry demonstrates a willingness to explore its potential applications in the future. However, the introduction of AI also poses notable challenges. Although it can streamline specific tasks and boost productivity, its limitations in negotiation and relationship management may impact the delivery of personalized services. As AI continues to evolve, the insurance brokerage sector faces the imperative task of striking a delicate balance between embracing technological progress and preserving the indispensable human touch required for building trust and fostering robust customer relationships. In conclusion, this research highlights the revolutionary potential of digitalization and AI in transforming the insurance broker environment, emphasizing the crucial need for careful management of their integration to achieve long-term success within the industry's evolving dynamics.

**Keywords:** *Digitalization, Artificial Intelligence, Insurance Brokerage, Technology Impact, Business Transformation.*

# The Effect of Restaurant Customer Experience on Customer Satisfaction, E-Word of Mouth Motivation & Customer Loyalty

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## ABSTRACT

This study centres on the swiftly expanding food and beverage industry, specifically honing in on how the restaurant customer experience affects customer satisfaction, electronic word-of-mouth (e-WOM) motivation, and customer loyalty. The research examines four crucial facets of the restaurant customer experience: food quality, service quality, restaurant ambiance, and price competitiveness. It thoroughly investigates how these factors impact customer satisfaction, e-WOM motivation, and loyalty. The study takes a quantitative approach, utilizing a survey with 261 respondents who are residents of Jabodetabek and have dined at restaurants, which serve as the study's subject. Data analysis employs the Structural Equation Model (SEM) to uncover the relationships between the variables under consideration. The findings reveal that food quality, service quality, and restaurant ambiance significantly influence both customer satisfaction and e-WOM motivation. However, attributes related to price and the suitability of the atmosphere do not significantly impact e-WOM motivation and customer satisfaction. A key finding of the study is that while customer satisfaction significantly affects customer loyalty, it does not have a significant effect on e-WOM motivation. In contrast, e-WOM motivation is shown to significantly impact customer loyalty. The study's implications are significant for both researchers and practitioners in the food and beverage industry. The research suggests the need for additional dimensions in understanding the restaurant customer experience in future studies. It underscores the importance of restaurant management comprehending the factors that drive customer satisfaction and loyalty in the digital age. Furthermore, the research offers practical recommendations for restructuring restaurant ambiance, assessing price compatibility, recognizing the relevance of e-WOM in operations, and maintaining and improving self-service systems.

**Keywords:** *Restaurant Customer Experience, Customer Satisfaction, e-WOM Motivation, Customer Loyalty, Food and Beverage Industry*

# A Study on the Effect of Sociocultural Aspects on Consumer Interest Purchasing Japandi (Japanese-Scandinavian) Household Goods in Indonesian Market

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## ABSTRACT

The civilization of Indonesia has a deep historical connection with and a strong familiarity with wood as a material. Over time, the symbolic significance of wood in terms of diplomatic or social rank has diminished, especially in palatial environments. Therefore, this research aims to explore how sociocultural factors influence the Indonesian market's inclination towards adopting the *Japandi* (Japanese-Scandinavian) concept in household items, including furniture and home accessory design. The *Japandi* concept is characterized by its emphasis on minimalistic aesthetics and practicality. To uncover these insights, the researchers employed the buying intentions theory along with quantitative explanatory analysis to elucidate observed phenomena and draw conclusions. Data was collected through questionnaires using random sampling, focusing on the Indonesian market as the target population. The study's results indicate that social and cultural elements play a significant role in shaping the intention to purchase Japandi home furnishings in Indonesia. Participants in the study place importance on social cues, and cultural factors such as customs, religious views, discount possibilities, values, and societal standards are considered when making shopping decisions.

**Keywords:** *Socio-cultural Effect, Household Goods, Japandi Concept, Consumer Purchasing Interest, Indonesian Market*



# Creates Green Marketing through Personal Selling Communication in Hazardous & Toxic Waste Management Company

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## ABSTRACT

Waste management is vital for our environment and public health, especially when dealing with toxic and hazardous waste. Such waste can be infectious, corrosive, explosive, flammable, toxic, and reactive, posing risks if mishandled. Examples include hazardous chemicals, medical waste, and industrial refuse. Effective communication between Hazardous and Toxic Waste Management Companies is crucial. Green marketing prioritizes eco-friendly products to meet consumer demands (Akhil, 2017). Personal selling persuasion is integral to customer retention and building strong relationships in waste management. It's grounded in face-to-face selling and persuasive communication theories. Qualitative research methods, like interviews, gather data. In green marketing, businesses must create compelling communication strategies for persuasion. The seven steps in personal selling—prospecting, pre-approach, approach, presentation, demonstration, objection handling, closing, and follow-up—form the communication framework (Kotler & Keller, 2016). These steps involve target market identification, offline/online outreach, presentation preparation, client understanding, tailored solutions, objection handling, deal closing, and follow-up. Record all in marketing reports to assess effectiveness and customer retention. Environmental responsibility is paramount, and persuasive communication is vital in green marketing. It helps protect ecosystems and harness market opportunities.

**Keywords:** *Green Marketing, SDGs Poin 15 dan 17, Limbah Berbahaya dan Beracun, Komunikasi Persuasif, Personal Selling.*

## Part 2

# Diplomacy, Political & Climate Change

### OVERVIEW

The impact of climate change itself adds a layer of complexity to international relations. Disputes over resource allocation, environmental migration, and geopolitical tensions arising from climate-induced events like extreme weather conditions or sea-level rise intensify diplomatic strains and political dilemmas. This section presents case studies and scholarly analyses that illuminate the interplay between diplomacy, politics, and climate change. It seeks to delineate pathways for enhanced diplomatic collaboration, emphasizing the need for political will, adaptive governance structures, and innovative policy frameworks to confront the multifaceted challenges posed by climate change. Ultimately, comprehending and navigating this intricate nexus between diplomacy, politics, and climate change is imperative for fostering meaningful global cooperation, securing sustainable solutions, and safeguarding the planet for future generations.



# The Ability of Public Speaking for Football Player's Confidence PSS Development Center

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## ABSTRACT

Football in Indonesia has undergone significant development since 1920, holding a special place in the hearts of the Indonesian people. Numerous local football clubs actively participate and compete to excel in the Indonesian league. The contemporary era has accelerated the pace of the football industry, with all activities extensively covered by the media, making it easily accessible to people worldwide. Consequently, football players require not only technical skills but also proficiency in public speaking. This skill becomes crucial when players engage with cameras or journalists during interviews. Public speaking is a form of verbal communication delivered in public, and its significance in the realm of sports is underscored by the global visibility of football. However, not all athletes possess natural public speaking abilities and self-confidence, necessitating training. Through such training, individuals can cultivate self-assurance and a clear understanding of their capabilities. This enhanced self-confidence contributes to athletes feeling more assured of their potential for victory in a match. Therefore, this study aims to ascertain the impact of public speaking on player confidence, utilizing the PSS Development Center as a case study. The research employs a descriptive approach with quantitative methods. Data collection involves distributing questionnaires to 104 PSS Development Center players. The study's results reveal that providing material on public speaking is crucial for players, as their confidence increases significantly after receiving such training.

**Keywords:** *athlete, football, public speaking, self-confidence, football players*

# The Importance of Climate Change Campaign in Indonesia

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## ABSTRACT

The issue of climate change is not only a concern for us in Indonesia but also globally. Especially recently, when people have experienced extreme weather and rising temperatures. According to the United Nations Environmental Program (UNEP), climate change is caused by the greenhouse effect and other chemical gases contributing to weather changes. One organization actively addressing this problem is the British Council. Unfortunately, many people, particularly in Indonesia, still lack understanding of the effects of climate change. Hence, the British Council is playing a crucial role in campaigning to raise awareness about climate change among the Indonesian population. This research aims to examine the significance of the climate change campaign for Indonesian society, conducted by the British Council through the British Council's Climate Cool Campaign on Climate Change Solutions program. The study utilized qualitative research methods and conducted in-depth interviews with several relevant stakeholders, including representatives from the British Council, the government, and the community. The research findings highlight that public awareness of climate change is still low, emphasizing the need for the British Council's campaign to reach all levels of society. The government is also urged to prioritize and support such campaigns as preventive and curative measures against climate change.

**Keywords:** *Climate Change; Campaign; British Council; Awareness*

# Disaster Management Leadership Model: A Study of Disaster Mitigations Efforts in Indonesia

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## ABSTRACT

The ranking is reasonable because geographically, Indonesia is situated in the Pacific Ring of Fire, making it prone to numerous earthquakes. This geographical reality compels the government to implement various measures to mitigate the impact of disasters, necessitating the development of disaster management policies and programs. The effectiveness of these measures hinges largely on the leadership and management capabilities of those tasked with disaster management efforts. This study seeks to formulate a disaster management leadership model tailored to guide disaster management in Indonesia. Employing a qualitative research approach, the study utilizes a comprehensive literature review as the method for data collection. The research identifies key leadership traits and skills essential for effective disaster management, including crisis communication, risk communication, and leadership style. Additionally, the study delves into the leadership context, competencies, and prospects for disaster management leaders in Indonesia. The researcher's conclusions inform the creation of a leadership model specific to Indonesia's needs and challenges. This model serves as a framework for evaluating the effectiveness of disaster management activities and provides guidance for leadership development programs within the field. Ultimately, the study aims to fortify Indonesia's disaster management procedures and foster the development of a resilient nation in the face of natural catastrophes.

**Keywords:** *Disaster Management, Mitigation, Leadership Model, Competencies, Catastrophes*

# The Role of Strategic Leadership in Navigating Media Industry Challenges in Southeast Asia: A Case Study of the SEA Today Media

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## ABSTRACT

The media serves as a platform for countries to convey their values or ideologies to a broad audience. In 2020, Indonesia introduced SEA TODAY, an English-language news channel. The launch of SEA TODAY holds particular significance for Indonesia, especially as it coincided with Youth Pledge Day. This study delves into the channel's mission to present Indonesia's perspective globally and its ambition to emerge as a leader in mass media in Southeast Asia, representing Indonesia. Using a qualitative case study method, data were gathered through in-depth interviews with key executives and managers at SEA Today Media. Descriptive analysis was employed to scrutinize the data, identifying key themes and patterns in the leadership strategies implemented by the organization. The findings underscore the crucial role of strategic leadership in addressing challenges faced by media organizations in Southeast Asia. The study pinpointed several strategic leadership practices that have enabled SEA Today Media to navigate obstacles, including a focus on innovation, a commitment to digital transformation, and a willingness to take risks. The research also delves into SEA TODAY's strategy in fulfilling its mission. The outcomes of this study provide valuable insights into the role of media organizations in promoting national identity and cultural diplomacy in Southeast Asia, shedding light on potential avenues for future research.

**Keywords:** *SEA Today, strategic leadership, media industry, Southeast Asia*

# Political Communication Presidential Candidate: Framing Analysis of Online Media During Party Declaration

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## ABSTRACT

As the election season progresses towards the declaration phase, political parties in Indonesia are revealing their choices for the 2024 presidential candidates. The three individuals selected by supporting parties are Anies Baswedan, Prabowo Subiakto, and Ganjar Pranowo. This study aims to analyse the political message representation of these 2024 Indonesian presidential candidates in the online media outlet detik.com. The research method employed is qualitative content analysis using the Robert N. *Entman* analysis model. The focus of the study is on news articles published during the declaration of presidential candidates by the National Democratic Party (*NasDem*), the Great Indonesia Movement Party (*Gerindra*), and the Indonesian Democratic Party of Struggle (PDIP). The findings of this study reveal that the online media coverage reflects the political reality surrounding the readiness of presidential candidates. These candidates express their commitment to fulfilling the duties and beliefs of their respective political parties and supporters. The reported political narratives emphasize the candidates' dedication to engaging in the electoral process, viewing it as a mandate and a form of service to the nation and its people. Additionally, the candidates express their commitment to continuing development efforts, addressing deficiencies, and fostering unity to strengthen Indonesia.

