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Stuck on the Surface: Digitalization Case Studies of Three Local Televisions

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Abstract. *This research examines television digitalization policies from the perspective of local television broadcasters. Local television has the potential to benefit in the context of digitalization. However, our excessive attention to the centrality of broadcasting continues to threaten the existence and progress of local television. This research uses a qualitative approach with in-depth interview data collection methods. The research informants were broadcasters of three local television stations: Jogja TV (Yogyakarta Special Region/DIY), Tegar TV (Lampung), and Lombok TV (West Nusa Tenggara/NTB), as well as one informant from the Indonesian Local Television Association (ATVLI) management. The results of this study indicate that since the beginning of the digitalization process, the government has not considered the perspectives of local television broadcasters in implementing broadcast digitalization. The fundamental issue of balancing the use of digital broadcasting infrastructure, such as multiplexing equipment, by various parties regarding digitalization still remains. As a result, the continued benefits of broadcast digitalization expected by local television broadcasters are still far from expectations. Therefore, local television broadcasters have not thought far enough to vary and improve the quality of their programs because they are still stuck on these basic problems.*

Keywords: *localism, local television, public service media, television digitalization*

INTRODUCTION

Indonesia has started analog switch-off (ASO) in November 2022. With the implementation of ASO, analog-based television broadcasts are eliminated and are required to switch to digital broadcasts. Local television broadcasts also experienced the same treatment. This condition raises questions regarding the existence of local television, which has so far been in a secondary position. The highlights of broadcast observers in the last decade show this. The scarcity of local broadcast spectrum due to frequency usage disputes has resulted in the majority of local communities being marginalized (Nugroho et al., 2012). National private television broadcasts are still dominant and have a Jakarta perspective (Rianto et al., 2012). National television broadcasts translate half of Indonesia as Jabodetabek (Heychael & Wibowo, 2014).

Local content cannot be obtained from national television stations (Takariani, 2013). Most television networks cannot meet the information needs of local communities (Sutika, 2015). The Indonesian Broadcasting Commission (KPI) also needs to improve the quality of local broadcasts because there is a tendency for reruns and broadcast schedules with small audiences, such as early morning (KPI, 2020). In addition, regional broadcasting regulations contain unclear definitions, contradictions and inconsistencies between central and regional regulations. Meanwhile, the number of local television stations that are not affiliated with television networks is limited, local content is very minimal, and the role of local broadcasting regulators is small (Rahayu, 2019).

The position of local television in the midst of the huge dominance of national television stations is the starting point for problems that encourage other problems, namely the sinking of local perspectives in the constellation of these problems. However, this research topic has not received further exploration to provide a comprehensive picture of the intricacies of the problem and in-depth analysis through a localism perspective in the context of television digitalization policy and implementation.

Research topics on television digitalization in Indonesia have revolved around polemics regarding its legal and policy basis (Abdullah, 2020; Budiman, 2020; Herman & Rusadi, 2020; Ismail et al., 2019; Mairita et al., 2021; Maulana, 2020; Nurizar, 2020; Rahayu, 2016; Supadiyanto, 2021). This topic is essential because legal and policy foundations are often the source of problems that hinder or even distort the direction of their implementation. In the context of television digitalization, apart from the formation process, the socialization of regulations and policies regarding digitalization is also often highlighted because it still contains several things that need to be evaluated, especially regarding communication strategies (Harjessi et al., 2019; Mubarok & Adjani, 2018).

Other research highlights the business strategy and competitive landscape in the digital broadcasting sector (Firmiyanti et al., 2019; Mubarok & Adnjani, 2020; Rahayu, 2016; Saudi & Rahmawati, 2023; Sjuchro et al., 2022). It is important to note that the readiness of all parties involved in broadcast digitalization needs to be mapped to determine their respective strengths and potential. The parties involved also need to know their point of view to complement the principles of meeting their diverse needs. In the context of broadcast digitalization, several other

studies have tried to raise various points of view and attitudes (Harjessi et al., 2019; Mudjianto, 2014; Wahyuni, 2014).

This research is different because it discusses things that have not been analyzed in depth by the previous studies above. This research examines the perspective of local television broadcasters regarding the policy and implementation of television digitalization. There is no research that focuses on this perspective. This perspective can complement the research results above, both research that discusses legal and policy foundations and research that discusses business strategy and competition topics, because it is worth considering from upstream to downstream the broadcast digitalization process in Indonesia. This becomes even more urgent when this policy still contains polemics on various sides, especially the lack of government support for local television stakeholders.

There are two theoretical frameworks for the local television phenomenon used in this research. The first is localism. This idea of being oriented towards the needs of local communities is the main perspective of this research. Several references in the European and American contexts strengthen this explanation and will be based on and adapted to the Indonesian context. The second theoretical framework is public service media. This idea describes the media's responsibility towards the public, especially in the local scope.

Localism in a policy context can be interpreted as an idea that seeks to serve citizens, cover and report local events, implement local programs, and provide space for community voices in a particular area (Tristani, 1998). In the broadcasting context, what underlies localism is the decentralization of control over the content of broadcast programs. This condition can encourage broadcast media managers to be more responsive to

the needs and interests of citizens in the areas where the media operates (Comer & Wikle, 2013).

Localism is difficult to define so it continues to encourage discussion and reformulation (Cole & Murck, 2007). However, there are two basic definitions to consider: (1) the basis of geographical area, related to the origin of a program and the people who produce it. Policy makers need to decentralize and localize discussions on issues; (2) the basis of the program content, related to the promotion of cultural diversity and increasing the political knowledge of citizens in their respective regions. Program content creation can be based on an assessment of community needs (Napoli, 2001). They enable local television content to contain the essence of everyday life and shape people's memories in the long term (Hutchison, 2021).

This idea, which is oriented towards meeting the needs of local residents, faces various challenges in practice. For example, the lack of clarity and inconsistency between regulations regarding the broadcasting sector issued by the central and regional governments makes it difficult for regulators to evaluate broadcasting practices in the regions (Rahayu, 2019). Meanwhile, the management structure of media ownership operating in the regions influences the amount of local program content (Yanich, 2015). This important finding becomes clear when more and more local media become part of certain media affiliates, thus having the power to reach a wider area. This has long been identified and evaluated (Collins, 1980). In the context of the broadcasting phenomenon in Indonesia, this condition is increasingly complicated and complex when broadcast media, especially television, still allows broadcasting on a national scale.

This idea emerged amidst the tug-of-war of various interests considering that serving public needs must deal with the commercial needs of the media (Collins, 1980). It's hard to deny because both are guaranteed by law. The media often prioritizes the need to generate profits and reduces their orientation towards serving public needs. Commercial media income is directly proportional to the increase in the number of detected audiences. If profit orientation strengthens, there will be less competition for creative journalism. This had a significant impact on local programming broadcasts (Collins, 1980).

In the context of local media, program evaluation can be carried out in more detail and comprehensively (Braman, 2007). The aim is to discuss the progress of local media from various perspectives and orientations. For example, matters regarding local broadcast programs can be seen both from a regulatory perspective and from a management perspective. Media managers can also pay attention not only to various program genres but also to locally oriented content.

Meanwhile, public service media is a type of media that not only operates by producing and providing content, but also acts as a cultural institution in society that makes a special contribution to the socio-cultural problems of citizens. This cultural institution provides space for crucial research and development activities regarding citizen problems. It can act as a companion and a comparison for commercially oriented media. Even so, this type of media cannot be separated from commercial aspects and must still consider the number of audiences and the values agreed upon by the citizens it serves (Hutchinson, 2017). However, local programs in certain areas can also provide content originating from other areas nearby (Bogaerts, 2017).

The idea of localism and public service media is the basis for the author in identifying phenomena and collecting

data, as well as being material for the author in conducting dialogue on the data that has been collected and reduced. The derivative concepts that emerge in these two ideas deepen the author's analysis of the perspectives of local television broadcasters, especially in responding to the policy and implementation of television digitalization in Indonesia.

The several points above help the author answer the question: how do local television broadcasters view the digitalization of television in Indonesia? This research aims to explain the implementation of television digitalization in Indonesia from the perspective of local television station broadcasters.

METHODS

This research uses a qualitative approach with a case study method. This approach can accommodate new points of view from a phenomenon (Creswell, 2015). In addition, there are opportunities for accommodation to localities and particular characteristics that are not experienced or occur in other phenomena (Denzin & Lincoln, 2009). A purposive sampling approach helps to select the informants. It is often used to understand central issues - in this context, it was a case study of television digitalization policy and implementation.

The data collection techniques for this research are in-depth interviews and literature/document studies. This research data comes from three informants. They are part of the decision makers at every local private television station they manage. The three television stations are Jogja TV (Special Region of Yogyakarta/ DIY), Tegar TV (Lampung), and Lombok TV (West Nusa Tenggara/NTB). Another informant whose information supports the completeness of this research data is the leader of the Indonesian Local Television Association (ATVLI).

Jogja TV has a long history of operating as a local television in DIY. DIY already has regional regulations (Perda) on broadcasting, namely Regional Regulation Number 13 of 2016 concerning Broadcasting Operations. Tegar TV was chosen for the same reason because its operating area already has its own regional broadcasting regulations, namely Lampung Province Regional Regulation Number 10 of 2015 concerning the Implementation of Television Broadcasting in the Region. Regional regulations regarding broadcasting in each region show the seriousness of the regional government in encouraging and ensuring the existence and activities of local broadcast media under its auspices.

Meanwhile, Lombok TV is making serious efforts to address the broadcast digitalization policy to the point of filing a lawsuit or judicial review against Government Regulation (PP) Number 46 of 2021 concerning Post, Telecommunications and Broadcasting. This judicial review challenged articles relating to the multiplexing policy that were considered problematic. These articles are considered not having a legal basis, especially the legal basis in the Broadcasting Law and Job Creation Law, and do not favor local television broadcasters.

The documents used in this research are laws and regulations relating to broadcasting, especially the Broadcasting Law, the Job Creation Act, government regulations and other policies regarding the digitalization of television in Indonesia, journal articles and books relevant to the topic, as well as news related to preparation, planning and implementation of broadcast digitalization programs in Indonesia.

RESULTS AND DISCUSSION

The interviews took place in August-November 2022 with four informants. The informants are: Informant 1, Chief

Editor of Jogja TV (DIY) (August 12, 2022); Informant 2, Production/Program Lead of Tegar TV (Lampung) (October 11, 2022); Informant 3, Director of Lombok TV (NTB) (November 30, 2022); Informant 4, General Chairperson of ATVLI (November 17, 2022).

Interview data is organized into several categories based on subtopics that stand out from the informant's answers. Direct quotations provide emphasis and originality to research data, as well as in the form of paraphrases. Meanwhile, the findings of the literature/document study provide an overview of the relationship between data from different retrieval techniques. This is also a triangulation effort carried out by the author. Literature studies also provide in-depth analysis in the discussion section.

New Hope on New Technology

On the one hand, policies' implementation regarding the digitalization of broadcasting, especially in the television sector, has received a positive response from local broadcasters. Informant 2 stated this through his highlights regarding opportunities for local content creators, the technical advantages of digital broadcasting compared to analog, and the optimization of digital broadcasting channels.

> *"The presence of digitalization provides opportunities for local content creators to work so that television content becomes more diverse. Audiences are getting closer because they have the privilege of enjoying the clean, clear, and sophisticated program. The color sharpness of the image will also be perfect, and can even be captured in high definition quality (HD) 1028 resolution. In practical terms, digitalization is a solution to overcome the limitations and inefficiencies of analog*

broadcasting." (Informant 2)

In line with Informant 3's statement. Informant 3 assessed that television digitalization was "very good and must be implemented immediately" (Informant 3). This statement implies that digitalization of television has many benefits for the parties involved, including television station managers and their audiences. Therefore, it is best to implement it immediately.

Meanwhile, Informant 4 gave a special note indicating that technological developments in the broadcasting sector encouraged the continued implementation of television digitalization and made it an innovation that was difficult to resist and that this new technology indeed brought advantages compared to the previous broadcasting system.

> *"ATVLI does not reject the digitalization of the broadcasting system in Indonesia because technology is an inevitability that we cannot avoid ... local television potential development in changing to the digital system can occur because the quality is better than the analog system." (Informant 4)*

A similar view also emerged from Informant 1 who realized that there were new opportunities from implementing broadcast digitalization, even though his television station was not in ideal conditions when it came to facing this new policy. Informant 1 is optimistic that digitalization will change the unequal conditions between local television and other television stations with a national broadcast scale.

> *"When the government decided on ASO in 2022, we felt we were pressed for time. We know that economic conditions in the last two years have been difficult. Our conditions as local television are also difficult.*

Whether we like it or not, we have to run it because we consider this a new business opportunity. Seventeen years of being a local television with conditions like this, with the presence of this new business opportunity, we are no longer secondary television...our position is the same as the others." (Informant 1)

In particular, Informant 1 added opportunities from implementing digitalization. The opportunity lies in the distribution of advertising revenue. So far, most of the advertisements displayed by the television station managed by Informant 1 come from the government, such as "socialization carried out by the government". Now their business space is more open because digitalization means their program showcase has the same position in front of the audience and potential advertisers or sponsors.

"For example, if we use Viva MUX, we will see the same display as TVOne or Metro TV. In the past, many clients thought, 'Wow, Jogja TV is a bit blurry', now the picture is clearer. That's what I mean as the business space will open and we will have the same position." (Informant 1)

It is strengthened by the hope that the ideal digitalization implementation policies will impact local televisions with their particular characteristics, which is its orientation towards the information needs of local communities.

"At the beginning of the meeting on digitalization, our optimism was quite high. The public views regional broadcasts from the perspective of local wisdom. This means that when talking about regional-based digital broadcasts, Jogja TV has differences in local content. "I,

who handles the news sector, do not show news on national issues because, based on the audience's response, they are more interested in local, regional, close and human interest news." (Informant 1)

However, the informants also realized that digitalization demands more attention from the parties involved. This confession contains the informants' hopes regarding the superiority of the technical quality of digital systems compared to analogue. Digital systems can increase the number of broadcasts on certain channels. Now, one frequency can be used for up to 12 channels. This also means wider opportunities for local private parties to own or utilize it. Apart from that, the potential for diversity in television station ownership is increasingly open.

Table 1 shows the positive nuance responses from the informants. They consider that digital technology can bring new opportunities and potential for local television broadcasters. They have observed the existence of this new technology for the continuity of their institutional activities. This response raises new hopes for local television broadcasters and increases optimism about achieving changes in conditions that have not been favorable for them.

Digitalization provides an opportunity to decentralize control of television program management to local television station managers. This gives hope for diversity of ownership and content. The technical advantages are real. The picture and sound of digital television are clear and stable. This provides an initial path for local television to obtain a fairer broadcasting atmosphere and business competition.

These conditions support localism, which stands for decentralized control over broadcast program content, and encourage broadcast media managers in

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TABLE 1. Local Broadcasters' Perspectives on Digital Technology

	Positive Responses	New Hope
Informant 1	- new opportunities from the implementation - program showcase has the same position in front of viewers and potential advertisers or sponsors	- will change the condition of inequality between local and national television - Business opportunities is more open
Informant 2	- opportunities for local content creators - technical advantages compared to the analog system	- optimization of digital channels
Informant 3	- contains many benefits for the parties	- must be implemented immediately
Informant 4	- an innovation that was difficult to reject - brought advantages compared to the previous system	- local television potential will change

Source: Primary Data (2022)

local areas to become more oriented and responsive to the needs and interests of citizens in areas where the media operates (Comer & Wikle, 2013). Since 1998, we have been exposed to various new laws, such as Broadcasting Law Number 32 of 2002, which decentralize this control. This paves the way for a network broadcasting system that provides equal frequency control in regions so that program management can fall under the authority of television stations in that region. Broadcasts involving local issues receive more portions. However, more than 20 years later, we have not yet been able to make network television stations our primary broadcasting system.

These problems set a bad precedent for our broadcasting because we easily accept them and take them for granted. In conditions like these, digitalization should be a new milestone in entering the decentralization of control. It is very important to promote the technical advantages of digital systems, but digitalization should not only focus on

technical matters. Technical excellence is only the tip of the iceberg, especially for Indonesia and its pluralistic society. Guarantees of decentralization and equal opportunity to control frequencies should also be important issues. If not, then almost the same conditions as during the analog system will continue to occur in this era of digitalization. It has eliminated the new hopes that local television stations have had for years to be more empowered in their regions.

Napoli (2001) emphasizes the importance of decentralizing ownership and management of local content by local broadcasters by stating that one of the bases for defining localism is the geographical aspect. If the guarantee of fair competition is maintained by all parties, the ownership and management of programs by local people will become stable and adequate. It is not only in terms of diversity but also quality of the substance. This can be a supporting requirement for local television stations to approach their audiences and assess

the audience's needs first before determining their program. According to Napoli (2001), this assessment can lead to programs relevant to promoting cultural diversity and increasing citizens' knowledge regarding various political issues in their respective regions.

Local media content has a great opportunity to support regional potential growth and encourage the democratization of broadcasting. The results of observations by various parties in various countries show the power of local media content in a socio-political-cultural context. For example, (1) local media can increase the political participation of citizens in their area (Barthel et al., 2016); (2) local media provides a counter narrative to the dominant narrative (Radcliffe, 2018); (3) the existence of local media can be a good neighbor, such as caring for the community, covering citizens and groups, understanding local communities, and offering solutions to problems (Poindexter et al., 2006; Tabroni, 2018; Setiawan et al., 2021) ; (4) local media promises more points of view and perspectives (Scott, 2018); and (5) local media has great potential to encourage skills development and training activities for local media workers (Hastjarjo, 2017).

Furthermore, Hutchison (2021) also emphasized that those conditions open up great opportunities for local television content to mix with the essence of daily life in a familiar environment. This helps shape people's memories in the long term. The informants' optimism regarding the presence of digital technology encouraged the government to consider policies oriented towards the benefit of local television stations. This optimism can be read as the hope of local television stations that conditions will be better than when they broadcast analogue broadcasts. The dominance of television broadcasts operating on a national scale or coverage,

even since the 2002 Broadcasting Law, does not indicate a government policy bias towards local television broadcasters. Naturally, their hopes for the potential of digital broadcasting are soaring.

Other Consequences and Legal Certainty

On the other hand, the migration of analog to digital systems brings up a new crucial infrastructure called multiplexing devices (MUX). This device allows infrastructure sharing that enables host joint broadcasts on up to 12 channels. According to the Ministry of Communication and Information (Kominfo), the infrastructure used is Digital Video Broadcasting-Second Generation Terrestrial (DVB-T2) equipment which can be more effective and efficient (Kominfo, 2021).

This also received attention from research informants. Informant 4 stated that its existence created new problems that had to be faced by operators of local television stations that had previously operated. This problem is not easy to overcome because it is related to one of the crucial elements of local television broadcasts: capital or investment.

> *"New problems will arise, especially regarding the investment or capital previously spent by local television. It is a large amount of money and it's useless because it cannot be used when the digital broadcasting system is running ... there will be many local television stations that will not be able to pay MUX rentals to digital television broadcast organizers." (Informant 4)*

This is one of the results of monitoring by ATVLI, an institution managed by Informant 4. ATVLI has at least 70 members spread throughout Indonesia. According to information from

Informant 4, they always communicate regularly regarding developments in broadcast digitalization. Many notes and obstacles emerged from their observations of each local television, especially regarding the impact of implementing broadcast digitalization (Informant 4). Apart from that, informant 1 stated that analog to digital migration requires a large budget, especially considering the MUX rental and other facilities. So, they have to collect money before migrating.

Another statement came from Informant 2 who also considered other consequences of the new system. Informant 2 sees it from the perspective of local television station managers who inevitably have to take a portion of revenue from advertising.

> *"If you do the calculations, implementing multicasting in the broadcasting system will have fatal consequences for local stations and communities. In analog, it is difficult for the television industry outside Jakarta to survive. (Local and community stations) that are still operating have to fight with the national broadcasting industry to get an advertising revenue that is getting smaller with the increase in competitors." (Informant 2)*

The problem of dividing advertising revenue is also an impact of the network broadcasting system that is not yet implemented. The implication is that local television stations must compete in unfavorable conditions with national television stations. Differences in broadcast reach are a serious consideration for advertisers calculating potential audience numbers.

In particular, the condition of implementing television digitalization in NTB received deep concern from Informant 3. Monitoring results show that the transition to a digital system is progressing slowly because only infrastructure has been built without any digital broadcast receivers in the community. If conditions stagnate while migration continues, local television stations in NTB will die because there will be no viewers (Informant 3).

On the other hand, analog to digital migration also requires a strong legal basis because it impacts many parties with a wide area coverage (all of Indonesia). This received special attention and pressure from several informants in this research. According to them, legal uncertainty in several aspects of the migration process negates the protection and guarantee of the continuity of the local television business.

> *"Regulations regarding digitalization are still unable to meet the desires of the market and television broadcasting business actors, including investment and legal protection for local television." (Informant 4)*

Meanwhile, Informant 3, who specifically highlighted legal certainty regarding the MUX policy, challenged Government Regulation (PP) Number 46 of 2021 concerning Post, Telecommunications, and Broadcasting by submitting a request for judicial review of the PP to the Supreme Court (MA). The Supreme Court through Supreme Court Decision Number 40 P/HUM/2022, July 28, 2022, partially granted the request for material review. PP Number 46 of 2021 Article 81 point 1, "LPP, LPS, and/or LPK provides broadcast program services by renting multiplexing slots to multiplexing operators", is declared contrary to higher legislation and has no binding legal force (Supreme Court Decision Number 40 P/HUM/2022, 2022).

> *"Investors in the television business no longer want to rent because the potential and legal certainty are*

unclear ... LombokTV does not want to rent multiplexes because according to the Supreme Court's mandate, multiplexing rentals have no legal basis." (Informant 3)

However, on the other hand, Kominfo emphasized that the Supreme Court's decision does not necessarily cancel the government's policy to continue the migration of analogue to digital television operations. According to Kominfo, the implementation of this migration is in accordance with the law, especially Law Number 11 of 2020 concerning Job Creation which mandates the termination of terrestrial broadcasting (ASO) no later than 2 November 2022 (Kominfo, 2022). The polemic on legal certainty regarding the implementation of digitalization policies shows the lack of legal guarantees in favor of local television station broadcasters.

Table 2 shows that the policy of implementing digitalization using new infrastructure has caused worrying consequences and further problems. The relationship between this problem and the ability of local television to provide sufficient capital makes it even more problematic. Legal uncertainty in its implementation also complicates the obstacles because several informants emphasized that the legal basis does not support the continuity of broadcasting at the local level.

The idea of localism grew in the context of competition and discourse struggles, one of which involved a tension between the orientation of public service and the commercial interests of the media (Collins, 1980). Frequencies that we all realize are in the public domain have long been the target of various interested parties in the economic and political fields. So, the true meaning of the existence of broadcast media also has a marginalized socio-cultural function. Digitalization in Indonesia cannot be separated from conflicts of interest of various parties. The comfort and stability of broadcast media companies that have controlled air time on a national scale means that they do not easily give up and share the advertising portion or profits with local television stations that have the potential to grow. If local television stations are owned and managed by local entrepreneurs and professionals, then the television business at the local level will be even more attractive and can also be enjoyed by supporting business managers, such as local production houses.

If local media become empowered by the business, their financing activities become an integral part of their independent and professional management. We need to increase awareness of this condition

TABLE 2. Local Broadcasters' Perspectives on the Other Consequences

	New Infrastructure (MUX)	Legal Uncertainty
Informant 1	- migration requires a large budget for MUX rental and other facilities	
Informant 2	- multicasting will have fatal consequences for local stations	
Informant 3	- the infrastructure developed without digital broadcast receivers	- multiplexing rentals have no legal basis
Informant 4	- its existence creates new problems - capital or investment-related	- negates protection and guarantees for the local television business

Source: Primary Data (2022)

because the experience of several local media in some Indonesian regions, such as Bali and Yogyakarta, has shown the opposite. The difficult situation resulting from the pandemic has made several local media dependent on regional government budget revenues (Anggaran Pendapatan dan Belanja Daerah/APBD). It puts local media in a difficult situation, unable to move, thereby weakening their watchdog function. This condition led to a public communication crisis in those areas (Rianto et al., 2023).

The government's concern for the empirical conditions of each local television station is also questionable. The data findings show that the informants identified themselves as being in a difficult situation with digitalization. This can be seen through the policy regarding MUX. Previously, when they still used an analog system, many local television stations had difficulty running their transmitter towers. They try to do this by paying installments over various periods, which can be 5 to 10 years. What they were trying to do without government assistance could be a useless facility because they will no longer use analog transmitters once they migrate to a digital system. The facilities they have worked hard to produce themselves will be replaced by renting MUX from the company authorized to manage them. So, amidst the tension of competition and the struggles of various parties, who does the government care about?

Meanwhile, Rahayu (2019) highlighted the inconsistency of regulations in the broadcasting sector between the central and regional governments. This has the impact of making it difficult for regulators to evaluate broadcasting practices in the regions. These inconsistent regulations indicate that the central government does not meet regional perspectives. An evaluation of the new regulations issued by the government regarding analog to digital migration needs to be carried out because the challenges to several things contained therein are so fundamental that the Supreme Court has granted several material reviews.

The concept of public service media shows sharper criticism in conditions like this. (Braman, 2007), who pays great attention to the evaluation of local broadcast programs, states that local television activities require evaluation from many points of view and orientation, not only regarding broadcasting regulations and regulators but also involving management methods and interaction with the needs of the audience served. This implies that the completion of local broadcasting infrastructure reduces the burden on local television managers who have many social responsibilities towards their viewers. The central government needs to review its understanding of the actors' local perspective in the broadcasting sector.

The informants stated that the complexity of the digital television infrastructure hampered them, making it difficult for them to discuss strategies and plans for managing the content of their television programs when migrating to digital. The initial migration problems they faced were enough to make it difficult for them to move forward. Hopes that digitalization could provide wider space and opportunities were dashed before they could develop. The persistence of one informant in ensuring the continuity of his television station, even by challenging the digitalization regulations to the Supreme Court, proves that even in a difficult situation, they are still working hard to relieve this pressure through the right channels. This indicates there is a crucial problem.

Public service media assumes media closeness to its audiences, and

we hope that the digitalization process can facilitate this need. Viewers who tend to want local broadcasts rather than national broadcasts show that local television stations receive more attention from viewers. Attention management like this increasingly places the media as the property of the audience so that the media can do further things with the audience, for example carrying out research and development to find solutions to the problems of residents in the areas where the media operates (Hutchinson, 2017). If surrounding areas also have strong local television, they can exchange programs that address each other's issues with a local perspective and learn from each other (Bogaerts, 2017).

We can see that fair access to digital broadcasting infrastructure is the main thing and receives special attention from local broadcasting institutions because they realize that this is the backbone of their services to the information needs of the people in the areas where they operate. Meanwhile, central government regulations and policies that do not accommodate the hopes and concerns of local television managers are the basis for determining access to this infrastructure. So far, the localism perspective shows that the dream of diversity and quality of local content was hampered from the beginning of the digitalization process, namely when government policy did not provide open and decentralized access to new technological infrastructure for local television actors.

CONCLUSION

This research concludes that local television broadcasters view the implementation of analog-to-digital migration as a technological inevitability and place high hopes on it. They realize that the digital technology used requires infrastructure with multiplexing devices. However, they view the policy regarding multiplexing as problematic and not in their favor. The implementation is stuck on the surface. Even that surface is still tricky. Therefore, other expectations of digitalization, such as sociocultural considerations, cannot be adequately addressed.

This impartiality has an impact on the uncertain position of local television broadcasting institutions. Hopes of balanced competition have not been proven. So far, digital technology is not easy to obtain. Decentralization of management control and more local program management ultimately finds it difficult to gain encouragement from the ease and benefits of using digital technology. If access to infrastructure is unequal, then further benefits will be far from being realized.

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Inter-Institutional Communication Model for Online Learning for Elementary School Students

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Abstract. *This study seeks to understand various communication events in the learning process holistically. The communication events in this paper include communication from the interpersonal level, computer-mediated communication, to organizational communication. This study explains the communication process from the human aspect (non-technical) and human relations with learning media technology (technical). This study seeks to answer how daily communication and communication media technology is vital in implementing online education for elementary school students. This study aims to offer an inter-institutional communication model that can be used to provide online education for students in elementary schools during disaster emergencies such as the Covid-19 pandemic. This study uses a focus group discussion (FGD) methodology with data collection techniques in interviews, field observations, and literature studies. This study uses data analysis in three-stage coding: open, axial, and selective. The subjects in this study were providers of elementary school (Sekolah Dasar) in Subdistrict (Kelurahan) Teluk Pucung, Kota Bekasi. This study finds that there is a need for intensification of communication from the daily level involving local stakeholders to resolve non-technical problems. The government needs to improve the communication media technology infrastructure and innovation in learning media technology for students who take online learning at the elementary level.*

Keywords: *communication model, institution, online learning, elementary school, covid-19 pandemic*

INTRODUCTION

This research is a lesson learned from the pandemic. This research will examine how crucial inter-institution communication is. This research reflects on online learning (past) to support other learning disaster backgrounds (in the future).

In December 2022, Omicron BA. 4 and BA. 5 mutation of the Covid-19 virus signals that humans will coexist with the Covid-19 virus. The number of mutations of the Covid-19 virus globally has reached 54 types. B1470 and D614G mutations are Indonesia's most common Covid-19 virus mutations (Rachmawati, 2021). Humans have lived side by side with viruses for a long time, but health technology and immune engineering have made humans resistant to the adverse effects of viruses (Goodnow, 2021). The virus pandemic has impacted modern human history, including policies (governance) and the administration of bureaucratic matters. The implementation of education is one of the sectors affected by the Covid-19 virus pandemic, including Indonesia. As Hernawati, Palapah, & Noviar (2022) said, there are obstacles in the private university sector in implementing their relations with the public (students) (Hernawati et al., 2022).

The Covid-19 pandemic has impacted Indonesia's teaching and

learning process (Abidah et al., 2020). The government provides alternative teaching procedures during the pandemic. However, its implementation in the field faces obstacles, for example, parents' psychological fatigue, limited internet costs, and inadequate gadget facilities (Goldberg, 2021). This study seeks to understand the problems in the dyadic relationship between the school (as an educational institution) and the home (as an educational participant institution). Therefore, this study seeks to learn how communication between institutions matters.

The implementation of education in elementary schools has a unique characteristic. The implementation of learning for elementary school students has a more complex stage. Some examples are family economic vulnerabilities, increased mother's domestic work, stuttering in learning technology, and slow cognitive development of children.

The implementation of education during the Covid-19 pandemic indicates various communication events. Communication technology, interpersonal communication, and learning media are some aspects that support the learning process in the context of a pandemic. Therefore, the study of communication in implementing learning during the Covid-19 pandemic is essential.

Two-way communication in learning becomes vital in the process of transmitting knowledge. Two-way communication was a standard methodology used before the pandemic. According to Weitzel (2016), two-way communication provides an opportunity for observation in pedagogy. Teaching participants can develop interpersonal communication, leading to cognitive and affective development (Weitzel, 1975).

Online learning due to the pandemic created a different knowledge transmission landscape. The learning communication model is not entirely two-way, involving teacher-students, parents, and stakeholders. At that stage, the communication model becomes more complex. Families must cope with the problem of transmitting knowledge from school to their children (Lase et al., 2020).

The family is the main structure in all cultural communities (Garcimartin, 2012). The family members have strong relationships, each building emotions over a long time. They perform their functions internally and externally. Internal means carrying out functions for the family, while external means carrying out social functions in the community (Blau, 2015).

In the Indonesian cultural landscape, the nuclear family lives in one house. Each member will build conditions and environments that lead to the formation of children's morals, character, and cognition (Awlaa, 2017; R Rustina, 2014; Rutter, 1985). Therefore, the family—a house representation—shapes children's cognitive abilities. In the early socialization stage, the family usually intervenes in the child's relationship with the school (Rutter, 1985). The relationship between the two will build conditions that will later determine the child's development.

The Covid-19 pandemic forces the teaching and learning process to occur in the home environment. Parents and family members become part of the child's learning process. This condition forces parents to build literacy on a variety of communication technologies. However, the conditions of each child and family vary greatly (Wayne et al., 2020). Family economic factors significantly impact economically weak families (Rideout & Katz, V, 2016).

The problem arising from the online teaching and learning process from home is that 71% of families feel that their economy is disrupted, which affects food availability at home. Household

food supplies decreased more quickly by 58%. 40% of families also must buy home internet services and additional devices such as laptops. 60% of families whose children attend primary school to university level find that they experience distraction and noise pollution during online teaching and learning activities (Aguilar et al., 2020). This impacts the psychological condition of parents at home (Novianti & Garzia, 2020; Situmorang, E & Purba, B, M, 2018).

The communication model embodies the school and home communication problem. This study maps problems at the interactional level in the daily lives of students from their homes. In recent studies, family and local government institutions (often neglected in the study of education implementation during the Covid-19 pandemic). Students (Coman et al., 2020) If the communication model that connects the home and school supports it, problems in providing education during the Covid-19 pandemic can be minimized.

The teaching and learning process that was supposed to be face-to-face has now turned online (Rulandari, 2020). To support the online teaching and learning process to remain effective, the government is trying to establish policies that harmonize health and teaching policies. Various policies have been rolled out since the pandemic, for example, changing the learning model from face-to-face to online (Kemendikbud, 2020c), teaching financing assistance (Kemendikbud, 2020a), providing internet quotas, teaching assistance programs (Directorate General of Higher Education, 2020). In addition, the government provides learning services through various mobile platforms such as SmartClasses, Quipper, Zenius, LMS, GoogleClass, to WhatsApp (Abidah et al., 2020; Basar, 2021).

