VOLUME

2 Strengthening ASEAN's Leadership in Sustainable Business and Advanced Communication

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

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

VOLUME 2

The Intersection of Communication and Business in the Pursuit of Sustainability

Proceeding Book of The International Conference on Communication and Business
Volume 2
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VOLUME 2

The Intersection of Communication and Business in the Pursuit of Sustainability

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

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Overview

This proceeding book explores the vital connection between effective communication strategies and the realm of business, particularly concerning sustainability initiatives. It delves into the pivotal intersection where communication practices merge with the objectives of businesses aiming to foster sustainability. By examining various communication tools, methodologies, and frameworks within the business context, this abstract sheds light on how companies/ institution integrate sustainable practices into their core operations. It highlights the significance of communication in articulating, implementing, and reinforcing sustainability agendas, fostering stakeholder engagement, and influencing consumer behavior. The studies underscore the essential role of strategic communication in aligning business objectives with sustainable practices, thereby fostering a more responsible and environmentally conscious business landscape.

Digital Literacy in Preventing COVID-19 Disinformation through The Cognitive Domain (Qualitative Descriptive Study on WhatsApp and Instagram Social Media)

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ABSTRACT

The Covid 19 pandemic has given rise to disinformation on social media by spreading incorrect information and having an impact on people's social lives, such as changes in behavior that are haunted by worry, fear and anxiety. In terms of the cognitive dimension, society needs to have a deep understanding and be able to analyze the truth of information before participating in disseminating it. The cognitive dimension is one of the dimensions of media literacy, which refers to mental processes, thoughts, levels of consciousness, starting from simple symbols to complex understanding. The cognitive dimension is known as the intellectual dimension, namely how a message is produced and why it is conveyed in that way. In fact, it lies in the power of the knowledge structure to provide context in the construction of meaning. The research used is a qualitative descriptive methodology with data collection techniques and through participant observation, in-depth interviews and literature. The results of the research showed that the interviewees were already familiar with social media applications, especially WhatsApp, 90% said they often used the frequency of use, 5% said sometimes and 5% said they didn't feel the need. The level of acceptance of information about COVID 19, all sources stated that they received information. In response to the interviewees regarding the pandemic, 30% were anxious and worried, while 70% were calm and resigned to the creator. Information about the vaccine program, 80% negative and 20% positive. Participation in vaccination was 80% despite initial doubts, while 20% supported the vaccine from the start.

Keywords: *Covid-19, Cognitive Domain, Disinformation, Digital Literacy, Whatsapp and Instagram*

Milk Life's Social Media Study: Enhancing Lactose-Free Milk Awareness in Urban City Indonesia

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ABSTRACT

Studies have revealed the significance of milk intake as a rich source of essential nutrients that benefit individuals of all ages. However,for some people the drawback of having lactose intolerance has restricted their access to these dairy-derived advantages for certain individuals. Lactose Intolerance is caused by the body's inability to digest lactose due to insufficient enzymes. Notably, Tetra Pak's 2021 report highlighted the widespread prevalence of lactose intolerance, ranging from 60% to 100% in Asian and Indonesian populations. As this issue gains its visibility in Indonesia, lactose-free milk emerges as a potential remedy. Pioneering this solution is Milk Life, as a brand which utilises social media platforms, particularly Instagram, to educate information about lactose-free milk and its benefits. Despite these efforts, the sales of lactose-free milk have remained stagnant, signifying a market that is still in development within Indonesia. This study sharpens on Milk Life's use of social media as a medium for communicating about lactose-free milk. Employing a qualitative approach, including in-depth interviews, it delves into consumer awareness, the factors influencing purchase intentions, and provides recommendations for marketing strategies tailored to lactose-free milk. The research findings underscore the pivotal role of education regarding lactose intolerance and the necessity for improved brand awareness through digital advertising to boost purchase intention. Consequently, the study calls for an enhancement of the digital media strategy and message adjustment. Ultimately, its goal is to offer valuable insights for enhancing the marketing communication strategy, crafting more effective brand advertising campaigns, and educating the Indonesian population about lactose-free milk products

Keywords: *Lactose Intolerance, Lactose-Free Milk, Social Media Marketing, Brand Awareness, Purchase Intention.*

Harnessing Instagram's Power For Health Seminar Promotion: an In-Depth Look at @Indonesianmedicalcenter's Digital Marketing Approach

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ABSTRACT

This research provides an in-depth insight into the digital marketing approach used by the @IndonesianMedicalCenter account to promote health seminars on the Instagram platform. The researchers analyzed the content strategies employed by the @IndonesianMedicalCenter account in harnessing the potential of Instagram, with a focus on health seminar promotion. The research method utilized was quantitative, conducted by gathering data through online surveys from followers of the Instagram account @IndonesiaMedicalCenter. The objective of this research is to understand how effective the digital marketing strategy is. First, we examined the use of visual content, such as images and videos, to capture the audience's attention. The results showed that informative and visually engaging content is more likely to garner interactions and higher engagement. Next, we analyzed the use of relevant hashtags to enhance the reach of posts. We found that smart hashtag selection can increase visibility and reach a broader audience. Then, we evaluated audience engagement through comments and direct interactions. We found that quick and interactive responses to audience questions can build stronger connections. Additionally, we explored the use of paid advertising and collaborations with health influencers to boost seminar exposure. These strategies proved to be effective in reaching new audiences. This research provides valuable insights into how healthcare organizations can optimize Instagram as a marketing tool for promoting health seminars. By understanding the use of visual content, hashtags, audience interaction, and collaborations, organizations can enhance the success of their promotional campaigns on this platform.

Keywords: *Digital Marketing Strategy, Social Media, Instagram, Promotion, Health Seminar, Effectiveness*

Representation of Multicultural Virtual Identity on Instagram: A Content Analysis of @falafel.kimchi

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ABSTRACT

Instagram has grown to be a potent tool for building personal brands and online personas. Leveraging one's distinctive talents to forge a distinctive personality is the process of personal branding. The human aspect of personal branding is anticipated to take centre stage in the upcoming years. These virtual identities, which may be different from one's identity in real life, are heavily influencing social media, especially Instagram. A notable instance is the Instagram page @falafel.kimchi, where a South Korean individual actively produces content in Arabic and self-describes as "Your Fav Non-Arab Arab.". The author's curiosity in this distinctive virtual persona sparked a qualitative study. In addition to using primary data from Instagram content analysis, the study also uses secondary data from relevant literature. This research aims to investigate the confluence of digital media, cultural diversity, and identity expression through the triangulation of sources with Korean and Arabic cultural literature.The results show that @falafel.kimchi cleverly uses his South Korean background to engage a crowd curious in a South Korean identifying as Arab. He is able to exchange knowledge about Islam and Arabic culture thanks to this rare synthesis, building a multi-layered virtual identity for himself as Arabs. Essentially, this research offers a lens through which we may understand how people embrace their cultural heritage, forge relationships, and participate in larger ethnic debates in the digital sphere, illuminating the dynamic interaction of personal identity and community.

Keywords: *Content Analysis; Instagram; Multicultural Communication; Virtual Identity; Intercultural Communication*

Content Promotion on Shopee Indonesia Instagram Account Influences the Consumptive Behaviour

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ABSTRACT

Online shopping activity in Indonesia is notably high, particularly among the younger generation. In fact, a 2020 study involving 5,592 respondents from various segments of society revealed that the average Indonesian household saves less than 9% of their total income. This indicates a trend towards consumptive behavior among the youth, who often prioritize showcasing higher social status over financial considerations for the future (theconversation.com, 2021). According to iPrice data for the fourth quarter of 2020, Shopee stood out as the marketplace with the highest number of visitors, predominantly consisting of late-stage teenagers residing in Jakarta. This popularity is also reflected on their Instagram account, @shopee_id, with a follower count surpassing 8 million. Shopee leverages Instagram to disseminate content marketing about ongoing campaigns, including the twin date promotion. The research results demonstrate that twin date promotion content on the @shopee_id Instagram account influences the consumptive behavior of late adolescent females in Jakarta. Furthermore, the study indicates that the level of consumptive behavior will increase as the level of promotion content increases, indicating a significant correlation between the two variables.

Keywords: *Promotion, Social Media Marketing, Instagram, Marketplace, Content Marketing*

How Can Instagram Encourage Customers to Share Positive Word of Mouth?

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ABSTRACT

Several businesses are working to attain the required results to improve the digital marketing communication process. Non-face-to-face conversations take more work to understand in this digital age. One involves giving a brand a human persona to represent it, which is known as brand personification. Social presence is another tactic, and it refers to the perceived presence that the audience feels due to communication acts. The message's features are also quite important. Social media-based digital marketing communication has been extensively researched. However, Instagram administrators' use of brand personification, social presence, and message characteristics has yet to be the subject of any research. The telecommunication service provider market is one sector that uses this communication strategy. The behavioral intention of consumers to spread good word-of-mouth about the brand is one of the desired effects. Therefore, this study looks into how brand personification, social presence, and message qualities affect the intention of good e-word-of-mouth in this sector. Structural equation modeling (SEM), a quantitative research tool, is carried out by the Lisrel program while data are being analyzed. The data came from 254 respondents, who is consumer and follower of the telecommunications provider, namely XL and by.U. All three hypotheses in this study are supported, with a t value > 1.96. The findings show that brand personification, social presence, and message qualities strongly influence the inclination to spread good news online.

Keywords: *brand personification, social presence, message characteristic, positive e-word of mouth intention.*

How Political Communication on Instagram Increase Popularty: A Content Analysis of Instagram Accounts by Indonesian Presidential Candidate

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ABSTRACT

The development of new media and digital technology creates a virtual culture in society to obtain information. One of the new media used is Instagram which is used to disseminate information from education, social, cultural, religious, economic and political aspects. The future Indonesian presidential candidate also uses Instagram as a medium for political communication. This study aims to analyze the content of political messages on Instagram. The method used in this research is content analysis by identifying the characteristics of the message using Zhu and Bruno that categorization based Account Information, Quantified Impact, Video Content, and Video Form. Base on data, results show that the lowest number of Instagram followers with a total of 5.2 million on @prabowo account. The highest followers were 5.8 million @aniesbaswedan and the most posts were on @ganjar_pranowo. In particular, the number of likes of all the videos analyzed is over 2,028,252 with a minimum total likes of 6,306; the maximum total likes is 132,712 with an average total of 29,342 and the median value of the number of likes is 27,016 and the total number of likes is 2,028,252. The total number of comments received was 42,420, with 55 being the lowest and 6,345 being the highest. Eighty-four videos received 616 or more comments; on average each video gets 650 comments. Furthermore, the total number of views or impressions is 23,728,921 with details of the lowest 65,351 and the highest 1,513,648 then the total average number of video views is 299,719 with a total median value of 232,836.

Keywords: *Content Analysis; Instagram; Presidential Candidate.*

The Mangrove Jakarta Community on the Development of Environmental Concerns, Particularly Mangrove Ecosystems Among Generation Z: The Effectiveness of Instagram Post Content Persuasion

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ABSTRACT

Mangroves, an essential species of tree required for the stability of coastal ecosystems, have been declining in recent years as a result of encroachment and land modification. The protection of mangroves necessitates the involvement and education of Generation Z in order to combat this. Their concept of mangrove conservation is significantly shaped by effective communication. The main goal of this study is to determine how compelling material posted on the Instagram account of the Jakarta Mangrove Community is in terms of Generation Z's understanding of the mangrove forest ecosystem in Jakarta. The methodology used a structured questionnaire to facilitate a survey procedure. An analysis of survey data from Generation Z participants shows a strong relationship between the kind of Instagram material they post and their environmental knowledge of mangrove habitats. Generation Z's perspective of the importance of protecting these ecosystems is greatly influenced by the framing of the information. It has been shown to be quite successful to use Instagram as a social media tool to raise awareness among Generation Z community. This approach permits them to actively protect these crucial coastal habitats while also involving them.