**Keywords:** *Political Communication; Framing; Presidential Candidate.*



# Elevating Environmental SDG Contributions: PT PLN Persero's Climate Village Program Advocacy & Communication Strategy in Samarinda

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## ABSTRACT

The vast tropical forests of East Kalimantan, spanning 40.8 million hectares, are globally recognized as a crucial element in maintaining environmental balance. In response, the Indonesian government has actively promoted ecosystem preservation and nature conservation in the region. A key government entity dedicated to this cause is PT PLN (State Power Plant), specifically the PLN Mahakam Power Plant Control Implementation Unit in Samarinda. PLN is committed to promoting environmental awareness and conservation in various communities within Samarinda. This study aims to explore the advocacy strategy employed by PLN, in collaboration with the Environmental Office in Samarinda, for the Village Climate program. The program contributes to the achievement of Sustainable Development Goals (SDGs) in the environmental sector. Effective community assistance and advocacy play pivotal roles in strengthening awareness and fostering sustainable environmental protection behaviours. The success of these efforts relies on well-crafted communication strategies and the implementation of local intercultural communication practices. Following a constructive paradigm, this research utilizes a methodological approach, involving in-depth interviews with implementing partners from both the environmental office and PLN. These partners are actively engaged in 12 different residential areas and educational facilities within Samarinda. The findings underscore the significance of appropriate communication strategies and the collective involvement of multiple stakeholders in the successful execution of the Climate Village program in Samarinda.

**Keywords:** *Communication Strategy, Advocacy, SDGs, Environmental, Climate Village*

# Indonesian Policy in Helping Resolve the Rohingya-Myanmar Ethnic Conflict in 2019-2023

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## ABSTRACT

This research specifically aims to analyse Indonesia's Foreign Policy in assisting the settlement of the Rohingya Ethnic conflict in Myanmar from 2019 to 2023. The research problem arises from the re-entry of Rohingya refugees into Indonesian territory, which was first observed during the era of President Susilo Bambang Yudhoyono. Joko Widodo's government continued the role that Indonesia played during Susilo Bambang Yudhoyono's tenure. The government, led by Minister of Foreign Affairs Retno LP Marsudi, provided humanitarian assistance and engaged in bilateral diplomacy. These efforts raise questions related to Indonesia's policy in assisting the settlement of the Rohingya ethnic conflict in Myanmar. Qualitative and analytical descriptive methods were employed in this study. Data collection involved a literature study, searching for information in books, journal articles, and official online news reports. The study concludes that President Joko Widodo implemented clear policies in handling refugees and resolving conflicts. Various efforts were made at both the international (UN) and bilateral (Myanmar, Bangladesh) levels. Collaboration with the UNHCR was established to address refugee issues, alongside bilateral diplomacy with Myanmar and Bangladesh. Humanitarian aid was extended to refugees in Cox's Bazar and to ethnic Rohingya in Rakhine State.

**Keywords:** *Rohingya, Rakhine State, Ethnic Conflict, Indonesia, Foreign Policy*

# Communicating ASEAN's Soft-Power as the Leading Region in Disaster Risk Reduction in Times of Climate Emergency: A Strategic Narrative Analysis

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## ABSTRACT

"Soft power" refers to a country's ability to achieve its international goals without resorting to military force or payments. Instead, it relies on persuasion, reputation, and collaboration to advance national, regional, and global interests. The rise of information and communication technology has provided nations with opportunities to enhance their soft power on the global stage. Currently, ASEAN countries face an annual estimated cost of USD 4.4 billion due to natural disasters, with a fatality rate accounting for up to 50% of the global total. Drawing on its considerable experience in dealing with both natural and human-made disasters, ASEAN is actively building soft power by positioning itself as a leading regional organization in disaster risk reduction (DRR). From the Global Platform for Disaster Risk Reduction (GPDRR) in Bali 2022 to the ASEAN Summit in 2023, ASEAN countries have a platform to showcase Southeast Asia's expertise through knowledge, experience, and local wisdom in disaster risk reduction. This research seeks to analyse the narratives presented by ASEAN and its member countries across various media sources. The goal is to understand how they strategically utilize narratives to establish and strengthen their position as the foremost regional organization in disaster risk reduction. Using qualitative research methods, including document study and interviews, this study aims to elucidate the ways ASEAN communicates the values of sustainability, drawing from its cultural capital. The objective is to inspire a global, comprehensive, and collaborative approach to disaster risk reduction.

**Keywords:** *ASEAN, soft power, disaster risk reduction, strategic narrative, public diplomacy*

# Communication Strategy & Implementation Sendai Framework for Disaster Risk Reduction in ASEAN Regional

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## ABSTRACT

The Sendai Framework for Disaster Risk Reduction 2015-2030 represents a commitment by United Nations (UN) member countries to reduce the impact of disasters, providing guidelines for governments in various sectors such as economic, social, and political resilience. Recognized as a crucial point of reference, the framework guides efforts in raising awareness, promoting risk-based strategies, and integrating sustainable development. Situated in an area prone to frequent natural disasters, including earthquakes, tsunamis, volcanic eruptions, floods, and landslides, the Association of Southeast Asian Nations (ASEAN) is particularly vulnerable. Many ASEAN regions lie in the Pacific Ring of Fire, characterized by high seismic activity, making the Southeast Asian region one of the most affected by natural disasters. This study aims to examine the communication strategy and implementation of the Sendai Framework for Disaster Risk Reduction (DRR) in the ASEAN Region, while also identifying encountered problems. Anticipated results suggest that the implementation of the Sendai Framework can be evidenced through institutional mechanisms and legislation, forming a crucial basis for communication plans. ASEAN countries have established potential disaster relief agencies and policies, with the ASEAN Committee on Disaster Management (ACDM) spearheading regional disaster risk mitigation efforts.

**Keywords:** *Communication Strategy, Sendai Framework, ASEAN, Disaster Risk Reduction*

# Leadership of the Privileged: The Political Communication of Gibran Rakabuming Raka Amidst Nepotism & the Question of Legitimacy

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## ABSTRACT

The emergence of political dynasties facilitated by nepotistic strategies has become a prevalent trend in contemporary Indonesian politics. Numerous politicians seek to extend their influence by perpetuating their leadership through family members or relatives. This phenomenon is particularly evident among individuals connected to established political figures, including founders or chairpersons of political parties, ministries, governors, mayors, regents, or local politicians' families. A recent example is illustrated by the family members of Indonesia's President, Joko Widodo (Jokowi). His son and son-in-law have continued the political legacy initiated by their patriarch. Joko Widodo, initially a layperson politician who began at a lower level, has seen his family members benefit from political privileges due to their association with his high political status. While his family did not initially express intentions to follow in his footsteps during his first term, his eldest son, Gibran Rakabuming Raka, and son-in-law, Muhammad Bobby Afif Nasution, later expressed interest in politics and successfully secured mayoral positions in Solo and Medan, respectively. This study, utilizing the theoretical frameworks of persuasion and Chesebro's political communication, aims to investigate the political communication strategies employed by the privileged leadership of Jokowi's family members, particularly focusing on his son, Gibran Rakabuming Raka.

**Keywords:** *Leadership; Political Communication; Persuasion; Political Dynasty; Nepotism*

# The Weakness of Social Influence Factors in Stimulating Technology Use Behavior: A Review of The Unified Theory of Acceptance & Use of Technology (UTAUT) Model

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## ABSTRACT

The process of adaptation to new technology is often influenced by various factors that impact user behaviour, with social influence being a significant factor. The influence from the social environment can motivate individuals to adopt the same technology. The Unified Theory of Acceptance and Use of Technology (UTAUT) model explores factors vying to exert their influence on user behaviour. However, the UTAUT model assumes that intention precedes behaviour. This study focuses on the adaptation process of users on digital platforms, specifically examining whether behavioural intention and user behaviour, particularly in formal relationships with the company, are influenced by factors such as (1) performance expectancy, (2) effort expectancy, (3) social influence, and (4) facilitating conditions within the organization. The newly launched Great Eastern Corporate by Great Eastern Life Indonesia represents a product and service innovation demanded by insurance companies. Using the SmartPLS 3.0 survey method and analysing data from 157 respondents, the study reveals that the intentions and behaviours of respondents in using technology are not significantly influenced by application performance expectations and social influences in the surrounding environment. It suggests that the adaptation process outlined in regulations may automatically mitigate the impact of social influence for each organization member when using technology.

**Keywords:** *Adaptation, intention, behaviour, social influence, insurance*

# **Study Case of Studio *Dapur*: Establishing a Sustainable Bamboo Craft Industry through Innovation & Communication to Support ASEAN Priorities Economic Deliverables**

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## **ABSTRACT**

Effective communication of innovation is a key factor driving growth in the bamboo industry. All parties involved, from production to design and other stakeholders, encounter challenges in translating innovative ideas into practice. Communication plays a crucial role in overcoming these challenges and shifting the status quo to embrace new possibilities. Minimizing misunderstandings is essential for the development of new bamboo products, making communication a primary driver for the adoption of novel ideas and concepts within an organization. Top bamboo artists collaborate with Studio *Dapur*, a social enterprise, to foster a sector of bamboo crafts that is collaborative, inclusive, and sustainable. This collaboration contributes to Indonesia's role as the Chair of ASEAN 2023, with a focus on positioning ASEAN as a hub and engine of economic growth, peace, and regional success. Three economic deliverables have been identified as priorities to achieve these goals. Breaking old paradigms, overcoming challenges, and fostering the creation of new bamboo products depend significantly on effective innovation communication. Studio *Dapur* serves as an industry example by leveraging creative ideas and engaging multiple stakeholders to contribute to the regional prosperity, peace, and economic growth outlined in ASEAN's priorities.

**Keywords:** *Innovation Communication, Studio Dapur, Bamboo Craft, Sustainable Business, ASEAN Priorities Economic Deliverables.*

# From Boardroom to Podcast How Manager in Insurance Leading the Change

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## ABSTRACT

Amid the ongoing COVID-19 pandemic that has significantly impacted various industries, the life insurance sector in Indonesia has displayed notable resilience through innovative changes. This transformation is characterized by the reconfiguration of internal communication mechanisms to enhance workforce cohesion and alignment in a rapidly evolving environment. This study employs qualitative analysis to examine the role of podcasting as a novel medium for internal communication, with a specific focus on its implications for managerial positions. The podcast features directors engaging in discussions with managers on transformation pillars, pivotal milestones in the company's transformation. Through comprehensive interviews, this empirical study provides an in-depth understanding of managerial perceptions of podcast episodes and their potential to foster inter-tier relationships, disseminate crucial corporate directives, and promote rich internal discourse. The findings underscore the growing significance of podcast episodes as catalysts for internal discussion, particularly amid the transformative period the insurance sector is currently experiencing. Beyond the primary findings, the research outlines prospective avenues for investigation, including optimizing podcast content, conducting a longitudinal examination of podcast engagement outcomes, and exploring the seamless integration of podcast channels within the internal communication infrastructure. Exploring these trajectories is crucial not only to expand the discourse on podcasting's strategic role in the insurance domain but also to position it within the broader landscape of evolving business communication paradigms in a post-pandemic world.

**Keywords:** *Internal Communication, Podcasting, Insurance Sector, Managerial Perceptions, Organizational Change*



# Effectiveness of the Implementation of the National Fish Tracking & Logistics System Policy at the Muara Baru Fish Harbor

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## ABSTRACT

Indonesia's vast marine resources hold significant potential, offering an opportunity to enhance the welfare of its citizens if managed effectively. Ensuring access to fish trade is crucial, and Indonesia has various fish trade access points, including the Nizam Zachman Ocean Fisheries Port in Jakarta. The Muara Baru Fish Harbor, part of this port, has been identified by the Ministry of Maritime Affairs and Fisheries for instances of Illegal Fishing. To address this issue, the Indonesian Government has implemented STELINA, which stands for *Sistem Pelacakan dan Logistik Ikan Nasional* or the National Fish Tracking and Logistics System, aimed at preventing illegal fishing. This research aims to assess the effectiveness of the STELINA Policy in the maritime sector, specifically in reducing illegal fish exports at the Muara Baru Fish Harbor in North Jakarta. Employing a positivistic paradigm and survey methods, the study tests the influence of bivariate variables. The independent variable, the implementation of the STELINA Policy, demonstrates effectiveness in reducing the number of illegal fish exports at the Muara Baru Fish Harbor by 0.7% compared to the previous year's figures in 2022. This reduction in illegal activities indirectly contributes to the sustainability of Indonesia's fisheries ecosystem.