The Ministry of Education and Culture of Indonesia (Kemendikbud) provides a the-pandemic-based program to support online learning. The program supports academic units' teaching and learning process, from university to elementary school. The government, parents, students, leaders, and stakeholders need to build synergistic cooperation to successfully implement the program (Cahyono, 2020; Ministry of Education and Culture, 2020b).

Various parties, including teachers, students, and the government, must establish communication. From a communication point of view, two-way communication effectively achieves teaching and learning objectives (Giantika, 2020). Such communication is necessary, but infrastructure and technology are not always supportive and equitable. (Reddy, 2020).

Communication to support teaching and learning in various regions in Indonesia encounters various challenges. The availability of infrastructure, communication networks, the internet (Sumbodo et al., 2017) (read: super-fast internet), supporting devices, and stuttering use of technology are obstacles to achieving the expected communication goals (Subiakto, n.d.). As Aisha, Firdaus, & Mulyana (2022) said, the teacher is experiencing obstacles. The teacher activates the adaptation mechanism through five stages: confusion, trial and error, capacity building, adaptation, and the effort to find new solutions (Aisha et al., 2022).

Previous research (Chang, 2020) explains the role of vulnerable groups such as women in learning during a pandemic; the research is limited to a narrow scope; this research tries to provide a broader picture that vulnerable groups are connected in larger institutions in social life such as families, schools, and government. Previous research (Adnan, 2020; Agarwal & Kaushik, 2020; Baber,

2020; Besser et al., 2022; Irawan et al., 2020; Muslimin & Harintama, 2020; Sahputra et al., 2020; Sumadi et al., 2022)personality, and levels of learning experiences (affective, cognitive, and behavioral have explained how the daily challenges that students face during online learning, but the research is not sufficient to specifically address the problems (focusing) on specific educational subject cohorts, such as elementary school students. This study seeks to understand precisely the problems experienced daily. Previous research (Besser et al., 2022; Muslimin & Harintama, 2020; Sumadi et al., 2022)personality, and levels of learning experiences (affective, cognitive, and behavioral describes online learning from various scientific perspectives. This research places the study of communication as the main issue while still paying attention holistically to possible problems that can be taken from the point of view of other scientists as an example of education science. In other words, this communication research provides a comprehensive offer as a communication model for stakeholders in placing appropriate policies for elementary school children in carrying out learning with a pandemic background.

This study takes a case in *Kelurahan* (District) Teluk Pucung. This study aims to offer a communication model that can accommodate online learning with a disaster background, such as a pandemic. This study seeks to develop an inter-institutional communication model that can accommodate online learning for all students.

METHOD

This study uses a constructivist paradigm with a qualitative approach (Wenzel & Babbie, 2016). This study uses a focus group discussion methodology. Interviews, detailed observation, and documentation are the three data collection techniques that this study uses to obtain secondary data. Coding is an analytical technique that researchers use to process data. Researchers used three stages of coding, open coding, axial coding, and selective coding (Babbie, 2008; Denzin & Lincoln, 2005).

This research went through various stages of data collection. In the early stages of this research, the researcher conducted observation-involvement and interviews in five elementary schools (SDN Teluk Pucung 01, SDN Teluk Pucung 03, SDN Teluk Pucung 07, SDN Teluk Pucung 08, SDN Teluk Pucung 11). Researchers conducted semi-structured interviews to hope new knowledge would emerge that researchers hope can be found. This study places three informants' classifications: students, parents, and teachers.

In the next stage, this research uses a focus group discussion methodology by inviting experts and policymakers. This study seeks to holistically understand the interrelationships between actors ranging from policymakers to students and parents at home in the learning process from the background of the Covid-19 pandemic. This study offers an inter-institutional communication model that can be an alternative to implementing learning with a pandemic background for today and in the future.

Researchers ensure the credibility of qualitative data by triangulation. In the next stage, the researcher processed all the data using coding data analysis techniques. Researchers make simple codes for later analysis research in the axial coding stage, namely the drawing of connectivity between codes. After the random codes have been neatly arranged, the researcher proceeds to the selective coding stage, as stated in the research results in paragraphs.

RESULTS AND DISCUSSION

Communication is an essential

entity in achieving learning objectives. Technically, effective communication is communication without interruption. Thus, various communication support technologies such as the internet, gadgets, and cellular are essential. Non-technically, the online learning process involves communication between humans. Thus, various humanist factors surround it before the communication process in learning runs out.

The online learning process involves a communication process. Technically, several preconditions need to be in place to create anti-distraction learning. For example, super-fast internet infrastructure, the availability of cellular networks between the school and the home, ownership of devices that support learning platforms, and literacy of the learning platforms (Google Meet, Google Classroom, and Zoom).

Schools and homes cannot fully meet these technical requirements simultaneously. The house must meet various domestic problems when the previous conditions have been met. For example, economic conditions are inadequate to meet technical needs, tug-of-war responsibilities for teaching, limited devices to support online learning, increased intra-home conflicts, increased mother's domestic tasks, and other distractions, namely the assumption that the home is a place to play, not for children.

School—home are two interrelated entities during distance learning (PJJ) during the Covid-19 pandemic. Teachers (schools), parents, students, and siblings of students have a role in implementing PJJ. The four of them collaborate to achieve one goal, the achievement of good absorption of knowledge to students. The relationship between the four is prone to tension.

The atmosphere of PJJ (when this research was conducted) was still relatively new, with confusing responsibilities for educating students. The sudden shift of education work from school to parents makes parents dizzy. Parents (read: mothers) are increasingly busy with increasing domestic work. If the mother does not have teaching assistants, she completes her children's assignments by searching for the answer on a search engine (Google.com). Parents sometimes delegate the task of educating their children at home to their students' housemates and older siblings.

The school has an ongoing relationship with the home in PJJ. Schools and homes often encounter obstacles to successful learning—for example, internet disruptions, inadequate devices that support online learning technology, and minimal cellular quotas. The minimal cellular quota forces homes to rent post-paid internet services. In addition, parents have technical difficulties and are unfamiliar with new learning features and technologies such as Google Meet, Google Classroom, and Zoom.

There are several conditions for the learning process to run well: First, students must have a capable internet infrastructure without interference. Second, schools must have learning modules that teachers can effectively translate when conducting online learning. Third, the family must have enough gadgets that are not shared. Fourth, house representative involvement is vital to support online learning: Fifth, Mastery of learning technology and familiarization of various features by students' families.

The discussion in this study will be divided into three levels. First, this research will explain the technical factors that become problems in everyday life. Second, this research will explain online learning's non-technical (humanist) factors. Third, this research will provide an overview of the possibilities of any communication model that the

government, schools, homes, and students can practice to support online learning.

Technical Level

The Indonesian Government, through Kemdikbudristek, has provided various supporting supplements to support online learning. An example is the assistance of data packages (cellular) to students. However, the implementation process still encounters various obstacles. In several elementary schools in Teluk Pucung, the distribution of data packages to students is uneven. The assistance in the form of data packages that schools receive is not routine, so parents and schools must find other ways to get internet services.

Parents at home must subscribe to the internet Over the Top (OTT) to support online learning. For families from economically weak communities in Teluk Pucung, "neighboring internet" is the solution. In addition, school teachers have more or less the same obstacles as students. Some teachers need to stay in school to complete school administrative needs, but the internet as a support for online learning has not been installed evenly. So, there are problems related to an internet connection. The technical factor is a prerequisite for creating a smooth learning process.

(…) waktu itu dapat (kuota), eh tiba-tiba berhenti, enam bulan yang lalu kayaknya. Jadi saya beli sendiri (…) ada sih tetangga saya pasang wifi, jadi pas kuota (internet) saya habis bulan-bulan kemarin, jadi saya berdiri di depan rumahnya aja, saya numpang (internet) (Bu Reni, informant).

Kadang seorang guru juga aduh kita harus sedia pulsa juga, kita mengandalkan wifi sekolah juga kadang rebutan karena jaringannya lambat, makanya jadi sebisa guru bagaimana cara mengajarnya. (Pembelajaran online) ga efektif tapi bagaimana caranya seorang guru

itu agar pembelajarannya itu bia mendekati efektif (Bu Imah, informant).

Online learning requires communication support infrastructure. One of them is the internet. The internet is transmitted through fiber optic cables (optical fiber) and the internet network that radiates via satellite. Schools must work with telecommunications service providers or build networks at high costs. The teacher must have more cellular data if the school does not have internet with fiber-glass cable. At the same time, homes must have the same technology as schools and teachers. In other words, the house needs to have an OTT internet network or excess cellular data. At this stage, the school and the home must allocate costs they did not plan.

Devices become a means of supporting learning. Homes must provide cellular phones, tablets, and laptops. These devices are a medium for exchanging images, audio-visuals, texts, learning modules, and various online learning platforms. They can operate as long as they are connected to the internet. In everyday life, students must share access to gadgets with relatives in the same house. Students must wait their turn to carry out online learning. The provision of additional devices is also outside the home financial plan.

Several platforms support the online learning process, which is divided into two forms, namely, synchronous and asynchronous learning platforms. The online sync learning platforms are Google Meet (Meet), Google Hangout (Hangout), and Zoom. In the synchronous learning platform—even though it is mediated—teachers and students can interact with each other dyadic. The asynchronous learning platform is Google Classroom. In Google Classroom (GCR), teachers and students can manage the learning process by providing what

modules must be studied, deadlines for collecting assignments, and filling in grades. However, teachers and students cannot communicate dyadically. Literacy on the learning support platform is still an obstacle for students, parents of students, and teachers (at the time this research was conducted).

WhatsApp is the only communication support platform equally familiar to home and school. Because of their familiarity, online learning support platforms such as Meet, Hangout, Zoom, and GCR are not PJJ's preference. In addition, some parents and schools have considered WhatsApp a complete platform. WhatsApp can facilitate conversations between teachers and parents, various documents, and phone and video calls.

> *(...) dia paham kalo Zoom mba tapi kalo kaya Google Classroom itu tetep saya yg li(h)at ada tugas apa terus upload tugasnya gitu mba, tapi kadang kan gurunya juga suruh lewat WA grup aja gitu ya jadi ya pake hp saya (Bu Nita, informant).*

Super-fast internet, gadgets, and literacy learning platforms are necessary for homes and schools. The three technical prerequisites cannot stand alone. When one technical prerequisite is not met, the learning communication process will be disrupted. All three must be continuous. Schools must have the same availability of technical prerequisites as homes. Therefore, home and school must have all three technical prerequisites in a package. Thus, learning does not experience obstacles.

Benefits/Disadvantages of Devices

The gadget is a communication technology that has benefits as well as disadvantages. The benefit of the gadget is as an online learning medium. At the same time, the device has a disadvantage. Gadgets are a medium where each user can activate various applications. Students are not only limited to using devices to access Meet, Zoom, and GCR. They can use the device to play games. Thus, if the benefits are measured by students' adherence to limited use of the device on the learning platform, the device is ambivalent. It provides benefits, and it also provides disadvantages.

> *malah (gawai) dipake buat main game sama temen-temennya (...) dia kan pasti buka nya hp yang ada bukannya belajar atau ngerjain tugas nya malah mainan game (...) ya kadang dia main keluar tapi main di luar pun bawa hp, gak tau deh dia main hp bareng temen-temennya main game atau gimana saya juga gatau (...) tapi kalo di rumah dia main hp nya pas mau belajar doang, giliran disuruh belajar itupun malah main game (Bapak Rohman, informant).*

Youtube, as one of the social networking sites, is a supporter of learning. Users can use Youtube to watch various learning content that users can use to answer exam questions, for example. Human relations with learning support technologies such as Youtube have advantages and disadvantages. Youtube is not only limited to meeting learning needs, but Youtube is also a learning distraction for participants studying at home. Students can access various videos that are not related to learning. It becomes even more complex because teachers and parents often rely on learning content on Youtube when they get stuck learning. The incident opened up opportunities for students to access various videos that did not meet the learning objectives. TikTok is also a platform students access not to achieve learning goals but for entertainment. Therefore, students are often distracted by a device ecosystem that not only provides benefits for learning but also provides disadvantages with various distraction platforms.

(...) punya hp malah buat main game aja ngga belajar (...) jadi gini ada anak kelas 1 ini tuh males banget belum bisa baca kalo disuruh masuk tuh dia nangis, sampe sekolah tuh nangis dia dan ga mau nulis terus ternyatakan ada sodaranya kan di kelas itu, bu guru miza (peserta didik) mah kebanyakan main tiktok main game nah gitukan (Bu Imah, informant)

Non-technical Level

Technical factors are a prerequisite for implementing a free online learning process. However, humans are operators of learning technology. In everyday life, humans must interact with various things that are humanistic. The increase in domestic household work is one example. These non-technical factors illustrate how disruption of online learning can emerge as an unavoidable humanist consequence.

The tug-of-war responsibilities of learning supervision

Elementary school students become the main actors in achieving learning objectives. However, students need other supporting actors, such as teachers, mothers, fathers, and housemates. It creates a tug of responsibility. The tug-of-war of responsibility is an ambiguous condition in supervising student learning assistance. As school representatives, teachers hope parents can supervise student learning because the teacher has limited energy and time to supervise students individually. Teachers cannot monitor students in real terms even though they use synchronous learning platforms like Meet, Zoom, and WhatsApp video calls. Teachers consider parents the most appropriate people to supervise students' learning process. At the same time, parents have the notion that the task of supervising students should be in the hands of the teacher. Parents feel that the task of supervising learning adds to their domestic work. Thus, it creates a tug of war-on the responsibility of supervising learning between teachers and parents.

Gurunya enak banget duduk manis, malah saya yang ajarin. Bagusan masuk deh kalo liat akhlaknya juga, lebih sopan santun kalo masuk sekolah (Bu Wulan, informant).

Mother's Domestic Duties Increase

This study underscores the role of mothers as people who have an essential role in learning in a pandemic setting. The shift in students' learning process at home adds to the mother's domestic tasks. School teachers interact more with mothers, not fathers. The school created a WhatsApp group—where—Mother was the coordinator. The WhatsApp group has members who are also mothers. Mother's domestic tasks are mixed with supervising students in daily life. Mothers must supervise their children when doing online learning, while mothers also have to prepare food for their children and students' housemates. This causes mothers to feel overwhelmed in carrying out supervisory duties and domestic work. Therefore, the supervision of learning students does not run optimally.

makanya yang diurus kan jadi dobel ya, harusnya sekolah ya kita udah pasrahkan yah ke guru, paling kalo misalkan mau ulangan lah gitu karena kalo misalkan mau ulangan kan kita minimal harus nego juga sama anak ya, kamu maunya belajarnya seperti apa, kalo saya sih tipenya seperti itu, kamu mau yang jawab atau kamu yang tanya, cuma kalo kaya gini mau ada daringnya begitu kita ngerasain semuanya dan ngerjain semuanya (Bu Wulan, orangtua, informant)

The house condition becomes disharmony with the increasing tension between mother and father. Mother considers Dad to have a minimal role. The mother feels increasingly burdened

by losing the father's role at home because he must work in the office. Mother "forces" the father to participate in the online learning process of students at home.

In economically weak households, the formation of work within the family has a similar pattern. The father works in the formal and informal sectors, the mother works in the domestic sector, and the mother considers the child a duty to attend school. During the Covid-19 pandemic, family order changed. Mothers are forced to "assign" fathers to supervise their children's studying. Mother was forced to "assign" older house siblings to supervise their younger siblings' studying. Fathers (as the family's economic axis) are "forced" to allocate their income for tools not included in the household purchase plan, for example, increasing the number of devices to support their child's learning process. On several occasions, brothers and sisters must take turns operating the device.

Households (read: brother) have a significant role. The mother thinks that housemates have better learning abilities. In addition to being literate about the latest technology and learning platforms, housemates can make students more obedient. For example, some families deliberately place older siblings as supervisors for their children's studies. Housemates carefully pay attention to what the students are doing. The supervisory function in the online learning process is important because students can use the device and play games.

Mother's Economic and Emotional Vulnerability

The family economy is very vulnerable during the Covid-19 pandemic. That vulnerability can lead to disharmony at home. The income of parents (fathers) is vulnerable because they are threatened with termination of work or reduced wages. The allocation of household finances for the teaching and learning process of children is increasing while family income is uncertain. Economic uncertainty and the accumulation of a mother's domestic work cause a mother's emotions to become more vulnerable. The emotional target of the mother is not only the child but also the father—who, in the division of family work—in some cultures in Indonesia, the father has a role as a provider of family needs.

> (...) iya udah pusing, gajinya ga naik-naik (...) sama harus ngajarin anak juga, saya jadi emosian. (...) Kalo matematika kan susah, saya ngatur-ngatur duit belanja gitu sama ngajar juga jadinya emosi pusing, jadinya suka marah-marah (...) jadi nambah beban orang tua kalo belajar di rumah enakan sekolah (Bu Reni, infromant)

This affects the quality of supervision of children's online learning at home. The mother takes shortcuts to complete her son's work. Thus, the learning process does not run as it should. Mothers use the Google search engine as a straightforward way to finish their child's homework. Mothers can easily find a variety of similar learning content through Internet services. Mothers use habitus googling to streamline the work of "supervising children's learning."

> Saya lebih mengandalkan Google ya karena emang saya sendiri, kita pandemi pasti ada efek ke kita secara ekonomi atau apa nambah pusing lagi harus ngerjain tugas anak, itu pasti ngaruh banget ya, jadi ya itu tadi kita ngambil yang gampangnya aja kadang-kadang kalo untuk yang terlalu susah otomatis saya harus pakai Google, sebenernya itu kan gak boleh ya cuma ya mau gimana lagi, jadi ya kita harus belajar lagi ngikutin pembelajaran anak tuh kaya gimana (Bu Wulan, informant).

Home is not an ideal place to study.

Children prefer to play than study. Children assume parents are still parents who should not perform their role as teachers. The emotional bond between mother-daughter cannot change suddenly to become formal, like teacher and student. A mother cannot immediately change her role to be someone who fears her child. If they are in school, the child will tend to be more afraid of the teacher, so the child becomes more disciplined and obedient in learning. Therefore, a child will depend on learning answers from his mother.

biasanya sih saya tanya nih ke anaknya (di rumah), dia mau apa. Kalo saya liat ini moodnya udah rusak banget saya ngga bisa maksain, harus nunggu mood dia baik dulu baru bisa saya nego sama dia (Bu Hani, informant).

Mother divides work tasks among housemates (sister). Siblings are essential actors in the success of supervising children's learning. Siblings have a different emotional bond with their mothers. Siblings can be an agency that can monitor children's learning more objectively. In addition, older siblings have learned literacy skills and newer technologies. Therefore, children cannot "trick" their sister into learning while playing games. Older siblings can teach younger siblings to use Zoom, Meet, and GCR. Brother is an actor who can provide more relevant input to current conditions. Older siblings can give time for the younger to play TikTok after completing the task. The younger consider the policy of the older siblings to be more flexible than his mother. The younger becomes more inclined to obey his older brother's advice.

The Covid-19 pandemic has made children psychologically burdened. The child's mood fluctuates. The mother must wait for her child's mood to improve so the mother can tell her child to do homework or study. Mothers cannot force their children to study because children think that home is not a place to study.

A complete learning support infrastructure at home indicates a complete entertainment infrastructure for children. In addition to studying, the availability of gadgets and super-fast internet can be used by children for activities other than studying. Children become more easily distracted by various platforms such as YouTube and TikTok for entertainment. Both platforms can also be used as learning platforms. In some conditions, TikTok can be a persuasive platform for educating people, such as promoting educational massage about Covid-19 (Pratiwi et al., 2021).

Communication between PJJ Supporting Institution*s*

This Communication Model is expected to be able to provide answers to the problems of online learning in the backdrop of a pandemic. The collaboration of various parties through the intensification of communication between institutions from the daily level, the creation of friendly applications for parents and children, and the use of media owned by the government or non-commercial institutions for learning are some examples of communication models that are holistically expected to be useful for online learning in the context of a pandemic. This study sees that communication is essential in providing online education against a Kelurahan Teluk Pucung, Bekasi pandemic.

Role Intensification and Communication of Local Stakeholders

RT, RW, and *Kelurahan* are the three government institutions with the closest social distance to the community. The three government institutions must establish communication with the family. Communication with the
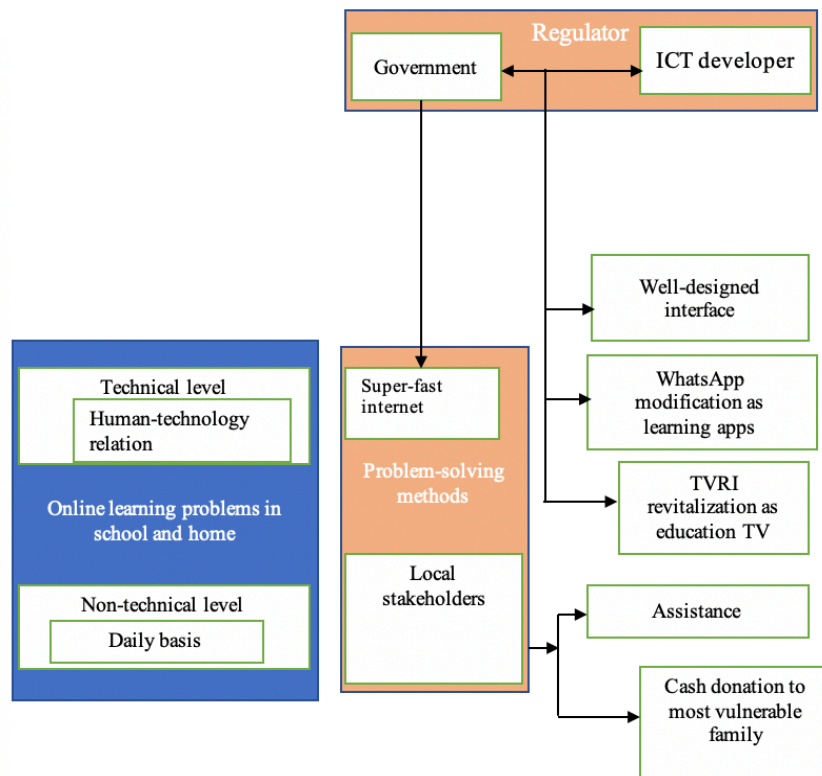
Figure 1. Inter-institutional Communication Model supporting PJJ

family can produce two essential things. First, the three institutions can convey problems objectively (bottom-up) to a higher level of policymakers. Second, the three institutions can properly apply the various aids from the Government through the Ministry. Therefore, dialogue, communication, and intensification of focus group discussions within the Kelurahan or smaller scope can be carried out regularly. The three institutions have a dual role as an

Extension of the people's voice to the government level and a link to government policies at the community level. In this study, the three government institutions play an essential role in the success of online learning in the context of the pandemic. The provision of data packages, digital application training, and direct assistance (donations) for online learning are examples of the three institutions playing an essential role as distributors of community needs, especially online learning in the context of the pandemic.

Provide the Super-Fast Internet Service and Infrastructure

Infrastructure is a prerequisite for service users to carry out various activities, including online learning. Telekom Indonesia is one of the companies that have the most extensive service network in Indonesia. The government should be able to force the state-owned company to improve service quality and make internet service prices cheaper. Therefore, families with a weak economic level can make internet subscriptions one of the necessities that can be included in the monthly shopping list of economically weak households, especially in *Kelurahan* Teluk Pucung.

Making Learning-Friendly Apps

Through Google, Alphabet company has created a service devoted to learning, for example, Google Classroom. However, the user familiarity level determines the learning applications' effectiveness. In other words, the government can initiate various parties to

create learning applications whose screen displays are friendly to all users.

Some of the learning applications in Indonesia are commercial. For example, Zenius and Ruangguru. The government can use its power to make friendly policies for various groups, one of which is by making learning applications accessible. In addition, the parties can establish communication to develop applications that combine games and learning. Games have increased sensitivity, knowledge, psychological, and cognitive development (Bartolomé et al., 2011; Katsaounidou et al., 2019). In other words, the presentation of learning media technology by paying attention to the appearance and form of human interaction with the technology indicates that the learning application can meet the goals of its users.

Using WhatsApp as a Familiar Application for Learning

Various parties, including the Government, can intensify the WhatsApp (WA) application as an opportunity for online learning. The WhatsApp application is Indonesia's only online conversation application with cross-generational users. The WA screen display is considered friendly and familiar to be used by teachers to carry out the learning process.

Utilization of TVRI for Broadcasting Electronic Learning Content

In addition, the Government can also reuse the role of TVRI (Televisi Republik Indonesia) as educational television in Indonesia. TVRI can broadcast actual learning content such as Mathematics, Indonesian Language, Citizenship, and various other subjects so that every child can access learning content for free just by accessing their television.

Maximizing Online Learning

No one has a definite answer as to when online learning in the backdrop of a pandemic will end. This research reflects that online learning needs to have the same quality as offline learning. The excellent quality of learning comes from improving good inter-institutional communication, providing technology infrastructure and learning media, and using various government channels to maximize the learning process from home.

Inter-Institutional Communication

Communication between parents as family representation and teachers is crucial because it represents home and school communication. Schools and homes need to build communication so that the teaching and learning process runs as expected. Several parties will be involved in teaching and learning communication coordination and cooperation. Two-way communication is a manifestation where it will achieve teaching and learning objectives (Giantika, 2020). So far, two-way communication between teachers and students has become an effective communication pattern in teaching and learning, especially in online learning situations during the pandemic. This two-way communication pattern needs support from other parties, especially parents, not just teacher-student communication. Therefore, school-home communication that supports the teaching and learning process is essential, especially in areas where internet access is still constrained (Sumbodo et al., 2017), access to technological devices, and the ability to use technology (Subiakto, n.d.).

Articulating government policies during disasters such as pandemics requires intensifying appropriate inter-institutional communication (Kim & Kreps, 2020). In other words, implementing online learning in a pandemic setting requires an appropriate and mutually sustainable communication model (Reimers &

Schleicher, 2020). The success of implementing online learning is an inter-institutional collaboration between parties such as RT, RW*, Kelurahan,* and any other local stakeholders articulating Government policy. Various parties collaborate to carry out online learning. The government provides an almost free internet quota, assisting families with technology stuttering at the daily level, and the innovations and creations of various technology companies to support online learning are some examples. The institution's sustainability is the key to implementing online learning against the backdrop of the pandemic.

CONCLUSION

This study produces a communication model to improve the quality of learning with a pandemic background (online learning) for elementary school students in *Kelurahan* Teluk Pucung, Bekasi City. The communication model answers the problems that occur in people's daily lives. The problem is divided into two, namely at the daily level, which is humanist (non-technical), and at the level of communication media technology (technical). This shows the need for the role and intensification of the government to improve various communication events for online learning against the backdrop of the pandemic. The government needs to improve communication from the local stakeholder level, prepare communication media technology infrastructure, and create learning-friendly technology innovations.

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The Role of Promotional Media in Developing Sustainable Mining Heritage Tourism

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Abstract: *Open Pit Nam Salu tourist area, a Belitung National Geopark that has received recognition as a UNESCO Global Geopark, is one of the mining heritage-based tourist attractions visited by tourists from several countries from all continents of the world. For this reason, this research aims to analyze the role of promotion media in developing sustainable tourism on mining heritage. The method used in this research is descriptive qualitative using the Systematic Literature Review method, supported by interview and documentation methods. The study was conducted in Belitung, Bangka Belitung Province, Indonesia. The results show that promotional media is essential in helping the development of sustainable mining heritage tourism. The dominant promotional activities the Open Pit Nam Salu tourist attraction management carries out are advertising and digital/internet marketing. Then, regarding the sustainability of mining heritage tourism, at least three pillars must be met, starting from the environmental, social, and economic pillars.*

Keywords: *Mining heritage, promotional media, sustainable tourism development*

INTRODUCTION

Belitung is an archipelago of many islands; Belitung Island is the largest, the second largest is known as Seliu Island, and a number of smaller inhabited islands. Belitung Island, surrounded by the sea, has extraordinary beaches and natural beauty. For this reason, several entrepreneurs are interested in building tourism support facilities in the Belitung area.

One of the tourist attractions that attract attention on Belitung Island is the existence of a mining heritage-based tourist attraction in the Geosite Open Pit Nam Salu area, which was one of the points in the designation of the Belitung National Geopark as a UNESCO Global Geopark at the 211th session of the UNESCO Executive Board in 2021 (Wahyuni, 2022). The regional government, the Tourism Office, and other stakeholders collaborate to carry out integrated promotions through various promotional media, such as social media, direct marketing, and conventional media, which must be addressed.

In its implementation, the success of the attraction of the Open Pit Nam Salu tourist area in its development is one indication of the increasing number of tourists. So far, tourists from various countries worldwide have visited the Open Pit Nam Salu tourist attraction. The concept used in its development is towards sustainable tourism, and one of the efforts to make this happen is the need for marketing (Sheresheva et al., 2020), primarily related to the promotion mix (marketing mix).

Implementation of a sustainable approach (Mihalic, 2020; Mosalev, 2020;

Pimonenko et al., 2021), known as the Sustainable tourism development (Dunets et al., 2019; Kim et al., 2019; Sheresheva et al., 2020), is essential for the tourism industry.

Various promotional media, including social media (Islam, 2021), have been used by stakeholders in disseminating information and communicating with potential target markets. However, it has yet to be discovered how critical promotional media is in building sustainable tourism based on mining heritage in Belitung, considering that Belitung used to be one of Indonesia's largest tin mining areas. Research on the mining heritage (Conlin & Jolliffe, 2010), including in Indonesia, has its charm, considering that tin mining in Belitung was once used as one of Belitung's primary sources of economic strength.

Based on this background, a deeper study is needed regarding the promotional efforts required and the types of media used to promote the attractiveness of the Open Pit Nam Salu tourist area as a mining heritage, and an analysis of the role of promotional media in building sustainable tourism based on this mining heritage since it is considered that Belitung is one of the potential tourist destinations in Indonesia.

Theoretical Framework

A tourist attraction can have its interest because of the values it offers. A tourist attraction can have particular importance, for example, because of the historical value contained in it. Tourist or market interest can occur because of specific discounts offered by the tourist destination, tourists' intense curiosity about a particular object, and feeling satisfied or otherwise dissatisfied with what is provided by the service provider compared with the services they receive.

One of the tourist attractions currently being developed in Indonesia is mining heritage. According to Jelen & Kučera (2017), mining heritage can be defined as "a complex of both tangible and intangible features and values whose formation was associated with the development of mining activities in the given region". Mining heritage is the remains of mining activities and mineral resource management processes with values and issues related to the mining industry and workers, making it mining heritage (Jelen, 2018; Jelen & Kučera, 2017). Mining heritage can be a tourist has the potential to be used as a tourist destination, considering the many values it can provide to tourists. This activity is called mining heritage tourism, where tourists visit post-mining sites to get deals and experiences related to mining activities and their cultures (Byström, 2022).

Mining heritage tourist attractions can be categorized as historical tourism, with its values offered to tourists (Rohaendi et al., 2022). Tourists get the deals they want and expect, match their expectations, or exceed their expectations regarding the services provided by the tourist attraction provider (Caamaño-franco & Suárez, 2020). The values that tourists can obtain are not only seeing the ex-mining site directly and seeing the natural beauty of the ex-mining land but also historical, cultural, and social values through the identity of the place, residents, and miners (Byström, 2022). Jelen (2018), in his research, said that Mining heritage can provide cultural, historical, and social value. These values can be material (holes, buildings, equipment, and miners' uniforms) or immaterial (procedures, miners' habits and traditions). object providers and related parties must convey (communicate) accurately the value they offer tourists.

Considering sustainability, mining heritage tourism has the potential to

impact the economy, society, and the environment positively. To reach this potential, recognizing the potential of mining heritage is essential in terms of the place's material and immaterial heritage, such as local cultural traditions, labor culture, religious beliefs, traditional craft, and production activities. Therefore, heritage tourism activities and projects should be embedded in the local economic, social, and cultural context to positively impact the local community and its social, economic, and environmental well-being (Murzyn-Kupisz, 2012).

In developing the sustainability of mining heritage tourism, all products offered in mining heritage tourism, including tourism products and values, must be appropriately managed by many stakeholders to attract local and foreign tourists. In this part, promotion and communication play an essential role. The market can only know a product with a promotion and communication process.

In line with the focus of this research, questions arise regarding the role of promotional and communication media in building sustainable mining heritage tourism. This means this research uses a promotion mix strategy to reach this objective.

From several decades ago, many experts have formulated the dimensions of the promotional mix. In 1993, Belch and Belch, in their book entitled "Introduction to Advertising & Promotion: An Integrated Marketing Communications Perspective (2nd Edition)", formulated four promotions mix components, which are advertising, sales promotion, publicity/public relations, and personal selling (Belch & Belch, 1993; Shannon, 1996). Other researchers like Bovee and Thill (1992), Kotler and Armstrong (1993), and Burnett (1993) have formulated dimensions of promotions mix like advertising, sales promotion, public relations, and personal selling (Shannon,

1996). So, traditionally, the promotions mix has four elements: advertising, sales promotion, publicity/public relations, and personal selling.

As time goes by and with more and more research on promotion mix, the dimensions of promotion mix are also developing and increasing. For example, in their book, Belch & Belch (2015) have added direct marketing as a new element of the promotions mix. Then, since people are living in the digital era, digital or internet marketing was also added as the promotions mix ingredients. In the modern era, there are six elements of the promotional mix: advertising, direct marketing, digital/internet marketing, sales promotion, publicity/public relations, and personal selling. Those six elements of the promotions mix were examined in this research.

Advertising is a form of non-personal communication that a sponsor must pay for regarding a product, service, organization, or idea. The paid aspect means advertising messages must purchase location, place, and time. Meanwhile, the non-personal component means that advertising includes mass media that transmits messages to a large group of individuals at the same time. Advertising can be in the form of advertisements on TV, radio, magazines, newspapers, and others (Belch & Belch, 2015).