Keywords: *Mangrove Ecosystem, Environmental Community, Social media, Communication, Instagram, Generation Z*

The Social Constructions of Indonesian and Southeast Asian Music Industry in Social Media

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ABSTRACT

The total revenue of the music segment in Indonesia reaches US$ 37.99m in 2022. Total revenue is expected to show an annual growth rate (2022-2027) of 11.92%, resulting in a projected market volume of US$71.49m by 2027. These data encourage researchers to explore how social construction is built on social media about Indonesian music and Southeast Asian music. Researchers are interested in exploring the Indonesian and Southeast Asian music industry constructed on Instagram accounts. The concepts used are symbolic interaction and pop culture interactions. Symbolic interaction addresses how groups coordinate their actions; how the reality is constructed; How the large social structures are formed, while pop culture is mass culture that is consumed by the general public to practice culture that hits the media or social media. Culture is present in the community through media exposure. So that it becomes an import culture that is then used and imitated by certain community groups so that a community known as the Fan Base. The method used is a qualitative descriptive. Primary data sources are observations and interview for triangulation, for secondary data is from literature. The informants for triangulation were music practitioners. The results of the study Indonesian music and music in Southeast Asia constructed through Instagram accounts as the popular music. The singers and bands that post on both Instagram accounts are famous singers in Indonesia and South East Asia. The Recommendation for the music practioners is to make the contents in media social creatively to make music in Indonesia and Southeast Asia more widely known in the world.

Keywords: *Indonesian's Music; Southeast Asian' Music; Instagram; Social Construction*

Examining XYZ Hotel Sustainable Business Amidst and After the COVID-19 Pandemic: A Business Model Canvas Case Study in West Java, Indonesia

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ABSTRACT

The Covid-19 pandemic had a profound impact on the hospitality sector, particularly XYZ hotel in, West Java, experiencing a substantial drop in occupancy rates as much as approximately 60 percent. This research conduct to outline the sustainable approaches adopted by XYZ Hotel during and in the aftermath of the Covid-19 pandemic. The qualitative case study methodology involved conducting in-depth interviews with stakeholders related to 9-element business model canvas that map out customer segments, value propositions, channels, revenue streams, key resources, customer relationships, key activities, key partnerships, and cost structures. The findings revealed that, in response to the pandemic, the strategy of 9 element of business model canvas are in customer relationshhip, there has been changed in using internet and digital customer relationship by online meeting, and social media. On the other hand there was changed in channel than intensifyng instagram, tiktok and other social media to deliver the hotel's value. In key activities, lay off did to staff but they gradually recall to work after new normal. Then there was significantly dropped in revenue stream during covid but incrementally reverse to obtain revenue in post-pandemic era.

Keywords: *business strategy, hotel, business model*

Trust as the Foundation of Personal Branding, Case Study Indonesian NanoInfluencer on Instagram

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ABSTRACT

Communication plays an important role in persuade messages. Social media widely used by internet users as a form of innovation in communication. Especially Instagram which has many users. Moreover, Instagram is also used as platform promotion with the help by Social Media Influencer. Theexistence of social media influencers played a role in disseminating information that was in accordance with trends and was able to influence a product or brand with positives atributes by acting as customer or users of the product or service. This research is focuses on lower level Social Media Influencer, which is a nano influencer who only have 1.000-10.000 followers on their social media. Method that used in this research is by qualitative technique and used descriptive types of research. The informants in this research are consisted of three (key informants, supporting informants, and expert informats). Data analysis that used in this research are Montoya's Theory regarding the seven concepts of personal branding formation, which are The Law Of Specialization, The Law Of Leadership, The Law Of Personality, The Law Of Distinctiveness, The Law Of Visibility, The Law Of Persistence, and The Law Of Goodwill. Also, used three of credibility attitudes by Shimp and Craig's Theory, which are attractiveness, expertise, and trustworthiness. The results of this research show that moral must developed in a balanced way to preserve that the content must create by responsible and for having a close relationship between nano influecer and their followers impactful by the comments, responses, and direct messages is very important.

Keywords: *Nano Influencers, Personal Branding, Credibility attitudes influencer, Qualitative,Instagram.*

Self-Directed Visionaries: Evolutionize the Passion Economy through Digital Entrepreneurship on Instagram

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ABSTRACT

The advent of the 2020 Covid-19 pandemic has catalyzed fresh avenues for livelihood and fueled the ascent of the passion economy, where individuals channel their passions for financial gain. Initially propagated by entrepreneurs in Silicon Valley, this concept has transcended borders, captivating over 50% of solopreneurs globally. Indonesia, as the country with the second-largest population of solopreneurs globally, has particularly piqued the interest of the author, acknowledging the significance of Solopreneurs as a vital component in Indonesia's micro-industry landscape. The preeminent sectors in the global passion economy—consulting, coaching, and online workshops—prove to be lucrative income generators. Social media platforms wield a pivotal role in propelling and molding solopreneurs' ventures, with a specific focus on scrutinizing Indonesia's solopreneurs engaged in consulting, coaching, and online workshops, utilizing Richard Barrett's Seven Levels of Leadership Consciousness. The study draws from interviews and secondary sources, augmenting data credibility through triangulation. Its aim is to illuminate the dynamics of Indonesia's passion economy, offering insights into the success of solopreneurs navigating the digital landscape. The journey to becoming a Digital Passion Solopreneur (DPS) entails translating one's passion into a skill, constructing a business through experiential learning, and applying Richard Barrett's leadership principles, all while perpetually refining digital marketing and soft skills for enduring business viability. This research not only enriches the reservoir of knowledge on leadership and digital business but also holds pragmatic implications, suggesting that the findings can be directly applied in real-world scenarios.

Keywords: *Digital Business; Instagram; Leadership; Passion Economy; Solopreneur.*

Leisure Class of Public Officials on Social Media

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ABSTRACT

Public officials and their families have recently been in the public eye and are continuously being investigated for the legitimacy of their wealth. This stems from the disclosure of the case of Rafael Alun, an official at the tax directorate. The case spreads to other officals as if it has become a wild ball and is ready to continue to prey on it. The issue of the Head of the Lampung Health Service is the focus of this research because it is the latest case and is quite interesting. The report on her wealth in the state administration assets report does not reach two billion in 2023; quite a contrast to her behavior of showing off the wealth or luxuries stuff or has we are familiar with the term of flexing; which is quite striking. This relates to a person's lifestyle, where today's lifestyle is not only to fullfill life's needs but to show certain symbols or social status. Armed with Velben's leisure class theory as a tool for dissecting this case; the flexing phenomenon assertion is very relevant to the leisure class theory. This study examines the phenomenon of flexing among pubic officials through instagram. This critical paradigm research with a qualitative approach tries to analyze using Roland Barthes' semiotic analysis of the news on the case of the Head of Lampung Health Service on instagram. This research resulted in findings in the form of an affirmation of the leisure class theory, which occurs very strongly and emphasizes the conspicuous consumption aspect in the form of conspicuous consumption of goods and likes to show off on social media. Hence, this research is very significant in its novelty aspect.

Keywords: *leisure class, conspicuous consumption, flexing, public officials, instagram*

The Utilization of Social Media as a Medium for Health Promotion

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ABSTRACT

Hospitals' roles in healthcare extend beyond diagnosis and rehabilitation to include primary care and disease prevention. Spreading knowledge about specific diseases, prevention measures, and early treatment choices is a common component of community health promotion programs. The Hospital is also committed to informing the public about the numerous exciting events, fun activities, and beneficial medical treatments it offers. Efforts to improve people's health by means such as education, societal shifts, and material support are collectively referred to as "health promotion." The Grha Kedoya Hospital effectively use a number of media outlets in its quest to spread health awareness. These range from the more traditional, like newspapers, to the more cutting-edge, like social media. Most health awareness efforts today employ some form of online content. The virus that swept over Indonesia in 2020 also had an impact on social media use, as in-person gatherings were restricted due to the outbreak. This persistent engagement with the platform is indicative of its continuing utility as the nation begins to recover from the pandemic. Finding out how Grha Kedoya Hospital disseminates health and wellness information was the driving force for this study. Observation, interviews, and literature reviews are only few of the tools utilized in descriptive qualitative research. Results show that the hospital employs a wide range of communication channels, from television to more traditional print media like brochures, posters and banners. Facebook, Instagram, and TikTok are among the social media platforms used by the hospital to advocate for healthy living. Social media may be a more efficient, cost-effective, and fast to traditional indoor media for hospitals promoting health.

Keywords: *Media, Promotion, Education, Health, Hospital*

Cross Generational Mothers' View Regarding Children Health Information on Instagram

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ABSTRACT

Nowadays, health information is rampant on social media especially on Instagram. Children health is one of the most interesting contents that parents are looking for today. There are contents created by professional with medical background, an official account that discuss all parenting and children development as well as by social media influencer that talk about the alike issues. This study would like to know about the perspective of parents from Y and Z generation regarding children health information on Instagram. Using qualitative method with in depth interview, the informants of this research are three mothers from Y generation and three mothers from Z generation, as they are the most active Instagram followers. The study findings indicate that mothers from both generations have a preference for content created medical professional or official media outlets in collaboration with doctors or psychologists. They particularly value content that is easy to comprehend, relevant, and rooted in medical science. They are inclined towards medical professional who convey information in a humble, empathetic, and non-judgmental manner. However, there are notable distinctions in how they consume the contents: (1) Y generation mothers are more inclined to engage with lengthier captions when consuming content, whereas Z generation mothers prefer shorter captions with more audio visual elements. (2) Y generation mothers predominantly place their trust only for information provided by medical professional, whereas Z generation mothers not only rely on medical experts but also actively seek out information by mom influencers. These findings suggest that content creators should always provide their information based on science and if not, at least they could present something relatable to their audiences. As for the followers, they should always be critical in receiving health related information from social media and should not rush in making medical self-diagnose judgement toward themselves merely by reading the online content.

Keywords: *Children health, Instagram, perception, cross generational theory*

#1Minute2Quit Testimonial Videos: Use of Communication to Raise Public Awareness of Tobacco's Harmful Health Effects

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ABSTRACT

According to the Tobacco Atlas, 225,700 people die from diseases caused by tobacco every year in Indonesia. Meanwhile, 469,000 Indonesian teenagers aged 10-14 years consume tobacco every day. Social media provides an important platform to reach people and warn them of the health harms of tobacco use, while encouraging them to quit (behavior change). The number of social media users in Indonesia is rapidly increasing. By January 2023, 167 million people used social media. The #SuaraTanpaRokok campaign, a movement for tobacco control in Indonesia, launched #1Minute2Quit in 2015. The #SuaraTanpaRokok movement now has more than 45,000 followers on Instagram. The #1Minute2Quit campaign uses a 1-minute testimonial video to spread awareness of the harmful consequences of tobacco usage. This study will collect data from the social media account #SuaraTanpaRokok, particularly from the #1Minute2Quit campaign. The analysis of social media data will be used in the research to interpret the findings and provide the outcomes. Starting in 2017, the #1Minute2Quit campaign has been effective in getting smokers to share their stories through the #SuaraTanpaRokok social media campaign. By July 2023, there were 13 testimonial videos in total, and they had over 11,000 total interactions and over 152,000 potential impressions. In addition to the testimonial videos, the #1Minute2Quit campaign successfully encouraged other smokers to share their own stories in the comments section of #SuaraTanpaRokok content as well as through direct messages.

Keywords: *testimonial, social media, health, tobacco, #1Minute2Quit*

Content Analysis on Alzheimer Indonesia Instagram

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ABSTRACT

Alzheimer's disease is an age related, irreversible, progressive brain disorder that attacks the brain and results in increasingly impaired memory, thinking, reasoning, and behavior (Cole Jason et all., 2013). In 2015, based on a study from Alzheimer's Disease International (ADI) it is estimated that there are 1.2 million people with dementia (ODD) in Indonesia. The symptoms are often ignored and considered as a normal aging phenomenon. Lack of information about dementia and the stigma associated with dementia prevent patients with dementia from seeking help. In this paper, the author proposes two formulations of the problem: (1) what type of content is delivered by Alzi Indonesia (2) what type of content gets the most response? The methodology used is qualitative with content analysis techniques. The author analyzes and categorizes 121 Instagram posts (1 March 2023 – 28 June 2023). From the selected sample, there were 4 categories of posting themes (education, promotion & announcement, inspiration, and Q&A). The most used posting themes is education (n=46). The themes that gets the most comments and likes is about promotions and announcement (433 likes and 20 comments). Alzi Indonesia often organizes events to provide social support to caregivers and patients. Alzi Indonesia uses the hashtag #janganmaklumdenganpikun to raise public awareness of alzheimer's symptoms

Keywords: *Content analysis, Social Media, Alzheimer, Health Communication, Indonesia*

Sobat Diabet Community on Instagram: Building Diabetes Awareness Among Young People

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ABSTRACT

Health communication plays a pivotal role in disseminating information, promoting well-being, and cultivating awareness of healthy lifestyles. Among the prevalent and severe health issues, diabetes stands out prominently. As reported by the International Diabetes Federation (IDF), Indonesia ranks fifth globally in the number of diabetes cases, with 19.47 million individuals affected, marking a substantial 10.6% increase from 2019, and this number is expected to continue its upward trajectory (Pahlevi, 2019). This, in turn, empowers the community to make informed choices and embrace healthier living practices. One noteworthy proactive initiative in the realm of health communication targeting diabetes is undertaken by a community known as Sobat Diabet. Since its inception in 2014, this community has harnessed the Instagram platform (@sobatdiabet) as a powerful tool for delivering diabetes-related education and nurturing awareness. The present study seeks to investigate Sobat Diabet Community's employment of Instagram in cultivating diabetes awareness among young individuals and elucidate the messaging strategies utilized on Instagram (@sobatdiabet). This inquiry is grounded in the overarching framework of the 4C model (context, communication, collaboration, connection) of Instagram social operations, as conceptualized by Chris Heur, and Cassandra's message crafting model. To conduct this investigation, a descriptive qualitative methodology was employed, with data being primarily sourced through interviews. The findings of this study reveal that Sobat Diabet Community has adeptly leveraged Instagram as a medium for disseminating diabetes education messages, effectively contributing to heightened diabetes awareness among young people through their content and outreach activities. Nevertheless, areas for improvement have been identified, particularly in terms of maintaining sustained communication with their followers and refining the message crafting model to enhance message appeal and alignment with the target audience.