**Keywords:** *Fish Tracking and Logistics System, Indonesian Government, Illegal fish exports, Marine resources*

## Part 3

# Entrepreneurship, Media & Performing Arts

### OVERVIEW

The studies presented in these abstracts assess the role of entrepreneurship in democratizing media and the arts, thereby empowering individuals and diverse voices to participate in these industries. The research explores how entrepreneurship contributes to diversity, inclusion, and innovation, reshaping narratives and promoting cultural expressions.

These abstracts synthesize insights from entrepreneurship, media studies, and the performing arts literature. They emphasize the importance of entrepreneurial approaches that combine creativity with business strategies, creating an environment conducive to innovation, growth, and sustainability within these dynamic sectors.

Importantly, the topic highlights the transformative impact of entrepreneurship at the intersection of media and the performing arts. It shapes cultural landscapes, fosters economic growth, and propels the creative industries into a dynamic and competitive future.



# Enhancing Press Release Writing for Novice Public Relations Professionals: A Case Study of VRITIMES

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## ABSTRACT

In the realm of press release writing, beginners often face challenges in creating releases that capture the attention of the media. This is particularly true for start-ups that recognize the importance of press releases but may lack the necessary skills. In the era of Public Relations 4.0, technology has transformed the process of creating and distributing press releases, making it more accessible. This study explores how companies are adapting to this changing landscape, focusing on VRITIMES, a company specializing in press release distribution across Southeast Asian countries such as Indonesia, Malaysia, Singapore, the Philippines, Thailand, and Vietnam. VRITIMES aims to empower both large corporations and emerging businesses by assisting them in crafting effective press releases to enhance brand awareness. Using qualitative research and case studies, this study draws insights from corporate clients of VRITIMES who meet specific criteria. The results highlight VRITIMES as a highly efficient platform tailored to the needs of novice PR professionals. It provides an easy-to-use interface and comprehensive guidelines, simplifying the process of creating impactful press releases for newcomers. Moreover, VRITIMES has expanded its reach, increasing the chances of press release pickup by various media outlets. This expansion ensures wider dissemination of a company's message, resulting in increased media attention. By encompassing a wide range of media sources, including tier 2 and tier 3 publications, VRITIMES enhances the accessibility and reach of press releases, amplifying their impact in today's evolving media landscape.

**Keywords:** *Press Release, Media Distribution, Public Relations 4.0, Novice Public Relation, Technology*

# Exploring Business Funding Trends in Student Entrepreneurship Within Malaysia Higher Education Institutions

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## ABSTRACT

Business funding is a critical factor in supporting entrepreneurial endeavours, enabling effective initiation or expansion of businesses. Various funding sources, such as personal savings, venture capital, business angels, loans, and government assistance, play a vital role in providing financial support. However, for student entrepreneurs navigating higher education, the suitability of these funding options becomes more complex due to their lack of experience, academic commitments, and adherence to specific student policies. This paper specifically analyses trends in business funding among student entrepreneurs, utilizing data from the Malaysian Academy of SME & Entrepreneurship Development (MASMED) at Universiti Teknologi MARA (UiTM), Malaysia. The study investigates various aspects, including funding sources, amounts secured, types of businesses, and the extent of student involvement over multiple years. Through empirical examination, this study provides valuable insights into identifying patterns and shifts in funding strategies for student entrepreneurs. Understanding these trends can inform predictions about students' decisions to enter entrepreneurship, particularly in securing sufficient business funding. The findings lay the groundwork for further investigations, contributing to potential policy changes in both the public and private sectors related to business funding. Ultimately, comprehending these trends fosters an environment conducive to the growth and sustainability of student-led enterprises, opening up new opportunities for economic and societal development.

**Keywords:** *Business Funding, Institute of Higher Learning, Student Entrepreneur, Business Angel, MASMED UiTM*

# The use of Special Events as a Medium for Art Marketplace Digital Education (Non-Fungible Tokens)

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## ABSTRACT

The term Non-Fungible Token (NFT) and block chain are becoming familiar to the Indonesian people. This research aims to provide a comprehensive understanding of what NFTs entail. NFTs represent a unique form of digital assets that revolutionizes how assets are transacted. The term "token" refers to the value of assets in the form of money that can be transferred globally, with the same or different value measures. NFTs are digital assets that are secure in ownership or difficult to trade, such as works of art. Each NFT is linked to a block chain transaction key containing pertinent information, such as the NFT's price, creator, and the current owner at the time of the transaction. In other words, NFT is an online platform for selling works of art in the marketplace. The question is how to promote this digital market in Indonesia, especially for people who work in the art industry. Consequently, special events such as the Indo NFT Festival can be used as a medium to educate artists, curators, and art buyers. Using the 5-step event planning concept from GOLDBLATT, namely Research, Design, Planning, Coordinating, and Evaluating, the findings of this research show that the public is enthusiastic and has gained knowledge about the process, advantages, and considerations that need to be addressed. In conclusion, special events have proven to be an effective means of educating the public about NFTs and fostering their engagement in this emerging digital art market.

**Keywords:** *NFT, Special event planning, Education*

# Interpreting Islamic Media Reporting on the Death Sentence of Sexual Crime in Indonesia

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## ABSTRACT

In 2022, various news media in Indonesia extensively covered the government's plan to introduce legislation incorporating the death penalty for sexual crimes, deeming the existing penalties as too lenient. This sparked widespread public debate on whether rapists should face capital punishment. To understand the newsroom policy of the Islamic-oriented media *Republika* regarding this issue in 2022 and its ongoing coverage into 2023, Critical Discourse Analysis (CDA) was employed, utilizing Norman Fairclough's model. The study aimed to interpret how *Republika* represented the pro and contra perspectives on implementing the death penalty for sex criminals in Indonesia. The subjects and objects of the study were news reports on *Republika.co.id* during the period from January 1 to January 31, 2023, focusing on the government's discourse on the death penalty for sex criminals. The findings indicate that *Republika*, as an Islamic media outlet influenced by Islamic Sharia law, interprets the death penalty as fitting for severe crimes against humanity, particularly those with broad societal impacts such as sexual crimes, referencing *Surah Al Maidah* verse 33.

**Keywords:** *CDA Fairclough, Death Penalty, Rapist, Islamic Media, Republika*

# Leadership in the Time of Crisis: Accomodating Personal & Local Wisdom to Respond

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## ABSTRACT

In any organization, leadership is essential for managing and navigating through crises, which can pose significant threats. A crisis, if not handled properly, can have detrimental effects on both individuals and the organization. This research aimed to understand how Indonesian leaders, particularly young ones, respond to crises, identifying their personal approaches and exploring whether they bring unique perspectives to crisis management. Utilizing a qualitative approach, a focus group discussion was conducted with three young leaders overseeing start-up companies and corporations in Jakarta, Indonesia. The findings highlighted that effective crisis management by these leaders involved possessing knowledge and skills to handle, anticipate, and enact leadership in response to crises. Moreover, personal values and wisdom played a crucial role in shaping their approach to crises, allowing for necessary measures and fostering resilience. Trust in subordinates, granting them the initiative to respond, and engaging in team-building activities were also identified as key elements contributing to organizational resilience during a crisis. The leaders emphasized the importance of loyalty and commitment from their subordinates in crisis situations.

**Keywords:** *Leadership, Crisis Management, Personal Values, Local Wisdom, Organizational Communication*



# Dynamic of Relationship of Journalists & Public Relations Practitioners in the Digital Era: Giddens Structuration Theory Perspective

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## ABSTRACT

This study employs Giddens' structuration theory to explore the dynamics of the relationship between journalists and Public Relations (PR) practitioners in the digital era. The research investigates how this relationship has evolved, with some perceptions suggesting that journalists' positions are weakening while PR practitioners' positions are strengthening. The research involved surveys and interviews with 50 journalists and 50 PR practitioners in Jakarta to understand their perspectives, assess potential biases, and explore the influence of these views on relationship-building desires. Additionally, detailed conversations were conducted with five representatives from each profession. The study emphasizes the impact of relationship structure on the behaviours of both parties, highlighting the importance of factors such as information quality, response mechanisms, and communication and interaction quality in shaping this relationship. The findings suggest that a strong relationship between journalists and PR practitioners positively influences news quality, work efficiency, corporate image, public trust, and ethical standards. The study provides recommendations for enhancing this relationship, including open communication, increased professionalism, long-term relationship-building, continuous training, adherence to ethical standards, and leveraging technology for efficiency. In conclusion, the research contributes valuable insights into the dynamics of the relationship between journalists and PR practitioners in the digital era. Understanding these dynamics can guide the development of effective strategies and interventions to foster mutually beneficial relationships.

**Keywords:** *journalists, PR practitioners, digital era, Giddens' structuration theory, relationship dynamics*

# Performing Art & Digital Age: The Impact of Technology

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## ABSTRACT

This study delves into the transformative impact of technology on the performing arts market in the digital era. Acknowledging the significant developments in digital technology and its pervasive influence on society, the research specifically focuses on how these advancements have altered the landscape of the performing arts sector. The study aims to understand the implications of technology on production, distribution, and consumption of performances. A mixed-methods approach is adopted. Surveys and data analysis are utilized for quantitative data, revealing trends and patterns in the adoption and utilization of technology within the performing arts. Qualitative data is gathered through interviews and case studies, providing in-depth insights from artists, business professionals, and audience members about their experiences and observations regarding the impact of technology. The study foresees immersive technologies like augmented reality and virtual reality playing a more significant role, blurring the lines between physical and digital experiences. Furthermore, online communities and digital platforms are expected to become central in promoting creative interactions, fostering global connections, and democratizing access to performances. In conclusion, the research contributes to understanding how technology shapes the evolution of the performing arts sector. It not only sheds light on the theories and concepts framing this impact but also makes informed predictions about the future trajectory of the sector in the digital era.

**Keywords:** *Performing Arts, Digital Technology, Innovation, Audience Engagement, Industry Transformation*

# The Dimensions of Computer Mediated Communication in the Analysis of Communication & Learning Media for the Program *1000 Startup Digital*

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## ABSTRACT

This study analyses the communication and learning media in the 1000 Digital Start-up program initiated by the Ministry of Communication and Informatics of the Republic of Indonesia, aimed to foster the growth of start-ups, particularly those in the early stages or pioneering various sectors such as agriculture, health, education, tourism, logistics, and maritime. The research employs a qualitative approach with a case study method, collecting primary data through in-depth interviews, observations, and analysis of documents, particularly the 1000 Start-up Digital application. This application, developed by the Ministry of Communication and Informatics in 2021, serves as an official platform for individuals participating in the program. Users who download the application can actively engage in the 1000 Digital Start-up program. The study evaluates the communication and learning aspects of the program using the framework of Computer-Mediated Communication (CMC), which comprises six dimensions: Accessibility, Speed, Amount, Cognitive Effectiveness, Relevance, and Motivating. These dimensions' highlight how computer-mediated communication, facilitated by applications connected to the internet, facilitates information dissemination, interaction, and distribution of learning content among program participants. The 1000 Start-up Digital application is recognized for its ability to store a variety and quantity of information, tailored to the users' needs. The study emphasizes the user-friendly nature of the application, making it a convenient and motivating communication and learning medium. The findings suggest that the application effectively contributes to motivating users to initiate and develop new start-ups in Indonesia.

**Keywords:** *1000 Start-up Digital Program, Computer-Mediated Communication, Communication Media, Learning Media, Start-up.*

# Serious Business, Humorous Leaders: A Communication Approach

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## ABSTRACT

The study explores the utilization of humour in workplace communication within serious business settings, focusing on leaders in a tax consulting firm and an information technology services company. Through thematic analysis of video conference interviews, the research investigates how leaders in industries that prioritize logic and numbers incorporate humour in their communication. The findings reveal that, even in serious industries, humour plays a substantial role in fostering effective teamwork and communication. Leaders, guided by situational leadership theory, utilize humour as an icebreaker and a starting point in their interactions. Verbal humour is preferred over nonverbal, written, or visual forms. Leaders recognize that judicious use of humour assists them in various aspects of their work, including client negotiations and handling challenging staff situations.