Direct Marketing is a promotional element where organizations can communicate directly with target customers to generate responses or transactions. Direct marketing can include mail, mail-order catalogues, database management, direct selling, telemarketing, and direct-response ads (Belch & Belch, 2015).

Digital Marketing is a promotional mix element that allows interactive or two-way interaction of information where users can participate and modify

the form and content of the information they receive at that time (Belch & Belch, 2015).

Sales promotion is a marketing activity that provides added value or incentives to sales forces, distributors, or key customers and can stimulate sales quickly. Sales, specifically customer-oriented promotions, can include samples, coupons, premiums, contests/ sweepstakes, refunds/rebates, bonus packs, price-offs, loyalty programs, and event marketing (Belch & Belch, 2015).

Publicity is non-personal communication about an organization, product, service, or idea not directly paid for or carried out by the sponsor. Public relations is a management function that evaluates general behavior, identifies policies and procedures of an individual or organization with the public interest, and executes program actions to gain understanding and acceptance from the community (Belch & Belch, 2015).

Personal selling is a form of personal communication where the seller guides or persuades potential buyers to buy products, services, or ideas from the company. Unlike advertising, personal selling involves direct contact between buyers and sellers, face-to-face or via telecommunications channels such as telephone sales (Belch & Belch, 2015).

In its implementation, all of the promotional mix dimensions can be carried out simultaneously to reach the market optimally. So, these dimensions can't replace each other, but all of them can be carried out simultaneously. But, of course, it will depend on the party using those dimensions.

Media and communication are inseparable concepts and intertwined with the development of communication media technology (Ernungtyas & Boer, 2023; Hepp, 2022). Promotional media is a tool used to promote ideas, products, or services to customers. In this research,

promotional media refers to the tools used in the promotional mix to encourage heritage mining tourism to tourists. Promotional media is needed not only to inform and socialize the existence of a product and its advantages to the public or target market but also to remind people about the existence and advantages of the product. Communicating and informing the market of a product requires promotional and communication media.

In building sustainable tourism, promotional media has a vital role in giving various and related information about tourist attractions to the target market (Ani, 2019; Indriastuty, 2020; Supriadi & Maharani, 2021; Hecan, 2023), so this is expected to increase market interest in this tourist attraction (Oktaviani & Fatchiya, 2019). It has been explained that, theoretically, the purpose of promotional media is not only to inform and create market interest but also to remind people of the existence of a tourism object (Raditya et al., 2020).

Researchers have revealed the significant role of promotional media in building sustainable tourism. Florido-Benítez (2022) states that promotion is essential for the tourism industry. Various types of promotional media can be used appropriately according to their intended purpose. Advertising can be done in multiple ways to obtain a broad market reach, whether through e-marketing, social media, etc. Social media can be the primary medium for attracting many tourists (Agyapong & Yuan, 2022; Chu et al., 2020; Hays et al., 2013; Islam, 2021; Karim et al., 2021; Schroeder & Pennington-Gray, 2015).

However, conceptually, conventional promotional media can only partially be abandoned. This means that using an online and traditional marketing mix is a must. Potential markets will get important information regarding this tourist attraction through one or several

promotional media. This hypothesis is based on what was stated by Firmansyah et al. (2021), Lei & Gao (2022) and Ahmed & Helhel (2022), that promotional media is important to attract tourists.

Tourism providers and related stakeholders must provide optimal service to provide appropriate information or exceed tourists' expectations regarding the destination's services. This is because the presence of tourists will impact sustainable tourism development, whether it is sustainable from an economic, social, or environmental perspective. This makes it essential to promote tourist attractions appropriately and informatively to potential tourists.

Researchers have conducted studies on sustainable tourism development in terms of economic, environmental, and socio-cultural sustainability (Dauti et al., 2018; Tien et al., 2021). The meaning of the word sustainability is an essential concern in the tourism sector and can indicate success for a tourist attraction (Font & McCabe, 2017). The term sustainable tourism development (Degarege & Lovelock, 2019; Font et al., 2023; Pomering et al., 2011; Siakwah et al., 2020; Tien et al., 2021) is to provide benefits or added economic value for society and related stakeholders (Millaku et al., 2021). The term sustainable also means adding weight or a positive impact on the environment around the tourist attraction, including social and cultural aspects (Woosnam & Ribeiro, 2023). The added values that can be realized from the diversity of tourist attractions are carried out through efforts to develop and organize tourist destinations. This effort should be carried out by various related parties, especially local governments, businesses, or private parties who care about the development of the object. Tourism and community organizations or communities that intend to develop tourist attractions to create added economic,

social, and environmental value.

METHOD

This research focuses on the role of promotional media in building sustainable tourism based on mining heritage. The research location is in Belitung, Bangka Belitung Province. Tourist destination research is the attractiveness of the Open Pit Nam Salu tourist area as one of the tin mining heritage tourist attractions in Belitung. To reach the aim of this research, a qualitative research method that combines systematic literature reviews and interviews is used.

This research requires primary and secondary data types. Preliminary data was obtained from interviews with several informants relevant to this research. The technique for determining informants in this research was carried out using a purposive sampling technique or deliberate selection with several considerations. The informants selected are directly involved or are considered to have information and understanding of the Open Pit Nam Salu Tourist Attraction conditions. Information regarding the informants was obtained through one of the researcher's acquaintances living in Belitung Regency and digital media such as the Bapopnas website. The researcher then sent an official letter to the informants asking for permission to conduct interviews. Some of these letters were given directly to the informants, and some were given via media such as email and WhatsApp.

There were around 12 informants in this research. They were the Representative of the Regional Head of Belitung Regency, the Chairman of the Belitung Regency Tourism Office and her member, the Chairman of the Open Pit Nam Salu Management Agency (Bapopnas) and his member, MSMEs (around two people), tourists who are visiting the tourist attraction (around

two people), and the community around the tourist attraction (around three people). The interview was held in Belitung Regency on August 2023. The interview schedule was adjusted to the time availability of each informant. The interview session for each informant was around 30 – 45 minutes.

Meanwhile, secondary data was obtained from documents and publications from previous researchers relevant to this research. Secondary data is collected from databases collected on the internet. The database for journal articles used in this research comes from Google Scholar. The database search process uses the Google search engine.

From search results in the Google Scholar database using the keyword "role of promotional media in mining heritage tourism sustainability" from 2020 - 2023, at least two thousand articles are available. From two thousand pieces, we selected 150 articles with relevant titles to our research topic, using Indonesian or English, fully available text, and specific to the main question that is the focus of the review. Most of the article titles that appear are less relevant to our research topic (mainly, the article's topic was only about the factors influencing tourism development and not specific about promotion media and mining tourism). We only selected articles about promotion media, its role in mining or heritage tourism development, and topics about heritage tourism sustainability). Then, from those 150 articles, further screening was carried out by reading the abstract, and only 79 articles were analyzed further because they were suitable for our research purposes. Finally, only 31 articles were selected for further analysis because the content and discussion of those articles referred to the relationship between promotional media and tourism sustainability, primarily related to heritage tourism.

The articles that were collected were then analyzed in a systematic literature review. Atlas. Ti 23 software is used to facilitate the process of screening and studying articles that have been collected in the previous process. The following process carried out is the coding process. In this process, several coding makes it easier to analyze relevant keywords in each article analyzed. The following process is word clouding. The results of this word clouding are word frequency and concept covering. The next stage is to create a network that explains the relationships between coding that have been analyzed before. The network diagram was then analyzed descriptively. Primary data obtained from interviews and available document archives were used to support the results of this systematic literature review.

RESULTS AND DISCUSSIONS

Belitung is one of Indonesia's leading tourist destinations because of its wealth of resources and tourist attractions that continue to be developed. There are fewer than 70 tourist attractions in Belitung and at least 60 in East Belitung. Tourists from 5 continents in the world have come and visited Belitung Island. Generally, tourists who come to Belitung Island also travel to Belitung and East Belitung because national and foreign tourists who come to Belitung Island go through one airport located in Belitung Regency.

Data from the Belitung Regency Tourism Office (2023) shows that in 2018, ten countries had the highest number of tourists coming to Belitung. They were China, Singapore, Malaysia, South Korea, Japan, France, America, the Netherlands, Germany, Australia and others. However, in 2019, most tourists came from Malaysia, China, South Korea, Singapore, the Netherlands, France, America, Japan, Germany, India,

and others. In 2022, China is the country with the most foreign tourists. Second are Singapore, South Korea, India, Malaysia, America, the Netherlands, Germany, Japan, the Czech Republic, and others. From this data, it can be analyzed that the promotion of Belitung tourism must be carried out more intensively, especially in countries on the Asian and European continents. Promotional efforts via the internet and social media are the most effective because they can reach worldwide.

Various tourist attractions in Belitung are continuously being promoted to all countries worldwide. One of the rare and unique tourist attractions in Belitung is the mining heritage tourist attraction since Belitung was one of the largest tin producers in Indonesia.

The development of tourism based on mining heritage, such as the Open Pit Nam Salu Geosite area, is one of the essential things in the designation of the Belitung National Geopark as a UNESCO Global Geopark. Open Pit Nam Salu is the first open pit tin mining tourist destination in Southeast Asia (Wahyuni, 2022), so participation from various parties is needed to further introduce and promote this destination to prospective tourists nationally and internationally.

Promotional Media and Its Role in Sustainable Tourism Development

Promotion and communication media have an essential role in disseminating information about the existence of the Open Pit Nam Salu as a mining heritage site and one of the tourist attractions in Belitung. Foreign tourists from 5 continents have visited this historical tourist destination.

Various media have been used to promote the existence of the Open Pit Nam Salu, including direct marketing through belitonggeopark.com and social media like Facebook, Instagram, YouTube, and others. Through the internet, the spread of information and communication become so fast, and with a global reach, this tourist destination can be known by the world community. The interview results show that foreign and national tourists use social media and other promotional media to get information about the existence of Open Pit Nam Salu, which are also important even though they are not the primary source of information and promotion.

Not only local and national media but several media used by UNESCO Global Geopark (UGGp) from abroad help promote Belitung UGGp in their countries. UGGp's role in promoting Belitung UGGp is vital so Open Pit Nam Salu can be known worldwide. Foreign tourists who come to this tourist destination not only learn about the existence of tin mining civilization but can also study and research the rich natural resources in this area.

The central and regional governments also have an essential role in promoting the existence of this tourist destination, such as through promotional activities through exhibitions or events outside the region. This allows people outside Belitung to know the natural beauty of Belitung, such as the beauty of its mountains, beaches, the existence of 17 sites, including the charm of the Open Pit Nam Salu, which radiates from rocks that existed around 300 million years ago (Ma'arif, 2021).

Conventional promotional and communication media are also used in magazines, newspapers, etc. The existence of micro, small, and medium enterprises, through their creativity, contributes to promoting this mining heritage-based tourist attraction. This means that the presence of the community and creative industries in Belitung has contributed to promoting this tourist attraction.

The development of this mining
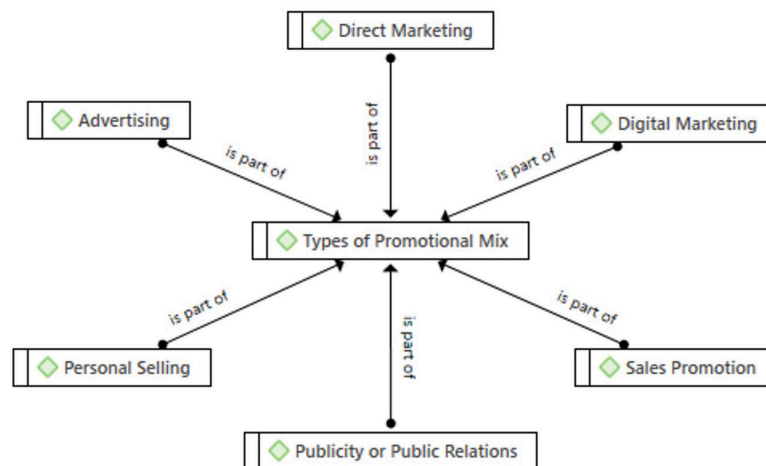
FIGURE 1. Types of Promotional Mix
Source: Belch and Belch (2015).

heritage tourism destination is also inseparable from the contribution of the management team, commonly known as the Open Pit Nam Salu Management Agency (Bapopnas), who have sincerity in managing this tourist attraction. Through their management style that uses a friendly approach, they strive to cooperate and collaborate with various stakeholders to build sustainable tourism based on this mining heritage. The following figure explains that various promotions promote the Open Pit Nam Salu tourist destination.

Each type of promotional mix used has a different contribution to helping tourism sustainability in East Belitung, especially the Open Pit Nam Salu tourist destination. Among the various types of promotions used are advertising, direct marketing, digital or internet marketing, sales promotion, publicity or public relations, and personal selling.

Several media, such as television, newspapers, and magazines, advertise the Open Pin Nam Salu tourist destination. In recent years, media such as television, newspapers, and magazines have participated in showing and introducing the beauty of this tourist attraction to society. Moreover, in 2022, the Open Pit Nam Salu became a visiting destination for members of the G20 Summit in Belitung. Among several media that promote this tourist destination is Visit BelTim Magazine Edition 14, which the Belitung Regency Tourism Office, Kompas, Pikiran Rakyat, Pos Belitung, and many other media manage. Other media, like brochures and leaflets, are also used to promote the tourist destination.

Another promotional activity carried out is through direct marketing. Promotional activities through direct marketing are carried out through interactions via email (direct mail), direct message (DM), and comments features on social media like Facebook and Instagram. The direct interaction carried out by the Open Pit Nam Salu Instagram and Facebook account managers is by responding to questions and comments and providing important information to potential tourists regarding the Open Pit Nam Salu tourist destination. The delivery of messages carried out by social media account managers to their potential tourists is very likely to be responded to by potential tourists. In this activity, there is interaction between the tourist attraction managers and potential tourists, encouraging them to visit the Open Pit Nam Salu.

Another form of promotion carried out is through digital or internet marketing. Open Pit Nam Salu managers use Internet
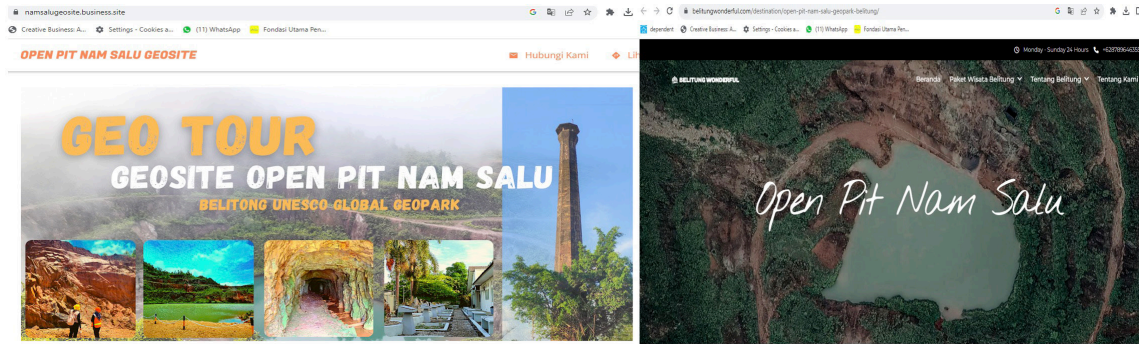
FIGURE 2. Open Pit Nam Salu Promotion Website
Source: Google Search Engine

marketing to utilize their websites and social media accounts. A website is where information is created for internet users by service providers (Belch & Belch, 2004). In this way, tourist attraction managers can generate awareness and knowledge of the society (national or international society). Internet marketing utilizes interactive media, allowing the exchange of information where users can participate and modify the form and content of information received with certainty (Belch & Belch, 2004).

Search engines, websites, and social media are effective because they allow reaching potential tourists widely, not limited by distance and time. Bapopnas and other parties, such as the UNESCO Belitong Geopark management, manage the website. Among the several websites used in this promotional media are websites governed directly by Bapopnas, such as namsalugeosite.business.site as well as websites operated by other parties, such as belitungwonderful.com,

belitonggeopark.net, and others as shown in Figure 2.

Meanwhile, social media used to promote the Open Pit Nam Salu consists of Instagram (geositeopenpitnamsalu), Facebook (Bapopnas), and YouTube channels (i.e., Belitung Island Channel) as shown in Figure 3

Besides the types of promotion above, another type of promotion media used is sales promotion through events like Geopark Indonesia Summit & Geopark Investment Forum, Familiarization Trip (Famtrip) held by the Ministry of Tourism and Creative Economy (Kemenparekraf), Indonesia Geopark Youth Forum, and other events.

Then, regarding promotion activity using personal selling, Bapopnas offers tourist packages to visit Open Pit Nam Salu to tourists. In implementing publicity or public relations, mass media is used to bring a good image of the tourist destination. Advertising using YouTube videos also gives more information and

FIGURE 3. Social Media of the Open Pit Nam Salu
Source: Google Search Engine

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TABLE 1. Promotions Mix

Types of Promotion	Media
Advertising	Newspaper
	Magazine
	Television
	Brochure, Leaflet
Direct Marketing	Email (direct mail)
	Direct message feature in social media
Digital / Internet Marketing	Email (direct mail)
	Direct message feature in social media
Sales Promotion	Events
Personal Selling	Tourist Package Program
Publicity	Exhibitions

Source: Processed Data (2023)

provides an overview of the beauty of the Open Pit Nam Salu tourist attraction. Other activities like exhibitions are also used as media to create public relations.

The types of promotion mix used by the Open Pin Nam Salu manager are summarized in the Table 1.

Promotional media has a role in disseminating information and attracting tourists to Belitung. Foreign and national tourists generally obtain information about the existence of the Open Pit Nam Salu through various promotional media. The primary promotional and communication media is the internet, including websites, search engines, and social media. Research shows that social media is more critical in distributing news (Diniati et al., 2022; Heijkant et al., 2023).

From the result of systematic literature review analysis using Atlas. Ti 23 software promotional media is vital in enhancing sustainable tourism development. The systematic literature review was carried out by analyzing 31 journal articles from previous researchers. Among the thousands of journals related

FIGURE 4. *Coding Process*
Source: Secondary Data Processing with Atlas.Ti 23

to the research topic, researchers only chose 31 pieces considered more relevant to understanding the role of promotional media in tourism development.

After selecting those 31 articles, the researcher carefully read, analyzed, and synthesized the articles one by one. Researchers made several codes to make exploring the keywords discussed in each journal article easier. The regulations contain keywords related to the role of promotional media in tourism development. At least eight keywords were obtained from the reports analyzed as described in the Figure 4.

Codes used in the analysis process of this research include the role of promotional media in giving tourism information, building the image of tourist destinations, and as a medium to interact with potential tourists. Apart from that, the media also has a role in increasing tourist interest to increase the number of tourists, which will ultimately help develop infrastructure and accommodation businesses and MSMEs around tourist destinations.

The results of the literature analysis are then described through word clouding, which consists of word frequency (words that frequently appear in the articles analyzed) and concept clouding (the concepts most discussed in the papers). The word clouding results are explained in the Figure 5.

The word frequency above explains that there are words that often appear in the articles analyzed, like *media* (medium), *wisata* (tourism), *pemasaran* (marketing), *promosi* (promotion), *wisatawan* (tourist), *berkunjung* (visit), *informasi* (information), *keputusan* (decision), and other important words. From those words, in the tourism sector, the media plays an essential role in marketing, especially promotion. Based on the phrase clouding results above, this promotional activity's main target is the tourists. Promotional media is used to attract tourist interest, influence the decision of tourists to visit the destination, and then is expected to increase the number of tourists who visit the goal. These results are relevant to the following concept clouding results as shown in Figure 6.

Figure 6 explains that media is used to disseminate information relayed to the tourist destination to the potential tourists. Promotional activities through various media provide relevant and complete information about the tourist destination. For example, promotional activity is used through social media by posting interesting information, photos, or videos

FIGURE 5. Word Frequency
Source: Secondary Data Processing with Atlas.Ti 23

FIGURE 6. Concept Clouding
Source: Secondary Data Processing with Atlas.Ti 23

about the beauty of tourist destinations to attract potential tourists. Posting news, photos, and videos on social media is also used to create a 'good image' about the tourist destination and be a medium to interact with potential tourists through likes or comments. It is hoped that this will encourage tourists to visit these tourist destinations so it can realize the development of sustainable tourism.

Sustainable tourism development continues to be pursued, not only by the government with various policies that support the development of sustainable tourism in Belitung, but also by the participation of the various communities like Bapopnas, society, tourists, SMEs, and other related parties, where their participation have a significant role in realizing sustainable tourism development as explained in the systematic literature review results using Atlas. Ti 23 as shown in Figure 7.

The picture above explains that in terms of achieving goals, the local government, through managers, tourism offices, and various related stakeholders, is trying to implement sustainable tourism development through promotional activities using mixed existing media. Promotional media introduces tourist destinations to potential local, national, or
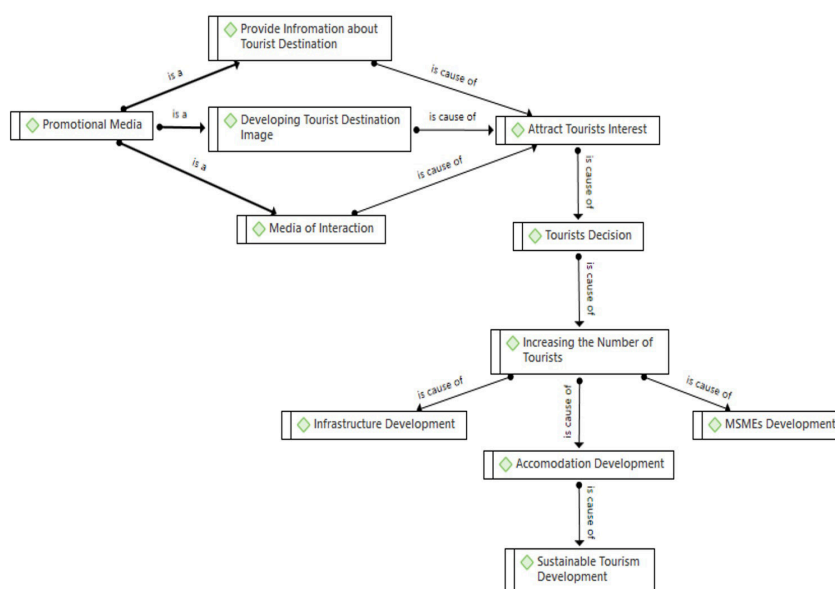
FIGURE 7. Network Diagram
Source: Secondary Data Processing with Atlas.Ti 23

foreign tourists. The results of the literature analysis show that promotional media provides information to tourists regarding tourist destinations (Larita et al., 2020; Arofah & Achsa, 2022; Salem et al., 2022; Putra et al., 2023). Studies conducted by Raditya et al., (2020) and Ramaditya et al., (2023) explained that promotional media is used to build and improve the image of tourist destinations. Promotional media is also used as a medium of interaction between tourist destination managers and potential tourists on social media (Hecan, 2023; Maghfiroh, 2022), for example, a question-and-answer interaction to provide information regarding location, accommodation, and others.

It is hoped that complete information and a good image built through promotional media can increase tourists' interest in tourist destinations (Najwati & Zaenudin, 2022). These interests ultimately influence tourists' visiting decisions (Putra et al., 2023), which is expected to increase the number of tourists (Indriastuty, 2020).

The results of the literature review analysis are strengthened by the interview results and archive database available in the field related to tourism in Belitung. Data from the Belitung Regency Central Statistics Agency (BPS) shows an increase tourist visits to Belitung from 2020 to 2022 shown in Figure 8.

Tourist visits to Belitung in 2022 will be 301,906, an increase of 63.57% from the previous year, with 184,570 tourists. This is supported by various media that promote tourist areas in Belitung, especially the Open Pit Nam Salu tourist attraction. In addition, the G20 activities held in Belitung also attract more tourists to Belitung. Then, the delegation's visit agenda to the Open Pit Nam Salu makes people get to know this tourist destination better.

Various promotional media, including websites and social media such as Instagram, Facebook, and YouTube, attract more people to Belitung, especially the Open Pit Nam Salu. Over 400 thousand search results in Google search engines show news or information about the Open Pit Nam Salu tourist destination. In addition, many YouTube channels promote Open Pit Nam Salu and have been watched by more than 2 thousand viewers. Likewise, on Instagram media, there are over a hundred hashtags #openpitnamsalu and more than 200 reviews of the Open Pit Nam Salu on Google Reviews. Through this promotional media, potential tourists obtain information regarding this tourist destination, increasing interest and the number of tourist visits. Many of them
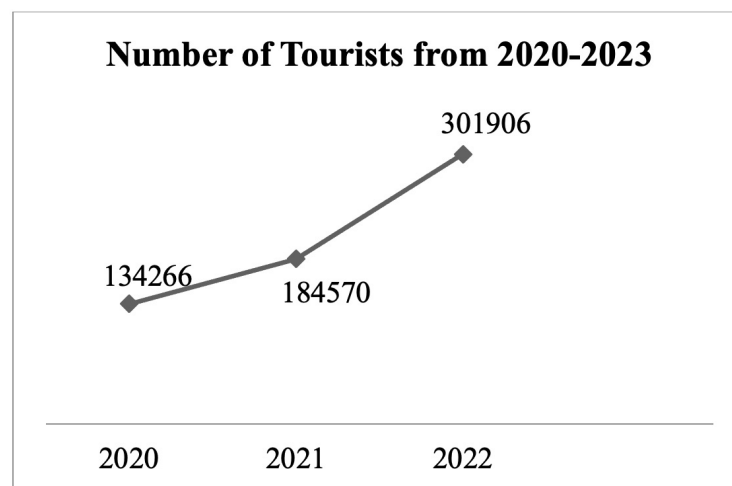
FIGURE 8. Number of Tourists in Belitung 2020-2022
Source: BPS Data 2020-2023

Types of Promotional Media
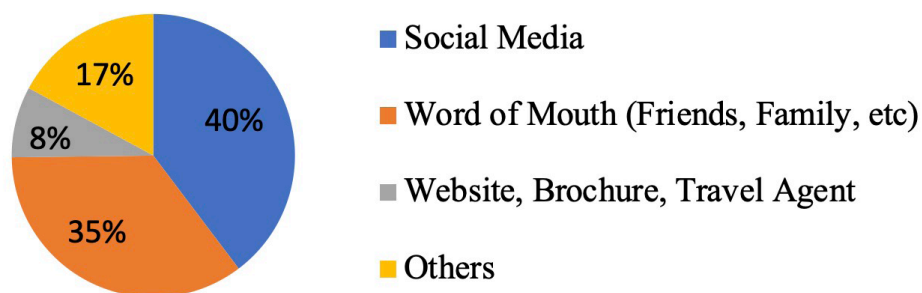
FIGURE 9. Types of Media that Attract Tourist Interest to the Open Pit Nam Salu
Source: Khoirunnisa et al. (2021)

undertake tour trips as educational tours of former mining areas.

The role of social media in increasing the number of tourists to Belitung, especially to the Open Pit Nam Salu tourist destination, is supported by research conducted by Khoirunnisa et al. (2021), which states that tourists who visit Open Pit Nam Salu obtain information regarding this tourist destination from various media as explained in the following Figure 9.

The data above aligns with interviews conducted with the Open Pit Nam Salu management, who stated that social media is the leading promotional medium in increasing tourist visits.

The increase in the number of tourists positively impacts sustainable tourism development, which can be seen from various aspects. By this sustainable concept, development is directed at the impact of mining heritage-based tourism on social, economic, and environmental elements. In terms of financial sustainability, with the existence of this tourist attraction, many parties are expected to get positive economic impacts, especially the people associated with this tourist attraction in Belitung, as explained in the Network Diagram in Figure 7. above.

One of the economic impacts can be seen from the tourism sector's contribution to local revenue (PAD). In addition, the economic impact can also be seen from the increasing number of MSMEs, which is growing along with the rising tourism in Belitung. 2022 there will be around 20,452 MSMEs, an increase from the previous year, around 21,105 (Nurmalitasari, 2022). But this number still can't guarantee the economic sustainability in the future. The other impact is related to the increasing infrastructure supporting tourism in Belitung, especially infrastructure towards the Open Pit Nam Salu tourist destination (Aprilyanti, 2022; Budi, 2022). Likewise, the accommodation business has increased along with tourism development in Belitung (Valeriani & Putri, 2020).

Then, environmental sustainability provides a positive impact by converting an old and poorly managed former tin mining land into a tourist area. Since the Open Pit Nam Salu as a mining heritage has been recognized as a UNESCO Global Geopark, the environment will be better managed.

As the Network Diagram in Figure 7 explains, promotional media increases sustainable tourism development in Belitung, especially in the Open Pit Nam Salu tourist destination. Like the other tourist destination areas, the mining heritage-based Open Pit Nam Salu, as

one of the Belitung National Geoparks, is expected to be more developed to help realize sustainable tourism in Belitung.

Mining Heritage Tourism Sustainability

Realizing mining heritage sustainability is not only about increasing the number of tourists visiting. There are so many things to be achieved to realize this objective. According to the World Tourism Organization (WTO) in 1993, at least three main dimensions of sustainable tourism development are economic, social, and environmental/ecological. A balance must be established between these three dimensions to guarantee long-term sustainability (UNEP & WTO, 2015).

Referring to those three pillars or elements, several things must be fulfilled to achieve sustainable mining heritage tourism. The first thing relates to the environmental pillar, where ecological resources must be utilized optimally, accompanied by efforts to preserve nature and ecology. For the second pillar, the socio-cultural values of the community need to be held. Those values might be in the form of cultural heritage and traditional values the surrounding community maintains. Then, for the economic pillar, the stakeholders need to create long-term economic prosperity and provide socio-economic benefits to all stakeholders involved, starting from alleviating poverty for residents, creating employment opportunities, and giving social services for communities around the Open Pit Nam Salu (UNEP & WTO, 2015). All stakeholders must be involved and work together on the same mission to realize this sustainable tourism development (Amerta et al., 2018).

In 1991, Tourism Concern, in association with the Worldwide Fund for Nature (WWF), gave ten principles for sustainable tourism: using resources sustainably, reducing over-consumption and waste, maintaining biodiversity, integrating tourism into planning, supporting local economies, involving local communities, consulting stakeholders and the public, training staff, marketing tourism responsibility, and undertaking research (Our Planet, 1999). These principles are to be observed so that the Open Pit Nam Salu can be said sustainably.

Since there are many principles to be observed, in line with the research objectives, this research was only focused on the "marketing aspect", which is promotion activity to help develop sustainable tourism since it has also had a crucial impact on the concept of sustainability. The terms of promotion activity in the principle of sustainable tourism are not only related to how to introduce the beauty of tourist destinations. The promotion activity is not only related to how to present the natural beauty of tourist attractions but also has a broader meaning, instilling a sustainable concept among tourists. Promotional content must highlight aspects of sustainable tourism that the Open Pit Nam Salu tourist attraction wants to achieve. This promotional activity must also instils sustainable behavior in tourists, such as preserving the nature and the biodiversity of the tourist attractions and helping maintain the cultural heritage values of the surrounding community. This promotional activity is expected to increase tourist satisfaction by providing relevant information regarding tourist attractions.

According to Mazilu (2010), there are four components of a tourist destination that need to be informed to the tourist: attractions, facilities and services, access routes, and image of the goal. From the several promotional media and contents used to promote the Open Pit Nam Salu, there is still a lack of information about those destination

components. Hence, more attention is needed to improve the promotional content for each promotional medium. In their promotional media, tourist destination managers usually post more photos and videos related to tourist activities while visiting tourist attractions. Many things can attract tourists' intention like the natural elements (physical geography, landscape, river, lake, natural resources, climate, atmosphere, etc.), peripheral elements (like the entertainment facilities, accommodation, food facilities, transport, infrastructure, etc.), culture elements (historical and cultural heritage like people, lifestyle, folklore, museum, etc.), architecture elements (historical and modern architecture), industrial elements (post-mining sites, miners, mining activity, etc.), social attractions (the way of life of local people, language, culture, etc.), and sport attractions (like rock climbing, etc.) (Mazilu, 2010). Those tourist attractions should be adequately informed to attract interest and enhance tourist satisfaction. From the findings of this research, especially in terms of promotional aspects, many things need to be developed further to support the achievement of sustainable tourism.

Regarding sustainable tourism development, focusing on increasing the number of tourists is not enough. More efforts are needed from all stakeholders to realize this sustainable concept. Moreover, three pillars must be learned to make the Open Pit Nam Salu tourist attraction more sustainable in the future.

Regarding social sustainability, the creation of sustainable mining heritage tourism refers to the preservation of cultural and historical heritage and the values of local communities. Through the museum, the management needs to maintain the authenticity of the history of the formation of this post-mining tourist attraction, not just provide entertainment for tourists. Local community involvement is necessary when planning sustainable tourism. For example, regarding the history of mining activities at that location, the participation of former miners and local communities is needed to provide information related to mining activities, culture, mining activities that occurred, and the values held by the local community. This is necessary to maintain the authenticity of history itself. In his research, Cole (2004) said that 'cultural identity, in particular, is often seen as a prime precondition to creating sustainable heritage tourism.

Regarding environmental sustainability, the mining land landscape is one of the tourist attractions, with its unique characteristics. Mining land is an unusual example of industrial heritage because its traditionally peripheral location places heavy industry in a rural area with its natural beauty. This mining heritage attraction provides a tourism offering by incorporating natural history features.

Then, related to economic sustainability, in the past, the closure of mining areas hurt the economy by increasing unemployment, depopulation, and even damage to buildings. However, using former mining land as a tourist location can be a unique tourist attraction. If relocated appropriately and promoted effectively, the regeneration of ex-mining land into tourism can attract investment and tourists, which is expected to bring positive economic impacts to the community. Since tourist visits to ex-mining land are usually only carried out during the day, this tourist activity attracts day visitors rather than overnight stays. The economic income from lodging accommodation may be less than other tourist attractions where tourists usually stay overnight. So other attractions are needed to increase tourist satisfaction, such as museums, food facilities, souvenirs, and exciting events

or activities not far from ex-mining land (like culture festivals, etc.). Improving the image of heritage tourism in former mining locations and tourism promotion activities can be an opportunity to utilize cultural heritage to enhance the regional economy (Cole, 2004; Hospers, 2002).