Keywords: *Diabetes, Health Communication, Community, 4C Chris Heur, Message Crafting Model*

From Trends to Choices: Cognitive Dissonance and Fast Fashion Consumption among Indonesian Micro-Influencers

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ABSTRACT

Instagram has become a prominent worldwide entity, with an anticipated 1.44 billion monthly activeusers by 2025. Consequently, it presents a significant opportunity for fashion marketers to establish connections with their target audience. The primary emphasis of this study is on micro-influencers, who are people who possess significant influence on social media platforms, although not conforming to the conventional celebrity status. The attractiveness of these individuals comes in their capacity to carefully construct a lifestyle that embodies aspirations, so cultivating trust and inspiring active participation among their followers. The present research used Nvivo analysis to investigate descriptive data gathered via interviews, with a specific emphasis on comprehending the connection between fast fashion consumption and influencer trends in Indonesia. This research presents significant findings about the interconnection between fashion and influencers, emphasizing the crucial significance of trendiness in propelling the widespread appeal of fast fashion within the Indonesian influencer community. The effect of trendiness, as shown by a remarkable score of 0.6031, is found to be the primary factor affecting the fashion choices of influencers, so reinforcing its significant role within the fashion industry. In summary, this study highlights the mutually beneficial association between influencers and the fast fashion industry, whereby the pivotal factor is the element of trendiness. Moreover, this analysisprovides insight into the dynamic nature of the fashion industry, since individuals' own tastes play a role in reconciling the conflicting thoughts and beliefs associated with the rapid consumption of fast fashion. The recommendations emphasize the need of recognizing the ethical and environmental consequences associated with fast fashion. They advocate for making conscious decisions that prioritize sustainability and eco-friendliness, so making a constructive contribution to the societal and environmental effects of the fashion industry

Keywords: *Instagram, Micro-influencer, Fast Fashion, Cognitive Dissonance, Social Media Influence*

How Social Media Can Support Development of Tourism Industry in G20 Summit Bali?

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ABSTRACT

Social media has various very useful roles in society. Through G20 Summit Bali in the middle of November 2022, information about all Heads of G20 member activities could be published via several social media spread throughout the world. This research aims to: (1). Explore what types of social media are used by the Ministry of Tourism and Creative Economy or Kemenparekraft during G20 Summit Bali 2022. (2). Explore the results of social media monitoring of the publication of G20 Summit Bali 2022. (3). Explore the understandable information about multiplier effect on Indonesia PresidensiG20 for Balinese. Using term of reference of good governance, instagram, social media monitoring and tourism communication media, this research uses qualitative research method and qualitative text analysis method. The results showed that instagram and twitter are types of social media that arewidely used by the public in responding to G20 Summit. The instagram account of kemenparekraft.ri got the highest contributor for monitoring Indonesia's G20 2022 social media publications from November 14-16, 2022. The multiplier effect on Indonesia The G20 Presidency for Balinese regardingthe labor sector has absorbed more than 33,000 workers in the transportation, accommodation : hotel, MICE, to Micro, Small and Medium Enterprises (MSMEs) sectors. The implication of this research is instagram of kemenparekraft.ri can be an Indonesian tourism communication media that can support the development of tourism industry in Bali after being hit by covid-19.

Keywords: *G20 summit bali, good governance, instagram, social media, tourism communication media*

The Use of Digital Marketing Communication in Enhancing Visit Intention to the Hidden Paradise of Likupang

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ABSTRACT

Likupang is one of the super-priority destinations in Indonesia, located in North Sulawesi. It has several beautiful natural destinations, for instance, beach, hills and small islands. The tourism sector development in Likupang has increased the region's income. However, the number of tourists visiting in North Sulawesi declined dramatically during the Covid-19 outbreak and increased slightly during the transition period. The use of digital marketing communications is an effective promotional tool to reach a wider potential of visitors. This study aims to describe how digital marketing communication is used to build destination image in order to attract tourists to Likupang. The method used is qualitative research with data collection techniques through observation, documentation study and interviews several informants including local government officials, private sector as well as tourists. The research findings show that the use of digital marketing communication, especially through social media platforms such as Instagram and YouTube, plays an essential role in promoting Likupang. In addition, visual content, namely photo and video posts, can build the image of the destination by featuring the beauty and uniqueness of the coastal landscape, islands, hills, thus can enhance visit intention to Likupang. However, the promotion of Likupang through the website and social media by the North Minahasa Government has not been optimized because of limited human capital and budget resources of the North Minahasa Government. Therefore, it is recommended that the North Minahasa Government should increase the capacity of human capital in digital marketing by regularly providing training on digital marketing strategies and techniques.

Keywords: *digital marketing, social media, tourism promotion, visit intention, Likupang*

Twitter's Influence on Attitude Towards Covid-19 Vaccination in Indonesia: A Study on Crisis Communication and Social Media

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ABSTRACT

The world is about to experience the biggest economic downturn in the past 50 years of human history because of COVID-19. In 2020, the state of the Indonesian economy was as poor as it was anywhere else. The government is focused on the immunization program as a "game changer" for the national economic recovery in order to create herd immunity in order to overcome this problem. Regretfully, there is still a low immunization rate. In order to prevent this, a special committee needs to be established to oversee the vaccination program and attempt to run multiple vaccine campaigns, including one that uses social media to raise public awareness. In order to combine quantitative and qualitative research techniques—which are mostly applied to social science theories and transformative paradigms—this study adopted a mixed methods approach. This study examines the efficacy of the COVID-19 team's crisis communication in promoting vaccination programs on social media, particularly on KPCPEN's Twitter account, a government-run organization responsible for managing Indonesia's economy. The outcome demonstrates that internet users' behavioral intention to vaccinate increases with the degree of crisis responsibility assigned. The behavioral intention of netizens to vaccinate is then positively correlated with the level of crisis response provided. Twitter data collecting indicates that users tweet in support of government-mandated booster shots in a positive tone. The government has developed a number of communication strategies to raise awareness of vaccinations, which further supports this.

Keywords: *pandemic; economic recovery; vaccination; big data; social media*

Developing Proficient Engagement in Social Commerce on TikTok Live Streaming: An Analysis of Buzzohero's Strategy

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ABSTRACT

In light of the COVID-19 pandemic in 2020, digital marketing has gained even greater significance. The global shift towards remote work, including in Indonesia, has compelled individuals from various societal strata to work from home. Consequently, many have turned to social media platforms for entertainment, social interaction, and everyday shopping needs. This behavioral shift has injected fresh vitality into the Indonesian advertising industry, ushering in the era of social media commerce. Capitalizing on this trend, Buzzohero, a Social Media Advertising Platform, has leveraged TikTok Live Streaming to promote products for its various brand clients. This research seeks to scrutinize Buzzohero's strategy for cultivating engagement through Social Commerce on TikTok Live Streaming. This study adopts a qualitative approach within an interpretive paradigm. Primary data is collected through interviews, complemented by secondary data gathered from observations of TikTok Live Streaming content, documentation, and relevant literature. The analysis of this research is anchored in the RACE model, a well-established digital marketing framework that delineates the key stages of the marketing process, namely Reach, Act, Convert, and Engage. This framework serves as a valuable tool for formulating and implementing effective marketing strategies.

Keywords: *Social Commerce, TikTok Live Streaming, Digital Marketing, Product Marketing, RACE model.*

Increasing Consumer Interest by Optimizing Promotional Activities and Marketing Mix for Blu by BCA Digital Services

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ABSTRACT

Marketing communication is genuinely implemented and becomes a highly dominant activity carried out by blu by BCA Digital as a series of fundamental actions of a product and service. blu is an end-to-end digital banking solutions product that serves as the foundation of digital smart as a financial and non-financial solution. This study seeks to identify and investigate how blu optimizes marketing communication tactics, particularly the application of the marketing mix, what efforts are made to reach both digital and non-digital touchpoints, and all hurdles in its promotional activities. Aside from that, this study tries to identify the most prominent aspects of blu's promotional efforts. In this study, the descriptive qualitative method was applied. Non-participant observation, in-depth interviews, a literature study, and archiving were used to collect data. Purposive sampling, or sampling with specific considerations, was used to obtain key informants. Data was reviewed using data reduction, data presentation, and data verification. According to the findings of this study, blu is highly dominant and active in performing a digital promotional mix via mobile application platforms, social media, and collaboration with diverse groups to construct an ecosystem. Furthermore, blu intends to educate its multi-segment target population in order to make blu's digital banking relevant to everyday life. This method is employed as a co-branding strategy so that the hardselling approach can continue to be used to increase the number of consumers and third-party funding (DPK). blu released a mobile banking app, which had over 1.1 million subscribers as of December 2022. This success is inextricably linked to close collaboration and integration with fintech partners like as Akseleran, Komunal, Amartha, and Indodana.

Keywords: *Marketing Mix, Promotion Mix, blu by BCA Digital, Marketing Communication*

Marketing Communication Strategy In Attracting Client's Interest To Put Advertising In Online News Media SIN PO.ID

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ABSTRACT

The media sector is currently facing intense competition from both other similar mass media and media of various forms. Media target audiences and rivalry for the context or substance of media programs are both contested by advertising alone. The study's findings demonstrate that the marketing communication strategy is based on the integrated marketing communication theory, which includes five dimensions: public relations, personal selling, sales promotion, advertising, and direct marketing. From these angles, Sin Po.id solely engages in advertising, sales promotion, and public relations in order to draw in advertiser clients. The author's analysis shows that Sin Po's social media platform is still very underutilized in terms of visitor traffic and interaction with readers and followers of Sin Po, making it difficult for the public to fully recognize Sin Po's presence. This is another obstacle to the marketing communication strategy's goal of attracting advertisers' client interest. The efforts made by Sin Po.id to overcome these challenges include continuing to market and brand the business so that Sin Po's media can be well-known to the public. Additionally, all Sin Po employees take part in performing the public relations function by building relationships when they encounter other media, high institutions, and national figures while on the job, and by producing high-quality, quick, and accurate news so that it will be distributed by sources, institutions, and organizations. Descriptive qualitative research methodology is used in this study, which attracts researchers' interest because Sin Po is a print publication that has been around for a while, predating Indonesian independence, and that represents Indonesian nationalism. It competes with its rivals and, of course, has a lot of experience in the development of advertising. likewise digitalization.

Keywords*: Marketing Communications, Client Interests, Advertising, Media, Sin Po.id*

Marketing Communication Tactics Used in TikTok Video Endorsements By @Iben_Ma and @Dimsthemeatguy

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ABSTRACT

The present study investigated the use of marketing communication tactics and influencer marketing qualities by content producers in the context of social media video endorsements. A well-designed marketing communication plan has the potential to assist professionals in the business sector in attaining their objectives and fostering more engagement between influencers, brand offerings, and target audiences. In order to optimise the audience's engagement and educational value derived from video content, while accounting for commercial considerations. The implementation of an effective marketing communication plan has the potential to mitigate public and consumer reaction, thereby enhancing the overall reputation of the organisation. The researcher examines these two concepts utilising the elaboration likelihood theory. The research employed a quantitative descriptive content analysis methodology. A purposive sample technique was employed to select a total of 20 specimens from the TikTok accounts of @iben_ma and @dimsthemeatguy. The selection process was predicated by the type of video uploaded and subjected to a meticulous evaluation. This study demonstrates that the TikTok accounts @iben_ma and @dimsthemeatguy employ marketing communication and influencer marketing strategies within their endorsement videos. The profile of each content provider is meticulously coordinated with the products that are being pushed. Academic researchers has the expertise to provide guidance to influencers, content providers, corporations, and key opinion leaders (KOLs) regarding endorsement strategies, promotional activities, and campaign content. Various product features can be employed for communication purposes in the field of marketing. The methodologies employed encompass product usage simulation, benefit dispersion, and pre- and post-intervention assessments.