**Keywords:** *Humour, Leadership, Serious Business, Communication, Teamwork.*

# Exploration of Strategic Communication Digital Value Towards The Visibility of Entrepreneurship Programme Among University Students

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## ABSTRACT

This research explores the impact of strategic communication practices through digital platforms on the sustainability of a university entrepreneurship program's visibility. Strategic communication, crucial for an organization's image and reputation, is increasingly dependent on digital platforms. These platforms not only serve as primary communication mediums but also facilitate dialogue between content creators and followers. The study applies strategic communication theory, focusing on the development, implementation, and assessment of communication. Using qualitative methods, specifically in-depth interviews with 21 university students in Malaysia, the research investigates the role of digital public relations in promoting entrepreneurship programs. Findings indicate that strategic communication through digital public relations is vital for reaching target audiences, yet challenges exist in ensuring sustained impact and function over time.

**Keywords:** *Strategic Communication, Digital, Public Relations, Communication Planning, Communication Implementation.*

# Campus Ambassador Program for Generation Z from Bank YYY

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## ABSTRACT

This study focuses on Bank YYY, a private company in Indonesia established since 1954, and its Campus Ambassador Program initiated in 2021 and ongoing until 2023. The study aims to illustrate how this program is tailored to target Generation Z. Consumer behaviour models serve as the conceptual framework, elucidating the process individuals undergo in obtaining and using products or services, including decision-making. Utilizing a descriptive qualitative approach, the study employs interviews, participant observations, and secondary data collection for a comprehensive understanding. The findings reveal that the Campus Ambassador program provides students with opportunities to experience daily activities within the bank. Challenges encountered include time constraints and the selection process. A practical implication is that the bank can initiate educational programs for Generation Z.

**Keywords:** *Bank Industry, Generation Z, Campus, Educational.*

# Intrapersonal Communication in Individual Work Motivation

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## ABSTRACT

This study delves into the intrapersonal communication of individuals with high work motivation within an organization. Work motivation is a crucial driving force for individuals to pursue their goals and contribute to organizational success. The research adopts a descriptive qualitative method, employing interviews with 5 individuals characterized by high motivation in their organizational roles. The findings reveal insights into the intrapersonal communication process, encompassing self-concept, self-awareness, self-esteem, and self-disclosure. Self-concept is pivotal for individuals to showcase their qualities in dealing with their environment and solving problems related to their job duties. Self-awareness involves recognizing both positive and negative factors, accepting feelings, and leveraging creativity to demonstrate one's qualities. Self-esteem plays a significant role, fostering respect for others and an awareness of personal strengths and weaknesses in fulfilling duties and responsibilities. Finally, self-disclosure is a means for individuals to express thoughts, feelings, and behaviours that are useful for self-control and adapting to their environment.

**Keywords:** *Intrapersonal Communication, Work Motivation, Self-Concept, Self-Awareness, Self-Esteem, Self-Disclosure.*

# Framing Media Reporting About the Role of CSOs as Leaders in the Implementation of the Sexual Violence Law in Indonesia

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## ABSTRACT

This study investigates how online media in Indonesia reports on the role of various civil society organizations (CSOs) as leaders in implementing the Sexual Violence Criminal Law, one year after its implementation. The research utilizes media framing analysis, drawing on the media framing theory and media agenda-setting. The selected online media outlets for analysis include Detik.com, Kompas.com, Tribunnews.com, Pikiran-rakyat.com, and Suara.com. The study covers news from April 13, 2022, to April 13, 2023. The objective is to understand how these media outlets frame and present the involvement of CSOs in implementing the Sexual Violence Criminal Law. The findings reveal diverse approaches from each media outlet, shedding light on the multifaceted aspects of reporting on this critical issue.

**Keywords:** *News Media Framing, Role of CSOs, Leader, Implementation of Sexual Violence Acts.*





# Part 4

## Health Communication

### O V E R V I E W

This section delves into the ethical considerations inherent in health communication, acknowledging the pivotal role it plays in shaping public perceptions and fostering informed decision-making. The research covers current findings, case studies, and best practices to highlight the multifaceted nature of ethical challenges within health communication. Special attention is given to issues of trust, credibility, and the responsible dissemination of health information. The abstracts underscore the importance of collaborative efforts among health professionals, policymakers, communicators, and community stakeholders to navigate these challenges effectively.

Navigating issues related to trust, credibility, and responsible information dissemination, the research explores current findings and best practices. By addressing stigma, countering misinformation, and promoting inclusive strategies, the studies here advocate for culturally competent health communication approaches. The ultimate goal is to bridge information gaps, enhance health literacy, and drive positive behavioral changes for better public health outcomes.

# Adopting Digital Technologies on the Radio Broadcasting during Pandemic

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## ABSTRACT

This research delves into the adaptive strategies employed by Radio Gen FM and Radio Prambors, two prominent youth-oriented radio stations in Jakarta, during the Covid-19 pandemic from March 2020 to December 2021. The study focuses on the operational adjustments made by these stations, including changes in programming schedules and formats, to meet the challenges posed by lockdown restrictions. Through in-depth interviews with radio professionals, ranging from directors and station managers to broadcasters, the research reveals that these radio stations navigated the pandemic by embracing digital media. Following Vincent Mosco's political economy theory, the study underscores how digital media served as a crucial tool for content distribution. Despite physical distancing measures, Radio Gen FM and Radio *Prambors* continued to engage young listeners by providing a platform for sharing through innovative broadcast content. The research highlights the resilience of these youth radio stations in adapting to communication technology and maintaining their connection with audiences, even when faced with the constraints of remote broadcasting during the pandemic.

**Keywords:** *content; digital media; radio broadcasting; COVID-19 pandemic; youth radio*

# Metaphors as Therapeutic Tools in Play Therapy

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## ABSTRACT

This article delves into the non-directive communication process within play and creative arts therapy, where therapists empower clients to guide communication using nonverbal cues and metaphors. The primary focus is on fostering a secure and positive therapist-client relationship, a critical element for the client's resilience beyond the therapy sessions. The case study involves ANA, a six-year-old girl grappling with social and emotional challenges like difficulty concentrating, stuttering, and heightened sensitivity. Across more than 20 sessions, ANA exhibited notable progress in her social and emotional skills, including enhanced focus, increased willingness to share and collaborate, improved speech fluency, and reduced susceptibility to disruptions. The therapist attributes these positive changes to ANA's adept use of metaphors, facilitating effective communication and aiding in self-disclosure. The findings underscore the significance of non-directive communication in play therapy for nurturing social and emotional development in children.

**Keywords:** *health communication, interpersonal communication, therapeutic communication, self-disclosure, play therapy.*

# Opinion Leaders & the People's Decision About COVID-19 Vaccination

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## ABSTRACT

The global impact of the COVID-19 pandemic has been profound since the initiation of lockdowns in March 2020, affecting lives worldwide. The challenge for governments lies in the distribution of the COVID-19 vaccine, emphasizing its significance in safeguarding individuals from the virus. Understanding the vaccine and its implications plays a crucial role in determining one's willingness to get vaccinated. Insufficient knowledge about the vaccine contributes to vaccine hesitancy, influenced by factors such as public health measures, the emergence of new virus variants, and the availability of different vaccines. Communicating information about vaccines, addressing hesitancy, and countering pandemic-related misinformation and disinformation present new hurdles in guiding public vaccination decisions. To support government efforts in vaccine distribution, communities organize mass vaccination programs. Despite the formal channels through the health ministry and the Indonesian National Army, communities in Bandung have successfully organized such initiatives. This research adopts a qualitative approach, utilizing a case study method to delve into the reasons behind communities in Bandung implementing mass COVID-19 vaccination programs. The data collection process, including semi-structured and face-to-face interviews, revealed a substantial turnout at mass vaccination events. This attendance was attributed to guidance and endorsements from influential figures, particularly religious and women leaders in sub-districts. By disseminating accurate information about COVID-19, particularly regarding vaccination, and using accessible language for people of diverse socio-economic and educational backgrounds, we can enhance health literacy, promote vaccine awareness, and alleviate misconceptions within the community.

**Keywords:** *community, COVID-19 vaccination, health communication, opinion leader, vaccine hesitancy.*

# Leveraging SEM for Fighting Diabetes: A Comprehensive Communication Roadmap for Jakarta

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## ABSTRACT

Concerns regarding diabetes have resurfaced following a consumer's dissatisfaction with an overly sugary beverage, potentially escalating diabetes cases in Indonesia in 2022. In 2018, Jakarta was identified by the Indonesian Ministry of Health as having the highest diabetes prevalence at 3.4% nationwide. Diabetes, ranking as the third leading cause of mortality in Indonesia, not only imposes physiological consequences but also carries the risk of hereditary transmission. Research suggests that an effective health communication campaign requires a minimum duration of 18 months and should be inclusive across various societal strata. In response, the authors propose a health communication strategy rooted in socio-ecological models, inspired by William N. Dunn's social network theory. Integrating proactive and reactive public relations strategies, this approach aims to enhance stakeholders' understanding of diabetes, promoting intention, action, and sustained behavioural change. The authors argue that crises can act as catalysts for raising awareness and advocating positive transformations. Primary data were gathered through discussions with diabetes experts, physicians, health educators, and patients, supplemented by secondary data from document analyses. Essentially, the health communication strategy outlined in this scholarly article not only prioritizes raising awareness about the heightened risks associated with diabetes but also aims to cultivate a healthier environment through carefully planned communication activities.

**Keywords:** *Anti-Diabetes Campaign; Health Communication; Proactive-Reactive Strategy; Socio-ecological Model; Comprehensive Communication Plan.*

# Dental Pathology of Plawangan Site's Early Human Skull: Healthcare Communication Using 3D Visual

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## ABSTRACT

Communication plays a pivotal role in the advancement of information technology, encompassing various realms from cultural to health-related information. The progression of communication methods, particularly visual communication facilitated by digitization, has rapidly evolved, enabling the exploration of historical health issues throughout human history. A novel technological development in this realm is the digitization of archaeological remains in three dimensions, exemplified by a model depicting an early human skull discovered at the *Plawangan* Site. The three-dimensional representation of the early human skull model from the *Plawangan* Site reveals subtle pathological features, particularly in the dental region, offering insights into the individual's health status. This research utilizes three-dimensional visual communication to elucidate information regarding the dental health status of early humans at the *Plawangan* Site. The research methodology employs a descriptive qualitative approach within a constructivist paradigm. Data collection involves a three-dimensional observational approach, focusing on early human teeth discovered at the *Plawangan* Site, with qualitative and macroscopic analysis techniques for data interpretation. Analysis of the early human teeth from the *Plawangan* Site underscores the communication dynamics related to maritime and agricultural activities, which have impacted dental health, serving as indicators of dental pathology. Factors such as survival, food consumption, and other contextual elements contributed to dental health variations. The study communicates that dietary patterns, influenced by survival needs and the consumption of processed foods, molluscs, and rice, played a role in dental pathology, affecting the dental health of early humans at the *Plawangan* Site.

**Keywords:** *Early human teeth, Pathology, Plawangan Site, 3D visual communication, dental health*

# Intervention Design Parameter For Rehabilitation: Co-Design Development & Evaluation

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## ABSTRACT

Communication plays a pivotal role in the advancement of information technology. The progression of visual communication facilitated by digitization, has rapidly evolved, enabling the exploration of historical health issues. A novel technological development in this realm is the digitization of archaeological remains in three dimensions, exemplified by a model depicting an early human skull discovered at the *Plawangan* Site. The three-dimensional representation of the early human skull model from the *Plawangan* Site reveals subtle pathological features, particularly in the dental region, offering insights into the individual's health status. This research utilizes three-dimensional visual communication to elucidate information regarding the dental health status of early humans at the *Plawangan* Site. The research methodology employs a descriptive qualitative approach within a constructivist paradigm. Data collection involves a three-dimensional observational approach, focusing on early human teeth discovered at the *Plawangan* Site, with qualitative and macroscopic analysis techniques for data interpretation. Analysis of the early human teeth from the *Plawangan* Site underscores the communication dynamics related to maritime and agricultural activities, which have impacted dental health, serving as indicators of dental pathology. Factors such as survival, food consumption, and other contextual elements contributed to dental health variations. The study communicates that dietary patterns, influenced by survival needs and the consumption of processed foods, mollusks, and rice, played a role in dental pathology, affecting the dental health of early humans at the *Plawangan* Site.