CONCLUSION

Tourist attraction comes from the uniqueness that can attract tourists to come and visit tourist destinations while enjoying the beauty of nature and learning about its natural resources. Belitung is an area rich in natural resources, has a wealth of tourist attractions, and is one of Indonesia's most popular tourist destinations. Belitung is a unique tourist attraction. Since Belitung previously had a large mining area, especially in mining, a wealth of resources it currently has is the mining heritage with high mining civilization value. This area has become a historical tourist spot and an object of learning and research with high value for tourists. The collaboration among various stakeholders in developing this mining heritage-based tourist attraction makes the role of the media important in promoting and communicating the existence of this mining civilization to the world's tourist community.

Various promotional and communication media have been used to inform the world about the tourism potential in Belitung, including the Open Pit Nam Salu tourist area based on mining heritage. Not only national tourists have visited this tourist attraction, but foreign tourists from all continents of the world have also visited Belitung. Promotional and communication media are essential in building sustainable tourism based on mining heritage. However, promotional efforts through direct marketing, including social media, should also be optimized to obtain a comprehensive and effective market reach without ignoring

the role of other promotional media.

After discussing the three pillars of sustainable tourism for mining heritage tourism, it is confirmed that promotion is one of the essential aspects to support the realisation of sustainable mining heritage tourism. Achieving sustainable tourism at the Open Pit Nam Salu still requires a long way. But promotional media is one of the essential steps in making it happen.

Increasing the number of tourists is not the primary objective. Many things still need to be studied and developed more deeply, especially regarding achieving sustainability from an environmental, social and economic perspective. Much effort is required to preserve nature, culture, history, and values held by local communities and improve the image of heritage tourism destinations, including increasing promotional activities that effectively attract investment and tourist visits.

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The Effect of Using Storytelling on Destination Image Is Influenced By Experience In The Tourism Industry In The Pandemic Era

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Abstract: *There is still debris of anxiety due to the fatality of the Covid-19 Pandemic, which has affected the effect of the tourist experience on the image of the destination of Bali (destination image). This study aims to evaluate the effectiveness of story-telling content on the appearance of a Bali destination which is mediated by tourist experiences or travel experiences in these promotional videos. For this reason, this study tested the theoretical hypothesis of the Elaboration Likelihood Model (ELM) based on the causality relationship between the peripheral route (story-telling variable) and the central route (tourist experience variable) to audience attitudes (destination image variable). To achieve this explanatory goal, the researcher uses an experimental method on tourists who have never visited or have visited Bali. The total sample in this study amounted to 90 models that met predetermined criteria. Then the researchers divided into two groups, 60 people who had been to Bali and 30 who had never been there. The collected data is then tested statistically using path analysis to find the most appropriate causality route model. The results of this study indicate that story-telling does not entirely affect the image of the destination but is also influenced by elements of the tourist experience.*

INTRODUCTION

Bali is considered one of the world's tourist paradises for tourists because of the harmonization of the population, diverse cultures, stunning natural beauty, and the potential for marine wealth (Gida, 2019). In addition, Bali is also top of mind for foreign tourists around the world (Safitri, 2021). Minister of State-Owned Enterprises (BUMN) Erick Thohir revealed that Bali is dubbed the heart of Indonesian tourism (Kurniasari, 2017; Utami, 2020). This combination allegedly makes Bali one of the dream and favorite tourist destinations for foreign and domestic tourists. The number of foreign tourists visiting Bali in the last five years, 2015-2019, has increased annually from 4,927,937 in 2015 to 6,275,210 in 2019 (Badan Pusat Statistik, 2020).

However, since President Joko Widodo confirmed the first case of Covid-19 on March 2, 2020, tourist visits to Bali have started to decline drastically. Based on data obtained from the Bali Central Bureau of Statistics in Figure 1, the number of foreign tourist arrivals to Bali in January-November 2020 decreased by 82.96% yoy (year on year) due to closing access and closing tourist attractions (Badan Pusat Statistik, 2021a).

In addition to the declining number of foreign tourist visits, domestic tourist visits have also decreased. In 2019 the number of domestic tourist visits reached 10,545,039, then decreased by 56.41% in 2020, with domestic tourist visits of 4,596,157 (Badan Pusat Statistik, 2022). The decline in the tourism sector in Bali has impacted Bali's economic activities,
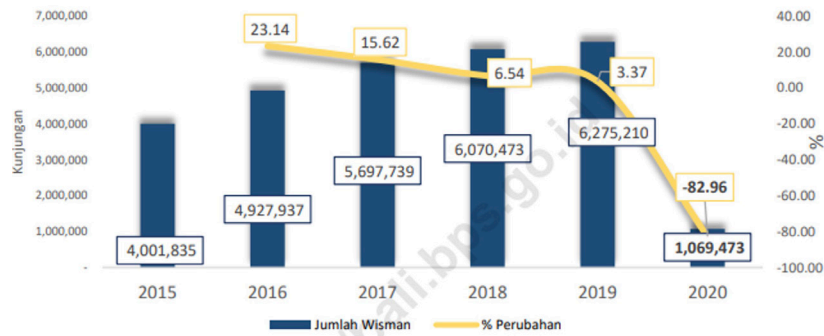
FIGURE 1. Development of Foreign Tourist Visits to Bali Province (2015-2020)
Source: (Badan Pusat Statistik, 2021a)

especially the hotel sector, which is the primary source of tax revenue (BKSAP, 2022).

Decreasing the number of cases of Covid-19, the government officially opened Bali tourism for domestic tourists on July 31, 2020, with strict health protocols. With the reopening of Bali tourism, the Provincial Government (Pemprov) of Bali has imposed several requirements that some potential domestic tourists must fulfill. The conditions that apply include showing the swab test results, filling out a form on the LOVEBALI application, activating GPS, and following every health protocol determined by the Provincial Government of Bali (Ramadhian, 2020, para. 4–13). Even the Coordinating Ministry for Maritime Affairs and Investment (Menko Marves), Luhut Pandjaitan, echoed the Work From Bali program to revive Bali's slumping tourism sector (Akbar, 2021). Unfortunately, although the tourism sector

has opened up, Bali is still experiencing losses every month. The head of the Bali Provincial Tourism Office, Putu Astawa, said Bali has lost up to IDR 10 trillion per month due to the absence of domestic tourists (Kadafi, 2021).

The Covid-19 situation is improving and encourages people to adapt to new habits. Therefore, the government has officially opened its doors to foreign tourists since October 14, 2021. Even though Bali tourism has officially been opened to foreign tourists, the government has imposed requirements for foreign and domestic tourists to have a Covid-19 vaccination card (Kemenparekraf, 2021; Choirisa & Rizkalla, 2021). These requirements are enforced to minimize the risk of transmission of Covid-19.

Based on the data in Figure 2, it was found that since Bali tourism was opened to foreign tourists, there were only 58 visits by foreign tourists in October 2020. At the end of December 2020, there were
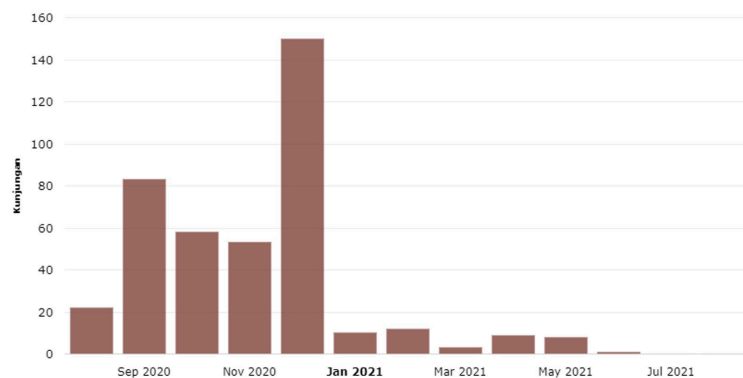
FIGURE 2. Data on visits by foreign tourists to Bali 2020-2021
Source: (Katadata, 2021)

150 foreign visitors. However, from January 2021 to August 2021, no foreign tourists came to the United States. Overall, Bali only received 43 visits from January to August 2021. There was a significant decrease of 99.99% compared to the previous year, which recorded 1,069,199 tourist visits (Katadata, 2021).

Most of the Balinese economy is engaged in the tourism sector. Deputy Chairman of the Inter-Parliamentary Cooperation Agency (BKSAP) DPR RI Putu Supadma Rudana said that Badung Regency is the largest source of foreign exchange earnings because it is the main gate for foreign tourists to enter Bali (BKSAP, 2022). Therefore, the decline in tourist arrivals, both foreign and domestic, significantly affected the economic situation in Bali.

As the condition of Bali's tourism sector is paralyzed, the government is intensively promoting through social media. Head of the Ministry of Tourism and Creative Economy Communication Bureau/Baparekraf Agustini Rahayu, said that around 73.7 percent of Indonesians use the Internet to access social media (Kemenparekraf, 2020). Therefore, the Ministry of Tourism and Creative Economy utilizes social media to promote tourist destinations and facilitate information delivery to the public (Kemenparekraf, 2020). The way the Ministry of Tourism and Creative Economy promotes tourism with the storynomics tourist style. That is a tourism promotion approach that emphasizes creative content in the form of narratives by packaging the natural beauty of Indonesia in the form of stories. It is to attract the attention of foreign tourists who visit tourism in Indonesia (Baparekraf, 2021).

The Ministry of Tourism and Creative Economy has published a promotional video with storytelling content on the Wonderful Indonesia YouTube channel. Wonderful Indonesia is a label for Indonesian tourism as a form of promotion for various Indonesian destinations targeting foreign and domestic tourists. At the 2020 Creative Tourism Awards, Wonderful Indonesia won the Best Creative Destination award (Yuniar, 2021). As the Minister of Tourism and Creative Economy, Sandiaga Uno revealed that Indonesian tourism is expected to significantly impact society and provide a better travel experience for domestic and foreign tourists (Yuniar, 2021).

Several videos with storytelling content were distributed on the official Wonderful Indonesia Youtube channel to promote Bali during the transition period of the Covid-19 pandemic, including The Vibration of Bali, We Love Bali, and The First Time He Said It (Bali). The three videos convey that Bali is reopening the tourism activity sector by implementing strict health protocols. Bali's traditions and ways of life are also shown during the pandemic. In the pandemic age, all hotels in Bali have started to follow a new set of rules to make sure that tourists are safe. Therefore, storytelling content in tourism advertisements must have actual events, so audiences perceive them as natural.

Based on research findings by Hamzah (2013), the development of technology unknowingly makes information more widespread. In this case, social media marketing can increase public interest in traveling (Hamzah, 2013). Even though they are aggressively marketing through social media, the government must have content that attracts foreign and domestic tourists' attention.

Storynomics Tourist is a storytelling concept adapted by McKee in the field of marketing, with a story concept that inserts cultural values to attract the attention of tourists when visiting (Kartika & Riana, 2020). Based on research findings by Kartika & Riana (2020), story tourism

relates to telling stories and audiences' experiences. Marketing professionals use the idea of storytelling as a way to persuade people to buy their products or services through ads (Moin et al., 2020). By appealing to an audience's emotions, a brand may be strengthened. Therefore, storytelling can influence audiences and suit marketing communications (Youssef et al., 2019).

A narrative story is considered to have the power to turn a myth into a real audience experience, which is used to understand tourist destinations (Yavuz et al., 2016). Narrative aspects of content about storytelling in tourism marketing communications must also be attractive so that tourists are interested (Yuliarti et al., 2021). Therefore, a narrative must have a story complemented by an exciting plot and characters so that tourists are interested in a tour.

An advertisement that uses the concept of storytelling must have a purpose in the message conveyed. Many advertisements do not match the brand identity and brand image, so audiences consider consumers to interpret storytelling as something manipulative (Widiastuti, 2018; Youssef et al., 2019). If people who have experience going to these destinations see storytelling content considered excessive, audiences who have experience feel that content is excessive. Moreover, the storytelling content that is broadcast does not match reality. This creates a negative image.

In addition, the destination image is one of the essential concepts in storytelling promotional videos in tourism marketing communications. Destination image contributes to achieving tourism satisfaction (Jaafar et al., 2022; Berto & Murwani, 2022). Based on several previous studies that examined storytelling in tourist destination marketing communications, it is still minimally integrated with the

concept of tourist experience (Hamzah, 2013; Kartika & Riana, 2020; Moin et al., 2020; Youssef et al., 2019; Yuliarti et al., 2021) even though the tourist experience influences the perception of tourists in viewing storytelling content (Land et al., 2018).

During this transitional period of the Covid-19 pandemic, people tend to be afraid of doing activities outside the home, let alone going on tourist trips. Therefore, this study examines the causal relationship between storytelling promotional videos and the image formation of Bali tourist destinations based on the audience experience. This research aims to fill the void of previous research in the study of compelling storytelling for marketing communications in the tourism sector (Hamzah, 2013; Kartika & Riana, 2020; Moin et al., 2020; Youssef et al., 2019; Yuliarti et al., 2021). Researchers chose Bali as the object of research because Bali is one of Indonesia's most popular tourist destinations and is even considered the heart of Indonesian tourism. However, the Covid-19 pandemic has made Bali experience economic paralysis due to the rapid decline in the number of visits by foreign tourists and tourists.

This study uses videos entitled The Vibration of Bali, We Love Bali, and The First Time He Said It (Bali). Researchers are looking for the influence of storytelling content in the Wonderful Indonesia promotional video on destination image mediated by tourist experience. The Ministry of Tourism and Creative Economy's storytelling promotional video content is aimed at young people because it displays that the main character is a young person. This study has used the Elaboration Likelihood Model (ELM), where based on causality, there are peripheral routes (story-telling variables) and central routes (tourist experience variables) on audience attitudes (destination image

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variables). This study aims to show the effect of storytelling on destination image in the tourism industry in the pandemic era, which is influenced by experience. Audiences may think that the promotional video on Wonderful Indonesia is excessive because audiences have traveling experiences. This research also analyses and evaluates the video content based on the audience's perspective.

METHOD

This study uses a positivism paradigm that assumes that social reality consists of objective facts that can be measured accurately and are value-free by using statistics to test the causality of ELM theory through storytelling, tourist experience, and destination image variables. Positivists emphasize testing knowledge through the principle of replication. So that when different researchers see the same facts, they can find the same results if they have been careful in determining the problem, are precise in measuring the data, and have followed the objective research standards. Therefore, this study is explanatory because it explains the causal relationship between variables determined through testing the previous hypothesis (Neuman, 2014). Closely related to the research being studied, the researcher wants to explain the hypothesis regarding the influence of storytelling on destination image, which is mediated by the tourist experience variable.

Researchers used a pre-experimental design with one group post-test-only type. First, the researcher showed three promotional videos for Bali destinations that Wonderful Indonesia distributed on-site to groups of participants who had traveled to Bali and those who had never traveled to Bali. Then, after watching the three promotional video shows, the researcher gave a questionnaire to the participants based on the research

concept. Previously, the researcher explained the procedure for recruiting participants as a sample in the study. The researcher also explained the selection process, which aims to formally possess specific characteristics that state-specific inclusion and exclusion study criteria (Leavy, 2017).

In the pre-experimental design, no control group is used as the basis for comparison. The researcher only gave one treatment or intervention by showing a storytelling promotional video, after which he distributed questionnaires as a posttest instrument after being given treatment. The questions presented are closed questions with available answer choices.

The population in this study has the following criteria: Indonesian Citizens (WNI) aged 18-55 years in the Tasikmalaya region. The researcher chose the criteria for Indonesian citizens aged 18-55 because they are considered an age group that often travels. According to the 2020 Archipelago Tourist Statistics results, the group of domestic tourists aged 18-55 years has increased from the previous year (Badan Pusat Statistik, 2021b). Most of the domestic tourists who travel come from West Java. As many as 8.7%% of domestic tourists from West Java travel for vacation (Dinas Pariwisata Provinsi Bali, 2019). Therefore, researchers targeted bank employees from Tasikmalaya as part of the population.

The sampling technique used in this study was purposive sampling. Researchers have determined the sample criteria with specific criteria, as follows: 1) aged 18-55 years; 2) Indonesian citizens who have ID cards; 3) have and have never visited Bali; and 4) have never watched the three promotional videos presented by the researcher. Two experimental groups were studied, namely the experimental group who

had visited and had never visited Bali. The total sample in this study amounted to 90 samples that met predetermined criteria. Then the researchers divided into two groups, 60 people who had been to Bali and 30 who had never been there. Researchers chose BCA Tasikmalaya employees as samples because most employees had visited Bali. Previously, researchers had asked each employee who had visited and had never visited. Then the researcher recorded employees who had been to Bali and had never been there.

The validity test in this study used KMO (Kaiser-Meyer-Olkin) through testing the IBM SPSS Statistics 26 application. In this program, values are declared valid if the rcount exceeds rtable. If the r-table exceeds the r-count, the value is declared invalid. If Sig. is more incredible than 0.05, the value is invalid. If Sig. below 0.05, the value is declared valid. The reliability test in this study uses Cronbach's Alpha to measure the consistency of respondents in answering questions with the questions asked. The reliability test has criteria for a variable with a Cronbach's Alpha value if it is less than 0.60 (Gumilar, 2015).

In quantitative data collection techniques, researchers use questionnaires or questionnaires as a list of questions filled out by respondents according to the research criteria. This study used a pre-experimental design with a post-test-only type. So the researchers only used the final test as a questionnaire, as the data was analyzed to determine the study's success (Payadnya & Trisna, 2018). This study uses storytelling, destination image, and tourist experience variables.

In the early stages of data processing, univariate analysis was carried out, namely an analysis of one variable. The statistical test used is descriptive statistics in the form of a frequency distribution table and a measure of concentration

(mean or average value). In the next stage, bivariate analysis was conducted to test the causality relationship between the two variables (H1, H2, and H3). Simple linear regression analysis was used to test the three hypotheses, where previously, the three variables had fulfilled the previous classical assumption test provisions: normality test, linearity test, heteroscedasticity test, and multicollinearity test.

The three hypotheses are tested by looking at the significance value (p). If the value is less than 0.05, then the causality relationship has a significant influence. After being declared significant, the regression equation $Y = a + bX$ is compiled by looking at the regression coefficient or Beta (b) and its constant value or B (a). Meanwhile, to find out the magnitude of the changes that occur in the causal relationship, you can see the value of the coefficient of determination or R square (R^2) generated, which is between 0 (zero) to 1 (one).

In the final stage, multivariate analysis was performed to examine the causality relationship between the three variables. For this reason, a path analysis with a decomposition model is applied to see the direct, indirect, and total causal effects. Multiple linear regression analysis calculates the path and residual coefficients through the output Coefficient table, expressed as the Standardized Coefficient or Beta value (Riduwan & Kuncoro, 2013).

RESULTS AND DISCUSSIONS
The Effect of Storytelling on Destination Image Mediated by Tourist Experience
Based on the results of the questionnaire in the experimental group, it appears that the use of storytelling mediated by tourist experience affects the image of a Bali destination in the three promotional videos. However, the

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TABLE 1. The influence between group variables has experience

Influence Between Variables	Summary		Coefficients					
The Effect of Storytelling on Destination Image	R²	Information	B(a)	B (c)	Information	Sig.	Information	
The Vibration of Bali	358	35.8%	16.051	.252	Y=16.051+0.252X	.000	Ha is accepted, Ho is rejected	
We Love Bali	242	24.2%	21.071	.157	Y=21.071+0.157X	.000	Ha is accepted, Ho is rejected	
The First Time He Said It (Bali)	196	19.6%	3.087	.094	Y=3.087+0.094X	.000	Ha is accepted, Ho is rejected	
The Effect of Tourist Experience on Destination Image	R²	Information	B(a)	B (c)	Information	Sig.	Information	
The Vibration of Bali	370	37.0%	16.051	.614	Y=16.051+0.614X	.000	Ha is accepted, Ho is rejected	
We Love Bali	353	35.3%	21.071	.622	Y=21.071+0.622X	.000	Ha is accepted, Ho is rejected	
The First Time He Said It (Bali)	479	47.9%	3.087	.072	Y=3.087+0.072X	.000	Ha is accepted, Ho is rejected	

Source: Research processed data (2022)

tourist experience appears to be the most influential compared to storytelling as show in Table 1.

Meanwhile, the questionnaire results in the group that had no experience also showed that the use of storytelling mediated by tourist experience affected the image of a Bali destination in two videos, namely The Vibration of Bali and We Love Bali. Whereas in the video The First Time He Said It (Bali), storytelling affects the image of a Bali destination but is not mediated by the tourist experience as shown in Table 2.

The use of storytelling in the three promotional videos as peripheral routes does affect the image of the Bali destination. Peripheral routes as a tourist experience also affect the image of a Bali destination. For the experimental group who had experience, the promotional videos for The Vibration of Bali and We Love Bali made the respondents want to go back to Bali again. Meanwhile, the

video showing The First Time He Said It (Bali) did not make respondents want to return to Bali. The highest influence was found in the video The Vibration of Bali, while the lowest score was in the video The First Time He Said It (Bali). The videos Vibration of Bali and We Love Bali show various destinations in Bali compared to The First Time He Said It (Bali).

Whereas for the control group with no experience, only two promotional videos affected the image of the Bali destination. The Vibration of Bali video has the highest influence on control respondents who have no experience in terms of tourist experience and storytelling. The control group did not have experience in Bali, but the We Love Bali video had the highest influence on the tourist experience. Based on the results of the researchers' observations, the We Love Bali video emphasizes going green activities in Bali. In addition, control

TABLE 2. The influence between group variables has no experience

Influence Between Variables	Summary		Coefficients					
The Effect of Storytelling on Destination Image	R²	Information	B(a)	B (b)	Information		Sig.	Information
The Vibration of Bali	719	71.9%	8.450	.567	Y=8.450+0.567x		.000	Ha is accepted, Ho is rejected
We Love Bali	484	48.4%	15.947	.237	Y=15.497+0.237X		.000	Ha is accepted, Ho is rejected
The First Time He Said It (Bali)	468	46.8%	-738	.264	Y=-738+0.264X		.011	Ha is accepted, Ho is rejected
The Effect of Tourist Experience on Destination Image	R²	Information	B(a)	B (c)	Information		Sig.	Information
The Vibration of Bali	357	35.7%	8.450	.248	Y=8450+0.248X		.000	Ha is accepted, Ho is rejected
We Love Bali	552	55.2%	15.947	.569	Y=15.497+0.569X		.000	Ha is accepted, Ho is rejected
The First Time He Said It (Bali)	522	52.2%	-738	.777	Y=-738+0.777X		.055	Ha is accepted, Ho is rejected

Source: Research processed data (2022)

respondents often get information about Bali based on information from social media. This makes the control group's tourist experience higher due to receiving information and news circulating on social media. The tourist experience felt by the control group is not having experience in Bali but getting information from social media as a central route.

The results of this study align with the results of research conducted by Wahyu et al. (2022) that the use of storytelling techniques influences the image of the destination. However, there are differences in research findings in this study with research conducted by Wahyu et al. (2022). This study found that not all promotional videos using storytelling techniques affected the destination's image. The research findings on the three Wonderful Indonesia promotional videos in this study indicate that storytelling and tourist experience affect the image of a Bali destination. Meanwhile, for those without experience, only the videos of The Vibration of Bali and We Love Bali state that storytelling influences the image of a Bali destination. However, the video The First Time He Said It Bali on the tourist experience variable for those with no experience in Bali has a sig value of more than 0.05, namely 0.055. This shows that the tourist experience does not affect the image of the Bali destination for those without experience in the promotional video The First Time He Said It Bali. If storytelling and tourist experience are zero in the promotional video The First Time He Said It Bali, then the image of the destination is negative.

Based on the theory of ELM (elaboration likelihood model) refers to two routes of persuasion the central route and the peripheral route (O'Keefe, 2016). In this study, storytelling is described as a peripheral route, and tourist experience is described as a central route. On the peripheral route, individuals quickly

check messages or focus on simple cues to help decide whether to accept the message (Perloff, 2017). So when respondents watch the Wonderful Indonesia storytelling promotional video, respondents can decide whether to accept the message conveyed or reject the message based on experience. At the same time, respondents with no experience put their trust in the figure of the storyteller. The message conveyed in the promotional video relates to the image of the Bali destination.

According to Perloff (2017), some factors influence the peripheral route, namely the physical attractiveness of the communicator, the style of the communicator speaking, or the messages and music displayed. Meanwhile, the central route is characterized by cognitive elaboration, where information is processed centrally (Perloff, 2017). Perloff (2017) states that the central route is characterized by individuals who process information centrally, connecting information with knowledge. So when a respondent with experience goes to Bali, the respondent connects the information he receives with his knowledge based on experience. Whereas individuals who do not have experience going to Bali, these individuals are on the peripheral route.

If individuals are motivated to process messages centrally, long-term attitude changes occur. Meanwhile, if the individual is not motivated to process the message, they can process it peripherally. However, individuals who process messages peripherally have a relatively temporary effect (Perloff, 2017). The results showed that respondents with experience in Bali processed the message peripherally from the three promotional videos and had different results. However, the message had a temporary effect compared to the message process centrally. Processing messages peripherally can be affected by the physical attractiveness

of the communicator, the style of the communicator speaking, or the messages and music displayed.

According to O'Keefe (2016), the central route to persuasion has a relatively high elaboration. This usually occurs through extensive thinking relevant to the problem, so individuals are careful about the information in the messages. The message was not fully digested but was considered based on relevant issues (O'Keefe, 2016). Through the tourist experience, respondents also do not fully accept the message conveyed by the storyteller. Because the respondents had experience in Bali, they did not fully agree with the messages conveyed through the Wonderful Indonesia promotional video. Whereas respondents with no experience only receive, the message conveyed depending on how the storyteller influences the image of the Bali destination.

While the persuasion process, based on the peripheral route, has a relatively low level of elaboration because the individual, as the recipient of the message, is guided by the communicator (O'Keefe, 2016). According to O'Keefe (2016), The storyteller as a communicator must have high credibility to trust the individual receiving the message. The narrator in all three promotional videos is a female foreign tourist. This can be the audience's assessment of whether a tourist is appropriate or inappropriate in presenting storytelling about Bali. However, if, under certain conditions, variations in peripheral cues are more influential than persuasive ones, the elaboration that occurs is less (O'Keefe, 2016). In this case, the Wonderful Indonesia storytelling promotional video is considered a signal conveying a message about Bali to respondents. Based on the research results, the peripheral route is more suitable for respondents with no experience in Bali so that respondents do

not analyze the messages conveyed.

Perloff (2017) also states that respondents with low involvement have little focus on the message conveyed. Therefore, the respondent accepts or rejects the message the communicator conveys (Perloff, 2017). So the peripheral route is unsuitable for groups of respondents who have already been to Bali because those with experience analyze storytelling messages through their experiences. In line with research conducted by Octafiola and Yuliati (2023), the perceived destination image positively influences the intention to take a vacation. Compared to the peripheral route, which does not significantly affect the image of the destination country of destination because the respondent has no involvement (experience) in visiting the destination country.

CONCLUSION

Using storytelling techniques in promotional videos can affect the destination's image. However, the use of storytelling techniques is also influenced by the tourist experience. The results of this study also show that storytelling does not entirely affect the image of the destination but is also influenced by elements of the tourist experience.

This study uses the Wonderful Indonesia promotional video as a peripheral route, which consists of The Vibration of Bali, We Love Bali, and The First Time He Said It (Bali). However, in this study, only two promotional videos influenced the image of Bali destinations, namely The Vibration of Bali and We Love Bali. Through these two promotional videos, the two groups of respondents who had experience and did not have experience wanted to visit Bali after watching the videos. The storytelling content influences this as a peripheral message mediated by the tourist experience as the central route

to the Wonderful Indonesia promotional video.

However, the storytelling promotion video The First Time He Said It (Bali), which shows the trip of a pair of lovers, do not affect the image of the Bali destination for respondents with no experience. It depends on how the credibility of the communicator in conveying the message. Storytellers, as communicators, must have high credibility so that individuals who receive messages can be trusted. After watching the promotional video, Respondents with experience are interested in visiting Bali.

The use of storytelling techniques in the promotional videos for The Vibration of Bali, We Love Bali, and The First Time He Said It (Bali) consists of seven elements, namely, point of view, dramatic question, emotional content, voiceover, soundtrack, economy, and pacing. These elements influence how storytelling affects perceptions of the image of a Bali destination, in line with research conducted by Moin et al. (2020). Meanwhile, the elements of the tourist experience, which are one of the factors forming the image of the destination, consist of hedonism, novelty, meaningfulness, knowledge, refreshment, local culture, and involvement.

The depiction of a storytelling promotional video about Bali is better at showing the natural beauty of Bali than telling the storyteller's journey. This is because respondents are more interested in Bali promotional videos that feature natural beauty, tourist attractions, and a variety of culinary delights in Bali. The results of this study can be used for further research using qualitative research methods, using in-depth interview techniques. The aim is to discover why respondents are still not interested in going to Bali effectively, cognitively, or conatively after watching a promotional video.

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Analysis of CyberMedia Ethical Code Violations on Online News Media

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Abstract: *The background of this research is a repeated ethical code violation by online news media in Indonesia. In June 2020, the Press Council warned the media, through a memorandum Number: 01/Seruan-DP/VI/202, to call every media, including online news media, to work professionally in the news reporting about public issues. Therefore, this research aimed to discover the contributing factors of journalistic ethical code violations. In addition, this research also seeks to formulate solutions to minimize violations. This research employed a constructive approach with a qualitative method. The data were collected through news observation in the three selected online news media over three months and through in-depth interviews with several informants. Several groups of informants are involved in this research, with the managers of the selected online news media as primary informants. The secondary informants in this research are supervisory organizations or media observers verified by the Press Council, academicians/experts, and representatives of the Press Council. The study shows that the status of online news media organizations influences the repeatedly journalistic ethical code violations. For example, unverified online news media by the Press Council violates the moral code more repeatedly than verified online news media.*

Keywords: *online news media, ethical code, violation factor, press council, cybermedia*

INTRODUCTION

The data from the Indonesian Cyber Media Association shows that the media's ethical code violation complaints increase significantly from year to year (see Figure 1). As released by republika.co.id in 2022, there were 691 cases of journalistic ethical code violations. The most complaints were about violations committed by online news media, which amounted to 670 points or around 97%. The most common type of violation is not verifying information (Nasrul, 2023).

Several factors contribute to the violation of journalistic ethical codes in online news media, based on initial observations by researchers. The spirit of giving fast information is the main factor (Garini & Besman, 2018). The validation of news can be handled later, whereas this

method is not allowed based on the terms and conditions of the ethical code. Another factor that triggers many journalistic ethical code violations is competition if the media that can present information quickly about an issue is considered the best media. In contrast, the readers will only choose the fastest media.

Online news media, which notably often violate the codes, are from Jakarta and West Java (Bassar, 2020). There are hundreds of online news media portals in West Java, but unfortunately, the Press Council verifies only 17 media. This is a very vulnerable situation to journalistic ethical code violations in news reporting. Online news media in West Java is also unique since the dissemination of online news media verified by the Press Council mostly comes from West Java, DKI
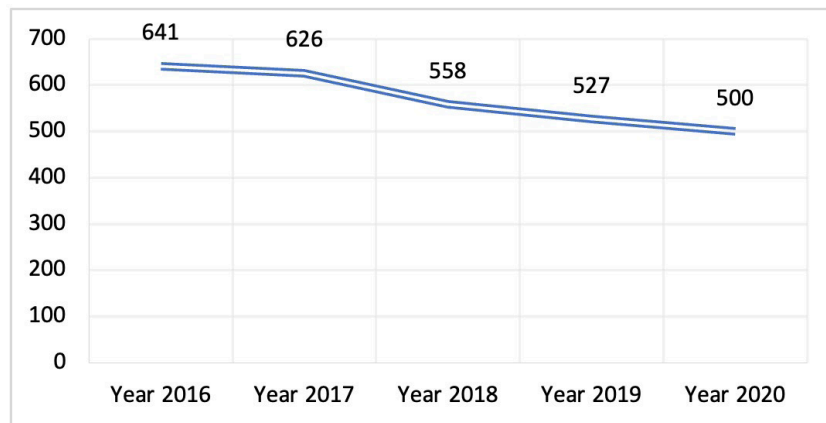
FIGURE 1. Number of Ethical Code Violation Complaints
Source: https://www.amsi.or.id

Jakarta, and East Java. This means that West Java is a very potential area for an ethical code violation.

From the theoretical background, numerous early research analyzed the ethical code violations in news reporting cases, like the article written by Pratama (Pratama, 2019), Tatipang (Tatipang, 2013), Dimitha et.al (Dimitha et al., 2017). Mauri (2015) stated that a journalistic ethical code is a series of principles used to guide daily journalists' behavior in news reporting based on the responsibility aspect to the public (Mauri, 2015). A journalistic code refers to several principles of professional behavior adopted and controlled by the journalists themselves (McQuail, 1997).

In the initial concept, journalistic codes spoke about the standard of right and wrong or bad and sound in a particular system (Bertrand, 2018; Christofoletti & Gaia, 2018; Vinuesa & Nicolás-Sans, 2023). The primary main points that professional journalists must be concerned about are honesty, seeking truth, avoiding harm, independent working, and responsibility. They make ethical codes necessary (Pande, 2017). Another thing that should be organized in an ethical code is confirming issues before news reporting and admitting their fault, which also becomes a concern in the journalistic code (Pande, 2017).