Keywords: *marketing communication strategy, dimensions of influencer marketing, likelihood elaboration theory, Tiktok.*

Phenomenon of Alternative Universe Digital Story Readers Through Hyperreality by Jean Baudrillard

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ABSTRACT

Since 2022, the trend of engaging with Alternative Universe (AU) narratives featuring roleplaying concepts on social media platforms such as Twitter has gained significant popularity. The majority of AU readers are enthusiastic fans of the characters portrayed, typically from idols or anime. For these readers, the characters depicted in these narratives seem to bridge the gap between the actual world and a simulated 'play' world. The portrayal of reality in these narratives no longer extends beyond itself; it effectively becomes a new reality. This research seeks to explore how individuals construct their sense of self through Alternative Universe stories while incorporating the concept of 'hyperreality' as conceived by Jean Baudrillard. The study aims to determine whether the notion of 'hyperreality' remains applicable in the context of Alternative Universe narratives in a digital storytelling format. This investigation adopts a qualitative approach, employing netnographic research methods, including in-depth interviews with informants. Based on the collected data, it becomes apparent that Alternative Universe narratives are still perceived as fictional creations, primarily serving as a form of entertainment. This perception is rooted in the terminology employed and the visual representation of the characters. Alternative Universe narratives offer readers a fresh perspective on the lives of idolized characters, presenting them visually in a manner that feels authentically real. The phenomenon of hyperreality among AU readers occurs through the creation of artificial constructs within the real world, achieved by transforming the functions of symbolic values and use-values into novel forms of fan engagement through AU narratives. Conversely, within the realm of consumer society, reality is channeled into desires for consumption. In the context of digital AU storytelling, readers' desires for self-expression and fulfillment are harnessed, effectively blurring the line between fiction and reality.

Keywords: *Alternative Universe, Hyperreality, Digital Storytelling, Self-Desire, Reader.*

Fear of Missing Out Phenomenon on Celebrities at the Blackpink Jakarta Concert: A Twitter Analysis

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ABSTRACT

Due to its musical influence, K-Pop is popular worldwide, including Indonesia. Indonesia has many K-Pop followers, thus industry actors battle to hold a concert. In 2023, Blackpink concert was one of Indonesia's largest. Celebrities experienced FoMO due to the Blackpink concert's fame. The phenomenon of fear of missing out (FoMO) among celebrities had angered Blackpink admirers by making the issue a trending topic on Twitter. The purpose of this study, titled "Fear of Missing Out Phenomenon on Celebrities at the Blackpink Jakarta Concert: A Twitter Analysis" is to examine how the FoMO phenomenon can occur and the impact on these celebrities especially on Twitter social media. Researchers use the uses and gratification theory in conjunction with qualitative descriptive methods to explain observable phenomena and draw conclusions. Multiple sources were interviewed based on primary criteria such as Twitter usage and knowledge of the Blackpink Jakarta concert. Observations regarding the Blackpink concert in Jakarta were also made on Twitter via hashtags, mentions, and online interactions. Thus, this research contributes to understanding the FoMO phenomenon in celebrities at the Blackpink Jakarta concert and how it influences motivation and impacts on Twitter users. BlackPink supporters' use of Twitter and responses to negative news about celebrities reflect their need for information, social interaction, and emotional satisfaction in the context of FoMO at the BlackPink Jakarta concert. Drivers demonstrated their devotion by defending the protagonist and reminiscing about memorable moments, while their perception and interest in BlackPink remained strong despite the differing opinions of non-fans.

Keywords: *Fear of Missing Out, Celebrities, K-Pop, Blackpink Concert, Twitter*

The Role of Virtual Marketing and Social Media as a Marketing Strategy in Promoting City Branding: A Case Study of Jakarta's City Branding

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ABSTRACT

Advances in communication and information technology are increasingly strengthening the role of the Internet in both communication and business. City branding is an important part of the branding process that helps differentiate other cities in the world. One marketing strategy that helps city branding is virtual marketing and social media. Depending on how the media exposes the city, this will create an experience for people to feel involved and part of the city and lead people to experience their favorite places. The research objectives of this study are to analyze the role of virtual marketing and social media as a marketing strategy in promoting city branding in Jakarta, to find out the factors that attract visitors when visiting Jakarta, and to find out how virtual marketing and social media contribute to branding the city. The research approach uses a qualitative triangulation method to analyse the city branding concept in depth. Data collection methods were carried out using literature studies and interviews with Jakarta residents, Jakarta visitors and city branding experts. The results of this research show how marketing strategies help in promoting Jakarta's city branding and how the application of virtual marketing and social media increases the competitiveness of cities, especially Jakarta.

Keywords: *City Branding, Virtual Marketing, Social Media, Marketing Strategy, ASEAN, Jakarta, Indonesia*

Online-Offline Conflict: A Transformational Framework Perspective

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ABSTRACT

Conflicts that start in online spaces and end up in the real world have been widely researched. A number of conceptual frameworks are used to explain this phenomenon, including modality switching, digital vigilantism, collective identity, and most recently the transformational framework. This research uses a transformational framework perspective which is still rarely used to investigate online-offline conflict. The transformation framework offers a model for understanding the transformative role of social media in adolescent peer relations. This paper's purpose is to investigate online-offline conflict between adolescent peers who form street gangs. This research uses a qualitative approach with virtual ethnographic methods. Data was obtained through monitoring a number of street gang Facebook social media accounts in Johar Baru Sub-District. The research results show that FB accounts play a role as warming up before the conflict. The FB content or messages are provocative and dehumanizing for other groups. The messages/content on social media was the main battle points for the 'psywar'. Some content harms other groups or their members. Furthermore, the content gets a response with sarcastic comments. Replying to these comments becomes the forerunner of conflicts in the real world. These results prove that the transformational framework was working in the context of how conflict occurs among youth which originates from online activities on social media.

Keywords: *transformational framework, street gangs, online-offline conflict, social media, facebook*

Media Framing and Urban Women's Interpretation of Puan Maharani's Political Messages: A Muted Group Theory Perspective

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ABSTRACT

This study examines how urban women in Indonesia interpret political messages from Puan Maharani, a female politician, through the lens of muted group theory. The theory emphasizes understanding communication dynamics within minority groups that are perceived as weaker in the social structure. In Indonesia, both female politicians and urban women are considered minority groups, as men traditionally dominate the social structure. The study employs a reception analysis method, using interviews with five urban women from diverse social, cultural, and experiential backgrounds. The findings reveal three main themes. First, social media platforms serve as primary sources of political information for these women. Second, three informants interpret Puan's political messages in a negotiated manner, perceiving alignment with her party's branding of supporting the less fortunate and respecting differences. However, two informants adopt an opposition position, viewing Puan as a politician fitting the media frame that emphasizes heredity as a branding for female politicians. Third, the absence of a dominant interpretation is attributed to the media framing Puan as politician relying on hereditary factors. The findings analyzed through the muted group theory affirm the weak social position of women, both Puan as a politician and urban women as informants. Media narratives strongly influence the perceptions of urban women in interpreting female politicians, reinforcing the dominance of the political structure in media frame for female politicians.

Keywords: *Political messages, Urban women, Indonesia, Muted group theory, Media framing*

The Role of Persuasive Communication of The Government in the Delivery of the Cooking Oil Price Increase Policy That Caused Panic Buying

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ABSTRACT

The increase in the price of Crude Palm Oil (CPO), which began in mid-2021, caused the high price of cooking oil in Indonesia. As a result of the high price of cooking oil, on January 19, 2022 the Ministry of Trade issued a one-price cooking oil policy of IDR 14,000 per liter. This policy caused panic buying that occurred in several locations in Indonesia, especially panic buying by housewives in Jakarta in January - March 2022. Due to this, a persuasive communication role of the government is needed by paying attention to the elements of communicators, messages, media, and audiences. The government as a communicator is a party that has credibility, so that communicants are convinced of the policies conveyed. A good message delivered by the government must have a meaning that is easily understood by the audience so that the audience can understand it not to do panic buying. Persuasion messages conveyed by the government are reported through electronic media, online media, and social media. Therefore, this research was conducted with the aim of knowing the role of persuasive communication carried out by the government in conveying the one-price cooking oil policy. By using a qualitative approach through the case study method, it is hoped that researchers can analyze and explore the role of persuasive communication by the government in delivering the cooking oil price policy that raises the price of cooking oil. The results of the study state that the message is the most dominant element, because a good and effective message is able to change individual psychological functions so that communicants will respond openly with the form of behavior as expected by the communicator. In addition, the media as a bridge also has a good role as a communicator, because the media is a channel that can convey messages to the public through its news, especially in conventional media such as television and radio which have the widest reach.

Keywords: *role of persuasive communication, communicator, message, media, audience, panic buying*

Sustainable Port Development through Effective Communication by Climate Change Campaign (Case Study: Terminal Petikemas Surabaya)

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ABSTRACT

Port development plays a significant role in climate change due to increased maritime traffic, emissions from ships and port activities. This is due to habitat destruction, air and noise pollution, and the risk of hazardous material spills. However, by adopting sustainable practices, investing in cleaner technologies, and enforcing stringent environmental regulations, the negative impact of port development on climate change can be mitigated. Sustainable port solutions are based on three pillars: economic, social, and environmental. The purpose of this article is to examine and analyze the challenges faced by PT Pelabuhan Indonesia (Pelindo) in developing sustainable development, using PT Terminal Petikemas Surabaya (TPS) as an example. Our objective in this study is to highlight both the environmental and social pillars of sustainability. A qualitative descriptive approach was applied to analyze TPS's environmental climate change campaign as part of the case study. A combination of interviews and observations was collected as primary data, while secondary data included internal company data, documentary photos, media coverage, and literature reviews. As a result of a study of the company's communications process, it has been determined that news coverage and social media reports provide information regarding the number of impressions. There is a need for a comprehensive evaluation of the communication method since there has not been a standardised measurement of this process. It is important for TPS to monitor these areas further in order to assess the effectiveness of its current communication strategy.

Keywords: *Climate Changes Campaign, Sustainable Port, Effective Communication, PT Terminal Petikemas Surabaya, Mangrove Planting Program*

Strategic Crisis Communication: Identifying the Perfect Time to Respond with Media Intelligence

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ABSTRACT

In the fast-moving and interconnected world we live in today, communication challenges can emerge unexpectedly, requiring organizations and companies to react swiftly and effectively to safeguard their image and maintain public trust. A pivotal element in successfully managing communication crises is pinpointing the "critical opportunity window" or "golden moment" when a response can yield the most significant outcomes. Identifying trends and sentiments early on empowers enterprises to proactively and strategically respond, thereby minimizing crisis impact and mitigating potential harm. Overall, investing in media intelligence monitoring tools represents a shrewd move for any enterprise aiming to stay ahead and safeguard its brand in the swiftly evolving media landscape. Lately, the Provincial Government of Lampung has encountered a surge of criticism across social media and mainstream media channels, regrettably leading to unfavorable public perceptions of the government. To avert the escalation of the communication crisis, the government must promptly and accurately address these incidents. Capitalizing on extensive data analysis capabilities, professionals in Public Relations can craft swift and precise strategies for crisis communication that effectively address public concerns. This study seeks to delve deeper into how media analysis can contribute to the formulation of effective plans aimed at mitigating the adverse repercussions of communication crisis. The research undertaken employs a blend of quantitative and qualitative research methodologies for data collection. Data is sourced from media monitoring processes and data analysis tools encompassing social media platforms, online news outlets, national print media, and television news broadcasts.

Keywords: *Crisis Communication, Media Intelligence, Media Monitoring, Crisis Response, Data Analytics*

Optimization of Combination Persuasive Messages and Personal Communication Approach in Peer Groups for Handling the Spread of Fake News on Social Media

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ABSTRACT

The rapid flow of information in the midst of communication and information technology development cannot restrain the rampant spread of fake news, especially on social media. Meanwhile, fake news has caused significant losses and negative impacts on its recipients. At its worst, its consequences can lead to fear, conflict, the breakdown of relationships, wars, and even loss of life due to believing in hoax news. Various previous studies have recommended ways to address the spread of hoaxes on social media, including recommendations for sanctions and penalties for hoax spreaders, as well as various social campaigns conducted by the government, NGOs, communities, and academics. However, all efforts have still been unable to combat the increasing spread of fake news on social media. With this research that combines the concepts of peer group communication and persuasive messages, several interesting findings have been obtained from in-depth interviews and focus group discussions with experts in Information and Digital Literacy, representatives from the Ministry of Communication and Information Technology of the Republic of Indonesia, and representatives from NGOs using a qualitative approach and case study strategy. The recommendations from this research give recommendation to the concept of Persuasive Peer Group Messages for Spreading Positive and Factual News, which

has the potential to increase the awareness of every individual in dealing with the spread of fake news on social media.