**Keywords:** *Early human teeth, Pathology, Plawangan Site, 3D visual communication, dental health*



# Halal Communication Index in Pharma, Biotech, & Cosmetics: Insights from Malaysia & Indonesia

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## ABSTRACT

This research explores the integration of halal principles into the communication strategies of pharmaceutical, biotechnology, and cosmetics firms operating in Malaysia and Indonesia. The main objective is to develop a comprehensive Halal Communication Index to evaluate the effectiveness of communicating information about halal products. The study employs an exploratory research approach, conducting semi-structured interviews with diverse stakeholders, including halal experts, executives, advocacy teams, and communication specialists. The findings reveal a shared perception of Halal across Indonesia and Malaysia, leading to the proposed Halal Communication Index comprising four overarching indicators and ten sub-indicators. These indicators are derived from criteria related to communication, marketing and branding, business processes, and management support. Communication indicators emerge as crucial elements in maintaining customer trust in halal products. The research underscores distinct leadership commitments, with Malaysian companies demonstrating stronger dedication through the role of Halal Executives, in contrast to Indonesian firms where employee engagement takes precedence. Moreover, in the Indonesian context, companies prioritize public education and awareness of halal issues, often establishing dedicated halal education teams guided by religious leaders. This research stands out for its unique perspective, departing from previous studies focused on halal logistics and supply chains. Instead, it explores the uncharted territory of halal implementation within pharmaceutical, biotechnology, and cosmetics companies, providing a comprehensive analysis of communication strategies covering both downstream and upstream processes. Additionally, the study offers a comparative perspective on adoption in Malaysia and Indonesia.

**Keywords:** *Halal Pharma, Halal Biotech, Halal Cosmetics, Halal Communication Index*

# **Influence of Servant Leadership on Readiness to Change With Organizational Communication as a Mediator Variable: Study at *Bintara Polri Polresta* Tangerang**

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## **ABSTRACT**

In the Indonesian Police institution, roles, functions, and policies undergo frequent changes with the rotation of leadership, necessitating National Police members to adapt and maintain optimal work performance. This adaptability is crucial, and one significant factor in enhancing police officers' readiness for change is the leadership style, particularly servant leadership. The communication between leaders and members plays a pivotal role in influencing members' readiness to carry out orders amid organizational shifts. Moreover, there is a mediator variable in this relationship, namely organizational communication within the police organization. This research focuses on assessing the impact of servant leadership on the readiness for change among members of the Tangerang Police Department, with organizational communication acting as a mediator. The purposive sampling technique was employed, and primary data was collected through questionnaires distributed to 98 respondents. The analysis utilized Structural Equation Model (SEM) with the SmartPLS version 3.0 program. The research findings indicate that servant leadership indeed influences the readiness for change among Tangerang Police Department members. Furthermore, organizational communication emerges as a significant mediator in the relationship between servant leadership and members' readiness to adapt. This study sheds light on the dynamic interplay of leadership, communication, and readiness for change within the police organization.

**Keywords:** *Servant leadership, Readiness for change, Organizational communication*



## Part 5

# Gender, Culture & Leadership

### S U M M A R Y

This section seeks to amalgamate research findings, case studies, and theoretical frameworks spanning cultural studies, gender studies, and leadership. The central focus lies on the crucial need to cultivate inclusive cultures, challenge stereotypes, and advocate for equitable opportunities, aiming to enhance diverse leadership representation. The overarching goal is to harness the untapped potential of diverse perspectives in decision-making processes.

The abstracts underline the urgency of establishing environments that not only celebrate cultural diversity but also champion gender equality. In addition, the importance of embracing inclusive leadership practices is highlighted, positioning these elements as indispensable pillars for establishing resilient, innovative, and effective leadership structures across diverse global contexts. The synthesis of insights from a variety of theoretical perspectives contributes to a comprehensive understanding of the transformative impact of inclusive and diverse leadership in fostering dynamic and successful organizational frameworks.



# Personal & Professional Development in Teacher – Student Interaction

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## ABSTRACT

Attaining high levels of academic achievement holds significant benefits for personal and professional development, making continuous guidance from instructors crucial for students in higher education. A teacher's role extends beyond mere instruction; they shape students' personalities, guide them through complex learning and life situations, and serve as a source of inspiration, motivation, and direction. The teacher's demeanour, especially demonstrating optimism and joy in the face of challenges, contributes to creating a safe environment for students and guides them toward better paths. Symbolic interaction reflection, focusing on self-analysis, value creation, and result likelihood estimation, provides a framework for understanding these dynamics. This study adopts phenomenological and inductive qualitative approaches, with participants contributing their ideas, data, experiences, and perspectives to offer a comprehensive view of the phenomenon. The ability for students to discuss their interests with teacher's fosters enthusiasm for their work, and when students exhibit substantial growth in learning, showcasing logical, critical, and ethical thinking, teachers experience a profound sense of pride.

**Keywords:** *achievement, development, motivation, ethical thinking*

# The Role of Higher Education Leadership in Developing Human Capital & Future of Jobs In ASEAN: A Study on Indonesia's Universities

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## ABSTRACT

The Association of Southeast Asian Nations (ASEAN) presents a significant opportunity for higher education, with approximately 20 million students enrolled in tertiary institutions across the region, including Indonesia. The 2015 Kuala Lumpur Declaration recognizes universities as crucial drivers of ASEAN's development. However, graduates, despite completing higher education, may encounter challenges in securing employment. Consequently, higher education institutions must enhance their human resources capabilities and transform the system to effectively cultivate Indonesia's young generation. This paper delves into the role of higher education leadership in developing human capital and shaping the future job landscape in the ASEAN region, with a specific focus on universities in Indonesia. Employing qualitative methodology, the research combines interviews and literature review as data collection methods. Three professors holding significant positions in universities and the Acting Head of LLDIKTI III were interviewed to provide insights into the dynamics of universities. The paper argues that effective leadership is crucial in addressing challenges and fostering innovation and collaboration with stakeholders. The findings suggest that Indonesian universities can play a pivotal role in shaping the future of ASEAN by developing human capabilities. Frameworks for developing human capabilities in universities are proposed and discussed as a reference for leaders seeking to transform their institutions.

**Keywords:** *higher education leadership, human capital, future jobs, ASEAN*

# Comprehending the Drive behind the Decision-Making Process for Purchasing KPOP Seventeen's Merchandise on Weverse Shop

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## ABSTRACT

Amidst the ongoing recovery of society and the economy post-Covid-19, one community appears to be thriving: Korean Idol enthusiasts. In Jakarta, the success of the *Blackpink* concert held on March 11-12, 2023, along with other K-Idol events, exemplifies the sustained popularity of this cultural phenomenon. Fans not only pursue concert tickets but also enthusiastically purchase all available merchandise. *Gaon* Music Chart data on the *katadata* page reveals a remarkable surge in sales of K-Pop physical albums, surpassing 53.73 million albums in 2021, marking the first time physical album sales have exceeded 50 million since 2011. Weverse Shop, the largest e-commerce intermediary business based in South Korea, has become a focal point for fans seeking K-Pop-themed merchandise, particularly from artists under *Pledis* Entertainment, such as "Seventeen." The magnitude of fan purchases is evident in the massive pre-orders, driven by the desire to be among the first to acquire the merchandise. Despite occasional production errors and delivery issues with Seventeen's merchandise, the demand remains unwavering, with items consistently selling out. The study employs Clayton *Alderfer's* ERG Theory, which posits that motivation is rooted in three needs: Existence, Relatedness, and Growth. This theory provides a lens through which to analyse the motivations driving consumer behaviour in the K-Pop merchandise market.

**Keywords:** *Korean Idol, motivation, consumer behaviour, K-pop, purchase decision-making*



# Short Film & Safety Riding Campaign: A Survey of MM2100 Industrial Partner Vocational School Student

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## ABSTRACT

Films serve dual purposes as entertainment and campaign media, exemplified by the short film "Holidays with my Honda Motorbike," which aims to encourage safe riding practices and reduce traffic accidents. This research investigates whether students from MM2100 *Mitra Industri* Vocational School practice safe riding and examines the impact of the film on their safety riding behavior. Employing a media exposure model, behavioral theory, and a quantitative survey method, the study involved 344 students in grades 10, 11, and 12 at *Mitra Industri* MM2100 Vocational School in West Java. The findings indicate that the short film effectively conveys safety riding information, as reflected by a descriptive analysis value of 83.93%. However, the influence of the film on students' safety riding behaviour is modest, with a coefficient of determination value of 13.6%. The results of simple linear regression and hypothesis testing reveal a calculated t value (7.340) > t table value (1.967), confirming a significant influence of the short film on student behaviour. In conclusion, while the film effectively communicates clear safety riding information to students, it falls short of optimally changing their safety riding behaviour at *Mitra Industri* MM2100 Vocational School in West Java.

**Keywords:** *Short Film, Safety Riding, Media Exposure Model, Behavioural Theory, Mitra Industri Vocational School.*

# The Uniqueness of *Dangdut* Music as Indonesian Popular Culture

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## ABSTRACT

This study delves into the unique characteristics of *Dangdut* music, an indigenous Indonesian cultural phenomenon that has flourished for over fifty years since its official recognition in 1973. The research aims to explore the historical foundations of *Dangdut's* distinctiveness and identify the factors that have sustained its unique identity. Employing a qualitative approach enriched by ethnographic methods, the study relies on primary data gathered from various sources. Interviews, literature, and online media sources provide additional insights, forming a comprehensive basis for analysis. The study unravels the historical roots of *Dangdut's* uniqueness, intricately woven from threads of Indonesian culture, encompassing values such as harmony, tolerance, concord, and mutual respect. It further reveals distinctive practices within the *Dangdut* community, including familial salutations between junior and senior artists and the pivotal role of organizations like PAMMI (Indonesian Malay *Dangdut* Music Artists Association), soon to be PADDI (Indonesian *Dangdut* Artists Association). Emphasizing *Dangdut's* cultural significance as a reflection of Indonesian values and practices, the study underscores its potential for fostering cross-cultural understanding and appreciation. This research contributes depth to our comprehension of *Dangdut's* unique character by identifying and elucidating over ten distinct features, encompassing lyrical themes, sub-genres, the influence of Islam, artist management, and interpersonal dynamics among *Dangdut* artists. Furthermore, it enriches the broader discourse on preserving cultural uniqueness in the face of globalization.

**Keywords:** *Dangdut*, Uniqueness, Pop Culture, Mass and New Media

# Indonesian & Korean Music Industry in Southeast Asian Market in Cross-Cultural Communication Perspective

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## ABSTRACT

Indonesia, with its rich cultural diversity and unique music and dance arts, has developed into a thriving industry, sparking optimism for the growth of its distinctive music industry both domestically and in foreign markets. Concurrently, Korean Pop (K-Pop) has made significant inroads into Indonesia, captivating audiences. This research aims to examine the appeal of Indonesian music and explore the reasons behind the popularity of K-Pop in Indonesia and Southeast Asia. The methodology involves a cross-sectional qualitative descriptive approach, scheduled for implementation in 2023. Primary data sources include interviews and observations, while secondary data is derived from literature studies. The informants interviewed encompass music practitioners from both Indonesia and Korea. The research technique involves data analysis, complemented by insights from previous research. The study results delineate how the music industries of Indonesia and Korea have successfully penetrated Southeast Asian countries. It elucidates the opportunities and challenges within the music industries of these two nations. The research concludes with recommendations for music practitioners, emphasizing the need for a sustainable industry that serves as a powerful branding tool and a source of pride for the citizens, be it Indonesians or Koreans invested in K-Pop.