A comparative study of journalistic ethical codes in 31 European countries conducted by Laitila showed various kinds of principles. Laitila's study (McQuail, 1997) also discovered the same principles related to the journalistic code in 31 European countries. Since 2002, several researchers have tried to observe ethical media on new media platforms such as blogs and the ethics of cyber media. One of them is Blood (2002), who suggested that journalists should be more honest in reporting news, look for accurate sources, correct their mistakes if there are any, maintain their content integrity, and maintain the confidentiality of the sources (Blood, 2002).

Other researchers who tried to explain the ethical code for cyber media are Burkholder (Burkholder, 2009) Debatin (Debatin, 2011), Kuhn (Kuhn, 2007), Singer (Friend & Singer, 2020) and Wasserman (Wasserman, 2006). Basically, the three main principles in the ethical code of cyber media are as follows: (1) honest and fair, (2) responsible, and (3) avoiding any harm. Some experts say the principles above are too limited. Therefore, O'Reilly developed a broader ethical code concept for cyber media. He stated that the ethical code on cyber media should consider responsibility sense, respect, personal clarification of sources before publication, and ensure

security from every unfair attack and any anonymous comment (O'Reilly, 2007).

This research explores the matters related to the repeated violations done by online news media. Furthermore, this research will picture how far the online news media will adopt the journalistic ethical codes to their crucial news reporting in the future since the Press Council has issued an instruction letter Number: 01/Seruan-DP/VI/2020 in June 2020 to re-advise them to be professional in reporting public issues. The researchers will observe the selected online news media in West Java for three months consecutively to ensure whether they still violate the codes or not.

This research is unique in its focus on ethical code violations in online news media. To the best of our knowledge, there are no other studies, local or international, that have specifically analyzed and monitored this issue in the selected online news media outlets. Most of them only highlighted ethical aspects of media and usually on media. For instance, Jessica Roberts' study focused on erosion or ethical change due to various journalism activities in the social media platform writing one of the journals (Roberts, 2019). Similarly, other journals only tended to highlight practical journalism ethics for some instances, such as an article by Pande (Pande, 2017), Mauri-Ríose et al. (Mauri-Ríos et al., 2020), as well as Gonzalez & Lecaros (Gonzalez & Lecaros, 2020).

METHOD

This research used the qualitative method. According to Bogdan and Taylor, a qualitative method is one of the research procedures that produces descriptive data regarding the observed people's behavior (Miles & Huberman, 1984). Creswell (2014) confirms that qualitative researchers collect various forms of data, such as interviews, observations, and documents, not relying on a single data source (Alfani, 2020). This qualitative research makes it possible for the researchers to be more familiar or closer to the subjects and feel what they feel in their daily lives (Sugiyono, 2016).

According to Kriyantono (2006), qualitative research forms a qualitative content analysis and in-depth interview. The researchers used qualitative content analysis to observe three selected online news media. At the same time, the observation was conducted for three months consecutively to determine what kind of ethical code violations they had made (Kriyantono, 2006). Krik and Miller that the qualitative method is fundamentally carried out by observing directly in the field and being directly involved with the people who are discussed in their research (Putra et al., 2021).

Meanwhile, the researchers used an in-depth interview to discover the factors that led them to violate the ethical code. The interview was conducted with (1) an online news media management group, (2) a media observer or media supervisory group, and (3) an expert group (see Table 1).

The three problems stated in this research were successfully solved by the in-depth interview conducted with the three groups that were mentioned above. Furthermore, the method was combined with the researchers' analysis and the theory.

This research was done on the selected media; they are TribunJabar.id, Jabarnews.com, and Inilahkoran.com, including some online news media, which the Press Council has not verified. TribunJabar.id, Jabarnews.com, and Inilahkoran.com were chosen because these three media are the largest online media in West Java and have many readers (Dewan Pers Indonesia, 2022). The observation was conducted in every

TABLE 1: List of Informants

No.	Category	Informant ID	No.	Category	Informant ID
1.	TribunJabar.id	ID 1	7.	Non-journalistic Online Media Journalism 2	ID 7
2.	Jabarnews.com	ID 2	8.	West Java Representative of the Cyber Media Association	ID 8
3.	Inilahkoran.com	ID 3	9.	Academics 1	ID 9
4.	Online News Media Unverified 1	ID 4	10.	Academics 2	ID 10
5.	Online News Media Unverified 2	ID 5			
6.	Non-journalistic Online Media Journalism 1	ID 6			

Source: Processed by the author, 2023

domain of the online news media, and the interview with each redaction council representative.

RESULTS AND DISCUSSIONS

This article presents and discusses the findings on the recurring violations committed by online news media in West Java and their contributing factors. Referring to these two main findings, this article also discusses and offers appropriate solutions so that the recurring violations of the code of ethics committed by online news media can be minimized;

Forms of Violation of the Journalistic Code of Ethics in Online News Media in West Java

The journalistic ethical code violation in online news media is based on the journalistic ethical code itself and the guidelines of news reporting on cyber media. The two references are officially enacted by the Press Council (Manan, 2011). The Press Council established the journalistic codes in 2008 through Regulation of Press Council Number 6/Peraturan-DP/V/2008 about the Legalization of Decision Letter of Press

Council Number 03/SK-DP/III/2006 about the Journalistic Ethical Code. CyberMedia guidelines in the form of consensus or agreement between the Press Council and the press community were signed in Jakarta on 3 February 2021. This guideline was formulated in one Regulation of Press Council Number 1/Peraturan-DP/III/2021 about CyberMedia Reporting Guideline.

The guideline of Cyber Media news reporting is a technical guideline formulated specifically for cyber media in Indonesia to perform their journalistic works. Basically, this guideline refers to a higher regulation, which is Regulation Number 40, 1999, about the press. In addition, the journalistic ethical code should be one of the considerations in the cyber media news reporting guideline (Pratama, 2019).

There are at least thirteen journalistic ethical code violations that include: (1) inaccurate news, (2) imbalanced news, (3) news reported with negative intention, (4) not professional in performing journalistic work, (5) mixed opinion and fact, (6) not applying a presumption of innocence principle, (7) the content of news only

lies, allegation or abuse, (8) releasing the identity of a sexual abuse victim and child offender, (9) not hiding the identity of source person whose identity met the criteria of confidentiality, and he also asked his identity to be protected, (10) making a piece of discriminative news, (11) making a personal related content of a news, (12) not correcting a piece of wrong news and not apologizing for it, and (13) not fulfilling the right of answer and the right of correction.

The thirteen violations above could be simplified into three categories. They are the journalistic ethical code in terms of content, work professionalism in hunting news, and news correction methods (Journalistic Code of Ethics, 2006).

Based on the observation of online news media in West Java, the forms of journalistic ethical code violation depend on the status of the online news media. Our findings in identifying online news media in West Java are as follows: (1) the media online verified by the Press Council, (2) the media online unverified by the Press Council, and (3) the "envelop" online media (founded only to get materialistic benefit).

The journalistic ethical code violations done are different among the three categories of online news media.

The more unclear their status in the official legality is, the more prominent the possibility of their journalistic ethical code violations. The journalistic ethical code violations in this research are repeated. It means that it is not due to their ignorance. Here are the criteria of the repeated violations: (1) rapidly done, (2) rapidly happened, and (3) they violated the code in the conscious state, but they kept doing it (Interview with informant ID 8, April 03, 2022)

The form of the journalistic ethical code violation really depends on the status of the online news media. The findings of this research categorize the violation based on the status of the online media. Form of the journalistic ethical code violation done by the verified online news media. The Press Council verified only 18 online news media in West Java. Three of them are TribunJabar.id, Jabarnews.com, and inilahkoran.com. The three main groups of journalistic ethical codes are as follows: ethical code violation in terms of the content of news, the violation in terms of professionalism in hunting news, and violation in terms of the mechanism of correcting news. The last mentioned was still rapidly found in the verified online news media (Interview with informant ID 1, 2, and 3, April 10, 2022).

TABEL 2. Forms of Repeated Violations of Press Council Verified Online News Media

Forms of Repeated Ethics Violations	Type of Violation	Source of Information/Data
Ethical code violation in terms of the content of news	The dominant repeated violation is imbalanced news reporting, false news, news reporting with lousy intention, a lie content, allegation, or abuse, mixed opinion and fact are not found anymore	Interviews with editorial representatives of TribunJabar.id, Jabarnews.com, and Inilahkoran.com (Interviews dated April 5-9, 2022)
Violation in terms of the mechanism of correcting news	that they do not respond to the right of answer and news correction	

Source: Processed by the author, 2023

Forms of Violation of the Journalistic Code of Ethics of Online News Media Verified by the Press Council

Based on Table 2, two journalistic ethical code violations are still prominent; they are: (1) ethical code violation in terms of news content, and (2) ethical code violation in terms of mechanism of news correction while the other categories are still low. The violation happened not because of system negligence but because of personal negligence (Interview with informant ID 1, 2, and 3, April 5-9, 2022). The system is already sound, but the supervisory is still weak. The surfeits due to routine and the over trust of the journalist become the main factors.

Forms of Violations of the Journalistic Code of Ethics of Online News Media Not Verified by the Press Council

Form of journalistic ethical code done by the unverified online news media. There are more than 60 online news media in West Java, where 42 are unverified by the Press Council. It is not easy for most of the online news media in West Java to get verification from the Press Council. Several requirements should be fulfilled, such as legal corporate of the company, the receipt of the guarantor's name and the address of redaction, a copy of the registration receipt in the Ministry of Justice and Human Rights, receipt of payroll wage payment of the youngest staff, photos of room and redaction building, certificate of journalist competence from the head of redaction, receipt of publishing and broadcasting, and so on. The requirements of the verification documents are challenging to meet by most journalists who already have the competence and an outstanding wage payment based on the regulation of Minimum Payment Rate (UMR). These two requirements sometimes become constraints for online news media in West Java to get verification status from the Press Council.

The status of online news media is very prone to any potential journalistic ethical code. This research found that the unverified online news media did almost every category of journalistic

TABLE 3. Forms of Repeated Violations of Press Council Unverified Online News Media

Forms of Repeated Ethics Violations	Type of Violation	Source of Information/Data
Ethical code violation in terms of the content of news	Inaccurate news, unbalanced news, and still quite often found news that containing a mix of opinion and facts.	
The violation in terms of professionalism in hunting news	Doing things that are being disrespectful to sources, working without wearing a journalist's identity, and not keeping the identity of sources who ask for it to be kept secret and meet the criteria to be kept secret.	Interviews with five online news media not verified by the press council (April 10-17, 2022)
Violation in terms of the mechanism of correcting news	Not correcting false news and does not apologize for false news apologize for wrong reporting	

Source: Processed by the author, 2023

ethical code violations. The three main journalistic ethical code violations are the violation of ethical code in terms of news content, work professionalism in hunting news, and mechanism of news correcting (Interview with informant ID 4 and ID 5, April 10-17, 2022). The last-mentioned still rapidly happened (See Table 3).

Forms of Violation of the Code of Ethics Non-journalistic Online Media Journalism

Forms of journalistic ethical code violations done by non-journalistic online news media. Non-journalistic online news media is created for specific interests, such as political interest or unethically gaining economic benefit. In other words, this kind of online news media is not affiliated with any journalist association. As a result, almost every news report violates the journalistic ethical code.

This research found the fact that this kind of online news media did all

journalistic ethical code violations. There are three journalistic ethical code violations: violation in terms of news content, work professionalism in hunting news, and violation in terms of correcting false news (Interview with respondent ID 6 and ID 7, May 20-25, 2022). The last-mentioned violation is the one that is most repeated (See Table 4).

Factors Causing Violations of the Journalistic Code of Ethics in Online Media in West Java

Secondly, the factors causing online news media in West Java to violate the journalistic ethical code. This research found that the journalistic ethical code violation repeated by the verified online news media and the unverified media is different. The better the online news media organization is, the lesser the substantive factor is. Most of the factors are due to the journalist's negligence and not the system's negligence. Meanwhile,

TABLE 4. Forms of Repeated Violations of Non-journalistic Online Media Journalism

Forms of Repeated Ethics Violations	Type of Violation	Source of Information/Data
Ethical code violation in terms of the content of news	Inaccurate news, unbalanced news, news made in bad faith, news that is almost all opinion, slanderous news content, and news that involves personal issues. Someone's issues.	
The violation in terms of professionalism in hunting news	Doing things that are disrespectful to sources, working without wearing a journalist's identity , not keeping confidential the identity of sources who ask for it to be kept secret and meet the criteria to be kept secret, and not applying the principle of presumption of innocence of guilt.	Interviews with three Non-journalistic Online Media Journalism (May 20-25, 2022)
Violation in terms of the mechanism of correcting news	Did not correct the wrong news, did not apologize for the wrong news, and did not serve the right of reply and right of correction. Right of reply and right of correction.	

Source: Processed by the author, 2023

online news media with no standardized organization and management tended to repeat the violation of the ethical codes violation substantively. However, the factor that caused the online news media with political interests and economic interests (only to get economic gain) to violate the code is very substantive and challenging to correct.

Factors Causing Repeated Violations of Verified Online Media Press Council

Factors that caused repeated violations done by the verified online news media. The findings showed that the repeated journalistic ethical code violations done by the unverified online news media are the content that is not based on fact, and the response of the correct answer is slow (Interviews with respondents ID 1, ID 2, ID 3, and ID 8, May 27, 2022). The factors that caused the violations are as follows: the definition for 2.c. on the Guideline of CyberMedia News Reporting is not implemented well. The regulation on 2. c. states that the news containing urgent public interest comes from a credible institution or person, and the existence of the subject of the news is not known, so the journalist is allowed to state the news. However, the news verification process is not yet comprehensive. There should be a note mentioned in the reporting that the news still needs further confirmation. The regulation in this guideline is very prone to create a misleading. It means that the journalist can make a decision instantly to release news without comprehensive verification in the quote and quote alibi "it will be confirmed" later. Unfortunately, that further confirmation was never fulfilled. The journalists could verify the news, but they tended to be lazy and negligent.

The crosscheck process in the editorial room was not consistently done. The procedure was already

straightforward. However, this process sometimes was not implemented successfully. The editorial board immediately trusted the writing of their journalist. This trust emerged because the editorial board thought that the journalist was already professional and verified, whereas nobody was perfect. There is no guarantee that the experienced journalist will not make any mistakes.

The egocentrism of media owners is still prominent. This condition makes them overconfident. There was a feeling that the media owner was the suitable media, and their journalists had already implemented the journalistic principles in hunting news and news reporting. As a result, the media owner will think twice to fulfill the right to answer or respond to any complaints. Even sometimes, there is a kind of reluctance to answer the complaints. As a result, the validation process of information was prolonged, and the response and fulfillment of the news subject's correct answer also became very slow.

Factors Causing Repeated Violations of Online News Media Not Verified by the Press Council

Factors that caused the unverified online news media to violate the ethical code repeatedly. Mainly, the organizational and management aspects of online news media are not verified yet. The unverified online news media is not as good as the verified one. The standard of the management depends on the stability of the financial company. Financial conditions will influence the optimization of the company's system, development of journalist sources, the company's capacity to pay journalist salaries, operational support in hunting news, including logistic support of the company in validating information from source person.

The factors mentioned above

are the main factors that caused the repeated mistakes made by the company and journalists in terms of violating the journalistic ethical code. Based on the repetition of the same mistakes made by the online news media, they can be categorized as follows: journalistic ethical code violation in terms of content, violation in terms of work professionalism in hunting news, and violation in terms of mechanism of correcting news. Here are the main factors that caused them to happen.

The unverified online news media is often misunderstood in defining point 2. c on the Guideline of Cyber News Reporting. Almost every journalist thought that information validation could be done later after the news was released. They did it for the sake of maintaining the good momentum for the company. Unfortunately, the information validation in the end was often not realized. Although it is clearly stated in the guideline that the information validation should be done later if the condition of point 2 meets the criteria like the subject or resource person is credible, the existence of the news subject is not known, and if the information contains urgent public interest. Those criteria became the alibi to produce invalidated news. The journalists did not read and understand the content based on the journalistic ethical code. This factor goes hand in hand with the statement of Prof. Bagirmanan in one of his books entitled "Menjaga Kemerdekaan Pers di Pusaran Hukum" (Manan, 2011). Based on his observation, almost every journalist has not comprehensively understood the meaning of every clause in the journalistic ethical code. Perhaps the journalists already know it, but they have not fully adopted the meaning. As a result, they could not implement the code optimally. The ignorance made their work professionalism in hunting news not reflected in their work.

The motive of reaching traffic of information on online news media websites was the main factor. This traffic is a prominent mode to attract advertisers. This factor drove journalists to be on the front lines and the first to present specific hot issues. Hopefully, people or the public would click and read the information from the news portal. The information validation became number two, where the number one is that the hot issue was displayed and released in the news portal as soon as possible. Another problem is that the editorial board did not function as a suitable controller. Unfortunately, they participated in disseminating the information with the excuse of targeting speed. Their alibi was that the ones who collected the information were the senior journalists, so there was only a tiny chance of mistakes in hunting the news process. On the unverified online news media, most journalists have not been verified and certified by the Press Council (Interview with respondent ID 8, May 29, 2022). In addition, the journalist training mechanism was not yet organized and held systematically and periodically. The journalists only depended on their experience in the field. The motivation to upgrade their capacity through seminars or training was still low. This condition finally affected how much news published in media got protested and criticized by many parties who have become their source of news. It is even worse since the editorial board did not facilitate the right of answer well.

Factors Causing Violations Repeated Violations in Online Media Non-Journalism

Factors that caused non-journalistic online news media to violate the journalistic code repeatedly. Political and economic interests created non-journalistic online news media. The political interest in this regard means the

online news media formed to create a bad image for a particular public figure. This modus was usually used by election, whether national or regional election. Meanwhile, the economic interest means the online news media was formed only to threaten specific figures or businesspeople to make them pay a certain amount of money to prevent their publicly reported mistakes or disgrace.

Most of the repeated journalistic ethical code violations were done by this kind of media. Its journalists are known as bodrex journalists. Bodrex journalists are referred to as individuals who falsely claim to be journalists with the intention to gain certain benefits, such as financial/bribe, preferable treatment, etc. Even since the beginning, this violation was intended to threaten someone and fulfill their objectives based on certain motives. Several factors made non-journalistic online news media repeat their violation. Almost every journalist has never attended a journalistic education. They did not even know the journalistic ethical code. They did not only understand the journalist's guidelines, but they never read that kind of guideline. In their comprehension, journalism was only about news presenting and news reporting on the online platform. The eleven journalistic ethical codes were totally ignored. The spirit of journalists in hunting news only threatened or created a negative image of a particular individual.

The media company was not affiliated with any journalist association. As a result, the central role of mass media was not understood well. The media's role is to give information and entertainment and serve social control and public education. Correcting misleading information in the field is also an essential role of the media. The inactivity of the leader of this non-journalistic media had sealed the heart of their management. The motivation

for gaining material benefits or fulfilling political interests was much bigger than the fundamental role of the media itself. The law enforcement was still low. The "bodrex journalists" had committed things that could be categorized as crimes. Threatening someone was considered as spreading fear and threat (Interview with respondents ID 8, ID 9, and ID 10, May 30, 2022). Meanwhile, slandering someone without fact was considered libel. The patterns of violation done by this kind of online news media can be reported to the police. Unfortunately, we rarely heard about the police officer prosecuting the "bodrex journalists" who liked to create public chaos. The permissiveness of people is the negligence of people who were actually the victims of this kind of online news media journalists who made them perform their actions. The people who were their victims felt restless facing their actions, but they tended to be negligent in reporting the crimes to the police. Sometimes the victim chose to give an amount of money only to expel the "bodrex journalists." Indeed, it was not only the solution; instead, it became a way to maintain their unfavorable habit.

Solutions for Code of Ethics Violations Journalistic Ethics Violations Do Not Recur

The solution to prevent the repetition of journalistic ethical code violations. The solution to prevent the repetition of journalistic ethical code violations can take a different approach. The status of online news media affected the approach itself to prevent or minimize the repetition of the journalistic ethical code.

Solution for Online News Media that Press Council Verified

Solution to prevent the repetition of journalistic ethical codes for verified online news media. There are several

solutions to prevent repeated journalistic ethical code violations done by unverified online news media. They are the editorial board should continuously remind and warn their journalists that validation and balanced information are the main journalistic principles. The doctrine of validation and the balance should be the main principles to be met. The process of crosschecking should be made as a system. Once it becomes a system, the process should be obeyed in any condition. There should not be any consideration or assumption that the editorial board does not have to crosscheck any writing written by senior journalists or journalists with a good track record. They are minimizing the egocentrism of the company or editorial board by holding to the principle that nobody is perfect, including senior journalists and the editorial board. Therefore, if there is a complaint from the subject of the news, then the correct answer should be responded to quickly, and the false news has to be corrected fast as well.

Solutions for Online News Media that the Press Council has Not yet verified

Solution to prevent the repetition of journalistic ethical codes for unverified online news media. There are several solutions to prevent the repetition of journalistic ethical code violations done by unverified online news media: by reminding them about the principle of verification before writing the news. The Press Council's doctrine should actively sound the validation and the balance of information to the journalists of online news media. This doctrine should be informed more actively by the unverified online news media in routine or internal meetings. The training for new journalists and upgrading the capacity of senior journalists should be held consistently. The editorial board should ensure that the journalists read, understand, and

implement the ethical codes to work in the field. Crosscheck their work performance in the production news process consistently to ensure how far they implemented the journalistic ethical codes. The company's online news media should think creatively to find out sources of new funding. They must not only depend on the traffic to attract the advertisers. The media company should create content to support the media that need content for their social media. In addition, the media company should also be more creative in making the content. In other words, they create written content and have to produce more engaging and creative video content.

Solution for Non-Journalism

Based on the research findings, some solutions for non-journalistic online media are provided. To prevent them from repeating journalistic ethical code violations, the association of press companies should conduct a fair but strict prosecution of the non-journalistic online news media (Interview with respondent ID 8, May 29, 2022). To gain their media licensing, they should be affiliated with an association of press companies and show their high commitment to following the journalistic ethical code. If they fail to comply, the media must dismiss themselves and never claim to be the online news media anymore. The Indonesian law enforcer should have a firm attitude to control online media that do not follow the journalistic ethical codes. One of the solutions offered is to strengthen our local laws and regulations in media act disciplinary. The online news media, which often complains about their violation of spreading fear, terror, and hoaxes, should be prosecuted strictly. Thus, their company should be banned or dismissed. The public should minimize their tolerance towards non-journalistic online news media violations.

The audience must be brave to report the media to the police immediately. The parties who have been the victims should be brave enough to come forward and report the case, and the government, on the other hand, must protect and prioritize the interests of the victims.

If media managers insist on operating, they need to pay attention to the legality of the company and the quality of journalists. The editor-in-chief needs to conduct intensive training for journalists. In addition, the editor-in-chief also needs to emphasize the five behaviors that must be considered by a journalist, namely honesty, seeking the truth, avoiding danger, working independently, and responsibility. These five standards are principles that have been proposed by Bertrand (2018), Gaia (2018), and Vinuesa & Nicolás-Sans (2023).

CONCLUSION

Based on the result of this research and its discussion, we can conclude the following points. Firstly, unverified online news media by the Press Council violates the ethical code more repeatedly than verified online news media. Secondly, the better the organizational status is, the lesser the frequency of journalistic ethical code violations is. Thirdly, the factor causing verified online news media to violate journalistic ethical codes repeatedly is temporary negligence. Meanwhile, the unverified online news media violated journalistic ethical codes mainly due to their poor organizational and management system. Finally, the solution to prevent the repetition of journalistic ethical code violations done by the verified online news media did not demand a great effort. However, the solution to prevent the repetition of journalistic ethical code violations by unverified online news media needs a great effort.

Based on the conclusions above,

there are several suggestions that this research has noted, such as, firstly, every online news media needs to improve its news production and governance. The organizational functions in terms of news production need to be carried out consistently, especially in terms of validating information and data before it is published to the public. Secondly, online news media that the Press Council has not verified should be encouraged to seek the verification process immediately. If necessary, the Press Council needs to implement a reward and punishment system to the online news media in terms of the verification process. This is needed so that the unverified online media are encouraged to carry out the verification process immediately.

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Representations of Stunting in Indonesian National Newspaper: Positioning a Culture-Oriented Approach

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Abstract: *The problem of stunting has become a global and national issue, including in Indonesia. Unfortunately, studies regarding media coverage of stunting are still very rarely conducted by media and communication scholars. Using the Social Positioning Theory framework initiated by Harré and Langenhove (1999) and developed by Ibrahim (2020), this article analyzes the positioning of stunting issues in the national media Kompas in relation to the perspectives they have developed in their news representations. The news stories selected were news published between 1 October 2022 and 31 March 2023 (6 months), 3 months before and after the kick-off of the 2023 Stunting Case Audit by the National Population and Family Planning Agency (BKKBN) on 18 January 2023. Multi-perspective approach is used to analyze data by combining quantitative and qualitative data analysis within a social positioning framework. This article can contribute to studies that consider it important to provide cultural spaces and make diverse voices heard in handling stunting and conclude that the media needs to increase the quantity and quality of reporting about stunting, as well as develop representations and reporting approaches that are culturally oriented and sensitive to values and culture which directly or indirectly influence people's behavior and health.*

INTRODUCTION

One in four children under the age of five in developing countries has experienced stunting or chronic malnutrition, including in Indonesia. In early 2023, President Joko Widodo emphasized that stunting is still a very big homework. At the opening of the National Work Meeting on the Family Development Program, Population, and Family Planning (Banggakencana) and Stunting Reduction in Jakarta (25/1/2023), Widodo emphasized that stunting in Indonesia is still a huge homework assignment that must be resolved immediately (Tanudjojo, 2023).

In 2014, Indonesia's stunting prevalence rate was 37 percent. In fact, the World Health Organization (WHO) states that health problems in a social group are categorized as chronic if the prevalence of stunting is more than 20 percent. In 2022, the prevalence of stunting in Indonesia has indeed decreased to 21.16 percent. However, it is still relatively high when referring to WHO standards (De Onis & Branca, 2016). Indonesia is racing to target the prevalence of stunting to be 14 percent by 2024 (National Team for the Acceleration of Poverty Reduction, 2017).

The attention of stakeholders in efforts to reduce stunting rates was constrained when the Covid-19 pandemic hit globally. When the pandemic is gradually decreasing, efforts to deal with stunting are again a crucial issue that is interesting to observe. The impact of stunting is not only a matter of a child's height. However, the most dangerous thing is that it has a negative impact on the child's low potential and ability

to learn and the emergence of chronic diseases which affect the child's physical and psychological health. This should be the concern of all parties because it has become a critical issue for the nation. Therefore, the involvement of stakeholders is urgently needed, including media coverage of the stunting problems (Rosidi, 2022).

Even though the issue of stunting has become a global problem and a national concern, studies on media reporting of stunting are still very rarely conducted by media and communication scholars in Indonesia and even internationally. Some studies report that media is one of the important platforms in national communication campaigns to reduce child stunting in Tanzania (Moffat *et al.*, 2022), or in behavior change interventions to reduce child stunting in Ethiopia (Kim *et al.*, 2019), and national media campaigns increase the prevalence of adequate complementary feeding in Vietnam (Rawat *et al.*, 2017). However, there is no single study that has provided how stunting is represented in the media.

The latest research projects and studies on stunting are still dominant in relation to the health sectors and poverty issues. In fact, based on reading and searching on the Google search engine with the keywords "stunting" and "media reporting," which we conducted on 3 April 2023, we found only less than ten articles in scientific journals, some of which did not discuss stunting in relation to news representations.

Some of the literature that has been published regarding the study of media representations of marginalized groups, which is more recent, shows that the attention of media and communication researchers and academics has been focused on the depictions or representations of reporting on the poor (Ibrahim, 2020) and the representations of disabilities in the media (Johanssen

& Garrisi, 2020). Then, some studies describe how disability and autism groups are represented in mainstream media, visual media, and social media (Ellcessor & Kirkpatrick), as well as the stigma and identity attached to them (Worrell, 2018).

Among the limited writings that show the attention of communication and media researchers to stunting issues, there is a new attempt to examine the challenges of a national communication campaign to reduce stunting in Indonesia (Hall *et al.*, 2018) and Tanzania (Moffat *et al.*, 2022), exposure to media information in relation to behavior change (Kim *et al.*, 2019), reducing the prevalence of stunting in a rural area in Indonesia (Wijayanti & Ayu, 2021), narratives in health communication regarding stunting (Turnip, 2018), and a review of the factors causing stunting in Indonesia (Beal *et al.*, 2016).

According to Mulyana, the world of health is a culture in itself and is influenced by the values and culture of its people, including views about health and illness, which have different meanings among different cultures (Mulyana, 2013; Mulyana, *et al.*, 2020). Health communication and media coverage of health is also influenced by culture, including the knowledge and beliefs of communication participants in a society, especially in a multicultural society (Mulyana, 2008; Kar, Alcalay, & Alex, 2001; MacLachlan, 1997). Culture includes worldviews, beliefs, values, norms and rules, history, mythology, language, art, social institutions, status authority, and artifacts (Ibrahim & Akhmad, 2021). Based on their cultural background and experiences, health care providers and the public actively interact and communicate with their environment to structure their behavior.

The concept of culture is emerging as a topic of key interest in health communication research (Dutta, 2008). The importance of cultural sensitivity

in health communication among diverse populations and culture-based approaches to health communication attract the attention of communication scholars to construct and interpret meaning from within and to hear the voices of the community (Dutta, Anaele, & Jones, 2013; Dutta, 2007; Dutta-Bergman, 2004). Dutta shows the importance of a culture-centered approach to communicating health and the importance of locally situated meanings as a basis for theorizing communication for social change (Dutta, 2022). According to Dutta, to communicate about culture and health, it is important to understand and use a culture-oriented approach, or what he calls a culture-centered approach and a cultural sensitivity approach (Dutta, 2007).

Indeed, there is no doubt about the power of the media in communicating health messages (Ibrahim, 2018; Marinescu & Mitu, 2016; King & Watson (eds.), 2005). However, studies on cultural factors in the representations of health issues are still relatively rare. This study wants to expand the application of a culture-oriented approach to the representations of media reports regarding stunting in Indonesia. This article considers that patterns of media representations in a society depict and help define its culture reinforce dominant cultural values but can also express and stimulate cultural change. Therefore, the media needs to develop culturally sensitive reporting representations to help position the roots of the problem and find solutions to the problem of stunting among the community. The aim is to encourage increased quantity and quality of stunting reporting, and it is hoped that this can serve as a guide for journalists covering health issues so that they are always sensitive to the values and culture that may influence public behavior about health.

For this reason, this article will use the framework of Social Positioning Theory, to explore how the national media *Kompas* positions stunting issues on its news pages in relation to the culture of the community? To what extent does *Kompas* represent stunting in its reporting? What is the perspective of *Kompas*' reporting on stunting issues in Indonesia?

Considering the limitations of studies using a culture-oriented approach in media reporting on health issues, this article has urgency in filling the gaps in research and studies regarding the representations of media reporting in relation to stunting issues, especially encouraging a media reporting culture that supports solving the stunting problems in Indonesia.

METHOD

In order to explore the expected data, this research will follow a multi-perspective research procedure which, according to one of its proponents is useful for interpreting discourse within the framework of Social Positioning Theory (Skillington, 2006: 136). First, a quantitative data analysis procedure is used to calculate the frequency of stunting news. Here, quantitative research methods are, however, not intended to test theories or prove hypotheses. Second, based on data findings, qualitative research procedures were carried out to formulate certain patterns in cultural life (Ibrahim & Akhmad, 2021), including media news representations about stunting that are culturally sensitive (Dutta, 2007).

We read carefully and selected *Kompas* news documents about stunting, specifically in print editions as the research population. In an era of technological disruption when most newspapers and magazines have collapsed or migrated to digital, the print daily *Kompas* has survived with its current format (Siregar, 2023). The limited pages of *Kompas*

daily can be seen as a way of the extent to which this media covers stunting when looking at its commitment to voicing the interests of the public and marginalized groups. This can also be seen in the extent of the consistency of *Kompas'* reporting as a national newspaper in voicing community problems and the position of the mainstream media, which is considered the main reference and most trusted by the public (Ibrahim, 2020).

The research samples were selected from stunting news that was published after the pandemic, between 1 October 2022 - 31 March 2023 (6 months), namely 3 months before and after the kick off of the 2023 Stunting Case Audit by the National Population and Family Planning Agency (BKKBN) on 18 January, 2023.

The analytical framework of Social Positioning Theory will be applied to examine how discourse actors or media journalists position stunting issues in the text of media news stories on their media pages. According to Davies and Harré, "Positioning... is a discursive process by which selves are placed in conversation as subjectively coherent and observable participants in co-produced storylines (Davies & Harré , 1990: 48).

Studies using the theoretical framework of social positioning have tended to pay attention to the positioning of agents or subjects in face-to-face communication and the context of identity construction of self and others in discourse acts (Harré & Moghaddam, 2003), in interpersonal conflict analysis (Harré & Moghaddam, 2008), or even in global conflict (Harré & Lee, 2008), or recently on positioning in classroom discourse (Kayi-Aydar & Miller, 2018). This study expands the use of Social Positioning Theory in line with what Schudson (1989) calls a "cultorological approach" to news, which sees news as a cultural form. Media news representation is positioned as an institution that operates

within the cultural realm, or a symbolic system, that applies to shape the news and in relation to the journalists who exercise their rights and duties.

In writing news stories about stunting issues or sufferers, a journalist never conveys a single meaning about stunting but rather many meanings (multiple meanings). For media culture researchers, this is because "News is a network of symbolic systems in which social subjects are positioned by discourse actors (in this case journalists)." (Morley, 1992: 286)

Using the lens of Social Positioning Theory, it can be seen how, as a "discourse actor" or "speaker" in cultural representations, it turns out that there are many possibilities for media news representations by journalists to bring multiple voices to the public debate (Holsanova, 2006). News stories can be placed and represented in different discourses and images. Journalists can also change the language and terminology, the issues or topics raised, the points of view emphasized, or even the moral stance taken (Ibrahim, 2020).