Kopi Kenangan Business Model: Harnessing Channels as Tools to Become a Giant Business

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ABSTRACT

This research discusses the business strategies employed by Kopi Kenangan, an Indonesian-based coffee company, especially in business model canvas point of view, to become a giant business. The study focuses on the role of channels (distribution channels) utilized by Kopi Kenangan to expand its business reach and achieve significant growth as we seen today. The research methodology used is a case study involving in-depth analysis of Kopi Kenangan's business strategies. Primary data was collected through interviews with key decision-makers within the company, while secondary data was gathered through literature review and analysis of company documents. The initial research findings indicate that Kopi Kenangan successfully leverages channels as its primary tools for business development. The company adopts a multichannel approach, combining efficient physical stores, mobile applications, and third-party platforms to reach a wider customer base. They also innovate in terms of customer experience by providing ease of ordering, delivery, and payment processes. They also utilize social media and digital marketing strategies to build brand awareness and communicate the company's values to potential customers. This research intends to provides insights into the importance of effectively harnessing channels for business development and achieving significant growth. These findings can be valuable for entrepreneurs and other businesses looking to utilize channels as tools to scale their business not only in terms of its operations, but also the business values proposition itself as a whole.

Keywords: *Business model canvas, Kopi Kenangan, channels, business strategies, business growth.*

Branderpreneurship Framing Analysis of the Local Cafes in Indonesia

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ABSTRACT

The growth of culinary start-ups and small, micro, and medium enterprises (MSMEs) in Indonesia has spawned local cafe business brands that are fiercely competitive for the desires of the urban youth segment. How do they develop brand values while pursuing business profits within the framework of an entrepreneurial spirit? This research examines two cases of culinary MSME brands through a Branderpreneurship approach: brand development-based entrepreneurship. Using the Qualitative Branderpreneurship Framing Analysis (Ql.BFA) method, the study compares the strategic efforts of the two brands from the seven-element frame Branderpreneurship's Circle of Values Development (BrandCoVD): Identifying Values, Creating Values, Delivering Values, Communicating Values, Maintaining Values, Evaluating Values, and Updating Values. The results show a tendency for brand values to be created based on the personal tastes and preferences of business owners rather than based on deep consumer insights. This idea manifests into the brand's physical concept, forming a distinctive identity. Unexpectedly, even though they target Gen Z and late millennials, the desire to communicate on social media varies greatly, seen from online content activities and engagements. However, all two compete creatively in maintaining values by creating attractive retention and loyalty programs. This study is helpful in examining start-up and MSME brands from different approaches to provide strategic and academic inspiration for practitioners and researchers.

Keywords: *BrandCoVD, Branderpreneurship, Culinary start-up, Small enterprise, Cafe business brand*

The Implementation of Communication Strategy on the BIONS YouTube Channel in Introducing Health Communication in the Digitalization Era

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ABSTRACT

Youtube is a popular mass media in the era of digital technology development. In addition, YouTube itself is a medium that is widely used by the public to access any entertainment, information and news without limitation of duration. One of the sites or YouTube channels that will be discussed in this paper is "The Inspirational Online Talk (BIONS)" Youtube Channel Series. One of the topics that attracted the author's attention to be written in this paper is the Online Talk Series 136-141 which discusses health communication. The aim of this research is to explore the implementation of communication strategies on the BIONS Youtube channel in introducing health communication in the digitalization era. This study uses the AIDDA Theory, which is about efforts to facilitate better, more effective and efficient communication. This study uses a qualitative approach with case study methods. The results of this study indicate that by using the AIDDA Theory which consists of Attention, Interest, Desire, Decision, and Action. First, Attention, is arousing audience attention by sharing the latest information or activities through social media. Second, Interest is to invite a practitioner or a source that corresponds to the topic raised. Third, Desires by using a persuasive approach through the use of friendly sentences when interacting with sources or audiences, both directly and indirectly, Fourth, Decisions is to deliver inspirational content with inspirational figures as the communicator. And finally actions, which reflects that the public supports the BIONS Youtube Channel until now in ways of like, comment, subscribe, and share.

Keywords: *Communication Strategy, Health Communication Theory AIDDA, Youtube, Education*

Using Social Media to Educate Societies: TNR to Control the Number of Stray Cats in Cikunir, Indonesia

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ABSTRACT

In this particular study, the educational model through interpersonal communication using social media campaign is intended to address the issue of animal pests, specifically feral cats, whose population is on the rise. The general public needs to be aware that stray cats exist and are a threat to environmental health. Through this research, it is hoped that community education will be carried out so that people are aware of how they should act around stray/feral cats and their surroundings. If the population is not managed, it will spread and endanger the environment. This study employed an observational approach and a qualitative methodology. Given that Indonesia has a large number of stray cats, research was done on how to handle these issues with a focus on TNR activities in Cikunir and the use of social media. This study demonstrated that TNR, a sustainable method of reducing the number of stray/feral cats, can be carried out in Indonesia and spread through social media to a larger audience. Through interpersonal communication and social education, it is hoped that the outcome will help society learn how to control the number of feral and stray cats in order to improve the quality of life for both people and animals. The research has particular significance because it was conducted in Indonesia.

Keywords: *stray cats, TNR, Indonesia, social media, social education*

Comparing Key Opinion Leaders' Narratives During Covid-19 in Indonesia, Malaysia, and Singapore

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ABSTRACT

Indonesia, Malaysia, and Singapore are three Nations in Southeast Asia that were hit quite severely by the Covid-19 pandemic. Many issues arose during this period, including health, economic, and social problems. People in Indonesia, Malaysia, and Singapore must fight the pandemic and deal with other problems, such as job security and rampant fake news circulation in social media. Every person has a unique perspective toward these issues because everyone has different experiences dealing with Covid-19. Therefore, it is essential to analyze and compare different stakeholders' voices, especially civil society's, because they are an important elezment in the new public sphere. Civil society is vital because this element can offset the government narrative and advocate public issues. Understanding the dominant narrative also gives us an understanding of the actors and the message they propagate to society. This research collects Facebook comments using Crowdtangle a tool developed by Meta to capture interaction data from Facebook. Data was collected for 11 months in 2020. Our finding shows that each country has different key opinion leaders with different views on Covid-19. In Indonesia, the key opinion leaders were the government agencies that propagated the narrative on the government's effort to curb the Covid-19 effect in society. In Malaysia, the key opinion leaders were religious leaders who ordered the people to ask God for forgiveness. Furthermore, in Singapore, the key opinion leaders that received much attention were Content Creators who created narratives toward humanity and the people's struggles during Covid-19.

Keywords: *ASEAN, Pandemic, Narrative, Public Sphere, Covid*

Communication Strategy Analysis of Alzheimer Indonesia on Improving the Quality of Life for People with Dementia and Alzheimer in Indonesia

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ABSTRACT

The increasing prevalence of Alzheimer's Disease (AD) globally and in Indonesia, the lack of public awareness and understanding about the disease poses significant challenges. The lack of knowledge about possible dementia treatment and support and widespread stereotypes in society prevent seeking help, still intensifying the social isolation and increasing the caregiver burden. This study aims to identify and analyze the communication strategy employed by Alzheimer's Indonesia (ALZI) on their social media platforms to develop awareness and understanding of AD. Qualitative descriptive used and utilized by the SOSTAC model to analyze the existing communication strategy of ALZI. This study shows that ALZI's communication strategy is guided by the pillars of education, inspiration, and promotion that combine information, support and awareness. Harnesses a range of communication channels, community workshops, collaborations with healthcare experts, and partnerships with influential figures in the healthcare sector have empowered families and caregivers. This research offers insights into ALZI's communication strategy and its positive impact on raising awareness, providing support, and improving the quality of life for individuals with dementia and Alzheimer's in Indonesia. The findings contribute to the field of health communication, showcasing the effectiveness of a multifaceted approach in addressing the challenges associated with dementia and Alzheimer's, especially in regions with limited awareness and resources. ALZI's holistic strategy holds the potential to serve as a model for organizations seeking to make a meaningful difference in dementia care and support worldwide.

Keywords: *Communication Strategy, Social Media, Alzheimer, Indonesia, Health Communication*

Motivation and entrepreneurship on WeChat: A focus on how Muslim women in Yiwu, China go into business

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ABSTRACT

Entrepreneurship using digital media platform is already the most popular business model today. The purpose of this study is to demonstrate the motivation on how muslim women go into business. The focus of this study is on how WeChat was used on their business strategies. Using a qualitative research design, the data for our research was obtained from 8 female entrepreneurs in Yiwu. The authors conduct in-depth interviews methods to enable women to express their stories and experience in entrepreneurship activities. The findings were centered on the motivation of these female to go into WeChat business entrepreneurship which were mainly due to increasing family income, following their background that include entrepreneurship education, the idea that it was a simple operation and that it involved a low investment. Other findings include the way they promoted their products which was mainly through forming relationships and friendships. Challenges of doing business were also shared and described in the findings. This study had limited survey data but the topics analysed is a pertinent one. This article focuses on the new situation of Chinese Muslim women using social media to start businesses. This article explores the motivations, strategies and challenges faced by Muslim women in entrepreneurship. Recommendations were also provided looking at the betterment of the scholarship and practice.

Keywords: *Motivation, Empowerment and Entrepreneurship, WeChat, Muslim women, relationships.*

Social Media Use and Learning; Student Group Communication in Makassar City

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ABSTRACT

The phenomenon of using social media and learning as a communication medium for student groups utilizes social media. The use of social media-based platforms, such as Twitter, Google Plus, Facebook, and YouTube, has implications for the learning process. Lecturers and students have utilized social media in universities as an e-learning platform on the mediating role of group communication. The purpose of the study examines the use of social media as a medium for student learning communication at Hasanuddin University. The research used descriptive qualitative referring to case studies. Informants were selected using purposive sampling as many as 7 cases from six faculties that use social media in course learning. The data collection process through in-depth interviews from the beginning and until the end of the semester. The result of the research is that college lecturers integrate several social media sources in their learning design. For group communication learning includes; at the formative stage, more static platforms and information sources (Wikipedia, blogs, or YouTube) and more interactive and dynamic (Twitter, Facebook, WA, or LinkedIn). Unstructured student group communication for reminders, announcements, and informal discussions in class and structured is described in the syllabus. Students' use of social media led to increased communication within the group and improved group task performance. Individual students prefer fully online or offline learning methods. Implications of the research Experienced instructors utilize social media, particularly wikis and blogs, using them as a Learning Management System (LMS) and make their group communication more flexible, collaborative, and person-centered.

Keywords: *social media, learning, group communication, student, and Makassar city.*

Potential Tourism Product Development Analysis (Study of Lok Baintan Floating Market South Kalimantan)

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ABSTRACT

Traditional Floating market is one of the tourism attraction in South Kalimantan name Lok Baintan floating market in the Martapura river, the unique attraction where traders and buyers are on Jukung (boats without engines), this cultural heritage which already existed hundred years ago of the banjar Sultanate, and currently become one of Indonesia tourism icon, since its the only traditional floating market in Indonesia, however number of tourist coming to Lok Baintan Floating Market was still far behind compared to other tourist objects are dominated by religious tourism objects, such as Sekumpul, from around 9 million tourist only 66 thousand tourists visited Lok Baintan Floating Market, therefore tourism activities had not improved Lok Baintan local community socioeconomic yet. The objective of this research is to find out the strengths, weaknesses, opportunities, and threats to tourism (attractions, accessibility, amenities, and obstacles) and analyze the strategy of developing the products to increase tourist visits through the SWOT, EFAS, and IFAS matrix. A qualitative approach is used to collect data through interviews, observation, and documentation studies. Findings of this research show that Lok Baintan Floating Market is currently in Quadrant II of the SWOT matrix, which means that development needs to apply selective maintenance. The strategy is carried out by minimizing weaknesses by taking advantage of opportunities (WO) owned by the Lok Baintan floating market, such as creating variations of attraction packages to learn more about the cultural packaging of the product, and in this technology era, maximizing social media by making the Floating Market Festival Lok Baintan a sustainable cultural event to increase the tourist visit and development of Lok Baintan Floating market overall.