**Keywords:** *Indonesian Music, K-Pop, Southeast Asia, Market, Industry*

# Implementation of Coordinated Management of Meaning Theory in Intercultural Communication Between Trainers & Participants During MRI Training

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## ABSTRACT

In the aftermath of the global impact of Covid-19, the medical community recognized an increased need for advanced diagnostic equipment in hospitals for precise disease diagnosis. Magnetic Resonance Imaging (MRI) emerged as a sophisticated tool for such diagnostics. Given the complexity of MRI examinations, radiographers, the individuals operating the equipment, undergo a comprehensive training period before independently conducting examinations on patients. This research aims to analyse the two-way communication process between trainers and participants during MRI training in various hospitals in Indonesia, considering the different cultural backgrounds of the individuals involved. Conducted qualitatively, the research explores the subjective reasons and meanings behind social actions, employing the Coordinated Management of Meaning (CMM) Theory to evaluate the interaction and understanding during training sessions. The results indicate the development of a communication strategy initiated by the trainer and adjusted in practice to accommodate a broader direction for both trainers and participants. This communication process encompasses conveying messages, receiving them, and managing meanings. Constructive responses from both parties contribute to building awareness, maintaining stability in the interaction process, and minimizing the impact of negative emotions. Both trainers and participants demonstrate a sincere and empathetic attitude, making adjustments in language, gestures, and word choices, with corrective attitudes playing a pivotal role in ensuring the success of managing messages and meanings during the training process.

**Keywords:** *CMM, MRI, intercultural, meaning, training*

# The Role of the Young Generation of the Batak Tribe in Preserving Ulos Cloth

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## ABSTRACT

Ulos cloth holds deep cultural significance within the Batak tribe, the third-largest tribe in Indonesia. Used in various traditional activities within clan associations, ulos has evolved into one of the sought-after intangible world heritages. Both the government and the Batak community are actively involved in preserving this cultural treasure through initiatives such as ulos fashion shows, festivals, and increased literacy efforts (Hasibuan and Rochmat, 2021). Importantly, the younger generation of the Batak tribe is not only continuing their family clans but actively engaging in the preservation of the ulos cloth. This research aims to analyze the role of the younger generation in safeguarding ulos cloth within the Batak tribe. Employing a descriptive quantitative method, the study involves respondents from the Batak ethnic group in Jakarta. The results underscore the awareness of the younger generation as successors in preserving ulos cloth. They express a genuine desire and sense of ownership in learning, utilizing, and conserving ulos cloth. However, the study reveals that to fully understand the various motifs and functions of ulos cloth, the younger generation requires support from the previous generation, particularly from parents who possess a deeper understanding of this cultural heritage.

**Keywords:** *Ulos, Batak Tribe, Youth Generation*

# Integration of Sports Community Activities Through Sports Equipment As Communication Capital

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## ABSTRACT

Technological devices in sports activities are becoming increasingly affordable and have seamlessly integrated into various sporting pursuits. These sports devices not only serve as personal sports diaries but have evolved into a social necessity within the sports community. They act as a source of information for sharing sports achievements through sports device services. This study utilizes observation and interviews with individuals in the sports community who use these devices to add exercise or performance data, facilitating the sharing of such information with other device users across different communities. The adoption of these innovative sports devices signifies a paradigm shift in community sports communications, enhancing motivation and fostering social connections within the community. The development of sports devices has influenced the sharing of experiences and interactions among sports enthusiasts, thereby transforming people's behaviour in exercise routines. These findings present opportunities for the sports community to offer design suggestions for social features that further connect sports enthusiasts.

**Keywords:** *Sports, Community, Sport Equipment*

# Women Empowerment in Rara Asmoro, a Women-Only Karawitan Community in Surakarta, Central Java

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## ABSTRACT

Gender inequality within Javanese shadow puppetry (*wayang kulit*) art is a prevailing issue, with female puppeteers (*dalang*) facing disparities in both quantity and quality compared to their male counterparts. In response to this, Rara Asmoro, a women-only *karawitan* community in Surakarta, Central Java, challenges the existing norms. Founded by Nyi Sri Harti Kenik Asmorowati, Rara Asmoro aims to engage women passionate about *wayang* arts, particularly shadow puppetry, and harness their potential to promote this traditional art form. Drawing on organizational culture theory and Moran's empowerment model, this study analyses the dynamics within the Rara Asmoro community, focusing on how they empower themselves and communicate messages of empowerment to the public. Employing a qualitative method, the study provides insights into the leaders of Rara Asmoro encouraging members to embrace the community's organizational culture and empowering themselves by enhancing their skills and confidence in performing *wayang kulit* shows. Through its mission of empowering women, Rara Asmoro demonstrates the potential not only to influence the present but also to inspire and empower future generations of women artists in *wayang kulit*.

**Keywords:** *women, empowerment, wayang, community, puppeteers*

# Communication of Women Members of the Small Business Group in Facing Pandemic Situation

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## ABSTRACT

The COVID-19 pandemic has significantly impacted various sectors of the community's economy, particularly small entrepreneurs. Small and medium business groups, which play a crucial role in the community's economy, have implemented various strategies to survive during these challenging times. This study aims to identify how communication occurs within a group of small women entrepreneurs as they strive to sustain their businesses in the face of the COVID-19 situation. The research adopts elements from the small group concept, focusing on cohesiveness, a solution-oriented approach, and the exchange of new perspectives. A descriptive qualitative approach is employed, utilizing data collected through interviews and field observations. The findings reveal that during the COVID-19 pandemic, communication within this small entrepreneur group fostered cohesiveness through interpersonal relationships, including various forms of religious activities, in addition to income-supporting activities. The group's communication also emphasized a focus on solutions, as members engaged in deliberations to adjust fund management and develop online sales methods. Furthermore, the exchange of new perspectives was facilitated through internal relations among group members who strengthened each other and external support from entities contributing to the group's survival and adaptation by enhancing business capacity.

**Keywords:** *group communication, small entrepreneurs, COVID-19 pandemic.*



# Utilizing Intercultural Public Relations Approach to Discourage Tourist Misbehaviour in Bali

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## ABSTRACT

The surge of foreign tourists in Bali post-COVID-19 has brought about conflicts and disturbances, prompting an examination of these issues through the lens of intercultural public relations. This study, inspired by the work of Lan Ni, Qi Wang, and Bey-Ling Sha (2018), aims to enhance understanding of intercultural public relations concepts and theories that local governments can employ to interact and negotiate with foreign tourists to address problems. The intercultural approach within the public relations framework involves considering interactions and negotiations between entities with different cultural identities to resolve issues and achieve mutually satisfying outcomes. The stages of pre-conflict, conflict, and post-conflict within the intercultural public relations theory serve as the basis for this qualitative descriptive-exploratory study, assessing conflict management in a local government organization in Bali. Data was collected using an ethnographic approach, involving observation, informal discussions with tourists and locals, and interviews with key informants. Secondary data was obtained from government documents, journal articles, and reports from reputable online news sources. The study suggests that one key strategy for preventing inappropriate behaviour by tourists is the implementation of local regulations and laws. To enhance effectiveness in dealing with tourist misbehaviour, the study proposes combining fundamental communication management and intercultural communication principles with the enforcement of strict punishments against violators. The research underscores the need for tourist spots to not only have laws and regulations but also penalties for violators, as communication and education alone may not be sufficient.

**Keywords:** *Intercultural Public Relations, tourist misbehaviour, Bali, Indonesia*

# Shattering the Patriarchal Norm: An Exploration of Feminism, Independence, and the Empowerment of Women in Jakarta

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## ABSTRACT

"Shattering the Patriarchal Norm" is a dedicated publication aiming to explore the intricate intersections of feminism, independence, and women's empowerment in Jakarta, Indonesia. The focus of this journal is to challenge and dismantle prevailing patriarchal norms while amplifying the voices of marginalized single women, a group that has been largely overlooked in academic research and discourse. The primary goal is to foster a deeper understanding of the experiences of single women in Jakarta and to contribute to broader discussions surrounding feminism, singleness, and women's empowerment in Indonesia. The journal welcomes contributions from various theoretical perspectives, including feminist theory, intersectional feminism, queer feminism, and symbolic interactionism. Submissions can take the form of scholarly articles, personal essays, and creative works, providing a diverse and comprehensive exploration of the experiences of single women in Jakarta. All submissions will undergo a rigorous peer-review process to ensure the journal's quality and scholarly integrity. "Shattering the Patriarchal Norm" aspires to shed light on the multifaceted experiences of single women in Jakarta, offering insights into how patriarchal norms and societal expectations impact their lives. Ultimately, the journal seeks to contribute to the promotion of gender equality and social justice in the region.

**Keywords:** *Feminism, Independence, Women's empowerment, Patriarchy, Jakarta*

# Exploring the Impact of AI in Education: Advantages, Challenges, & Ethical Considerations

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## ABSTRACT

The education sector is undergoing significant transformation due to the rapid growth of technology, particularly in the form of Artificial Intelligence (AI). This study delves into the advantages and disadvantages of integrating AI in the classroom setting. It emphasizes the importance of ensuring fairness, openness, and responsibility in AI-powered education systems by optimizing AI according to established education rules and standards. The study raises questions about how educational institutions can guarantee that AI platforms are reasonable, non-discriminatory, transparent, safe, and secure for all students and teachers. Artificial intelligence has the potential to shift towards a pedagogical approach that centres on the student and prioritizes analytical and creative problem-solving. Through qualitative analysis, the study records participants' comments and explanations, employing a phenomenological methodology to provide thorough and trustworthy evidence. The research findings highlight that AI has the capacity to enhance teaching standards and student learning outcomes. The study advocates for the promotion of AI in classrooms, emphasizing its positive impact on teaching and learning while acknowledging and addressing ethical considerations.

**Keywords:** *Education, Technology, Teaching standards, Challenges, Ethical considerations*

# Exploring the Role of Communication in Managing Stress: A Study on Early Adulthood Perspectives

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## ABSTRACT

The study investigates the relationship between interpersonal communication skills and experienced stress during early adulthood. The research, involving 114 young individuals aged 18 to 23 from a university in Jakarta, utilized the Interpersonal Communication Scale and the Perceived Stress Scale as measurement tools. The findings revealed a negative correlation between stress levels and interpersonal communication competence among early adults ( $r = -0.290$ ,  $p < 0.001$ ), suggesting that individuals with higher interpersonal communication skills experienced lower levels of stress. Additionally, gender differences were observed, with men scoring higher on interpersonal communication skills ( $F = 0.308$ ,  $p > 0.05$ ), while women reported higher levels of stress than men ( $F = 6.828$ ,  $p > 0.05$ ). The results suggest that enhancing interpersonal communication skills during early adulthood may contribute to lower stress levels in the long term.

**Keywords:** *Interpersonal communication skills, Perceived stress, Early adulthood, Gender differences, Well-being.*

# Leadership Semiology: The Use of Javanese Culture as a Symbol of Leadership in Increasing the Electability in Digital Age

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## ABSTRACT

Leadership in Indonesia has historically been intertwined with Javanese culture, where physical and non-physical signs of a leader are deeply rooted in cultural values. This research aims to explore how Javanese culture serves as a symbol of Indonesian leadership, influencing the electability of leaders in the current digital era. The study employs Leadership Semiology, drawing from Saussurean and Barthesian approaches, as well as Leeuwen's Social Semiotics. The focus is on the creator of signs, the conveyed meaning, the media used, the reader of the sign, and the meaning captured in digital social life. Using interpretative qualitative methods, including text and field observations, literature studies, interviews, and focus group discussions, the research reveals that Javanese cultural values form the basis for creating physical and non-physical signs associated with leaders proposed as presidential candidates. These signs, coupled with party programs and activities, are socially exchanged through direct campaigns and digital media. The dynamic nature of new media facilitates the rapid distribution and reproduction of these signs, influencing the direction of communication.

**Keywords:** *Leadership Semiology, Javanese Culture, Political Electability, Digital Age*

# The Anxiety & Uncertainty Management of Foreign Students in Communicating at The Universitas Islam Riau

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## ABSTRACT

*Universitas Islam Riau (UIR)* stands as the oldest and largest private university in Riau, attracting students from various regions, including international students from Southeast Asia and Africa. This cultural diversity can lead to misinterpretations and require students to adjust to new information, potentially leading to conflicts due to differences in communication. The research aims to explore how foreign students at UIR manage anxiety and uncertainty in communicating within the campus environment to overcome culture shock. Drawing on Gudykunst's Anxiety/Uncertainty Management theory, which posits that individuals from different cultural backgrounds experience anxiety and uncertainty when interacting for the first time, the study employs a descriptive qualitative method with data collected through interviews. Findings indicate that religious differences, despite all students being Muslim, pose a significant challenge. Differences in cultural practices, such as smoking and handshakes with non-mahram individuals, contribute to initial anxiety and uncertainty. Over time, the students actively sought information about Indonesia, helping to reduce anxiety and uncertainty. The personal character and sincerity of information sources played a crucial role in easing the process, allowing the students to eventually communicate effectively.