By modifying the theoretical framework pioneered by Harré and Langenhove (1991 & 1999) and developed by Ibrahim (2020), the social positioning carried out by journalists as discourse actors in the representations of stunting news will be analyzed based on first, news positions; analyze news positioning on media pages. The position of a news item on a media page determines the importance of the news to the media. Second, the orientations of the news perspective; analyze social positioning in stunting news, whether the news positioning is related to culture or non-culture.

Based on reading all the news published over a period of 6 months in *Kompas*, news stories about stunting were selected by focusing on stunting

news on page 1 of *Kompas* and the news perspective developed by *Kompas* in positioning stunting issues.

RESULTS AND DISCUSSIONS
Underrepresentation of Stunting News

Media is not just about news, media is also about meaning. Media builds meaning of events that occur and of existing realities. Media communicate explicit and implicit meanings about health, illness, health care providers, and health systems through news, language, images, the tone used, the way a story is framed, and the news story is positioned, all of which may influence public understanding.

Entering the 21st century, media commercialization has entered a phase of establishment or even hyper-commercialism, including Kompas, which has been substantively increasingly influenced by market development factors. The opportunities that open up in the era of digitalization actually enable the conglomeration of media with other online businesses, which sees a concentration of capital and business around the digital economy (Jurriëns & Tapsell, 2017; Tapsell, 2017). In a context like this, news is both a cultural commodity and economic goods. Like any other economic entity, news is a product for profit.

The culture of journalistic professionalism has been greatly damaged by the pressure of commercialism in newsrooms. It may also have been weakened by the decline in the prestige of political life and the crisis of public trust in the tradition of journalism in the conventional sense (Ibrahim, 2011). A key element of that culture is the idea that journalists should make independent judgments about what citizens need to know about public affairs. A journalist's job is to provide any content that can interest media consumers.

In this context, the news agenda has shifted from the representations of public affairs in the traditional sense towards humanitarian interests and "service" journalism that is useful for ordinary people in everyday life, including health reporting (Hallin, 2000).

Advances in information and communication technologies have also encouraged the emergence of a kind of viral-driven journalism practice (Ibrahim, 2023), which makes issues that are not considered "sexy" marginalized in media representations. Issues such as stunting cannot compete with entertainment and sensational news as well as political news that appears in the "political year" leading up to the 2024 election (Kompas, 3/12/2022).

Table 1 shows that in a period of 6 months, *Kompas* presented 66 news reports about stunting. On average, in 1 month, this daily represents 11 stunting news stories. This shows that stunting issues do not appear every day on the pages of *Kompas*. This means that in the period of one month (30 days), there were 19 days (19 editions) that did not contain news related to stunting.

This data illustrates the

TABLE 1. Number of Stunting News Coverage in *Kompas* Daily
(October 2022-March 2023)

	October 2022	November 2022	Desember 2022	January 2023	February 2023	March 2023
Number of Coverage	5	4	14	15	17	11

Total of Coverage: 66 News Items

underrepresentation of stunting news in the media space. The limited media space available to represent health issues such as stunting may influence the positioning of stunting news on media pages. This study shows that crucial news regarding the fate of human life does not always get a special place on media pages unless there are accompanying factors that make the news receive special attention from the media. Government programs are not always in line with the media representation agenda.

Various factors clearly influence news positioning. In a market-driven media reporting culture and amidst intense competition for the readership market, crucial public issues including health problems such as stunting are proven to have to compete for important positions on media pages. In a viral-driven media landscape, alternative voices are often marginalized by news stories that create controversies and tensions.

News Representations of Stunting on Page 1: Data Journalism

The representations of stunting in the daily Kompas can also be seen from the frequency of positioning of poverty news texts on pages or media spaces. Placement on a particular page and a particular section on a page indicates the position and importance of the news amidst other news on the day when the news was published. A story will be placed on page 1 because it is considered interesting or important by the media rather than placed on the inside page. News that is placed at the top of a page is also based on the same considerations.

The position of news on a page is not only determined by its competing position with various other events that will be placed as news on the page in question. However, it is also determined by advertisements that may have been prepared to occupy a special position on that page.

This study shows that the representations of stunting news that is positioned on page 1 or as headline news in the daily Kompas is 12 news stories or only 18% of the total 66 news stories about stunting. Meanwhile, 82% or 54 stunting news stories were positioned on pages other than page 1 as shown in Table 2.

If we look at how the media positions the stunting news texts on the media page, there are 9 news stories related to stunting which are positioned in a special position at the top of page 1. This means that the news is the "headline news" of the news that day, which shows the importance of the news for media and with the aim of influencing readers' understanding of the problem being reported and the remaining 3 stories are presented in feature news style, positioned at the bottom and middle of page 1. This means that the news is considered as a complement to the headline news on page 1, because it must be based on the editorial consideration that there is other news that the media considers more appropriate to be placed as a "headline news".

The representations of stunting news on page 1 as headline news also illustrates how Kompas positions itself to hold to what they claim is the application of "data journalism," where in the 9 special coverage related to stunting on page 1, this

TABLE 2. Position of Stunting News on Page 1 of *Kompas* (October 2022-March 2023)

Position	Number & Percentage
page 1	12 (18 %)
not page 1	54 (82 %)
Total	66

FIGURE 1. Kompas Headline about Stunting with Graphic Illustrations

newspaper uses various data to support news arguments related to stunting, equipped with graphic illustrations as a way to build reader attraction in the era of the digital generation by playing with visualizations that are characteristic of contemporary journalism (Figure 1).

Then, in terms of presentation genres, 9 news stories are the result of special coverage about the complexity of the stunting issues, such as the importance of strengthening collaboration to overcome stunting (Kompas, 26/1/2023), the need for specific handling of stunting (Kompas, 28/1/2023) by highlighting the educational aspect, economic inequality (Kompas, 20/3/2023), and nutritional inequality (Kompas, 9/12/22) as well as inequality in food prices which are positioned as conditions that exacerbate the risk of children stunting or tengkes (Kompas, 10/12/2023).

Apart from the 9 news stories in the special coverage genres, which are packaged in a more in-depth and complex representation of stunting news, there are 3 news stories in the feature stories or human-interest presentation genre which are packaged in style to attract readers by giving a human touch to the news stories about stunting and malnutrition.

The orientation of stunting news representations in the feature genre shows how the media tries to make stunting news touch readers' emotions and feelings by emphasizing aspects that may have previously been seen as simple things, especially in the eyes of urban middle-class readers who are the main target of Kompas readership. Here, Kompas positions distant events and sufferings to be close to the hearts of its loyal readers. At the same time, Kompas subtly shows them the contradictions of life itself.

For example, when the Marind-Anim community in Zanergi Village, Animha District, Merauke, South Papua, faced a food crisis after the forest that was their source of life disappeared, Kompas published a feature story on page 1 regarding "Community Nutrition: Skin and Bones for Children," which illustrates the irony that even the village head's children are malnourished (Kompas, 12/13/2022).

Likewise, when children under five in Jakarta who were active and cheerful turned out to be still suffering from stunting or tengkes, Kompas published a feature story on page 1 entitled "Children's Health: Spreading Love for Jakarta to Overcome Tengkes,"

describing the contradictions of life in the metropolitan area (Kompas, 2/2/2023).

The Kompas feature news story illustrates the importance of a humanist approach involving parents, which is based on appropriate data and programs from the government. Here, media criticism is packaged subtly as a characteristic of media that avoids confrontation with power. Kompas positions the solution to the stunting problem in the capital and the other parts of the region as an important part of saving the nation's future generations.

Culture-Oriented Representations Among Nuances of Perspectives

Kompas' coverage positions stunting issues from multiple perspectives in its news stories. News about stunting has multiple voices, including the official voices of the government, the voices of health service providers, the voices of the community and the voices of the media itself. Official government voices are represented by officials such as the governor, regent, subdistrict head, village head, BKKBN officers, the Indonesian Child Protection Commission (KPAI), or heads of related agencies. The voices of health service providers are represented by hospital officials, doctors, nurses, Posyandu staff, or health extension workers. Community voices are represented by parents with stunting children, opinion leaders (academics, scholars, religious leaders, cultural activists), NGOs, or child activists. Finally, the voices of the media are represented by journalists who cover and write health news related to the issue of stunting.

Because the media cannot possibly display social realities as it really is, representations always require a process of selection and positioning in the act of communication. Media representations is the act of communicating, the act of representing facts or events that have been selected and positioned in a certain way and perspective through text or news stories on media pages.

Journalistic texts and languages are not neutral. Kompas news stories around stunting are shaped by the interplay between journalists' values, newsroom culture, cultural context, the political economy even the ideology in which the media and journalists work.

Therefore, the news culture and representations of stunting news in Kompas are determined by the mutual influence of the forces behind the media whether it is ideological or political-economic forces that directly or indirectly shape the culture of the newsroom and its news products. Kompas news about stunting is also a product of media representations that form certain meanings and understandings about stunting. Kompas news stories regarding stunting issues use a special language

TABLE 3. Kompas News Perspectives on Stunting

Perspectives	Number & Percentage
Health Perspective	26 (39,4 %)
Economic Perspective	20 (30,3 %)
Cultural Perspective	10 (15,1 %)
Educational Perspective	4 (6,1 %)
Access Perspective	4 (6,1 %)
Legal and Human Rights Perspective	2 (3 %)
Total	66

known as a journalistic language with an emphasis on certain themes, topics, and perspectives. Based on the analytical framework of Social Positioning Theory, several dominant representation patterns were found. The representation patterns were based on the perspective taken by journalists in writing news stories about stunting. From careful reading and social positioning analysis of 66 Kompas news stories related to stunting, several trends stand out (Table 3).

First, the dominance of the health perspective and the economic perspective in positioning the problems underlying stunting, namely 26 (39.4%) news stories and 20 (30.3%) news stories, respectively. From a health perspective, Kompas news represents news related to medical problems and illnesses that require medical solutions and aspects of community nutritional balance. Then, from an economic perspective, Kompas news positions the complexity of the stunting problem as related to economic disparities and the inability of lower levels of society to meet their basic needs.

Second, the cultural perspective in reporting stunting positions the stunting problem as related to the values, habits, behavior, lifestyle, and culture of society which are important factors in alleviating stunting. Here, we can see that Kompas presented 10 (15.1%) news stories with a culturally oriented perspective in positioning stunting issues.

Representing news stories that connects the importance of behavior change and looking at the human dimension of disease and health problems provides a deep meaning to the importance of cultural change in solving the problem of stunting in a diverse society like Indonesia.

Third, the emergence of an education and access perspective in positioning stunting news as can be seen from the arguments in 4 (6.1%) Kompas news stories, which consecutively see the stunting problem as a lack of education among citizens regarding healthy lifestyles and a lack of education causes a vicious circle of poverty which has implications on meeting the needs of a healthy life. Meanwhile, the access perspective appeared in 4 (6.1%) news stories which positioned stunting news by highlighting the lack and limited access to health services and the need for balanced nutrition as the root of the stunting problem.

Fourth, the emergence of a legal and human rights perspective, even though it only appears in 2 news stories, is part of the background to the formation of offspring suffering from stunting, such as the practice of young marriage or early marriage, which is seen from the practice of gender relations which increasingly marginalizes women. Intervention for young women is seen as an important factor in dealing with the problem of stunting. So far, this study shows that the positioning of stunting news from a cultural perspective has begun to gain a place in the context of understanding the health crisis regarding stunting in the Indonesian national daily, Kompas.

A culture-oriented approach positions news representation of stunting in relation to culture as factors that directly or indirectly influence the health of individuals and populations, including their views on health and illness. Here, the socio-cultural dimension is positioned as an important determinant among other determinants such as economics, politics, policy, and the national health system.

This study found that 10 Kompas news stories, or around 15.1% of the total 66 news stories about stunting that appeared in the period of 6 months, positioning that cultural factors that directly or indirectly play a role both as factors causing stunting and as factors for changing healthy living for get out of the

shackles of stunting.

This really strengthens the ideas of Dutta and Basu, scholars who emphasize, "The culture-centred approach suggests participatory strategies and dialogic processes as tools for engaging with cultural voices and foregrounding cultural meanings with the ultimate goal of transforming the structures of inequity that constitute health experiences." (Dutta & Basu, 2011: 322).

Finally, Kompas news coverage that links the role of values and culture in health reporting settings shows important developments in social positioning where journalists as discourse actors who work and position discourse in the media sphere cannot be separated from the context of the society in which they live. Within it flows culture that shapes behavior, understanding, and awareness of the meaning of what it means to be healthy or sick.

CONCLUSION

The representations of stunting in Indonesian national newspapers, in this case, the daily Kompas, indicate the role that the media plays in communicating health issues with rich and nuanced representation patterns. The findings of this study explain the underrepresentation of stunting in the national media coverage. The low frequency of stunting news requires the media to raise more stunting issues.

Although the dominant representation patterns in the daily Kompas tends to position the stunting problems from health and economic perspectives, however, the cultural perspective has a place in the representations of stunting news. The media not only serves informational and instrumental functions, in the sense of providing information about health and illness as well as practical guidance for the community to build a healthy lifestyle to overcome

stunting. Media also serves a cultural function in the sense of opening access to cultural sphere to build awareness and behavior in a health culture that is citizen- and human-centered.

This study expands the role of journalists as discourse actors who are actively involved in culturally oriented representations of stunting news. By encouraging cultural awareness for journalists as professionals, they not only act as discourse actors but also as cultural agents of social change in the health communication sector.

Using a dynamic Social Positioning framework, this study shows how journalists can contribute so that the voices of lower or marginalized communities can be heard in decision-making in the national health system. So that citizens can participate in health communication from below through culturally oriented news representations.

However, this research still has limitations because it only focuses on one medium and within a limited time frame. Therefore, a broader study is needed, for example, comparative studies of representations between different media or between mainstream media and social media, to enrich the findings. Then further studies are needed to creatively apply the Social Positioning framework, such as in the context of visual representation studies, especially in the field of health communication.

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Role of Family Communication and Boarding School System in Forming Child Independence

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Abstract. *Early adolescence is a phase person at the age of 12 to 15 goes through and is very vulnerable to emotional changes that will further affect other aspects of life, including independence. Several factors can support in preparing independent adolescents. The role of family, is essential in shaping children's character, particularly for children starting their early adolescent phase. Independence can also be fulfilled througheducational environment in boarding schools. Role of family communication and boarding school system in forming child independence study uses a quantitative approach with a correlational method type on 222 children who attended Islamic boarding schools. The measurement tools used in this study are the Parent-Child Communication Questionnaire and Independence Questionnaire. The results showed a significant relationship between conversation orientation on the dimensions of self-help, responsibility, socialization, and initiative and a significant relationship between conformity orientation on two dimensions, responsibility and initiative. The implications showed that the communication pattern of parents in boarding schools is laissez-faire; they entrust their children's educational problems to particular institutions, such as boarding schools. The laissez-faire type has a low conversational orientation and conformity, which is in line with the research results that show that not all variables of independence are significant.*

Keywords: *family communication pattern, independence, child, boarding school*

INTRODUCTION

Communication is essential in social life, including in the family environment. Forming harmonious, dynamic, and intensive communication is a dream for every family. The role of the family, especially parents, is essential in shaping children's character, particularly for children starting their early adolescent phase. Ammang et al. (2017) mentioned that early adolescence is characterized by various kinds of physical and psychological changes, which, if not handled with efforts to understand themselves and self-direction appropriately, can cause problems or deviations that lead to juvenile and criminal delinquency. Ramadhana (2018) states that the adolescent phase is a transitional phase that causes many significant changes, both in terms of physical and reproductive, which can further affect adolescent emotions.

Early adolescence is a phase that a person goes through when they are 12-15 years old. This phase can be recognized by the physical changes that develop in children. Early adolescents are particularly vulnerable to emotional changes that will further affect other aspects of life. Emotions are an upheaval of passions, feelings and thoughts that are overflowing. The emotional state in the adolescence phase is different from children, the difference lies in stimuli in arousing emotions and controlling these emotions. In order to manage emotions well, early adolescents need to know about situations that can bring up many kinds of emotions such as, shame,

surprise, annoyance, love, fear, pleasure, anger, sadness (Maulida et al., 2017).

The problems felt by adolescents in the early phase are quite troubling, especially when associated with fears of the future which will be full of challenges and increasingly complex in the era of globalization. According to Ali & Asori (2009), the challenges of future complexity that will be faced consist of two alternative answers, the first is by surrendering to fate without doing anything, or the second is by giving a breakthrough by means of various preparations that support the direction of the future. Based on these two choices, clearly the second alternative is the answer that will be chosen to support self-preparation for a better and directed future.

Communication that is established during adolescents who are in this phase requires the role of family in it. Communication is the basic driving force in channeling feelings, information and the easiest way to interact with family members. Every family has its own way of communicating. One factor that plays a major role in shaping the independence of children is the pattern of communication carried out within the family. The family plays an important role in children's growth and development and their mindset through the care they receive from childhood. This parenting involves intense communication and interaction between parents and their children (Dyanasari & Arisanty, 2018). (Ifadhah & Irwansyah, (2022) adding that the family communication pattern is a unified interaction that involves parents and children, by providing stimulation through changes in behavior, instilling character, knowledge and values that are in accordance with the parents, one of the goals of which is to ensure that children are able to be independent. Ammang et al. (2017) mentioned that a child will learn

how to communicate by seeing what their parents do when communicating with others. The development of children's communication, which applies to their environment, can be assessed from this aspect. If a family has a good communication pattern, then the way children will communicate in their environment will be good. Family communication is seen as one of the most important attributes to carry out the resilience process in a family considering that family interaction and support are needed in various aspects, especially in solving problems that occur within the family scope, especially parents and children (Ramadhana et al., 2022). Because the family is the first school for children to develop and recognize their environment, children can know their identity as social beings who continue to progress (Saidah et al., 2022).

A conducive family environment can support children's growth and development. Harmony is the dream of every family member to be able to communicate and interact positively, so that unnecessary conflicts can be avoided (Pramono et al., 2017). A conducive family environment can be supported by communication patterns that are established in it. There is a theory that describes this, known as family communication patterns or The Family Communication Pattern Theory (FCPT). FCPT is a theory used to improve understanding of mechanisms and communication established within the family which includes aspects of attitudes, values, and beliefs (Koerner & Fitzpatrick, 2002) Rithcie &; Patrick (in Salsabilla et al., 2022) stated that there are two dimensions in FCPT that have two dimensions, consisting of conversation and conformity orientation.

Conversation orientation is an interaction carried out by families with diverse and broad topics, while

conformity orientation has a definition of communication that has the same values, attitudes, and beliefs. The two dimensions produce four family typologies, namely 1) consensual, which is a family type with high conversation and conformity, 2) pluralistic, which is a family type with high conversation and low conformity, 3) protective, family type with low conversation and high conformity and, 4) laissez-faire, which is a family type with low conversation and conformity (Krisnatuti & Putri, 2012).

Efforts in preparing adolescents who are independent are supported based on several factors that contribute to shaping them. According to Suparmi et al. (2018) the reference to independence can be assessed from several dimensions, such as the self-help dimension, responsibility dimension, socialization dimension, domestic skills dimension, problem solving dimension, and initiative dimension. The high value of children's independence is in line with the high pattern of children's independence, this also applies the other way around. Based on the factor, children's independence can be divided into two, namely internal factors and external factors. Internal factors consist of birth order, talent, physical condition, gender, maturity, and intellectual potential, while external factors are influenced by communication patterns, school education, and life in the community (Ali & Asori, 2009) Santrock (2014) states that adolescents who live separately from their parents have more developed independence compared to adolescents who still live with their parents.

School is also one of the external elements that influence children's independence. It was also emphasized by Saimroh (2020) that the education system in schools can affect the formation of children's independence. School is a forum to facilitate the growth of student

character to be good and knowledgeable. Not only in terms of academics but also in contributing to shaping children's character. The process of building one's character, especially related to independence, can be done with a boarding school program. Boarding school is an educational system that resembles a pesantren. On the island of Java, boarding schools are known for the establishment of cottages that form simple houses with various partitions and are used as student residences (Nasir in Khoiruzzadi &; Luqmanul Hakim, 2020). From the beginning of its establishment, boarding schools emphasized and benchmarked with moral values, upholding the values of simplicity, togetherness, and independence (A'la in Khoiruzzadi &; Luqmanul Hakim, 2020). The independence formed in boarding school occurs due to a repeated process that eventually becomes a habit (Siregar et al., 2011)

The description above confirms that the pattern of parental communication and education at school has a great influence in shaping children's independence. However, some studies only compare one variable, such as research conducted by Saimroh (2020) which examines the independence of students with madrasahs based on pesantren; student independence education in Islamic boarding schools (Nisa, 2017); boarding school system in shaping student independence (Nisa, 2017))(Khoiruzzadi & Luqmanul Hakim, 2020); The influence of the boarding program on the formation of students' independent character (Muharrani et al., 2022) (Hidayat &; Ramadhana, 2021), (Hidayat & Ramadhana, 2021), (Sari &; Rasyidah, 2020), (Sari & Rasyidah, 2020) The studies mentioned used one factor in testing the hypothesis of the relationship between children's independence. However, the level of independence has not been explored with
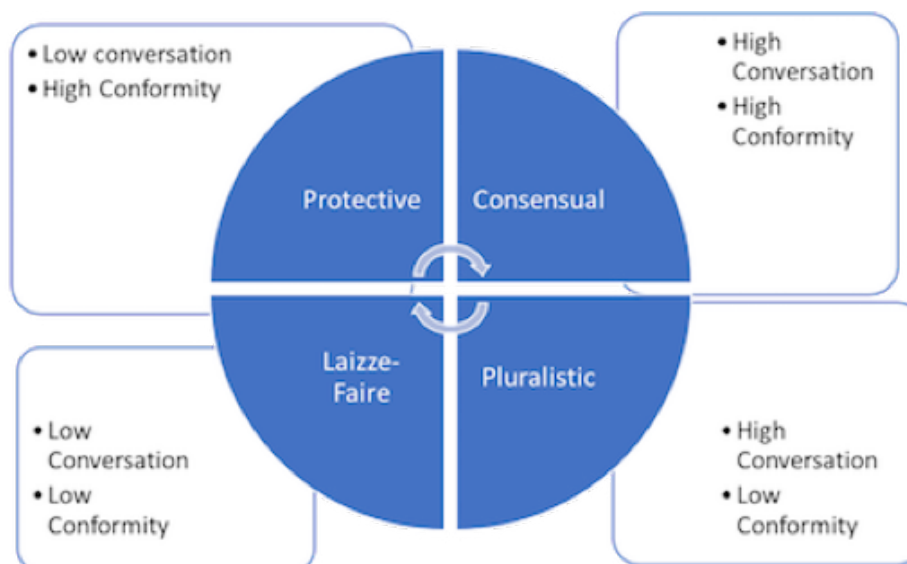
FIGURE 1. Family Communication Pattern

the factors in parental communication. If we look closely, there is a novelty of the author's research, which lies in the aspect of independence in terms of family communication and the boarding school education system, considering that these two factors play a big role in shaping children's independence (Ali & Asori, 2009). This study aims to find out and measure the role of family communication and boarding school system in forming child independence.

METHOD

This research used a quantitative approach with a correlational on predetermined populations and samples, sampling can use techniques randomly or based on certain qualifications, data are collected with the help of research instruments. This method type using two variables, family communication pattern and child independence. The research sample used purposive sampling with the

characteristics: early adolescents aged 13-15 years who were studying at junior high school, attending boarding school.

The Figure 1, defined that pattern of communication in family had four dimensions, protective, consensual, Laizze-Faire, and Pluralistic. Every dimension had both sub dimensions inside high conversation and high conformity. Figur one also summarizes the essense of Family Communication Pattern, which will be research. The pattern makes easier to see the dimensions from responden in this research Islamic boarding Schools in West Java. The dimensions in Figure 1, will be measured with fixed accurate percent. Ascan F. Koerner and Mary Anne Fitzpatrick developed and pioneered the Family Communication Patterns Theory (FCRT) in 2002, which proposes that families preserve specific communication patterns. The interactions between members of a family are known as family communication patterns. Over time, these

TABLE 1. Respondent Data

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	104	46.8	46.8	46.8
Valid	Female	118	53.2	53.2	100.0
	Total	222	100.0	100.0	

patterns evolve and are occasionally handed on to next generations. According to FCRT, there are four primary patterns that show up in communication. Family ties, especially those between siblings, are largely unintentional and change when needed. The patterns indicate each member of a family's level and fall along the spectrums of discussion and conformity. The theory states that there are four types of family communication patterns: pluralistic, consensual, protective, and laissez-faire.

The table below illustrates the family communication parttern based on the gender in West Java. According to the data presented in Table 1, the dimension of Family Communication Pattern respondents attended Islamic boarding schools in West Java. Based on the demographics, there were 46.8% (n = 104) males and the remaining 53.2% (n = 118) females. Responsiveness dimension is predominantly characterized by a male accounting for 50 percent of the total. The level of Communication pattern based on Table 1, accounting 46.8 percent from the male and accounting 46.8 valid percent. The data include the female account 53.2 percent also 53.2 valid percent. The level of family communication pattern which may be classified as low, medium, or high,

its competence and corecctnes in doing so and its capacity to implement the patter of family communication.

The family communication pattern scale uses the Likert scale which has a gradation of positive or negative traits. This scale uses a scoring system based on the results of a questionnaire that applies a Likert scale with four alternative answers (SS), agree (S), disagree (TS), strongly disagree (STS). The lowest value of conversation orientation is 24, the highest value is 57, and the middle value is 44. Conformity orientation's lowest value is 15, the highest value is 38, and the middle value is 29.

Two dimensions of family communication patterns form the four typologies of family communication, namely, consensual, pluralistic, protective and laissez faire. The consensual type is used if it has a score above the middle value on the dimensions of conversation and conformity. The pluralistic type is used if it has a score above the middle value in the conversation dimension and below the middle value in the conformity dimension. The pluralistic type is used if it has a score below the middle value in the conversation dimension and above the middle value in the conformity dimension. And Laissez-faire type is used
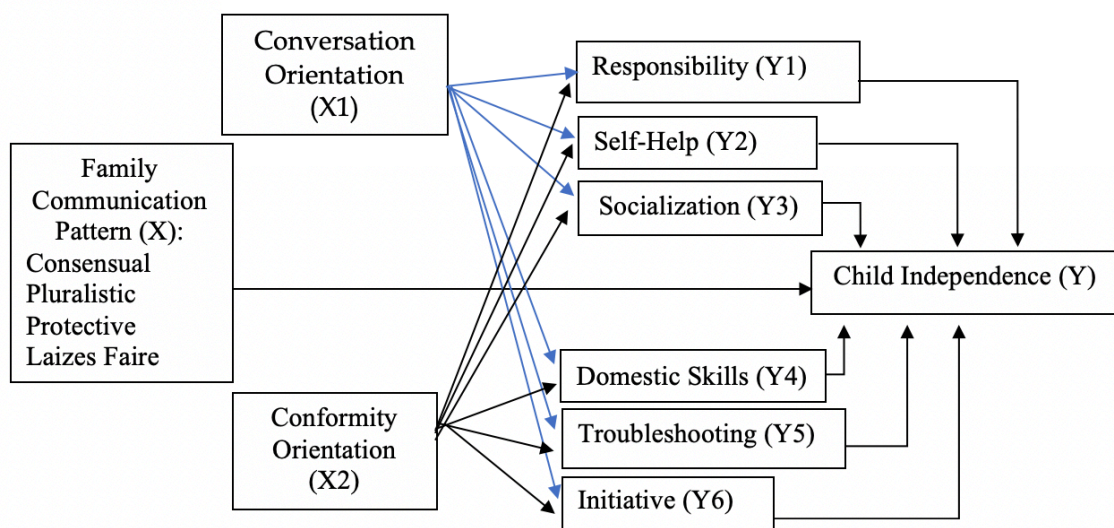
FIGURE 2. Path Model

TABLE 2. Variable Categorization of Independence

Initiative

Valid	Category	Frequency	Precent (%)
	Tall	70	31.5
	Keep	106	47.7
	Low	46	20.7
	Total	222	100

Self-Help

Valid	Category	Frequency	Precent (%)
	Tall	29	29
	Keep	48	21.6
	Low	145	65.3
	Total	222	100

Responsibility

Valid	Category	Frequency	Precent (%)
	Tall	71	32
	Keep	107	48.2
	Low	44	19.8
	Total	222	100

Socialization

Valid	Category	Frequency	Precent (%)
	Tall	77	34.7
	Keep	98	44.1
	Low	47	21.2
	Total	222	100

Domestic Skills

Valid	Category	Frequency	Precent (%)
	Tall	58	28.1
	Keep	87	39.2
	Low	77	34.7
	Total	222	100

Troubleshooting

Valid	Category	Frequency	Precent (%)
	Tall	8	3.6
	Keep	127	57.2
	Low	87	39.2
	Total	222	100

Source: Processed by Researchers (2023)

if it has a score below the middle value on both dimensions.

The Independence aspect uses the scale of Suparmi et al. (2018) which consists of the self-help dimension, the responsibility dimension, the socialization dimension, the domestic skills dimension, the problem solving dimension, and the initiative dimension. The independence scale uses a Likert scale that has a gradation of positive or negative traits. This scale uses a scoring system based on

TABLE 2. Normality Test

	Family Communication	Child Independence
Valid	222	222
Missing	0	0
Mean	73.41	268.38
Std. Deviation	7.009	28.080
Skewness	0.444	0.321
Std. Error of Skewness	0.163	0.163
Kurtosis	0.002	-0.700
Std. Error of Kurtosis	0.325	0.325
Minimum	59	221
Maximum	95	332

Source: Processed by Researchers (2023)

the results of a questionnaire that applies a Likert scale with—four alternative answers: strongly agree (SA), agree (A), disagree (TS), strongly disagree (STS). Self-help dimension has the lowest value of 17, the highest value of 28, and the middle value of 26; The Responsibility dimension has the lowest value of 45, the highest value of 75, and the middle value of 59; The Socialization dimension has the lowest value of 50, the highest value of 84, and the middle value of 64; The Domestic Skills dimension has the lowest score of 38, the highest score of 60, and the middle score of 49; The Dimension Troubleshooting has the lowest value of 16, the highest value of 56, and the middle value of 41; The Initiative dimension has the lowest value of 20, the highest value

of 36, and the middle value of 27. Test validity using pearson product-moment correlation coefficient with the help of SPSS v.2 program. Reliability tested with Alpha Cronbach. The data was analyzed using descriptive methods.

RESULTS AND DISCUSSION
Descriptive Analysis

The independence variable consists of six dimensional items. The resulting item is the result of the use of the dimension of independence consisting of dimensions of initiative, self-help, responsibility, socialization, domestic skills, and overcoming problems. Each dimension of independence is categorized into three parts, namely high, medium, and low.

TABLE 3. Linearity Test for Child Independence and Family Communication

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	70103.93	24	2920.10	5.53	0.000
	Linearity	5436.32	1	5436.32	10.28	0.002
	Deviation from Linearity	64667.61	23	2811.64	5.32	0.000
Within Group		104150.28	197	528.69		
Total		174254.22	221			

Source: Processed by Researchers (2023)

The results showed that the initiative dimension was included in the medium categorization with a percentage of 47.7%, while the self-help dimension was included in the low categorization with a percentage of 65.3%. The responsibility dimension is included in the medium categorization with a percentage of 48.2%, and the socialization dimension is included in the medium categorization with a percentage of 44.1%. The domestic skills dimension is included in the medium categorization with a percentage of 39.2%, and the problem solving dimension is included in the medium categorization with a percentage of 57.2%.

Normality Test

The normality test is used to determine the independent variables and the normally distributed bound variables in the repression model. The data can be said to be normal if the test results indicate a normal or near-normal data distribution. In this study, the data

FIGURE 3. Categorization of Conversation Orientation

FIGURE 4. Conformity Orientation Categorization

normality test used skewness and kurtosis formulas. The result of the calculation based on the formula can be interpreted that if the result of the Z-Skewness value is < -1.96 then the data is more inclined to the right, if the Z-Skewness value is > 1.96 then the data is more inclined to the left, if the Z-Skewness value is between -1.96 and 1.96 then the data skew is close to symmetrical and is said to have a normal distribution. The normality test can be seen in Table 2.

Based on Table 2, it is obtained that the skewness ratio data for family communication variables is in the range of -1.96 to +1.96, which is 0.444 skewness ratio and 0.002 kurtosis ratio, meaning that family communication data distributes normally. The skewness ratio for the child independence variable is 0.321 skewness ratio and -0.700 kurtosis ratio in child independence, meaning that the data on the child independence variable is normally distributed.

Linearity Test

Testing in SPSS using Test for Linearity at a significance level of 0.05. The linearity test is also used to determine whether each independent variable to the dependent variable has a linear relationship or not significantly. The linearity test is performed by comparing the F test with table F. If Fcalculate < Ftable, then the correlation between the independent variable and the bound varibael is linear. Based on Table 3, it can be seen that the significant value of linearity is 0.002<0.05 so it is concluded that the data is linear.

Family Communication

Orientation in family communication is divided into two parts, namely conversation orientation and conformity (Hasriyadi & Ramadhana, 2019) Based on the conversation orientation categorization table in Figure

TABLE 4. Family Communication Pattern

Family Communication Patterns	Aspects	
	Conversation orientation	Conformity orientation
Consensual	Tall	Tall
Pluralistic	Tall	Low
Protective	Low	Tall
Laissez-Faire	Low	Low

Source: Koerner & Schrodt (2014)

TABLE 5. Categorization of Family Communication Pattern in Boarding School

Family Communication Patterns	Sum	Percentage
Consensual	31	18%
Laissez-Faire	126	57%
Protective	55	25%
Pluralistic	10	5%

Source: Processed by Researchers (2023)

3, it can be seen that from 222 subjects, the high category has a percentage of 3.2% with details of 7 subjects, the medium category has a percentage of 59.9% with details of 133 subjects, the low category has a percentage of 36.9% with details of 82 subjects.