Keywords: *Tourism Development Strategy, Floating Market, Tourism Products*

Setu Babakan Betawi Cultural Tourism Destination Branding

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ABSTRACT

Setu Babakan has been designated as a cultural heritage and tourist attraction for more than 15 years, tourist destination where the beautiful Betawi culture is still preserved. To determine the right branding, this research aims to identify branding aspects which include brand demographics, personality, character, positioning, name, logo, slogan, and promotional media. The research was conducted in the Setu Babakan Betawi Cultural Heritage area, using a quantitative research approach with survey and observation methods. Primary data collection by distributing questionnaires to visiting tourists and local destination managers, then supported by observations on the various promotional activities. The results show that Setu Babakan tourists are dominated by women with diverse educational backgrounds, in the age range of 20-30 years, and working as employees. Tourists lying on the use of social media to obtain information on the Setu Babakan Tourist Destination at 57%, then 23% by the information presented on online sites, by printed brochures at 11%, and others at 9%. The motives for visiting tourists are more because they like to travel and like natural beauty, some of whom want to learn about Betawi culture. Also, triggered by the existence of Betawi culinary tourism which is starting to be difficult to find all the time in the hustle and bustle of Jakarta, so this helps shape the brand identity of this destination.

Keywords: *Branding, Destinations, Cultural Tourism*

Exploring Branding as a Means of Communication; Gaining Insight into Open and Distance University Student Engagement

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ABSTRACT

While branding has become prevalent in Indonesia, its application within the higher educationsector is relatively recent and may stir controversy among stakeholders who question its appropriateness and effectiveness. The university must effectively and consistently communicate these attributes to all relevant parties especially to inform the learning methodsin the open distance learning (ODL). This research delves into the impact of brand awareness and brand association on the interest of high school students in three Indonesian regions, particularly in the context of the Open University (UT). The study involved 812 randomly selected respondents from three regions in Indonesia. Bandung represents the West of Indonesia Time (WIB), Samarinda represents the centre of Indonesia Time (WITA), and Jayapura represents Eastern Indonesian Time (WIT). Employing a quantitative research approach, the study underwent pilot testing, validity check, and reliability testing, with the hypothesis that there exists a positive correlation between brand awareness, brand association, and the inclination to pursue distance education studies in Indonesia. The findingrevealed that respondents' feedback indicated reasonably strong brand awareness for the open university, particularly regarding brand unawareness and top-of-mind awareness. Both brand awareness and brand association significantly influenced the interest in pursuing studies at the Open University, both when considered together and individually

Water Diplomacy and the Involvement of Science and Diplomacy: A Case Study from a Communication Perspective

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ABSTRACT

Most countries still lack cooperation agreements on shared water resources, a potential source of conflict Rivers, long or short, big lakes or small lakes, and water resources are shared by 153 countries around the world. Ensuring that these waters are managed equitably, sustainably, and peacefully, particularly due to the change of global climate all year long, requires countries to manage the source of water in place and its operational arrangements for water cooperation has sometimes been done across countries' borders and sovereignty. According to data collected from 129 countries, 32 countries reported that 90 percent or more of their transboundary water was covered by operational arrangements in 2020, an increase from 22 countries in 2017. In Europe and Northern America, 24 out of 42 countries have such levels of coverage, compared to 5 out of 42 countries in sub-Saharan Africa and a total of three countries across the rest of the world. Accelerating progress will require that countries address data gaps (especially in relation to transboundary aquifers), scale up capacity development and financing, capitalize on global water conventions and the draft articles on the law of transboundary aquifers, and mobilize political will.

Keywords: *aquifers; trans-boundary; climate change; arrangement*

Emotional Intelligence as the Cornerstone of Nurturing Effective Business Communication With Generation Z in a Professional Context

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ABSTRACT

In the dynamic business environment, leadership and communication significantly influence the successful management of business interactions. Notably, Emotional Intelligence (EI) is a crucial component of soft skills, with a more profound impact on individual performance within organizations than hard skills. Navigating the generational gap in the workforce now demands emphasizing emotional intelligence, especially with Generation Z as the newest entrant into the job market. This research centers on elucidating the significance of emotional intelligence in nurturing effective leadership and business communication with Generation Z through a professional way in the workplace. This generation challenges conventional leadership paradigms due to their distinctive attributes and communication preferences. To achieve sustainable business growth, understanding their motivations and communication styles is vital. The study discerns positive link between emotional intelligence competencies such as empathy, active listening, self-awareness, and improved communication. Nurturing emotionally intelligent communication channels fosters trust, boosts team performance, and drives success. This study derives insights from current literature and in-depth interviews with organization leaders responsible for Generation Z employees. It examines how emotional intelligence benefits organizations, bridging generational gaps, fostering a harmonious workplace, and empowering this cohort to excel. This research illuminates emotional intelligence's role in enhancing business communication effectiveness with Generation Z employees.

Keywords: *Emotional Intelligence, leadership, business communication, Generation Z, employee.*

Applying Probability and Bayesian Inference to Human Communication: Introducing the Sender

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ABSTRACT

Traditional models of communication have traditionally relied on the concept of information derived from the mathematical theory of information, a foundation laid by Shannon and Weaver's groundbreaking work in 1949 [1963]. Within this framework, information has been closely tied to probability, where lower probabilities associated with a message signify a higher degree of informational content. However, when attempting to apply this probabilistic concept to the realm of human communication, a complex challenge arises. Unlike random events, messages in human communication are not arbitrary; they are the deliberate products of rational actions. Acknowledging the crucial role of "verstehen" in human communication leads us to consider an alternative approach. This approach entails replacing the "objective" frequentist interpretation of probability in communication with a "subjective" Bayesian perspective. Within the Bayesian framework, probability is construed as a reasonable expectation that reflects an individual's state of knowledge or personal belief. This shift in perspective not only offers a more comprehensive understanding of the influence of rational agency in human communication but also opens up the possibility of viewing communication as a form of entrepreneurial endeavour. In this context, both message receivers and senders rely on subjective probabilities when making rational decisions about the strategies they employ to achieve their social objectives. This perspective broadens our comprehension of communication dynamics, highlighting the significance of personal beliefs and knowledge states in shaping the exchange of information and ideas among individuals

Keywords: *Communication philosophy, Communication theory, Mathematical theory of communication, Probability in communication, Bayesian probability in communication*

Communication Trust Between Primary Healthcare with Elderly Patients

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ABSTRACT

The importance of emphasizing patient-centered communication in the treatment of elderly patients, especially in primary health care providers and Primary Healthcare Centers. Elderly patients with these comorbidities are often neglected by health workers. His limited ability to express health problems is an obstacle to finding appropriate treatment. For this reason, it is necessary to understand the health workers at the Primary Healthcare Center as initial references for treatment, starting from registration officers, nurses, doctors, and pharmacy officers. Using an exploratory method that interviewed health workers individually, including elderly patients, thematic analysis was carried out from the interview transcripts. The results of this study indicate that the way healthcare providers communicate influences positive outcomes regarding the health of elderly patients. Patient-centered communication emphasizes togetherness and mutual understanding between healthcare workers and elderly patients in making joint decisions about treatment. Skills in listening to patient complaints, empathy for doctors and other health workers, and prioritizing services for elderly patients make them feel comfortable. The Puter Bandung Healthcare Center is also a reference for treatment for elderly patients in Bandung city because it provides a special area for the elderly, starting from benches provided specifically for elderly patients, a special examination room, including bringing laboratory staff into the examination room. Medicines prescribed by doctors are also delivered to elderly patients' seats. All forms of health services for these patients prioritize the slogan "*Nyaah Ka Kolot*" or respect for parents which is applied in the form of ease of service for the elderly.

Keywords: *doctor-patient communication; elderly patient; healthcare; health communication; patient-centered communication*

Applicators's Communication with the Women Gig Workers Before and After Indonesia's Coronavirus Pandemic

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ABSTRACT

Women gig workers who work as a driver for the ride-hailing industry, such as Gojek and Grab, chose this job to support domestic finances. However, their jobs are more vulnerable and impacted due to the Coronavirus pandemic. This condition impacted customer numbers and decreased significantly because of the commute restriction policy. As a result, their income declined. Furthermore, they also faced difficulties accessing support and health services. Hence, this study aimed to describe how applicators effectively integrate participation from female drivers in making decisions that impact their working conditions qualitatively. This study was conducted by interviewing some women drivers in Bandung from March to May 2023 based on work duration and whether they had been involved in the industry for at least one year before the Coronavirus pandemic. The collected data, after that, were analyzed through an interpretation process. Data validity was conducted with triangulation and member checking. Before the pandemic struck, female drivers held challenging conditions at the workplace, including getting a higher cancellation rate than male drivers due to social gender stereotypes. After the pandemic, the experience remains the same. Besides, they experienced an income decrease and some customer's bad attitudes. Unfortunately, the applicators and the government have been absent both in those two conditions. Even though applicators are present in protecting drivers from coronavirus infection, they have continued to monopolize and remain genderless policy. They have not been transparent regarding the order distribution system, income deductions, and incentive point rules. Consequently, drivers solve their work problems independently.

Keywords: *Coronavirus pandemic, gig economy, women drivers, ride-hailing, communication.*

Theater Performance as A Medium of Communication for Knowledge About Mental Health

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ABSTRACT

One of the key elements in the definition of health is mental health. Around the world, 450 million people experience mental and behavioral illnesses. Theater's present advancements, as well as its growth as a tool for community mobilization and self-expression, are happening quickly. Information on a variety of subjects, including mental health, has been widely disseminated through theater. After watching the theatrical production "Parallel," calculate the frequency distribution of the respondents' characteristics. 51 responses were gathered using the complete sampling technique. The information gathered through a post-event survey questionnaire. Following the viewing of the theatrical production "Parallel," the purpose of this descriptive study was to ascertain the frequency distribution of the respondents' attributes. Using the complete sampling method, 51 responses were gathered. A post-event survey questionnaire was used to collect the data. According to the survey, 36% of participants highly agreed and 60% of the total respondents agreed that the performance offered a lot of information about mental health. The theatrical story's material was filled with knowledge, including the causes and effects of mental health illnesses, according to 48% of respondents who agree and 44% who strongly agree. The theater production was a successful way to spread awareness of mental health, according to 50% of respondents, and 46% strongly agreed. The study's findings suggested that theatrical performances could be used as a vehicle for spreading awareness of mental health..

Keywords: *Communication, Mental Health, Performing Arts, Theatre for Development, TFD*.

Unveiling the Impact of Communication Strategies in the Digital Era on Business Performance

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ABSTRACT

The purpose of this study is to investigate how modern communication tactics affect how well businesses perform. The study's background acknowledges the quick development of digital technology and its transformational impacts on many corporate activities. It focuses particularly on communication tactics and how they have changed as a result of the digital age. The study's goals are to assess the various digital communication channels' efficacy, analyze the theories and concepts that have been utilized to explain the influence of communication strategies in the digital era, and forecast the consequences on corporate performance. The Technology Acceptance Model is used to investigate the variables influencing how digital communication technologies are adopted and used by enterprises. In order to provide a coherent and compelling message for the target audience, different communication channels are strategically integrated, as explained by the theory of integrated marketing communication. To obtain information and insights, a mixed-methods strategy is used. Both quantitative and qualitative research methodologies are used. Surveys and data analysis are used to gather quantitative data in order to evaluate the efficacy of various digital communication channels, platforms, and strategies. Additionally, the study anticipates that tailored and interactive digital communication tactics will have a greater impact on determining customer behavior and corporate outcomes. Overall, this study adds to our understanding of how communication strategies in the digital age affect business performance. It also offers new perspectives on the theories and concepts that have been used to study this phenomenon and makes predictions about the direction that communication strategies will take in the future. The research findings can help firms create communication strategies that work and leverage the power of digital technology to improve their efficiency and competitiveness in the digital age.