**Keywords:** *Anxiety, Uncertainty, Culture Shock, Intercultural Communication*

# Relationship Categories & It's Conversational Expectancy

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## ABSTRACT

Your action study method, utilizing the plan, act, observe, reflect approach, focuses on proposing a new division of proxemics in face-to-face interpersonal communication. The research specifically addresses issues where individuals feel offended by questions that cross personal boundaries, such as inquiries about marriage, family, and income. The study involves observation and interviews with six informants to understand the situations, conversation content, closeness levels, and reactions in such interactions. The research categorizes relationships into two main types: personal and professional. The classification is based on the informants' perspectives, with professional relationships centered on profit and personal relationships emphasizing emotions. Communication behaviours are adapted accordingly, with topics in professional relationships focusing on work-related matters to avoid causing material harm. On the other hand, personal relationships involve discussions about emotions, personal matters, and conflicts. The study's outcomes offer a framework for interpersonal relationships, serving as a guide in communication models to address social problems. This framework can be applied in counselling and community service initiatives in related areas.

**Keywords:** *relationship, conversation, interpersonal, professional, behaviour*

# The Women Roles in Contemporary Traditional Performances as a Communicative Symbol of Cultural Preservation

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## ABSTRACT

Your research explores the shifting gender roles in traditional theatre performances within the creative industry, particularly in the arts. It highlights the significant roles played by women in contemporary traditional theatre, where they serve as communicative symbols for cultural preservation. Through their performances and portrayal of various female characters, women contribute to preserving and representing cultural traditions. These performances serve as a vital channel for transmitting cultural values, beliefs, and practices to future generations. Women in traditional theatre often embody cultural symbols and archetypes, portraying goddesses, heroines, mothers, and other significant female figures. Their roles become a means of communicating the cultural heritage and identity of a community or specific culture. Moreover, your research suggests that women's roles in traditional theatre performances reflect the evolving dynamics of gender and societal norms. Their performances may either challenge or reinforce traditional gender roles, providing insights into the changing roles and expectations of women within a specific cultural and communication context. The qualitative methods used in this research, including interviews and observations, contribute to the understanding of how women in traditional theatre play a crucial role in cultural preservation and communication. Their involvement not only entertains but also educates and transmits cultural knowledge, ensuring the continuity and appreciation of cultural traditions for future generations.

**Keywords:** *Women Roles, Communicative Symbol, Art Performance, Traditional Theatre, Preserving Culture*



# Public Sphere: Dialogic Communication Between Community Organizations Concerned with Digital Literacy (MALIDI) & Bekasi City Apparatus

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## ABSTRACT

Your research explores the discourse in the public sphere between the MALIDI community organization and three Bekasi City Apparatus Leaders, including the Mayor, Metro Police Chief, and Military District Commander 0507/BKS. The framework of Jürgen Habermas's public sphere is utilized to examine the space for freedom of speech and dialogue with the Apparatus. The public sphere is defined as the domain concerning matters of common interest, the well-being of the population, and the assertion of equal rights. Through a qualitative approach with a critical paradigm, your research aims to uncover how dialogues addressing various societal issues influence the policies of the Apparatus, particularly in preserving societal harmony. The study reveals that ongoing dialogues, often conducted informally in settings like restaurants or public spaces following shared recreational activities, provide a platform for the MALIDI community to exchange input and critiques. These dialogues play a role in shaping the policies of the Apparatus, as they respond by providing explanations regarding each societal issue discussed. The outcomes of these dialogues inform the policymaking process of the Apparatus. Additionally, your research emphasizes the proactive role of MALIDI in addressing societal issues, promoting digital literacy, and conducting anti-hoax campaigns. This contributes to the authorities' efforts in mitigating misinformation that may disrupt the public sphere. Overall, your study highlights the importance of dialogue communication in shaping policies and promoting societal harmony.

**Keywords:** *Public Sphere, Apparatus, Dialogue Communication, Digital Literacy, Hoax*

# The Effectiveness of Nadiem Makarim's Endgame Podcast in Changing Students' Perception of the Independent Learning Policy

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## ABSTRACT

Your research focuses on assessing the effectiveness of the Endgame podcast, specifically episode 113, in changing the perceptions of students regarding the Independent Learning Policy in Indonesia. The Independent Learning Policy, launched in 2020, is a significant educational transformation initiative aimed at improving the quality of education in Indonesia. To measure the effectiveness of the podcast, you conducted a survey involving 161 active students at a private university in Jakarta. The survey collected data on students' perceptions before and after listening to episode 113 of the Endgame podcast. The analysis of this data involved t-tests to determine if there was a significant change in students' perceptions regarding the Independent Learning Policy. The results of your analysis indicated a significant difference between students' perceptions before and after listening to the podcast. There was an improvement in students' perceptions, particularly in terms of support for and willingness to participate in the Independent Learning Program. This suggests that the Endgame podcast, specifically episode 113, was effective in delivering information about the Independent Learning Policy and positively influencing students' perceptions. In conclusion, your research highlights the potential of podcasting as a communication medium for educational initiatives, specifically in changing students' perceptions and garnering support for policy changes.

**Keywords:** *students' perception, independent learning, change initiatives*

# TukarBaju Campaign & Fashion Trends: Influencing the Lifestyles of Generation Z

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## ABSTRACT

Your research investigates the influence of the 'Swap Shirt' Campaign by Zero Waste Indonesia and prevailing fashion trends on the adoption of a lifestyle that minimizes textile waste through clothes swapping. The study focuses on how initiatives like the TukarBaju Campaign and broader fashion trends impact individuals' decisions to adopt a clothes swapping lifestyle. To collect data, you employed a quantitative approach and survey methods, using questionnaires distributed to 395 respondents. The study's findings suggest that both the TukarBaju Campaign and prevailing fashion trends significantly influence clothes swapping lifestyles. Additionally, the research highlights that campaigns with a 'swap shirt' theme, such as the one by Zero Waste Indonesia, have a more pronounced impact on encouraging clothes swapping than general fashion trends. In summary, your study sheds light on the effectiveness of specific campaigns, like the TukarBaju Campaign, in promoting sustainable practices within the textile and apparel industry, specifically in the context of clothes swapping.

**Keywords:** *Public Relations campaign, swap shirt, fashion trend, lifestyle, clothes swap.*

# In-Law Communications Conflict After *Merariq*

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## ABSTRACT

*Merariq* custom, which the Lombok Sasaknese tribe has adopted as their identity and which they regard as part of their ancestral culture, has led to numerous disputes and problems inside the Sasak society as well as between families. *Merariq's* practice allows a man to marry a bride if he kidnaps her and she stays with him overnight without her family or parents knowing. In the meantime, the *Merariq* custom, more specifically *Merariq* code which entails teenage marriage, has caused a number of social problems. The struggle arising from the disagreement of the bride's parents due to the newlyweds' underage and unfinished education and the desire to uphold the *Merariq* custom has resulted in strained relationships between the parents-in-law and their son-in-law during the early stages of marriage. This study examined the occurrence of communication conflict within family dynamics and explored the emotional manifestations of the conflict at *Merariq's* wedding. The study found that suppressed emotions produced communication problems at the start of a marriage and hindered two-way communication. Over time, relationships experienced a gradual improvement as a result of the consistent initiation of short conversations by one member of the family. Qualitative descriptive phenomenological research was employed in this study where it focused on five married couples residing in the village of *Nyurlembang*, located in the West Lombok Regency, Indonesia. The couple's post-marriage communication with the bride's parents was examined using Irwin Altman and Dalmás's Social Penetration Theory.

**Keywords:** *Culture, family, interpersonal communication, communication conflict, post-marriage communication*

# Lark: A Communication Tool Fostering Interpersonal Communication Among Women's TNS Staff to Mitigate Work-Related Stress During COVID-19

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## ABSTRACT

Your research investigates the impact of Work from Home (WFH) arrangements, particularly during periods of community activity restrictions (PPKM) enforced by the Indonesian government. It focuses on the challenges faced by female employees in managing work-related stress during WFH, with a specific emphasis on the use of Lark, a collaborative working platform, as a formal communication tool within the TNS Department. The study draws theoretical frameworks from Computer-mediated Communication and the Social Information Processing Theory (SIPT). Through a qualitative research approach involving in-depth interviews, literature review, and participant observation, the research aims to provide valuable insights into the consequences of remote work and the role of communication tools like Lark in alleviating work-related stress. Key findings reveal that the adoption of WFH during the Covid-19 pandemic increased work-related stress among female employees in the TNS Department. However, the study indicates that sharing work-related challenges with colleagues, particularly through Lark, proved effective in mitigating this stress. Interestingly, confiding in a coworker was found to be more beneficial than seeking support from a spouse or family member. The research underscores the importance of communication tools like Lark in facilitating interpersonal communication among female employees, highlighting features such as instant messaging, phone calls, and expressive emoji as effective means of sharing concerns and managing stress during remote work.

**Keywords:** *Lark, Work from home, Work Stress, Covid-19, Computer-mediated communication, Social Information Processing Theory (SIPT).*

# Digital Literacy Practices Education Program Series: Exploring the Critical Teachers' Skills in Digital Literacy

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## ABSTRACT

The ever-increasing internet use and digital gadgets influence technology-based learning. Here is why teachers at the education level play an important role in strengthening their competencies. Dompot Dhuafa's Digital Literacy Education Program for Sekolah Guru Indonesia activists is training to improve digital literacy competencies for teachers in rural areas. The results of the training provided significant benefits and produced valuable works such as a book entitled "Stories in My Class" and learning videos that have been certified by the Ministry of Law and Human Rights. However, out of the 23 trainees, only the top 5 participants received Intellectual Property Rights (IPR) certificates. This study explores how the best participants in the digital literacy practice education program for teachers used their critical thinking skills when creating the learning videos that successfully obtained IPR. The methodology in this study is phenomenology, with in-depth interviews about the experiences of the 5 best participants. To strengthen the data, researchers also use NVIVO 12. Researchers categorize the results into three components. First, the abilities that the best participants mastered in critical thinking. Second, the powers that the best participants did not master in critical thinking. Third, the complicity of the best participants to develop critical thinking skills.

**Keywords:** *Critical Thinking, Digital Literacy, Learning Video, Teacher, Training*



## Part 6

# Tourism Communication

### S U M M A R Y

In this section, tourism's economic significance is highlighted, illustrating its role as a major driver of revenue generation, job creation, and infrastructure development in many regions. Simultaneously, the dependence on tourism raises concerns about vulnerability to economic fluctuations, overreliance on specific markets, and issues related to income distribution and leakage within local economies.

From a socio-cultural perspective, the studies outlined here evaluate the influence of tourism on local traditions, heritage, and community identities. They investigate the potential for cultural exchange and understanding among diverse populations while also addressing issues such as commodification of culture, social disruption, and conflicts arising from cultural clashes.

Environmental sustainability within the tourism sector is a critical focus of a number of these abstracts. They examine the ecological footprint of tourism activities, encompassing concerns about carbon emissions, habitat degradation, waste management, and strain on natural resources. Strategies and best practices for sustainable tourism development and responsible travel are explored as pathways toward mitigating these environmental impacts.