Based on the conformity orientation categorization table in Figure 4, it can be seen that from 222 subjects, the high category has a percentage of 5.4% with details of 12 subjects, the medium category has a percentage of 59% with details of 131 subjects, and the low category has a percentage of 35.6% with details of 79 subjects.

DISCUSSION
Communication Patterns of Parents and Children in Boarding School

Communication is one of several important processes in the family and can be used as a tool to create a closeness between family members through interactions in the form of open communication with each other. Communication is also used as an intermediary in channeling emotions to family members (Hasriyadi & Ramadhana, 2019). Solihat (2005) parental communication is very important in forming a child's attitude. Communication within the family is expected to involve interaction, mutual exchange of knowledge, opinions, and experiences. Based on the orientation, family communication is divided into two parts, namely conversation orientation and conformity. Conversation orientation is communication whose focus refers to the frequency and openness of communication between parents and children, which further creates an atmosphere of warm and mutually supportive communication, while conformity orientation is a pattern of communication that is established in a limited way between parents and children. Parents have more say in deciding things. Conformity orientation is identified with inattentive parenting and tends to be authoritarian (Daulay et al., 2023)

In conversational orientation and conformity, types of communication are divided into four categories (Fitzpatrick, 2011): consensual (conversational orientation and conformity in high levels), pluralistic (conversation orientation is in

high levels, but conformity orientation is in low levels), protective (conversation orientation is in low levels, but conformity orientation is in high levels), and laissez-faire (conversational orientation and conformity are in low levels). A simple description can only be seen in Table 4.

Table 5 presents Family Communication Pattern categorization data on boarding schools. Based on Table 5, it can be seen that Laissez-Faire is a communication pattern that is often used by parents with a percentage of 57%. Laissez-Faire types have a low conversational orientation and conformity. The characteristic of this type of communication is the lack of family members dialogue/communication. Parents assume that all family members have grown up and can make their own decisions openly and independently, but children are not directed, children tend to accept all decisions that have been determined by parents, so there is no argument and discussion for children who have desires. Generally, the father becomes the figure who holds the power in the family to make decisions (Sholeh &; Juniarti, 2022).

In his book, Gunarsa (2012) states that Laissez-Faire communication patterns entrust problems related to children's education to special institutions. This is in accordance with the results of the study, where the largest percentage of communication patterns in boarding schools refers to Laissez-Faire. Families that apply this communication pattern, especially in the condition of parents who are both working or too busy, increasingly make parents have no time to educate children and hand them over to special institutions such as boarding schools. In research conducted by Arsita et al. (2015) there are several reasons parents choose boarding school as a place for their children's education, the two most common reasons are because of the desire for children to have good morals and the feeling of inability of the parents to educate their children at home. Some parents consider religious education far more important than general education, because religion is a guideline that will later lead children to avoid the association of adolescents outside the home. Parents also feel that boarding school can form children's independence, considering that boarding school routines have been arranged by the school and done by themselves.

This is also in line with the boarding school education system where education is focused on the school because students spend more time in the school environment. This is also in line with the statement of Suntara et al. (2019) that boarding schools are boarding system, so that students, teachers and school teachers live in a dormitory

TABLE 6. Test the Correlation of Conversation Orientation with the Dimension of Child Independence

Dimension Classification	Pearson Correlation	Sig. (2-tailed)
Conversation Orientation - Self-Help	0.133	0.048
Conversation Orientation - Responsibility	0.291	0.000
Conversation Orientation - Socialization	0.241	0.000
Conversation Orientation - Skills Domestic	0.087	0.197
Conversation Orientation - Troubleshooting	0.106	0.116
Conversation Orientation - Initiative	0.220	0.001

Source: Processed by Researchers (2023)

environment for a certain period of time. This concept is considered like distancing the distance between students and their daily environments, such as home, game environment, and family. But if you are used to it and comfortable, boarding school can be a second home for students. Today, schools that implement the boarding school system tend to be applied to the Islamic faith-based education system, but unlike pesantren, boarding school education provides the same portion in the education system, both in terms of Islam and general knowledge.

It was also conveyed by Arifin et al. (2020) that schools that implement boarding schools provide supervision to children 24 hours a day and 7 hours a week under the supervision of pamong, dormitory managers, and teachers, just like parents who educate and care for children. This step is felt right by families who apply the Laissez-Faire communication pattern, because parents give freedom to each family member (Anindita, 2019). This was also conveyed by Suntara et al. (2019), where freedom that is not followed by good communication will paralyze family communication as a place that can be said to be very fundamental for children in developing character towards a better person, therefore other platforms are needed to overcome this, one of which is by choosing boarding school as a means of education for their children.

The Relationship of Conversation Orientation with the Dimension of Child Independence

In fact, everyone is familiar with the word independence and generally all parents want their children to be independent. But if explored further, each individual has their own definition of independence. In this study, researchers defined independence based on several scales adjusted to the statements of Suparmi et al. (2018).

The data can be said to have a relationship if the significance value is $p<0.05$. Based on the product moment perception correlation test in Table 6, the relationship between the significance of conversation orientation occurs in four of six dimensions, namely the self-help dimension, the responsibility dimension, the socialization dimension, and the initiative dimension. Conversation orientation has a significant relationship with the self-help dimension. Suparmi et al. (2018) mentioned that self-help is the ability that children have to help themselves, related to daily activities. If the child can help himself without the help of others, then the child can be classified as someone who is independent. Conversational orientation support in the self-help dimension can be carried out well if supported by good communication from parents. Conversation orientation has a focus on how the family creates a comfortable atmosphere for each family. Families that have a high level of conversation orientation are very open in expressing opinions and ideas, applicable to all family members. Parents also fully give confidence in their children's decision-making abilities, which further makes children more courageous and independent in making decisions based on what they believe. This was also conveyed by Setiawati & Sari (2019) that independence is a behavior or attitude that describes a child not easily dependent on others and can complete tasks alone or without the help of others. This is also supported by research conducted by (Fabiani &; Krisnani, 2020), where self-confidence found in children due to conversation orientation causes children to freely show their confidence in activities or activities carried out without the help of others.

Conversation orientation has a significant relationship with the

responsibility dimension. Suparmi et al. (2018) stated that responsibility is a condition where children are able to carry out responsibilities related to the tasks given without being helped by others. In his review, Oxianus Sabarua & Mornene (2020) mentioned that parents have a considerable share in creating a sense of responsibility for children. In the process, direction, guidance, and supervision are needed which are built with good communication interactions between parents and children in the family environment. Each family has its own pattern in communicating with children, one of which is supported by conversation orientation. This is also in line with what was conveyed by Sumarsono & Naryoso (2022) that family communication is needed in motivating children to have a sense of responsibility from an early age. Family members are responsible for communicating by recognizing and supporting each other between individuals. The communication activities that are often carried out in a conversation orientation will make relationships between family members harmonious and open to each other.

Conversation orientation has a significant relationship with the socialization dimension. Suparmi et al. (2018) stated that socialization is a way for children to socialize/mingle/communicate in the outside environment, especially the need for adaptability when entering a new environment. In their research, Riauan & Sari (2018) stated that children (early adolescents) interact and communicate with the social environment to form new characters or self-concepts. The meaning of this socialization is recognized by children for the first time from their family environment. Through the interactions that occur in the family, the child (early adolescent) can later understand self-concept, which will further affect the child's life (early adolescent) when entering a new environment. Good socialization with a new environment and adaptability are obtained by children from what they see from communication patterns in their family. This is also in line with the statement of Putri et al. (2022) where the factor that influences children's socialization is one of the stimulations that plays a role in being active and communicating with their closest environment, namely communication between parents, both father and mother. Communication between parents and children can be a stimulus for the development of the child, in this case with regard to their socialization environment. In family communication patterns, conversation orientation is known as communication that involves a lot of conversations between parents and children, which can support children's socialization well established with the surrounding environment. This was also conveyed by Osredkar (2012) that

TABLE 7. The Relationship of Conformity Orientation with the Dimension of Child Independence

Dimension Classification	Pearson Correlation	Sig. (2-tailed)
Conformity Orientation - Self-Help	-0.026	0.705
Conformity Orientation - Responsibility	-0.147	0.028
Conformity Orientation - Socialization	-0.049	0.464
Conversation Orientation - Skills Domestic	0.028	0.673
Conformity Orientation - Troubleshooting	-0.053	0.431
Conformity Orientation - Initiative	0.198	0.003

Source: Processed by Researchers (2023)

conversation orientation forms a family that encourages children to play an active role in interacting in the family discussing various topics. The conversational orientation dimension provides many opportunities for parents and children to communicate so that this dimension with open communication can also provide ease for parents in teaching children, especially related to socialization.

Conversation orientation has a significant relationship with the initiative dimension. Suparmi et al. (2018) mentioned that initiative is an awareness possessed by children. Children's independence can be formed if there is an awareness of doing something without being told or without the need for help from others within them. Conversation-oriented families provide opportunities for children to explore themselves and try various things. Providing space for children to learn and to carry out their activities independently without the help or direction of an adult that will later make children's initiative and independence will emerge over time (Damra et al., 2021). Furthermore, in research Damra et al. (2021) showed that some factors that cause low child initiative are due to parenting patterns that always provide for children's needs without providing opportunities for them to do their jobs independently. Another factor is related to the attitude of parents who always scold and blame children if they make mistakes, so that children become independent and feel afraid to do actions. Children's courage in carrying out and conveying initiatives requires family assistance, especially with regard to communication. At a high conversation orientation, families strive to encourage all members to communicate and actively participate in each conversation. Conversations are created on various topics to create high interaction. This orientation opens the widest possible

opportunity for each family member to be open and convey ideas, ideas, and ideas without any restrictions or barriers between family members (Rahmanisa &; Ramadhan, 2021).

The Relationship of Conformity Orientation with the Dimension of Child Independence

In families that are oriented towards uniformity or conformity, the family places great emphasis on conformity or uniformity of attitudes, values, and beliefs possessed by each family member. This means that the family seeks to discipline or homogenize each member of the family. They are required to be the same, both attitude to trust. Family members should not contradict and contradict every rule in the family (Koerner &; Fitzpatrick, 2002).

The data can be said to have a relationship if the significance value is p<0.05. Based on the product moment correlation test in Table 7, the significance relationship of conformity orientation only occurs in two dimensions, namely the responsibility and initiative dimensions. Conformity orientation has a significant relationship with the responsibility dimension. The character of responsibility is a character that must be possessed by children in order to become a responsible person in the future (Halimatussadiah et al., 2018). Based on research conducted by Sitanggang (2006), there is a significant relationship between social conformity and independence. This is in line with the results of the research where conformity orientation has a significant influence on aspects of independence in the dimension of responsibility. The responsibility that a child has is defined as the child's ability to complete what is a task that he usually does with little or no help in doing tasks, caring for personal property, and preparing lessons (Lestari, 2019). The results of research conducted by Kumalasari (2015)

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stated that there is a significant negative relationship between conformity and independence, but the aspects discussed in this study are related to personal decisions. Conformity individuals will follow the assessment of others. The link in the author's research that plays a big role is the parental communication factor. So the higher the confirmity orientation, the higher the responsibility step that will be carried out by the child. Conformity orientation creates a family authority that governs every aspect of family members' lives. High family power causes limited space for family members, especially children, to express their thoughts. Families with a uniformity orientation also create hierarchical families (Koerner &; Fitzpatrick, 2002).

Conformity orientation has a significant relationship with the initiative dimension. Wulandari (2010) said that independence in terms of initiative is not something that arises because it is inherited, but an educational process is needed, especially in the home environment. So the higher the confirmity orientation, the higher the initiative steps that will be carried out by the child. Research conducted by Kumalasari (2015) shows that conformity has an influence of 39.4% in the aspect of independence. It was also added in the research of Setiawan & Nusantoro (2020) that there is a significant and positive relationship between conformity and independence whose subjects are 5th semester students of FIP UNNES. The research of Setiawati & Sari (2019) examines children's independence at the age of 5-6 years, which also touches on the initiative dimension. At the age of 5-6 years, children's initiative can be seen from their ability to take initiative and want to do something without the help of others. One example of a child's initiative at this age is using their own eating utensils. Meanwhile, the research

sample used teenagers aged 13-15 years, considering that there had been a lot of interference not only from parents, but from the external environment such as the school environment. However, the results of this research are still consistent and show that there is a relationship between aspects of independence in terms of the dimensions of initiative.

CONCLUSION

The results of this study, based on a sample of 222 active students from Islamic Boarding School, revealed that Parental Communication Patterns (X) are divided into 2 dimensions, namely Conversation Orientation (X1) and Conformity Orientation (X2). In this dimension, there are four patterns of parental communication studied in the research, the details include consensual, laissez faire, protective and pluralistic, with details of the percentage of test results being consensual 18%, laissez faire 57%, protective 25% and pluralistic 5%. In the test results of the relationship between the role of family communication and the boarding school system in forming child independence, the communication patterns of parents and children attending boarding schools have a relationship with the level of independence. Based on research, children who attend boarding schools who are cared for by their parents use Laissez-Faire family communication patterns. Families who apply this communication pattern tend to entrust their children's education problems to special institutions such as boarding schools to form independence considering that boarding school routines have been regulated by the school and are carried out by themselves. Repeated routines at boarding school can make children's independence develop well. Children's independence (Y) is divided into each dimension, namely, independence in the form of self-help

dimensions, responsibility dimensions, socialization dimensions, domestic skills dimensions, problem-solving dimensions and initiative dimensions. Conversation orientation has a significant relationship with the self-help dimension, responsibility dimension, socialization dimension and initiative dimension, while conformity orientation only occurs in two dimensions, namely the responsibility and initiative dimensions.

This research can be a reference for further research development. There is a limitation in this study that boarding schools that apply a religious approach in West Java are relatively more than regular boarding schools. Suggestions for future research to use more varied samples such as boarding schools that apply non-religious approaches, the usage of family demographics, and ethnicity. It can be more detailed to explore the phenomenon of family communication using qualitative methods. Collaboration between schools and children to increase children's independence.

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The Communication Patterns between Online Transportation Applicators and Driver Partners in Bandung

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Abstract: *The online transportation transactions in Indonesia are projected to hit approximately. Rp124.84 trillion in 2022, signifying substantial growth in transaction volume. This surge correlates with the e-Conomy Southeast Asia 2022 report, indicating a 19% increase from the previous year's US$7 billion in transactions for online motorcycle taxi rides and food delivery services to reach US$8 billion in the current year. This underscores the pivotal role of online transportation in the Indonesian economy. This study aims to analyze the communication patterns of public relations in online transportation applications with driver partners in Bandung. Employing a descriptive-qualitative research approach, the research method is descriptive-qualitative, with data collection techniques through interviews with eight driver partners on these apps. The scientific findings show that communication barriers stemming from language, cultural disparities, varying communication interpretations, and limited communication channels. However, the applicators have implemented persuasive communication strategies by establishing online forums and offline meetings to bridge the communication gaps with their partners. In Conclusion, understanding and addressing these communication hurdles can fortify the public relations bond between online transportation platforms and driver-partners. Effective communication, coupled with the utilization of suitable communication channels, holds the potential to bolster partnerships, enhance partner satisfaction, and foster long-term loyalty.*

Keywords: *communication patterns, online transportation, public relations, effective communication*

INTRODUCTION

Communication in human relationships conveys messages, ideas, and information between individuals or groups to build and understand human relationships. This includes both verbal and non-verbal exchanges, such as speaking, writing, body language, facial expressions, and various other aspects used to communicate feelings, thoughts, and ideas among individuals. Communication in human relationships is crucial for understanding and building healthy relationships in personal, social, professional, or broader societal contexts. Today, the development of digital technology significantly impacts people's daily lives. Digital technology has many roles, including as a medium in the business world. The development of digital technology is inevitable; various kinds of businesses have been created from the internet and can bring about changes in society's economy towards modern transportation businesses that have used the sophistication of digital systems (Danuri, 2019).

The advancement of digital systems is increasingly visible, especially in transportation. Currently, the emergence of companies that provide access through digital media makes this technology needed by the community. "Online motorcycle taxi" services such as Gojek, Grab, and the like have significantly changed society because their presence has become a socio-cultural reality. Today, people are facilitated and spoiled by their

sophistication, allowing them to order transportation, food, and drinks to send goods anywhere and anytime quickly and easily (Danuri, 2019). This is known as the process of the social construction of technology, where technological development is influenced by the needs of society or the social construction of technology (SCOT). This view relates to human actions that shape technology, not vice versa. Therefore, technology is not deterministic in determining human behaviour. Thus, SCOT underlines that humans are not just passive users but actors who actively shape the direction and impact of technology based on their social context (Nathalia & Irwansyah, 2018).

Cultural change refers to shifts in people's values, norms, beliefs, and behaviours from generation to generation. Cultural change can occur slowly or quickly and is influenced by technology, globalisation, economic development, etc. Cultural change and online ojek transportation are closely related phenomena and have affected many aspects of people's lives, especially in big cities, one of which is the city of Bandung (Prayogi et al., 2016).

Transportation is moving people or goods from one place to another using vehicles driven by humans or machines. On the other hand, online transportation uses vehicles (such as motorcycles and cars) that adopt and utilise internet-based technological advances. Through applications that can be accessed through smartphones, users can perform various transactions related to online transportation, including booking, monitoring travel routes, making payments, and rating the services provided. The application provides service features to users or consumers (Fakhriyah, 2020).

In recent years, ride-hailing applications have become integral to daily life in many cities across Indonesia. These online transportation applications provide convenience in ordering transportation services and open opportunities for cooperation with driver partners or transportation service providers. The relationship between applicators and driver partners in the online transportation industry is significant. Partners are an essential asset for applicators because they are the backbone of online transportation operations. Without partners, the applicator will find it challenging to develop and even threaten to walk in place. A good working relationship between the applicator and driver partners is the key to success in running the daily operations of online transportation applications. Cooperation is based on the principles of mutual need, mutual strengthening, and mutual benefit. The main objective of partnership and cooperation is to achieve mutual benefits. These benefits are based on a mutually beneficial principle that emphasises mutual need, strengthening, and mutual benefit (Dewantoro et al., 2021).

According to the principle of cooperation, communication is a crucial element influencing the interaction and cooperation between online transportation applicators and partners. Effective and transparent communication can help build trust, facilitate the exchange of important information, and increase partner satisfaction. In the context of communication between online transportation applicators and partners, the discipline of public relations (PR) has a significant contribution. PR is closely related to building good relationships between organisations and stakeholders, including partners or employees. In this study, PR can be a relevant framework for analysing communication patterns between online transportation applicators and partners in Bandung City (Hidayat, 2014).

The research data supporting the need for this study includes projections of the growth of the online transportation transaction value in Indonesia from 2022 to 2025, as documented in various sources such as Google, Temasek, and Bain & Company research, as well as the e-Conomy Southeast Asia 2022 report. The value of online transportation transactions in Indonesia in 2022 is estimated to reach approximately US$8 billion or around Rp124.84 trillion, indicating rapid industry growth in transaction scale. This significant increase aligns with the e-Conomy Southeast Asia 2022 report, which indicates that online motorcycle taxi (ojek) and food delivery transactions in Indonesia reached US$7 billion the previous year and are predicted to increase by 19% to US$8 billion in the current year. This fact underscores the pivotal role of online transportation services in Indonesia's economy. The data also notes that the value of online transportation transactions in Indonesia is projected to increase by 22% from 2022 to reach US$15 billion in 2025. This high growth projection signifies that the online transportation industry will continue to expand, indicating significant economic potential in the future. However, a crucial communication aspect needs attention beneath this impressive industry growth. Communication between online transportation applicators and driver partners can impact efficiency, productivity, and service quality. Therefore, research on communication patterns in this relationship is relevant and essential, particularly in the context of Bandung City. This research aims to identify, analyse, and understand the communication patterns used in interactions between applicators and driver partners in Bandung City. As such, this research is expected to provide valuable insights into the online transportation industry, leading to

improved communication practices that can support sustainable growth and better service quality. With the rapid growth of the online transportation industry, this research becomes highly relevant and essential to ensure that communication between applicators and driver partners can operate effectively and efficiently, thereby supporting the development of this dynamic industry.

Studies that specifically analyse public relations communication patterns between online transportation applicators and partners in Bandung City are still limited. Previous studies focus more on the legal aspects of online application-based transportation business activities (Permatasari, 2020). Research related to patterns in the communication of online motorcycle taxi drivers and consumers in the city of Pare-pare (Maylya et al., 2018) and research that focuses on analysing the impact of online ojek transportation on conventional ojek income in Jambi city (Ferdila et al., 2021).

The difference in this research, compared to several previous studies, lies in the focus of the research on the communication patterns of public relations of online transportation applicators and partners in Bandung City. This research is the latest contribution to exploring novelty in understanding the pattern of communication relationships between online transportation applicators and partners in Bandung City by integrating a comprehensive approach and in-depth interpretation to reveal the dynamics of the relationship and expand the understanding of the factors that influence communication relationships, mutual understanding, and partner satisfaction in an ever-changing and evolving context. Recent research has identified the need for a more comprehensive and in-depth study of emerging communication patterns, especially in Bandung City.

This study aims to understand

the communication pattern between online transportation applicators and driver partners in Bandung City. This research is expected to provide in-depth insights into the relationship, the factors influencing it, and the implications for partner cooperation, service, and satisfaction. In addition, this research will inform relevant policies, communication practices, and development strategies to strengthen relationships with partners and improve service quality in Bandung City. Significant scientific and practical contributions are expected from this research, following recent developments in the ride-hailing industry, especially in Bandung City. This research will be a crucial reference in understanding the public relations communication patterns between ride-hailing applicators and partners by providing a solid foundation for development, improvement, and innovation in the context of ride-hailing applicators in Bandung City.

METHOD

The method used in this research is qualitative. According to Creswell, the purpose of qualitative methods is to understand certain situations, events, groups, or social interactions that are intended to be an investigative process for researchers to slowly interpret a social phenomenon by distinguishing, comparing, duplicating, cataloguing, and classifying research objects. Qualitative analysis also intends to analyse the situation, symptoms, and phenomena naturally occurring in the field. Where the researcher is the main instrument, qualitative research is inductive, and the results obtained by research focus on the meaning of generalisation (Sugiyono, 2009).

This research aims to gain a deep understanding of the interactions and dynamics between the online transportation application providers

and driver-partners in the environment of Bandung City. The results of this observation will provide deeper insights into how communication, collaboration, and interactions take place in this context and how they affect the relationship between the two parties. Observation is a powerful method in qualitative research, which can provide in-depth insights into the observed phenomena. In the context of this research, observation plays a crucial role in gathering information that may be difficult to obtain through other methods, and it will support a more comprehensive analysis related to the communication and collaboration between online transportation application providers and driver-partners in Bandung City.

This research was conducted in Bandung on individuals related to the research, namely the online transportation application and driver partners. Bandung, one of Indonesia's major cities, has a high usage rate for online transportation applications. This condition makes the city an appropriate location to conduct this research. The observed part consists of the preparation, planning, and implementation stages of the visit of online transportation driver-partners in the city of Bandung. The sample of this study used purposive sampling. It was then supported by snowball sampling techniques, totalling eight people from representatives of each online transportation driver-partner in Bandung.

In collecting data using unstructured interview techniques, namely interviews that are free and open but in-depth, researchers do not use interview guidelines that have been prepared systematically and thoroughly for data collection. The technique used in checking data validity is data triangulation or data sources. Triangulation of data or data sources is intended to allow researchers to use multiple data sources in their collection.

TABLE 1. Informant Data

Code	Name	Age
P1	Munir	30 years old
P2	Goddess	46 years old
P3	Irfan	36 years old
P4	Ardi	41 years old.
P5	Achmad	29 years old.
P6	Diki	30 years old
P7	Adang	30 years old
P8	Son	30 years old

Source: Field Data, 2023

The research data analysis technique used includes several stages, namely data reduction (reduction), presenting data (display), and drawing conclusions (Rijali, 2018). The results of the reduction are in the form of original data attachments in the format of rewriting questions and answers from informants, the stage of presenting data (display) in the form of classifying or mapping data in the form of tables by displaying the essence of the informant's explanation (highlights), and the final stage of concluding or the theorisation stage in the form of explaining the results of research by confirming between data and theories as an effort to introduce novelty to research findings (Hidayat et al., 2023).

RESULTS AND DISCUSSION

The results and discussion of the qualitative research entitled "Analysis of Public Relations Communication Patterns of Online Transportation Applicators with Their Partners in Bandung City" will be explained in this section. From the field studies, observations, and interviews conducted, this research produces findings that cover several essential aspects of public relations communication patterns between online transportation applicators and their partners in Bandung City. First, the barriers often occurring in communication between the applicator and the partners were identified. These include technical obstacles in the communication platform, differences in language, culture, and understanding of communication, and a lack of effective coordination. Table 2 below presents the main findings about communication barriers between applicators and partners.

The interview discussion and data analysis results show several findings relevant to the communication barriers between online transportation applicators and partners in Bandung City. One common barrier is the difference in language, culture, and understanding of

TABLE 2. Communication Barriers between Applicators and Their Partners

Informant	Key Findings
P1, P3, P4, and P7	Differences in language, culture, and understanding of communication, as well as the way messages are delivered
P6	Misunderstandings in communication are also less responsive.
P2	Because virtual communication

Source: Research Results, 2023

communication between driver-partners and applicators. Informant P7 stated:

> "*Often a problem occurs because of barriers in communication due to language and cultural differences* (Interview P7, May 8, 2023)."

This is in line with the statement from informant P3.

> "*Because there are many partners who are not from the Bandung area, and then meeting the applicator who is not native to Bandung, it sometimes makes occasional misunderstandings during communication because of the language used* (Interview P3, 10/05/2023)."

Another obstacle experienced by driver-partners expressed by informant P1 is that some driver-partners find it challenging to understand the new policies implemented by the applicator due to a lack of understanding of communication from driver-partners, so the delivery of messages is poorly received.

> "*The driver partners who register with our application may not all be educated to a high level; indeed, many of our partners have graduated from Strata 1, but not a few are only high school or junior high school graduates, so that makes the communication understanding of each partner when there is a new policy different and eventually causes misunderstanding in responding to it (*Interview P1, 12/05/2023*)."*

Furthermore, informant P2 revealed that the limitation of direct communication due to the absence of an offline office from the applicator is an obstacle to building a better relationship. This limitation limits communication channels to virtual or online communication, making it difficult to solve problems directly or face-to-face. Such barriers reflect the importance of face-to-face interaction in strengthening communication relationships and

minimising potential misunderstandings. This is in line with what was expressed by informant P2.

> "*In the* application *that my mother registered, there is no offline office, so if there is a problem, you can only go online or chat with a robot, so you are confused about where to go if you have a problem. So, getting the solution immediately is rare* (Interview P2, 24/05/2023)."

The communication process can be defined as delivering messages by communicators to communicants using communication channels. Lasswell made this brief definition: the right way to explain an act of communication is to answer the question "who conveys, what is conveyed, through what channel is used, to whom, and what is the effect".

Communication is the bridge that connects two or more individuals. However, communication barriers such as language, culture, and understanding differences can damage the quality of the relationship between each individual and, in this case, between the applicator and the driver-partner. One of the factors that can hinder communication is sociocultural barriers that involve factors of a communicant's social and cultural environment. Sociocultural barriers are divided into several types, namely ethnic diversity, differences in social norms, lack of language skills, semantic factors, lack of education, and various mechanical barriers (Ardianto et al., 2010).

Cultural public relations is an approach that emphasises the importance of understanding culture and social context when communicating with various stakeholders. In this study, communication barriers caused by differences in language, culture, and communication understanding indicate the importance of considering cultural aspects to build effective relationships between online transportation applicators

TABLE 3. Communication Approach Strategies of the Applicant with Their Partner

Informant	Statement
P1, P3, P4, and P8	Discussion
P5 and P7	Family
P2	Chat Bot (Technology)

Source: Research Results, 2023

and partners in Bandung City. Language and cultural differences can affect how individuals or groups understand and respond to communication messages. For example, different communication styles or norms prevailing in a particular culture can lead to misunderstandings or incompatibilities. Therefore, understanding the local culture, values, and communication norms in Bandung City is essential in designing effective communication strategies between online transportation applicators and partners (Hidayat et al., 2023).

Other communication barriers can also arise when there are differences in expectations, perceptions, or understanding. In the context of online transportation applicators and driver-partners, differences in policy interpretation or unclear policies can disrupt the quality of the relationship (Harahap, 2021).

In addition, different understandings of communication, including understanding new policies or directives from ride-hailing applicators, also reflect cultural influences in interpreting and responding to communication messages. In that context, this study shows the importance of understanding and adapting communication to the cultural context of driver-partners in Bandung City to minimise misunderstandings and achieve better understanding.

Furthermore, there is this research, in addition to finding communication barriers that occur in the communication process between online transportation applicators and driver partners. It was also found that the communication approaches taken by the online transportation applicator to its partners helped overcome problems or obstacles between the two parties. The findings are presented in Table 3.

Differences in language, culture, and understanding of communication affect communication between the two parties. However, the communication approach taken by online transportation applicators also plays a significant role in overcoming these barriers. Informants P1, P3, P4, and P8 revealed that applicators provide a forum for discussion through online forums and offline meetings to facilitate communication between applicators and driver-partners. This statement is in the words of informant P8.

> "*Alhamdulillah, if there is a problem with the application, I immediately discuss it with representatives of both parties, namely the application and the partner* (Interview P8, 26/05/2023)".

This approach reflects a persuasive effort to build effective communication and strengthen working relationships between applicators and partners. Through discussion and education, applicators seek to communicate new policies, understand the problems partners face, and find solutions together. However, other findings also show a lack of responsiveness in the communication approach of online transportation applicators. Informant 2 was revealed.

"There *is no* effort *from the applicator; they cannot be met directly because there is no offline office; all complaints are only voiced online without face-to-face, and we cannot find a solution directly* (Interview P2, 24/05/2023)".

The statement illustrates that the limitations of online communication and the lack of offline offices make it difficult for driver-partners to get solutions directly from the applicator. This shows the need to improve responsiveness in responding to complaints and problems submitted by driver-partners. This aligns with the concept of responsiveness, which refers to the ability to respond quickly and effectively to the needs, problems, or complaints raised by driver-partners. Lack of responsiveness can lead to partner dissatisfaction and ineffectiveness in resolving problems. Ineffectiveness in solving problems that arise (Rasdiana et al., 2021).

In the context of communication, the communication approach taken by online transportation applicators can contribute to overcoming communication barriers between applicators and partners. By providing a forum for discussion, education, and persuasive approaches, applicators can build more effective communication, strengthen understanding, and increase partner satisfaction. However, to improve communication effectiveness, it is also necessary to improve responsiveness in responding to complaints and problems. Thus, the discussion and data analysis results highlight the importance of an effective and responsive communication approach for online transportation applicators in overcoming communication barriers with driver-partners in Bandung City. The right communication approach in public relations can strengthen working relationships, minimise misunderstandings, and increase driver-partner satisfaction (Suhaeri, 2018).

In a cooperative relationship between online transportation applicators and driver-partners, driver-partners' job loyalty plays a vital role in maintaining the company's smooth operation. Driver-partners' job loyalty reflects their attachment, trust, and loyalty towards the applicator. When driver-partners have a high level of loyalty, they tend to contribute more, work with dedication, and maintain a good relationship with the applicator (Risyan, 2019).

This positively impacts the company's smooth operation, including the availability of adequate drivers, good service, and high customer satisfaction. Based on the data submitted by informants P4 and P7, namely

"*Because the positive* response *from the applicator every time there is a problem makes me feel at home partnering with this application, even from 2017 I joined until now I have no thoughts of trying to move to another application (*Interview P7, 13/05/2023)".

It can be observed that the strategic communication approach taken by ride-hailing applicators, including good responsiveness to partners' problems and needs, has a positive impact on partners' loyalty to the company. Informant P4 stated that the positive response from the applicator in handling problems made him feel at home and loyal to partner with the application for many years. A similar statement was made by informant P7, who felt comfortable and loyal to the app because the applicator provided reasonable solutions when problems occurred.

Conversely, driver-partners who face communication barriers, a lack of responsiveness, and opportunities to participate in the communication process are likely to feel dissatisfied. They may consider switching to another applicator, as expressed by informant P2.

"The communication *management is still messy, which* I feel *causes conflicts with drivers because sometimes the account is suddenly inactive and the solution is not fast, so many partners withdraw and choose other applications; if not because they need it, I also want to register with other applications* (Interview P2, 24/05/2023)".

A lack of good communication management and slow solutions to problems can affect partner satisfaction and cause them to look for alternatives.

All informant statements outlined in various aspects of the statement are in line with the objectives of this study, namely, to expand understanding of how communication between applicators and partners is established, including the communication strategies used, the communication channels chosen, the communication barriers that may occur, and to assess the impact of public relations communication patterns of online transportation applicators on driver partner loyalty in Bandung City.

The analysis results of the polarised data presented are almost entirely related to the relevant communication theory and based on statements put forward by experts. The communication process can be defined as conveying messages by the communicator to the communicant with the aim that the communicant understands what the communicator means. Rogers defines communication as "the process by which a person tries to overcome uncertainty by sharing messages that are considered helpful or pleasant to the recipient (Fazri et al., 2022).