Keywords: *Communication Strategies, Digital Era, Business Performance, Customer Engagement, Brand Reputation, Financial Performance.*

Pentad Analysis: Ganjar's Political Campaign on Social Media

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ABSTRACT

This article aims to how political campaign's Ganjar on social media. Ganjar Pranowo as a candidate who has a great chance in the competition for the president in Indonesia. Candidates have optimized social media as a political campaign tool to influence and grab the attention of the Indonesian people. In the 2024 presidential election, Ganjar is the first candidate to declare himself as a presidential supported by the incumbent PDIP party. The Focus of this research is the preparation and meaning of message/text on Ganjar's Social Media as a result of the communication process in contemporerary Indonesian politics, expecially Instagram social media. Social media is one of media that is leading a dramatic change in the structure of communication from mass communication consumtion to the digital interactive communication. Social media (Instagram) has a role for Ganjar to communicate with the public during the campaign period to convey political message. He actively posts all his activities to meet people in various regions in Indonesia. This research method using Pentad analysis from Burke (Act, Scene, Agent, Agency dan Purpose) in the candidate socialization period is 2 months (21st March – 21st Mei). The results that as an act, Ganjar to be the main actor and rhetorical communicator (egaliter style); it's role has a strong relation to political party figures; personality and humanity as agent. The agency used as nasionalist-religious's leader; While purpose in campaign activities (scene) carried out is to gain attention and public sympaty. All of elements form a strong relationship of determination.

Keywords: *Pentad Analysis; Presidential Election; Social Media.*

Optimizing Digital Marketing at Open and Distance Learning Institutions in Indonesia

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ABSTRACT

Entering the era of smart society 5.0, society's need to use digital technology for everyday life cannot be stopped. More than 90% of people in the world use digital technology and the internet for various activities, such as communicating, searching for information, shopping, and doing business. This condition should be an opportunity as well as a challenge for all parties, both entrepreneurs, private institutions, and the government, to develop their digital marketing strategies and tactics. As an institution that focuses on expanding access to higher education to all regions in Indonesia, Universitas Terbuka needs to open a new paradigm regarding the concept of digital marketing strategy. This research aims to formulate a digital marketing strategy and tactics model for open and distance higher education, it is hoped that it will be successful in helping to fulfill the target of one million students which is the target of Universitas Terbuka as a university with an open and distance education system. This research collecting data from the Marketing Team of Universitas Terbuka in the head office, 39 regional offices, and overseas office, aims to provide an overview of an interesting and targeted strategy for Universitas Terbuka. This research provides recommendations for creative digital marketing strategies and tactics for macro level and all service units throughout Indonesia.

Keywords: *Creative Digital Marketing, Strategy and Tactics, Open and Distance Campus, Marketing Communication*

Going Beyond Marketing Hype: A Study of Electric Vehicle Communication Campaigns, Eco-Friendly Image, and Battery Waste Concerns Analysis

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ABSTRACT

Electric Vehicles (EVs) have garnered considerable attention as environmentally friendly alternatives to traditional gasoline-powered vehicles, particularly in the context of Indonesia's transportation landscape. With the depletion of non-renewable fossil fuels and the increasing concern about air pollution, the adoption of sustainable transportation solutions like EVs has become imperative. Indonesia's government has taken proactive steps to encourage EV adoption through subsidies and infrastructure improvements, exemplified by the exemption of EV users from Jakarta's odd-even vehicle license plate rule. This paper explores the multifaceted relationship between marketing communication strategies employed by EV brands and consumer behavior, utilizing a cybernetic approach. It delves into the critical issue of battery waste management, focusing on nickel-based batteries with finite lifespans. Accumulated battery waste presents potential soil pollution risks, particularly as EV usage continues to grow in Indonesia. Through qualitative research methods, including insights from existing EV studies and expert interviews, this study provides a comprehensive analysis of how EV brands address environmental concerns in their marketing campaigns. The researcher extended their analysis by obtaining information on the impact of EVs from an economic, social, environmental and carbon footprint perspective from a communication science point of view. We also analyzed how EV's image could convince potential buyers to immediately own its products. While battery waste may not be an immediate concern in Indonesia, the responsible management of such waste is essential to mitigate future environmental contamination risks. This research underscores the significance of responsible battery waste handling in promoting sustainable EV adoption in Indonesia and, by extension, contributing to global environmental goals.

Keywords: *Electric Vehicle, Battery, Waste, Sustainable, Environment.*

Chatime's #GerakanSapuPlastik Offline and Online Campaigns: Influencing Consumer's Eco-Friendly Attitudes and Intentions

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ABSTRACT

Environmental awareness needs to be promoted through effective communication to prevent ongoing environmental damage. In Indonesia, the escalating issue of plastic waste remains a significant concern. Various companies employ public relations strategies to advocate for social change and address environmental issues. Chatime is one such company, utilizing the #GerakanSapuPlastik campaign both online and offline to encourage a reduction in plastic cup usage. The primary activity in this campaign involves the responsible disposal of plastic cup waste at designated Mini Collection Points within Chatime outlets. The goal of this campaign is to cultivate a positive environmental attitude (eco-friendly attitude) among individuals, subsequently influencing their inclination to engage in environmentally friendly behaviors (eco-friendly intention). This study seeks to evaluate the impact of both offline and online #GerakanSapuPlastik campaigns on eco-friendly intention through eco-friendly attitude. Employing a quantitative approach via a survey method, this research distributed questionnaires to 400 respondents. The findings indicate that the indirect influence of online campaigns has a more pronounced effect on eco-friendly intention through eco-friendly attitude, with a magnitude of 0.178. On the other hand, the direct impact of offline campaigns is more substantial on eco-friendly intention, registering at 0.214. Moreover, offline campaigns exert a greater influence on eco-friendly attitude at 0.495 compared to the results of online campaigns. Online campaigns play a significant role in shaping a positive perception, acting as a precursor to individuals' intention to act in the field.

Keywords: *Offline Campaigns, Online Campaigns, Eco-Friendly Attitude, Eco-Friendly Intention, Environment*

The Use of Installation Art to Increase the Preferences of High School Students Towards Performing Arts Communication (PAC) Major in College

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ABSTRACT

Media and methods of disseminating information continuously develop in this digital era. One of many ways to communicate is through art, such as installation art. Installation art is a three- dimensional art creation with an unrestricted production method. In Indonesia, installation art is growing in popularity, particularly to escalate brand recognition and preference. This study aims to determine the influence of installation art on raising the preference and enthusiasm of high school students toward performing arts communication (PAC) major in college. Contemporary installation art theory was used to develop this study. This descriptive study used frequency distribution data from a questionnaire to assess the respondents' answers. The respondents for this study were visitors to an installation art exhibition called Metamorphose held by LSPR Faculty of Communication students, which were high school students. As a result, 36 respondents responded. This study found that respondents preferred the exhibition room design rather than the performance held on Metamorphose as the elements of installation art. This study also found respondents' preference toward college major. Most of them chose Performing Arts Communication major (44.4%), followed by Public Relations and Digital Communication major (13.9%), Broadcasting and Digital Media Communication (11.1%), Marketing Communication (8.3%), and other majors were the rest. This result shows that installation art can be used to increase the preference of high school students in choosing Performing Arts Communication major for a college.

Keywords: *Installation Arts, Contemporary Arts, PAC, Performing Arts Communication, Students Preference*

The Effect of ChatGPT Reporting on the Behavior of Using AI as Learning Engagement of West Jakarta Students

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ABSTRACT

Currently, the world of education has used technology a lot as a medium to support the learning process, one of which is by using AI, namely the ChatGPT application which can be used as a facilitator who can provide convenience in learning, no longer as the sole provider of information. Artificial Intelligence (AI) has emerged as a transformative force in education, revolutionizing teaching and learning processes. By leveraging AI technology, education systems can enhance personalized learning, adapt to the needs of individual students, and can provide intelligent feedback and assessments. Platforms supported by AI technology can also enable educators to have intelligent and adaptive insights and learning patterns. As AI advances, its potential to revolutionize education and enable students to acquire the skills needed in the 21st century becomes even more promising. Utilizing the full potential of AI technology can encourage and prepare students for future challenges. This study uses a quantitative approach research method. The population in this study were 100 students studying in West Jakarta. The results of this study indicate that 66% of ChatGPT reporting significantly influences the behavior of using AI as students learning Jakarta. The students admitted to reading the media to get information about ChatGPT. In addition, they admit that ChatGPT can add knowledge and help the learning process in their class.

Keywords: *Artificial Intelligence, ChatGPT, Media Online, Education, Technology.*

Social Image Construction of the Shining Batu destination brand as the Role of the Tourism Marketing Communication Strategy

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ABSTRACT

Social Construction of Reality (SCOR) to examine this theory through externalization, objectivity-legitimacy, and internalization. This Social Construction of Reality analogizes a social image of a destination brand that is capable of forming a reflection of reality. The brand itself may include a name, term, sign, symbol, design, or tagline, which combination is used to distinguish one product from another. Then to build a city identity, to differentiate one city from another, a destination brand is used. Shining Batu is a brand destination in Batu, East Java Indonesia. Experts in the field of branding, brand owners, and community groups who do not have a direct interest in the brand understand brand discourse. Destination brands get attention from scholars and academics in order to provide guidance on tourism development, namely tourism marketing communication strategies. This research is postmodern thinking with qualitative methods that use the theory of Social Construction of Reality (SCOR). The researcher was using observation, in-depth interviews, and documents in collecting data. The researcher conducted participant observation. The researcher conducted in-depth interviews with the Head of the Organizational Section of the Regional Secretariat of Batu, IKP (Informasi Komunikasi Publik)/PIC (Public Communication Information) of the Batu Communication and Information Service, the Head of the Tourism Marketing Division of the Batu Tourism Office and Tourists Visiting Batu East Java Indonesia. The documents obtained by the researchers were the Final Report data from Batu Regional Development Planning Agency 2013. The conclusion of this study is that the process of constructing a destination brand's social image becomes an important part of the city carried out more powerfully by considering all elements of communication.

Keyword: *Social Conctruction of Reality (SCOR), brand destination, tourism marketing communication strategies.*

Motive Causes of Cross-Hijaber Communication Behavior-Social Issues in Bandung Indonesia

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ABSTRACT

This research examines the reality of men who wear Muslim clothing or cross-hijaber, especially the motives that cause their communication behavior. Crosshijaber is a community of men who wear the hijab/headscarf, dress up like women who wear the hijab, dress as Muslim women and some even wear the veil. These crosshijabers dress like Muslim women and enter various women's private places. This group is often considered dangerous for some people, because they are considered not to behave like society in general, are often isolated and sometimes they are insulted and rejected in their environment. The aim of this research is to find out the motives caused crosshijaber behavior, and answer the question of why these men use it. hijab clothing. The method used is a phenomenological study approach, with the research subjects being Crosshijaber perpetrators in Bandung, West Java Province. The data collection process involves in-depth interviews, observations and literature studies. By using Phenomenological theory from Alfred Schutz and Queer theory from Judith Butler, research results were obtained which showed that the motive behind Crosshijabers' communication behavior was because they felt they had found peace in life, increased self-confidence, fostered a sense of optimism and more positive thoughts. However, research findings show that the reason they use the crosshijab is because of the trauma of experiencing and seeing violence perpetrated by their father against their mother, friendship environment, individual internal problems, gender rejection, family conditions, getting rid of boredom, being interested in the hijab.

Keywords: *Causal motive, Crosshijaber, phenomenological approach*

Marketing Communication Strategy in Peer-to-Peer Lending for Indodana Online Loan Services to Appeal to Millennial Customers

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ABSTRACT

The impact of the internet on financial technology, or fintech, is evident in the marketing of various goods, particularly online loans through peer-to-peer lending platforms. Indodana, by leveraging advancements in information technology, has actively developed a marketing communication plan. This research employs qualitative methods to evaluate the marketing communication strategies applied to Indodana's online loan products. Information was collected through interviews, observations, literature reviews, and online searches involving informants, including members of the marketing team, online loan clients, and potential customers. Utilizing a seven-stage marketing communication approach, encompassing goal setting, objective establishment, message content creation, media selection, development of the promotional mix, budgeting, and evaluation, the study found these tactics to be highly advantageous for the marketing team. The use of innovative information technology and online media channels effectively attracts customers and potential clients with clear and appealing content. Furthermore, addressing the uneven access to information technology is crucial to ensuring the continued accessibility of offline services.