# Sustainable Tourism Development Through Community-Based Tourism Villages: A Case Study of *Kubang Baros* Tourism Village, Serang Banten

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## ABSTRACT

This study delves into the sustainable development of tourism by focusing on community empowerment and active involvement in the growth of tourist villages. Specifically, the research aims to investigate and elucidate the community empowerment within *Pokdarwis Dayang Sumbi* in the *Kubang Baros* Tourism Village. Employing a case study design with a descriptive qualitative approach, data was gathered through interviews with key figures such as the Chair and Members of *Pokdarwis Dayang Sumbi*, the Village head, Cultural Group, Farmers and Craftsmen Group, and residents of *Kubang Baros* Village. The findings reveal that community-based tourism villages can indeed contribute to sustainable tourism, exemplified by the initiatives undertaken by *Pokdarwis Dayang Sumbi*. These initiatives encompass: (1) the management of sustainable tourism packages or destinations, including nature spots like *Curug Betung* and *Curug Lilia*, *Emba Bulu Baja* Hot Springs, and *Bukit Harmis*; (2) environmental preservation through *Cagar Alam Rawa Danau*; (3) cultural preservation through various performances such as *Lumayung*, *Marhaban*, *Rudat*, *Terbang Gede*, and ritual activities like *Maca Syeikh*; and (4) economic benefits for local communities, including the production of herbal drinks and souvenirs from *Brenuk* fruit, culinary creations using *Rangda Ngoser* leaves for *Gadibug* chips (a type of wild spinach leaf), and the production of *Klaceng* honey from *Trigona* bees.

**Keywords:** *Tourism Village, Sustainable Tourism, Community Development, Kubang Baros, Banten*

# Analysis of the Brand Strength Associations of *Nglanggeran* Tourism Village in Achieving the Inspiring Independent Tourism Village

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## ABSTRACT

This study aims to assess the Brand Strength Associations of *Nglanggeran* Tourism Village in Yogyakarta, particularly in its pursuit of becoming an Inspiring Independent Tourism Village. Notably, *Nglanggeran* achieved this recognition during the challenging period of the Covid-19 pandemic in Indonesia, receiving the Inspirational Independent Tourism Village Award from the Ministry of Tourism and Creative Economy of the Republic of Indonesia in 2021. Employing a qualitative approach through a case study method, the research reveals that *Nglanggeran* Tourism Village has established brand strength aligned with its brand image, identified as Sustainable Tourism Village (STV). The STV designation is supported by four key pillars: (1) sustainable management, marked by the community's transformative efforts to rejuvenate the initially barren and dry landscape, demonstrating a newfound appreciation for nature and rural surroundings; (2) socio-economic development, highlighting the community's diversification of income sources beyond traditional farming, contributing to improved purchasing power; (3) cultural preservation, evident in the community's initiatives to nurture dances, regional arts, batik, and local wisdom; and (4) environmental consciousness, reflected in community-wide efforts to promote responsible waste disposal and recycling. Meeting these criteria led to *Nglanggeran* Tourism Village receiving STV certification, which serves as a powerful manifestation of Brand Strength as a tourism village.

**Keywords:** *Brand Strength Associations, Nglanggeran Tourism Village, Brand Image, Tourism Village, Sustainable Tourism Village*

# Sustainability Tourism Implementation Through Pentahelix Model: An Analysis of Tanjung Lesung Special Economic Zone (SEZ)

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## ABSTRACT

This study aims to present a comprehensive examination of the implementation of sustainable tourism within the framework of the pent helix model, focusing on Tanjung Lesung, the inaugural Special Economic Zone dedicated to tourism in Indonesia. Despite its status, Tanjung Lesung has not fully realized its potential due to various challenges, notably the lack of cohesive synergy and consistent commitment from stakeholders. The research, spanning six months and employing a qualitative approach with a Case Study methodology, utilizes the pent helix model to identify key stakeholders: Community, businesses, government, media, and academia. Sustainable tourism concepts, encompassing elements of community, conservation, culture, and commerce, are integrated into the pent helix model for analysis. The findings highlight several crucial points: 1) Tourism development should actively involve local communities, focusing on ideas that contribute to their well-being. 2) Striking a balance between the needs of tourists and the interests of the local community is paramount. 3) Involving diverse stakeholders leads to more insightful and successful outcomes. 4) Providing support to local entrepreneurs, particularly small and medium-scale businesses, is essential. 5) Tourism should have a multiplier effect on other sectors, fostering new businesses and supporting existing ones. 6) Adherence to agreements, regulations, and legislation at both national and international levels is vital. The study underscores the significance of collaborative efforts among stakeholders, including governments, the tourism industry, local communities, and environmental organizations, to effectively address the challenges and seize the opportunities presented by sustainable tourism in the future.

**Keywords:** *Sustainability, Tourism, Special Economic Zone, Tanjung Lesung, Pent helix*

# Boosting Local Economy Through Tourism: Community-based Tourism on Cultural Tourism Activities

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## ABSTRACT

The tourism industry has been a driving force for economic growth. This study aims to assess the economic impact of the growth of cultural tourism on the local economy. Utilizing a qualitative methodology involving local interviews and observation sessions, the research focused on *Desa Kutu Wetan*, known for its comparative advantage in *Reog Ponorogo* dance as a cultural attraction, *Suru Kubeng* as a cultural heritage site with a rich historical narrative, and handcrafted goods created by local communities. Various initiatives have been implemented, including the development and promotion of regional attractions, investments in infrastructure upgrades and amenity enhancements, establishment of SMEs stores for selling local goods, and the creation of a general area to welcome visitors. To enhance tourism promotion, researchers collaborated closely with local authorities and the community, anticipating a substantial increase in the resort's popularity through such community support. These efforts are designed to foster the growth of tourism-related facilities, diversify the local economy, and generate employment opportunities. The study recommends the creation of an engaging and authentic destination that provides tourists with exceptional experiences while preserving the local environment and culture. This approach is seen as vital for achieving long-term success in supporting the local economy through tourism and contributing to cultural capital aligned with Sustainable Development Goals.

**Keywords:** *Cultural Tourism, Community-based Tourism, Local Economy, Sustainable Tourist Attraction.*

# Madura Global Android Application Management in Madura Local Tourism Promotion Towards Global Madura

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## ABSTRACT

This study focuses on the diverse local attractions in the Madura region, spanning Bangkalan, Sampang, Pamekasan, and Sumenep. Recognizing the need to highlight and make these attractions more accessible to tourism enthusiasts, the proposal suggests the development of an Android application for tourism promotion in Madura, with an initial implementation in Bangkalan. The study aims to investigate, analyze, and delve into the management of this Android application in the context of promoting local tourism in Madura on a global scale. Utilizing a descriptive qualitative research method with a case study approach, the subjects of the research include tour managers, village heads, tourism offices, and tour observers. The primary object of the study is the Management of Android Applications in the Promotion of Local Tourism in Madura Toward Global Madura. Purposive sampling is employed as the sampling technique, and data is collected through in-depth interviews, observation, and documentation. The analysis involves data reduction, categorization, discussion, and drawing conclusions. Triangulation and member checks are employed for data validity. The findings indicate that local tourism in Madura is indeed promoted through an Android application. However, challenges in the management process are identified, including a lack of IT understanding among leaders such as *Pokdarwis*, financial management of local tourism by village heads without involving the local tourism treasurer, and a reluctance from the tourism office to support the costs associated with managing Android applications.

**Keywords:** *Android Application, Promotion, Tourism, Madura, Global, Management*

# Cultural-based Tourism News Review: Content Analysis of Indonesian's Pekan Gawai Dayak at West Kalimantan

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## ABSTRACT

The *Gawai Dayak Week* stands as an annual event hosting West Kalimantan's largest cultural festival, dedicated to expressing gratitude to the Creator (*Jubata*) for bountiful harvests each year. Notably, these celebrations extend internationally, fostering collaboration with neighboring countries, Malaysia and Brunei. The primary objective is to enhance the potential for culture-based tourism in West Kalimantan, attracting participants from diverse ethnic backgrounds. The festival's grandeur garners significant attention from both local and international media annually. This research, utilizing Fairhurst and Sarr's linguistic-based quantitative content analysis method, examines coverage from three national news portals: [kalbar.antaraneews.com](http://kalbar.antaraneews.com), [genpi.co](http://genpi.co), and [travel.kompas.com](http://travel.kompas.com). Additionally, it assesses the effectiveness of solidarity based on Fons Trompenaars' Expression Theory of Cultural Relations. The analysis reveals that media coverage from the mentioned portals positively influences the presentation of the *Pekan Gawai Dayak* cultural festival. However, a shift in meaning is observed, with news focusing more on the festival's magnificence as a premier tourism destination, rather than emphasizing its cultural significance as a ritual of gratitude for the abundant harvests in West Kalimantan.

**Keywords:** *Culture-based tourism, Gawai Dayak Week, Linguistic-based content analysis, Power of solidarity, Theory of cultural relations*

# Is Internal Branding & Community Participation Effective in Promoting Sustainable Tourism in *Binong Jati* Tourism Urban Village?

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## ABSTRACT

In pursuit of regional economic equality, the Bandung Culture and Tourism Office has introduced an innovative concept: transforming industrial hubs into artistic tourism destinations. Particularly in industrial cities, achieving regional tourism ecosystems and cross-sectoral cooperation necessitates both internal and external acceleration and adaptability. This initiative requires comprehensive internal and external rebranding efforts. Thus, the objective of this research is to explore community engagement and internal branding processes within the *Binong Jati* Tourism Urban Village. Qualitative research methodologies, including focus group discussions (FGDs), interviews, and observations, are employed for data collection. Actors and local community groups from all four stages—initiation, strengthening/elevating, empowerment, and relaunch—are involved. The findings highlight the importance of community engagement and the role of internal branding in fostering a sense of belonging among community representatives and local leaders throughout the transformation process. Government support is crucial for individuals taking the initiative to develop an authentic urban village tourism experience, emphasizing genuine local knowledge. Community engagement, achieved through collaboration and communication, should be embedded in communities through iconography, symbolism, and conduct to ensure a comprehensive understanding of the new branding of the urban tourism village. This study underscores the indispensability of internal branding strategies in the development of sustainable tourism. It emphasizes that while the sustainable tourism agenda is achieved through the process, ongoing support from the pent helix collaboration is essential to maintain this autonomy.

**Keywords:** *Binong Jati, community participation, internal branding, sustainable tourism, tourism urban village*

# Community Participation Small Medium Enterprises in Penglipuran Village

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## ABSTRACT

Bali has consistently been recognized as a sought-after tourist destination for both international and domestic travelers in Indonesia. Among the notable attractions in Bali is *Penglipuran Village*, renowned not only as a traditional settlement but also as a popular tourist destination drawing visitors from far and wide. In the year 2022 alone, *Penglipuran Village* recorded an impressive influx of 608,000 tourists (Putri, 2023), highlighting its significance as a noteworthy tourist spot. The allure of *Penglipuran Village* lies in its scenic natural surroundings, well-maintained historical sites, and the warm hospitality of its residents. To further enhance tourism in *Penglipuran Village*, Small and Medium Enterprises (SMEs) play a pivotal role. This research aims to explore the active involvement of SMEs in contributing to *Penglipuran Village's* status as a thriving tourist destination. Adopting a constructivist paradigm and employing descriptive qualitative methods, the study conducted in-depth interviews with five SMEs operating within *Penglipuran Village*—individuals who both live and conduct business in the village. The research findings were analyzed using the Verhangen concept of participatory communication, illustrating an interconnected interaction process involving responsibilities, authority, and the benefits generated by SMEs in collaboration with the village management and government of *Penglipuran*.

**Keywords:** *Community, Participation, Small and Medium Enterprises, SMEs, Penglipuran*



VOLUME  
**1**

# Empowering ASEAN's Sustainability

*Communication Strategies and Advancing Business*

This proceeding book delves into the multifaceted landscape of sustainability initiatives, examining how effective communication methodologies play a pivotal role in shaping and advancing sustainable practices within businesses across ASEAN nations.

The studies emphasize the critical importance of marketing communication & social media; diplomacy, political & climate change; entrepreneurship, media & performing art; health communication; gender, culture & leadership; tourism communication. Its provide insightful analyses of various communication frameworks, tools, and approaches employed by businesses to integrate sustainability into their core operations.

Moreover, the proceeding offers a detailed examination of ASEAN's role in spearheading sustainable business practices, highlighting key leadership strategies and initiatives adopted within the region. Its discuss the challenges, opportunities, and best practices in sustainability communication, equipping readers with practical insights and strategies to navigate the evolving landscape of sustainable business in ASEAN.

Through case studies, research findings, and expert perspectives, these proceedings serves as a valuable resource for business leaders, policymakers, academics, and practitioners seeking to enhance their understanding of how effective communication strategies can drive sustainable development and foster a more responsible business environment within the ASEAN context.



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