Keywords: *Marketing Communication Strategy, Information Technology Innovation, Fintech, Online Loans, Peer to Peer Lending.*

Strategic Place Brand Management Model for Wonderful Indonesia as Indonesia's Tourism Brand

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ABSTRACT

Tourism is one of the Indonesia's government leading sectors. Tourism, under the Ministry of Tourism and Creative Economy (Kemenparekraf), is currently being revitalized. The Ministry has a brand to promote Indonesian tourism called Wonderful Indonesia. Under the Wonderful Indonesia, the Ministry applies the concept of place branding, to promote the destinations in Indonesia. In recent years, numerous awards received by the Ministry, Indonesian tourism, and Wonderful Indonesia. Based on this background, the researcher wants to understand how the components of the strategic place brand management model are applied to the brand. The researcher adopts a constructivist paradigm, a qualitative approach, qualitative descriptive methods, and collects interview data from informants. The results reveal the application of the components in the strategic place brand management model, including Brand Infrastructure: Indonesia still needs improvement, especially in terms of limited transportation. Brand Leadership: The Ministry collaborates with stakeholders such as tourism departments, industries, local residents, and communities. Stakeholders Management: Stakeholders actively support Wonderful Indonesia. Brand Identity: The brand is represented by the "five wonders," encompassing natural, adventure, modern, sensory, and cultural aspects. Brand Articulation: The logo features a bird image and five colors representing Indonesia. Brand Architecture: Regional brands are managed while aligning with Wonderful Indonesia. Brand Communication: Communication is done through BAS - Branding Advertising Selling. Brand Experience: The aim is to create an impression of Indonesia as beautiful, rich, diverse, and offering numerous experiences. Word of Mouth: Utilizing digital media to generate word-of-mouth recommendations. Brand Evaluation: evaluation of the effectiveness.

Keywords: *Place branding, branding, integrated marketing communication, Wonderful Indonesia, Kemenparekraf*

Crisis and Emergency Risk Communication Strategies in Disaster Prone Areas

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ABSTRACT

Indonesia is frequently challenged with a risk of natural disasters, such as earthquakes, floods, landslides, and tsunamis, requiring immediate and effective responses. Therefore, it is essential for understanding the utilization of the CERC model within the Indonesian context as a means to mitigate the consequences of disasters and to improve community resilience. The objective is to identify a Crisis and Emergency Risk Communication (CERC) model for the disaster-prone areas in Indonesia. The perception of fundamental CERC model. The Crisis and Emergency Risk Communication Model (CERC) posits that extreme events follow a predictable and methodical progress, encompassing five stages: risk assessment, eruption, clean-up and recovery, and evaluation (Reynolds & Seeger, 2005). This research uses a qualitative approach, including interviews, document analysis, and field observations for the purpose of data collecting. This article employs the pre-disaster phase of the disaster management cycle as described by Alexander (2002) in the 'Principles of Emergency Planning and Management' in order to formulate a crisis and risk communication strategy for regions susceptible to disasters.

Keywords: *CERC, strategy, communication disaster prone area*

Coordination of management objectives: Green TMII's marketing plan to advance sustainability and cultural diversity

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ABSTRACT

The purpose of this study is to examine the messages that Taman Mini Indonesia Indah (TMII) has been trying to get out about their new policies supporting global environmental challenges by revitalizing "New face Green TMII." TMII introduced the notion of "Green TMII" as a way to demonstrate both their dedication to environmental concerns and Indonesia's care for the rest of the globe. With TMII serving as a showcase of Indonesia's environmental initiatives, ecogreen tourism is considered as both a message to the world and a business plan to draw tourists. Given this phenomena, the authors are eager to examine in depth the communication strategy used by TMII to introduce the public to its new face, Green TMII. To fully analyze the issue at hand, this research uses a single case study and a qualitative methodology. Researchers interviewed the TMII operation director with the purpose of gathering data and analyzed the advertising materials TMII utilized to spread the idea of ecogreen travel. While the new face Green TMII is a fantastic idea for company sustainability and ecotourism, the authors of this study found that it still requires enough communication to make this new concept well-known to the general public. This study intends to further communication science by examining the ecotourism business through the prism of CMM while also shedding light on ecotourism in TMII.

Keywords: *Ecogreen Tourism; Green TMII; Marketing Communication; Sustainability Tourism; Taman Mini Indonesia Indah.*

Communication for Healthcare Patient: Knowing the Sickness

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ABSTRACT

Communication in terms of sickness had to be properly described, in order for Doctors and nurses able to identify the core problem accurately. High-tech machineries such as endoscope, CT Scan, even X-Ray help to identify the irregularities inside the body. However, the feeling of sickness can only be described by the patient itself. This research focusing in a patient who is suffering of gastritis. GERD is the cause of gastritis effect. However, it is identified easily, but the pain still lingers on. There is a miscommunication between Doctor and Patient to overcome the sickness. The problems are not just identifying the sickness, but the medicines which are being used had to support the recovering. Once the patient felt on the other way around, then analyzing of all the components should be done in an immediate effect. The goal is the patient to be fully recovered from the pain. But if is not, then there are misunderstandings occurred. Doctors, nurses and patient unable to convey and interpret the message correctly. The approach of this research is descriptive qualitative, based on phenomenology from the experience the patient feels. The description of the pain in abdomen area could have several possibilities, and yet, it can be interpreted into several sicknesses with different type of specialties. The interpersonal communication concept is being used to analyze the meaning being constructed.

Keywords: *Healthcare communication, patients, interpersonal communication, abdomen, doctors*

Strategy to Build National Branding through the Power of StoryBrand (Introducing Phinisi Ships and Indonesia Hospitality at the 2023 ASEAN Summit)

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ABSTRACT

The events of the ASEAN Summit in May 2023 in Labuan Bajo received warm attention and praise from all Heads of State who took part in the event. Print media from various countries recorded this event as a rare Golden Moment with a different atmosphere presented by the Indonesian Nation as the Host, namely working and being able to relieve fatigue on board the Phinisi Ship. The Phinisi ship has been declared a Masterpiece of the Oral and Intangible Heritage of Humanity on December 7, 2017 by UNESCO. The story of the Indonesian nation that has hospitality as an ancestral heritage is National Branding, delivered in a straightforward and transparent manner at the ASEAN Summit in May 2023. National Branding is an excellent tool for building the country's image, publicity and at the same time promotion from an economic, tourism & other collaboration perspective. Jokowi chose Storybrand to realize the goal of Branding the Indonesian Nation as a Nation that has high dignity in ASEAN and the World. StoryBrand is a way to convey messages to audiences persuasively, through story (telling) we can make people pay attention and listen. Storytelling is a great weapon to attract the listener's attention, so that the message can be conveyed without any noise (interference). This research method uses a qualitative approach and the type of research is descriptive. This study aims to describe the National Branding Building Strategy through the Power of StoryBrand by introducing the cultural heritage of Indonesian Hospitality and Phinisi Ships during the May 2023 ASEAN Summit in Labuan Bajo. Data collection method with This study aims to describe the National Branding Building Strategy through the Power of StoryBrand by introducing the cultural heritage of Indonesian Hospitality and Phinisi Ships during the May 2023 ASEAN Summit in Labuan Bajo. Data collection method with This study aims to describe the National Branding Building Strategy through the Power of StoryBrand by introducing the cultural heritage of Indonesian Hospitality and Phinisi Ships during the May 2023 ASEAN Summit in Labuan Bajo. Data collection method withlibrary research and field work research by conducting direct interviews with informants. The informant in question is a member of the success team for the 2023 ASEAN Summit Labuan Bajo.

Keywords: *National Branding, StoryBrand, Indonesia Hospitality, Phinisi Ship, ASEAN Summit*

Navigating the Ethical Landscape of AI for a Positive Human Impact

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ABSTRACT

In the year 2023, Artificial Intelligence (AI) emerged as a transformative force, capturing the public's attention with innovations like OpenAI's ChatGPT. AI, capable of remarkably human-like interactions, holds the potential to reshape various facets of human life, from business and politics to education, the arts, science, medicine, and beyond. However, harnessing AI's power responsibly and ethically poses formidable challenges. Ensuring that AI serves humanity's benefit rather than harm requires effective regulation, given the complexity of the technology and the diverse interests at play. This paper delves into the intricate terrain of AI ethics and regulation, acknowledging the difficulties of defining "ethical AI" in a world characterized by diverse cultural and historical ethical systems. We explore meta-ethical dilemmas and present innovative recommendations to enrich discussions and promote ethical and effective regulation in the realm of contemporary AI.

Keywords: *Ethical, Human, Impact, OpenAI, ChatGPT*

Communication in Student Organization of Private College in Jakarta During the Covid-19 Pandemic (Comparative Study : LSPR, Universitas Multimedia Nusantara, Universitas Pelita Harapan, Universitas Paramadina)

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ABSTRACT

The COVID-19 pandemic is a trial for the entire globe, as it affects everyone. Communication is one of the most affected components. Offline activities were halted and everyone concentrated on studying, working, and participating in activities at home. All actors must adjust to the condition of completing activities in form of online acivities. Student organizations also had to adjust to changing circumstances. The shift of virtual platform had prompted student leader to leverage technology creatively. Communication channels such as email, messaging apss, and social media played a big role in this phase. On the other hand, leaders in student organizations must also reform their leadership method in order for interaction and collaboration to work well. Despite the distance, these leader had to work to sustain a supportive environment, offering organizational guidance and emotional support during this challenging time. Regardless of the different issues encountered, the organization must continue to function. As a result, the authors examined how students used organizational communication techniques during the COVID-19 epidemic in this study.

Keywords : *Pandemic, Student Organization, Leadership, Organization Communication, Social Media,*

Social Media Impact on Destination Image and Online Impulse Buying in Generation Z

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ABSTRACT

The power of persuasion in social media lies in the content delivered in text, pictures, audio, and video form. Social Media is becoming increasingly important in the daily lives of consumers. It can play a significant role in shaping impressions of tourist destinations, ultimately impacting the tourist's intention to travel. Social media such as Instagram, Youtube, and TikTok have become a reliable source of information and have gained immense popularity among tourists. Tourists post and shares comments and experiences regarding their trips and destinations visited, and ultimately provide valuable information for others. Ahn et al. stated that impulse purchases also occur in the hospitality and tourism industry. However, research regarding the effect of content on social media in influencing impulse purchases is still limited. On the other hand, there is a need to examine impulse buying on social media, given the increasing use of social media in society. Based on the stimulus-organism-response theory, this study aimed to describe the urgency of the influence of social media in building a destination image and its impact on impulse buying. This research used a quantitative methodology. The population in this study is Generation Z, with an age range of 18-27 years. Generation Z are digital natives who actively seek information from social media. The IDN Research Institute states that Instagram, Youtube, and Tiktok are the most used social media by Generation Z in Indonesia. Using structural equation modeling based on the sample size of 300 respondents, the results show that impulsive buying is influenced by a positive attitude towards the content of the experience of visiting a destination shared via social media. Managerial implication and recommendation for companies in the tourism industry to use social media as a strategy that can persuade Generation Z to visit destinations.

Keywords : *social media, generation Z, image destination, online impulse buying*

Leadership Styles & Women's Political Communication in Public Institutions: Study on Retno Marsudi's Leadership as The Republic of Indonesia's Minister of Foreign Affairs During Indonesia's ASEAN Chairmanship 2023

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ABSTRACT

Gender equality and women's empowerment are at the heart of the 2030 Agenda for Sustainable Development and the Association of Southeast Asian Nations (ASEAN) Community Vision 2025. Indonesia's big role in the political field in Asean and globally cannot be separated from the role of leader, especially now, with the presence of the first female figure as Minister of Foreign Affairs of the Republic of Indonesia, namely Retno Marsudi. In terms of ministerial representation, most Southeast Asian countries have a bigger hurdle to overcome. On average, 10% of ministerial posts were filled by women in 2017. Only in Indonesia and the Philippines is the percentage of female ministers similar, with the OECD average of 28%. Not only is her leadership style attractive, but the world of politics, which is often dominated by men, is not an obstacle for her to work and gain the trust of a number of elements of society and the world. This study uses qualitative methods and descriptive analysis of data sources. Secondary data was obtained from various digital documents such as news and websites to journals. The results of this research are the role of political communication and Retno Marsudi's leadership style, especially when Indonesia becomes the chairman of Asean 2023 with the theme raised is "ASEAN Matters: Epicentrum of Growth." Considered massive and large. A charismatic and visionary leadership style has been developed with the support of bold and dynamic political communication.

Keywords : *Political Communication, Leadership Style, Leadership, Empowering Women, Retno Marsudi*

Strengthening ASEAN's Leadership in Sustainable Business and Advanced Communication

This proceeding book explores the vital connection between effective communication strategies and the realm of business, particularly concerning sustainability initiatives. It delves into the pivotal intersection where communication practices merge with the objectives of businesses aiming to foster sustainability. By examining various communication tools, methodologies, and frameworks within the business context, this abstract sheds light on how companies/ institution integrate sustainable practices into their core operations. It highlights the significance of communication in articulating, implementing, and reinforcing sustainability agendas, fostering stakeholder engagement, and influencing consumer behavior. The studies underscore the essential role of strategic communication in aligning business objectives with sustainable practices, thereby fostering a more responsible and environmentally conscious business landscape.