Communicators refer to individuals or groups who act as message senders in the communication process. They are the person who initiates the communication and is responsible for conveying information, ideas, or messages to the receiver or audience. Communicators can act as leaders, resource persons, advertisers, or representatives of an organisation or company. The information dissemination process is designed and carried out in an organised manner. The role of communicators is vital to the success of delivering information to gain trust or a good response from the audience. Communicators will be determined based on the suitability of the terms and criteria determined by the party undergoing the activity (Kustiawan et al., 2022).

Communicants are recipients of messages in the communication process. They are parties or individuals who receive, understand, and respond to messages delivered by communicators. Communicators can be audiences, communities, consumers, or target audiences expected to respond to or react to messages received from communicators. Participants in this study are driver-partners or online motorcycle taxi drivers in Bandung. They are the party who receives the message or information conveyed by the online transportation applicator as the communicator (Oktavia, 2016).

The communication process can be defined as delivering messages by communicators to communicators with the aim that communicators understand what the communicators mean. In the communication process, one of the things that needs to be considered is that the message received by the communicator must be by the message sent by the communicator. In the process, many factors affect the success of communication. One factor that affects the communication process is that it is not going well due to communication barriers (Vardhani et al., 2018).

In the communication process, communication barriers between online transportation applicators and driver partners result in messages not running

smoothly and effectively. As a result, the message the communicator wants to convey, namely the online transportation applicator, is not well received by the communicant or driver-partner. This often causes misunderstandings between communicators and communicants, often referred to as communication errors or miscommunication (Yudha et al., 2019).

There are various kinds of barriers that may arise in the communication process. These barriers include sociological barriers related to social status or relationships between individuals. There are also anthropological barriers that occur due to cultural differences between communicators and recipients of messages, which often become obstacles in communication, namely because of psychological barriers. Communication success is tricky to achieve if the message's recipient is experiencing sadness, confusion, anger, disappointment, envy, or other psychological conditions. In addition, there are semantic barrier factors related to the use of language by communicators as a means of conveying their thoughts and feelings to message recipients, mechanical barrier factors that are often encountered in the use of communication media, and ecological barrier factors caused by environmental disturbances in the communication process (Nurdianti, 2014).

To achieve effective communication, a strategy is needed. Communication strategy is a combination of communication planning and communication management to achieve a goal. This strategy is needed to minimise the possibility of miscommunication. Miscommunication can occur due to various factors mentioned previously, one is the language difference that becomes a communication barrier between the online transportation applicator and driver-partners (Reisman, 2017).

Communication strategy is closely related to the role of PR practitioners in a company, in this case, PR (Public Relations) from the online transportation applicator in the city of Bandung, because PR is required to be able to understand communication patterns and appropriate communication approach strategies in order to reach external parties in this case, namely driver-partners, effectively and change their behaviour by planned PR objectives, including communicating any problems or obstacles that occur in the cooperative relationship between the applicator and driver-partners (Beckett et al., 2009).

The communication theory described by Watzlawick, Beavin, and Jackson reveals a link between the context of communication and public relations, which both have goals to be achieved in creating positive effects in the form of goodwill. This effect can be realised with effective communication and good relations between the parties involved (public relations). In addition, a public relations practitioner also has a role as a communication facilitator who connects the organisation with its public. The communication is sought to run in two directions and facilitate the exchange of information needed by both agency management and the public. The goal is to assist in making decisions or forming views that are mutually beneficial to both parties (Safitri, 2018).

There are five elements in the communication process: source, message, channel, communicant, and effect. However, an essential factor needs to be considered in the communication process, namely the role of communication channels, which includes the characteristics of the channel or media used (Reisman, 2017). Moreover, one of the most significant communication difficulties occurs when communication only goes one way without direct feedback

from the communicator. Therefore, two-way communication is essential in building a good relationship because it involves feedback (Maimunah, 2021).

Communication channels used by applicators, such as online forums and offline meetings, play an essential role in facilitating effective communication between applicators and driver-partners in Bandung City. According to Berlo, "communication channel theory is one of the theories in communication science that explains how messages are conveyed from sources to recipients through specific channels. There are several communication channels, both in interpersonal and mass communication. Through communication channels, feedback from information or complaints submitted by driver-partners can be responded to through media or other communication channels such as discussions, online forums, or other media (Kurniasari et al., 2018).

Online discussions and forums are two communication channels that can be used as strategies for practical communication approaches in various contexts. Both provide a space for individuals to interact, exchange information, and share opinions. In this paper, we will explain in depth these types of communication channels, how they can be used as a communication engagement strategy, and the benefits they can derive from them. Discussion is a form of communication that involves the exchange of ideas, views, and information between several individuals or groups. Discussions are often conducted in person, face-to-face or through teleconferencing or digital communication platforms. Discussions allow participants to interact in real-time, exchange opinions, and get immediate feedback. In strategic communication approaches, discussions can facilitate dialogue, solve problems, and formulate joint decisions (Vera, 2020).

Each participant can contribute, convey ideas, and share knowledge in a discussion. A good discussion is characterised by equality in respecting and listening to the views of each participant. Through discussions, individuals can gain a deeper understanding of a particular issue or topic and broaden their horizons through diverse perspectives. An online forum is a digital platform allowing users to participate in discussions, exchange information, and share experiences. Online forums allow individuals to express their opinions in writing, and the messages can be read, responded to, or given feedback by other members. The main advantage of online forums is their flexibility and accessibility, which allow participation from different geographical locations at different times (Desrianti et al., 2015).

In the context of a strategic communication approach, online forums can be an effective platform for building communication links, providing information, and facilitating discussions on specific topics. Online forum users can share experiences, give advice, and support each other in finding solutions to their problems or questions. In addition, online forums are also an ideal place to discuss topics that may be difficult to talk about in person or everyday environments (Mustjib et al., 2021). Overall, interpersonal communication skills and interpersonal intelligence are essential aspects that a PR practitioner leader needs to improve. These two skills can help understand the world of others, their views, and their attitudes, which can generally lead the group. Conversely, leaders lacking communication and interpersonal intelligence proficiency can cause extensive interpersonal barriers and conflicts. In addition, effective communication, good communication strategies, the role of

proactive PR practitioners, and the proper communication channels can build driver-partner loyalty to online transportation applicators (Yuningsih & Mulyana, 2017)

Overall, effective communication, a good communication strategy, the role of proactive PR practitioners, and the proper communication channels can contribute to building driver partner loyalty to online transportation applicators. Loyalty is basically a partner's loyalty to the company; the loyalty of Mira drivers is very influential on a company's progress. When many partners are not loyal to the company or are passive partners and do not contribute much to the company, even leaving the collaboration and choosing to partner with other parties will be a big problem. A company's goals will be hampered if these problems cannot be adequately resolved. With excellent and continuous communication, driver-partners will feel satisfied, valued, and have trust in the applicator, so they tend to remain loyal to work together and maintain a positive relationship in the long run (Risyan, 2019).

CONCLUSION

In conclusion, this study underscores the significance of understanding and addressing communication barriers between online transportation applicators and driver partners in Bandung City, particularly regarding their impact on partner loyalty. An effective communication approach strategy, timely responsiveness, and the use of appropriate communication channels play a pivotal role in fortifying the working relationship between applicators and partners. This, in turn, leads to heightened partner satisfaction and the establishment of long-term loyalty. The findings of this research contribute to a deeper understanding of the dynamics of communication within the realm of public relations relationships between online transportation applicators

and driver-partners in Bandung City. By recognising potential communication barriers and implementing effective strategies, applicators can enhance their communication with driver-partners, minimise misunderstandings, and cultivate mutually beneficial relationships.

The implications of this research are expected to serve as a guiding light for online transportation applicators in developing more robust communication policies and strategies, coupled with increased responsiveness to partner concerns and needs. Therefore, this study is a noteworthy contribution to enhancing the quality of public relations communication between online transportation applicators and driver partners in Bandung City. Furthermore, it is anticipated to be crucial in establishing a mutually beneficial and sustainable partnership between the two entities.

This study comprehensively analyses the communication barriers within the context of online transportation applicators and driver-partners, shedding light on their profound impact on partner loyalty. By delving into the intricacies of these barriers and proposing practical solutions, this research offers a fresh perspective on enhancing communication strategies in this specific industry. The study provides practical insights and recommendations for stakeholders to navigate these challenges, ultimately improving the working relationship between applicators and partners in Bandung City.

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The Role of Media in Amplifying G20 Indonesia Presidency Issues on 14 Online Media

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Abstract. *On October 31, 2021, Indonesia was appointed to assume the G20 Presidency and proposed 3 (three) priority issues in the G20 Presidency, namely Digital Transformation Issues, Global Health Architecture Issues, and Sustainable Energy Issues. To obtain the success of the G20 Presidency, the role of mass media is an important factor to support this success. Using quantitative content analysis and thematic analysis units, this article seeks to obtain an overview of the role of the media on two important issues focused on at the G20 event, namely Priority Issues and Working Group Issues. The results of the study found that Kompas.com conveyed the most information about the G20 with 202 articles and issues regarding Digital Transformation were the most discussed Priority Issues. It can be concluded that the role of the media is still limited in conveying information about the G20, so it is expected to amplify the G20 through other social media and convey messages that have proximity to the audience.*

Keywords: *G20 Presidency, Role of Mass Media, Thematic content analysis, Proximity*

INTRODUCTION

As the fourth pillar of democracy, the mass media is able to have a major influence on an event and change the public's perception of the event, including the G20 Presidency (The Group of Twenty) Indonesia. However, research conducted by the Indonesian Political Indicators (IPI) survey institute, quoted from CNN (2022), results that 66.8 percent of Indonesian people do not know Indonesia is carrying out the duties of the G20 Presidency. Edmund Burke (Singh, 2019) states that "Media has the power to influence the people with ease as compared to any other means, it has a direct impact and has a wide appeal it can easily change the perception of an individual towards the way they like too". This statement indicates that the G20 Presidency that Indonesia received in 2022 is an important and useful meeting, not only for Indonesia but also for the world. The importance of this meeting encourages synergy and support from various parties for the continuity of this meeting, especially the media.

The G20 was formed in 1997 at the initiation of the Group of Seven (G7) countries. G20 members are not only developed countries, but also developing countries, even though the G20 website states that its members represent more than 80% of the world's Gross Domestic Product (GDP), 75% of international trade, and 60% of the world's total population. G20 aims to overcome crises, especially those in Asia, Africa, and Latin America. So, it can be said that the purpose of the formation of the G20 is to realize stronger, sustainable, balanced, and inclusive global growth

(G20 Indonesia, n.d.).

The G20 was founded in 1999. It began as a meeting of Finance Ministers and Bank Governors in member countries as a response to the global financial crisis in 1997-1998 and developed into an annual meeting. The problems raised by the host country, known as the Presidency, are a response to problems developing in the world and are a continuation of the previous Presidency. For example, in 2021, when Indonesia holds the Presidency, the issue that is emphasized is addressing global problems from 2020 to 2022, namely the Covid-19 Pandemic. Nevertheless, on the other hand, the pandemic has also driven digital innovation in countries that have robust infrastructure, and at the same time, there is a digital divide in the world. So, in the G20 Presidency in 2022 (G20 Indonesia, n.d.), Indonesia encourages three main pillars to be discussed: Global Health Architecture, Sustainable Energy Transition, and Digital Transformation, and are reduced to thirteen issues related to working groups. To achieve the goals, it is essential to know the role of the media in encouraging the dissemination of information about the issues.

Research about the G20 conducted by Astuti & Fathun (2020) highlights the issue of Indonesia's Economic Diplomacy Strategy in the G20 Forum and mainly focuses on the character of economic diplomacy. Another research conducted by Dwi Astuti (2020) concentrates on proving the performance in carrying out multilateral cooperation through the collective response of the G20. Both of these studies focus on economic diplomacy issues.

A study conducted by Ganev (2019) at the 2019 G20 meeting in Osaka, Japan shows that the topic of media coverage of the US-China Trade War totaled 469 articles, then 313 articles on the Global Economy, 262 on Climate Change, 230 on Energy, 213 on Technology, and 128 articles on Tensions in Iran. Meanwhile, according to the number of politicians mentioned during the G20 Meeting, the highest news is about US President Donald Trump with 937 articles and the lowest news is about Turkish President Recep Tayyip Erdogan. From the news conveyed it is indeed very closely related to the conditions in 2019, when the United States and China Trade War became a dominant issue.

Simela as quoted in Muhamad (2019) also said, "The existence of the G20 is not only a forum for disseminating the influence and interests of major countries, developing countries also have interests that need to be considered and fought for". Therefore, the description of issues presented in the G20 forum is fundamental and relevant to be known by the public to encourage the public to move together to achieve the pillars of Indonesia's G20 Presidency as a means of Indonesian diplomacy in fighting for these priority issues. The same thing was said by Antolak-Saper (2023)," Not only the media is a source of information for the public, but the audience may also be influenced by the importance of an issue depending on the emphasis that the media places on it". This statement reinforces an indication that has been conveyed by IPI regarding the low information received specifically about the G20.

This article tries to study the role of the media in amplifying issues related to working groups and priorities at the G20 event. Because the media's role is crucial in amplifying information about an issue, in this case, the G20 issue, to the audience. As Salvin said (2021), "The role of any media old or new is to effectively deliver information". Aryal (2023) also talked about the role of media, mentioning that media directly and meaningfully influences the mood of the readers and listeners. Meanwhile,

Mcquail (2010) said that the role of media can be characterized by its nature as a window on experiences and events, mirrors, filters or gatekeepers, directions, forums, disseminators, and interlocutors. From this explanation, it is understood that the role of the media on an issue becomes relevant because without coverage of an event, the attention and experience of the event will be minimal and meaningless.

These statements explain that the media plays an important role in providing exposure to an event so that it can be known by the public. In previous research, although it focused on the role of the media in providing an overview of reality, it still focused on the reality that was close to the condition of society. Meanwhile, if we look at the issue of the G20, the distance is far greater because of its attachment to the world community. Especially when we look at the results of a survey conducted by IPI that shows that the public doesn't familiar with G20, so it can be said that the media has minimal role because it has not been encouraged to amplify the issue until it can attract the public attention. Whereas in an event like the G20, the role of the media is crucial to inform the issues that Indonesia is trying to bring as priority issues so that they can be voiced as issues that must be pushed faster. Based on these explanations, this article attempts to understand the role of the media in amplifying issues related to the G20. Among all the issues being disseminated, which issue is the media most focused on in its reporting? So what does the mass media do in its role in informing about the G20 event?

Understanding News

Gaye Tuchman (1978) says that news is a social construct. Tuchman's statement indicates that what the media conveys to its audience is a construction of real problems that develop in society and does not fully represent the actual reality. So, it can be said that when a media tries to report on the G20 issue, it considers it an important issue. This is in line with what McCombs & Shaw (West & Turner, 2018) said about how the media regulates the content of the news to be conveyed,

> *"... explains that media set the agenda for the public, they tell people what is important by the number of times a story is reported and, by the implications, if they do not report on a story, they indicate what stories are unimportant"?*

This statement clarifies that when the media presents certain issues and their appearance continues to be reported, then this shows how important the issue is for the public.

Content analysis is the content of the message in mass media, and it can be categorized as having a strong effect when the audience has no choice in the media. On the other hand, the content of the message can have a limited influence when there are many media choices available so that the audience can actively choose the message they want to receive. As also stated by Firdaus, Prayogi, & Pebriane (2022), the dissemination or dissemination of information is not only mass in nature but also impersonal. Meanwhile, from the articles written by Abdullah, Hayat, & Rahman (2020) when talking about the medium used in delivering news about the corona, it is stated that the dissemination of information on online news media is only 29.5%. This percentage shows the small reach of information conveyed through online news media. Therefore, based on this research it can be said that the focus should be on the messages conveyed by the media, not on what is received by the audience.

Riffe et.al (2019) views communication messages from the mass media as an antecedent condition that

can affect the cognitive construction and attitude of the audience. The news presented by a media is greatly influenced by various antecedent factors such as the way it is presented, what is highlighted, how often the material must be presented, and the topic or theme to be conveyed. Krippendorf quoted by Putranto (2004) said that when talking about content analysis, there are 5 (five) variations of observations to analyze it, namely physical units, syntactic units, referential units, proportional units, and thematic units. This study will focus more on thematic units, emphasizing the theme's content in the message studied.

Priority Issues and Working Group Issues

Recognition of the importance of collective action and inclusive collaboration among major developed and developing countries around the world has always been a core goal of the G20. Today, the world needs it more than ever. The global pandemic has affected every aspect of society, from health to education to international trade. At the same time, gaps in countries' capacity to address crises prevent the world from fully controlling today's common problems and concerns.

Understanding the challenges and the need for collective action, Indonesia focused on the three main pillars of the G20 Presidency in 2022: Global Health Architecture, Sustainable Energy Transition, and Digital Transformation. Through these pillars, Indonesia will continue to ensure equal access to the COVID-19 vaccine and encourage sustainable and inclusive economic development through the participation of *Usaha Mikro Kecil dan Menengah (UMKM)* and the digital economy while maintaining aspirations to continue to increase our collective capacity to guarantee prosperity. together between

countries through various global tax reform efforts, stronger cooperation in eradicating corruption, deepening infrastructure financing, and encouraging more democratic and representative international collaboration.

METHOD

This research will use quantitative content analysis where, as Krippendorff says (2004), "content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use". This statement indicates that content analysis research from a quantitative perspective involves drawing data from text according to presented context. The text can be written in newspapers, digital media, books, television, or other forms, which is called manifest or visible directly, provides an overview of the amount or quantity of text delivered, and can be replicated. The unit of analysis of this research is thematic in nature with researchers not only looking at the title of the article displayed but looking at the idea or theme, no longer about words (syntax), equivalent words (referential), anything related to the issue of the Indonesian G20 Presidency and using content validity to see the relationship between thematic concepts and the issues conveyed by the media.

When talking about research related to content analysis carried out by the media as conducted by Darmawan and Puspita Jati (2012) on news about the Reshuffle of the *Kabinet Indonesia Bersatu II*, Westerhal's concept of objectivity by analyzing the language used by journalists in reporting (neutral, positive, negative) shows that mass media, especially Jawa Pos and Kompas seem less objective. This is less objective of Jawa Pos and Kompas, especially seen from several facts such as the interviews which are psychological in nature, not

neutral, not cover-both sides, and do not use primary sources. Meanwhile, research from Santoso, et.al (2020) who analyzed 119 online news articles in the Jakarta Post related to the 2019 election using news submitted by candidates found that news about both candidates, in this case, Joko Widodo and Prabowo, had the same opportunity to be framed objectively in the news. These two studies show that research on content analysis has not emphasized the thematic type as will be done in this study.

Meanwhile, the period taken in this study lasted from October 31, 2021, to May 31, 2022, where data was taken from 14 digital media which are divided into 10 digital media that also have traditional media and 4 stand-alone media, namely Kompas.com, mediaindonesia.com, republika.com, tempo.co, liputan6. com, viva.com, Jakarta post. CNBC, BBC Indonesia, CNN Indonesia, detik. com, kaskus.com, and tirto.com. The observation unit of this study is that all news related to issues handled in the G20 countries meeting is divided into two major parts, namely 1) priority issues in which there are 3 (three) issues raised, namely Global Health Architecture, Digital Transformation, and Sustainable Energy Transition. Of the 3 (three) priority issues, there are 4 priority issues regarding Global Health Architecture, 4

issues of Digital Transformation, and 7 important issues of sustainable Energy Transition.

RESULTS AND DISCUSSION

Of the 14 online media that are the object of research, they will be divided into 2 (two) important parts in this study, namely 1) research results based on *Working Groups* issues and 2) research results based on 3 (three) media priority issues in Indonesia's G20 Presidency.

News Research by Working Groups

The results of research from the news in the media Kompas.com show that the issue of natural resources and culture in the field of tourism is very much discussed, amounting to 16 articles reported.

Table 2 shows the number of news reports displayed on the post-pandemic global economic order with a greater frequency of 10 than other news. Liputan6's tendency to focus on business and economics and lack of prominence in topics such as health, lifestyle, and global may explain the frequency of data obtained in this study.

Search results for the G20 issue on Detik.com showed that the issue of preserving natural and cultural resources in the field of tourism became the most significant emphasis carried out by Detik.

TABLE 1. Kompas.com News Themes

Theme	Frequency
Preservation of natural and cultural resources in the field of tourism	16
General description	15
Activities/coordination and policies regarding tourism recovery	13
Transition to cleaner energy sources	13
Investment and innovation in cleaner technologies	11
restoring the post-pandemic global economic order to be stronger, inclusive, and collaborative;	10
Trade	10
Others	114
Total	202

TABLE 2. Liputan6.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive, and collaborative;	10
Improving working conditions	7
Preservation of natural and cultural resources in the field of tourism	6
Transition to cleaner energy sources	5
Issues related to the digital economy	5
Transition to a lower carbon energy system	5
Strengthening global health security	5
Others	62
Total	105

TABLE 3. Detik.com News Themes

Theme	Frequency
Preservation of natural and cultural resources in the field of tourism	6
restoring the post-pandemic global economic order to be stronger, inclusive, and collaborative;	5
Climate change adaptation, resilience, and nature-based solutions	4
Digital ecosystem	3
Issues related to the digital economy	3
Others	19
Total	40

TABLE 4. Tempo.com News Themes

Theme	Frequency
General description	10
Economic growth through tourism activities	10
restoring the post-pandemic global economic order to be stronger, inclusive, and collaborative;	5
Promoting employment	4
Issues related to the digital economy	4
Energy security	3
Others	22
Total	58

com, which was 6 articles followed by news on restoring the global economic order, as many as 5 articles.

In Tempo.co news, it can be described as that tempo.co conveys more messages about the G20 in general or, in this case, does not focus on any theme, only reporting activities about the G20.

Tempo.co news focuses on economic growth through tourism activities, with a frequency of appearance of 10.

While the news by Tirto.com is the same as that of Tempo.co, the general explanation of the G20 is the most conveyed thing, as many as 5 times its appearance and followed by issues related

TABLE 5. Tirto.com News Themes

Theme	Frequency
General description	5
Issues related to the digital economy	3
Investment in the Context of Trade	2
Issues related to prevention, preparedness, and pandemic response;	2
Economic growth through tourism activities	2
Combating biodiversity loss	2
Others	9
Total	25

TABLE 6. Media Indonesia.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	8
Climate change adaptation, resilience, and nature-based solutions	3
Strengthening global health security	3
Economic growth through tourism activities	3
Others	28
Total	45

TABLE 7. Metronews.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	6
Promoting employment	2
Others	7
Total	15

to the digital economy 3 times.

On mediaindonesia.com, the most reported news is about the recovery of the global economic order with a frequency of 8 appearances, and news regarding this matter is included in one of the 3 G20 priority content, and the most reported is news other than priority issues and issues working group, 28 times.

Like mediaindonesia.com, the issue conveyed is the same as metronews.com, namely with the frequency of its appearance 6 times.

Republika.id also puts news about restoring the post-pandemic global economic order as the most raised issue, which is 5 times the frequency of its appearance. The most that appeared was news outside the main issues of the G20 as much as 16 times.

Meanwhile, viva.com published the same issue as other online media, namely about restoring the post-pandemic global economic order which was an important issue that was most raised, namely as many as 6 frequencies. What is shown by viva.com is similar to Republika.com with other news besides the main issues of the G20 are displayed 22 times.

Kaskus.com, which is an independent online media without any connection to conventional media, puts

TABLE 8. Republika.id News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	5
Activities/coordination and policies regarding tourism recovery	4
Digital Transformation in an economic and social context	3
General description	3
Education in the Context of a Pandemic	3
Others	16
Total	34

TABLE 9. Viva.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	6
Issues related to the digital economy	3
Strengthening global health security	3
General description	3
Transition to cleaner energy sources	3
Others	22
Total	40

TABLE 10. Kaskus.com News Themes

Theme	Frequency
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	4
Issues related to the digital economy	3
Prevention and fighting corruption	3
Others	15
Total	25

the same issue, namely restoring the post-pandemic global economic order, as an important issue to be displayed. Articles outside the main issue was displayed 15 times.

In CNBC.com news, the issue of restoring the post-pandemic global economic order was given more attention, published as many as 11 times. This issue can be interpreted that CNBC's news about Indonesia's G20 Presidency tends to center on economic issues.

Issues related to the digital economy were given more attention by Jakartapost.com in its G20 activities report, as many as 5 times appearing on the digital economy issue.

The same issue, namely the digital economy, is also an important concern by BBC.id when reporting on G20 activities.

Meanwhile, CNN.id only paid attention to G20 activities and did not focus on certain priority issues or as part of issues related to working groups. The issue of this general explanation was raised 9 times during the study period.

Research Results Based on Working Group Issues

From the research results based on

TABLE 11. CNBC.com News Themes

Theme	Frequency
Restoring the post-pandemic global economic order to be stronger, inclusive and collaborative (non-digital)	11
Issues related to the digital economy	10
General description	7
Economic stability and prosperity due to Health impacts	6
Digital ecosystem	5
Issues related to prevention, preparedness, and pandemic response;	5
Transition to a lower carbon energy system	5
Strengthening global health security	4
Others	29
Total	82

TABLE 12. Jakarta Post News Themes

Theme	Frequency
Issues related to the digital economy	5
Collaboration on the resilience of the global community to future pandemics	4
Investment in the Context of Trade	2
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	2
News on energy security	2
Others	5
Total	20

TABLE 13. BBC.id News Themes

Theme	Frequency
Issues related to the digital economy	2
Climate change adaptation, resilience, and nature-based solutions	1
Total	3

TABLE 14. CNN.id News Themes

Theme	Frequency
General description	9
Transition to cleaner energy sources	8
restoring the post-pandemic global economic order to be stronger, inclusive and collaborative;	7
Empowering women in the private sector	4
Digital ecosystem	3
Activities/coordination and policies regarding tourism recovery	3
Preservation of natural and cultural resources in the field of tourism	3
Economic stability and prosperity due to Health impacts	3
Others	38
Total	78

TABLE 15. News by Working Group Issues

Working Group Issues	Frequency
Agriculture	0
Digital Economy	124
Education	3
Work	13
Tourism	66
Energy Transition	66
Environment and climate sustainability	11
Trade, investment, and industry	12
Anti-Corruption	3
Health	31
Empowering, initiating, and empowering women	4
General Explanation	52
Others	387
Total	772

TABLE 16. News Based on Priority Issues

Priority Issues	Sum
Global Health Architecture	31
Digital Transformation	128
Sustainable Energy Transition	77
Total	236

working group issues, it can be found that the most reported issue is about the digital economy, with as many as 124 news. In contrast, the issue that receives the least attention is the issue of anti-corruption and education which is only reported 3 times in the research period.

Research Results Based on Priority Issues

From the research results based on priority issues, it can be illustrated that news on digital media in Indonesia still emphasizes the problem of Digital Transformation, followed by sustainable energy transition, and the issue of Global Health Architecture is the last issue reported by online media in Indonesia.

The results show that the role of the media in amplifying reporting on G20 priority issues is quite good, although not yet satisfactory, especially in disseminating priority issues. If we compared the overall issues presented by 14 online media compared to the priority issues displayed, only 30.56% percent of the media tried to convey to the public about priority issues. This indicates that the role of the media in amplifying news about the G20 is still minimal. But as we know, the success of a G20 Presidency is not only a success in discussions between G20 members, but the success of the G20 Presidency is to what extent the issue can be conveyed and understood well by its citizens so that the programs that must be carried out as part of the sustainability of the G20 program can be run jointly between countries and their citizens. Of the 14 online media sources, 12 reported on this issue. Among those 12, the 7 most frequently cited sources were prominently

featured.

Related to the priority issues conveyed by 14 online media related to this research, the issue of Digital Transformation is the most often raised. Why is the issue of Digital Transformation raised most often? According to merdeka6.com (2022), the Indonesian G20 Presidency's priority issue regarding Digital Transformation focuses on achieving the potential for digitalization of the global economy to overcome human problems and it is said very clearly that digitalization is the key. The media in this case focuses on the issue of digital transformation considering Indonesia's post-Covid-19 condition, which has experienced many changes in the use of digital channels, for example, carelindungi.com, or the increasingly widespread use of electronic wallets (e-wallets), such as OVO, Go-pay, Link Aja, and so on.

Why did only 30,56% of the news mention the priority issues? One of the factors that drive this to happen is the value of the news delivered. And when we are talking about news values, as Harcup & O'Neill (2001) said, there are several characteristics of a news value, such as exclusivity, bad news, conflict, surprise, shareability, drama, magnitude, to relevance. Out of the many news values, indeed the G20 event has a large magnitude, but minimal relevance if it is associated with the Indonesian people themselves. So, it can be said that the level of proximity of the issues in the G20 is not an important issue for the media to convey. Even if it is conveyed, it is limited to when the event is carried out, before and after no longer informed about the issues.

McQuail (2010) stated his thoughts on the role of the media in influencing audiences as follows, " The public learns from the news and becomes more informed as a result. The factor that allows news to be chosen by the media is the closeness of the people and events in the news to the audience". Learning and being informed from the news and the proximity to the news indicate that the issue of digital transformation is important. This happens because the concept of proximity to an issue is related to the needs and feelings of being bound by its audience. Referring to the survey conducted by IPI, it can be said that the G20 event is considered an event that has no closeness to conditions occurring in society and does not give rise to an urge to know about the event. Why? One of them is the use of many foreign and exclusive terms from the G20, such as ministerial meeting, exit policy, and sherpa track, which is not well understood by the public.

Its closeness to unbound news makes the media have a central role in amplifying G20 events. By amplifying it, it is hoped that information can be known and will eventually cause proximity to the event. As stated by Ningsih (2015), although people are limited in processing news, they bring 'proximity' to their news content. This statement shows that indeed the proximity to exposure of an event must continue to be amplified by the media and it is expected that the way the media creates that proxy is through reporting and disseminating information before, during the event, and after the event is over.

Therefore, the success of the G20 does not only depend on the role of the media, but also the ability of parties related to the G20, officials or committees in conveying messages that are easily understood by the public, thereby raising awareness of the G20. Audiences who know little about the event must be amplified, through social media, radio, or else, with the event so that the public knows, understands, and can take action from the results obtained from the G20 event. Why? By increasing the channels

used for amplification, information will spread more quickly because the audience profile and audience selection of a media is very determining. And the impact can be felt directly by society, not just consumed by elites and policy makers.

Why Digital Transformation becomes an important G20 Priority Issues

Among the issues described by the media related to the G20 event, a study of 14 online media that were used as study objects showed that digital transformation was the main focus that was conveyed by the media more than the other two issues. The study of the digital era cannot be separated from the concept of disruption presented by the Data Intelligence provider (SAS) in 3 important elements, namely people, business and technology (SAS, 2022). These three elements become a convergence that drives significant world change, for example, in the element of people, Digital Transformation will encourage the creation of flexibility, speed, and collaboration.

Previous studies on the G20 such as those conducted by Kirton & Warren (2018), emphasis on Digitalization Governance, found that the issue of electronic commerce or *e-commerce* was identified as a tool to manage the financial crisis in response to the 2008 financial crisis. Different studies conducted by Dwi Astuti (2020) still focusing on G20 events but focusing on how the cooperation established among G20 countries in the Global Economic Recovery from Covid-19 recommends the need for a joint response through a multilateral cooperation system to overcome it. These two studies confirm that the G20 event is an important event and worth covering. However, the fact is that the public does not fully understand the importance of this event. At this point the role of the media becomes crucial and important. The media should raise issues

that they consider priorities so that they can become Government Policy and will ultimately influence stakeholders related to digital transformation policies, not only companies but also consumers.

If we look back at the results of the issues presented by the media, it can be seen that Kompas.com is one of the media that published the most G20 issues with 202 articles, with the most frequently raised issue being the restoration of the global economic order which is closely related to the Covid-19 condition. As we already know that Covid-19 has created a global pandemic that affects every aspect of society, from health and education to international trade, and as Pratiwi et.al (2021) said is changing daily behavior patterns. This condition creates gaps between countries considering that each of them handles the crisis differently according to their abilities. Let's look at Indonesia, for example, where economic inequality is widening due to the Covid-19 pandemic. As reported by Katadata.co.id (Victoria), the inequality ratio in March 2020 was 0.381 from the previous September 2019 of 0.380 and September 2020 of 0.385. The same thing happened all over the world with financial losses of $31.8 trillion as reported by the Ministry of Finance 2022, so it is said that 'like it or not' the existing conditions have 'forced' the world order to change through waves of health crises and economic crises which will eventually lead to in the creation of a global dilemma. This condition as Purwowidhu (2022) said ultimately requires global solutions and collaborative cooperation among countries worldwide.

Another fact related to Digital Transformation issues is the impact of the Covid-19 Pandemic, as conveyed by the Ministry of Education and Culture (2022) as '*learning loss*', which is a term that describes a condition where students lose the opportunity to learn and gain

proper knowledge. This condition creates individuals who stay at home, do not have direct contact, and use certain media in learning. There is access to inequality in technology, including inadequate infrastructure and economic inequality. This ultimately creates a digital divide. Moreover, this is happening in Indonesia and around the world, so it is important because when the G20 Presidency is in Indonesia, Indonesia pushes digital issues, especially education, to be the main agenda in encouraging global recovery efforts. All the facts conveyed related to digital transformation make the G20 event an important means to convey to the public how important the event is.

CONCLUSION

This article concludes that the role of the media itself is only to provide information, without sufficient explanation to readers about the issues, even though the information related to priority issues is broken down into various topics related to working group issues. The role of media in amplifying the issue is good enough, but not optimal because as we have seen their main focus were only digital transformation. Why? One of the factors is because the G20 issue had less relevance with the audience. Moreover, this news was published in online media where the dissemination of information prioritizes speed, flexibility and concise text as long as it can maintain the existence of the media itself. But on the other hand, an event like the G20 requires enough news space to convey the issue. Another thing that the media must do is convey information about the G20 using terminology that is not exclusive or foreign terms that are difficult for the public to understand, but uses terminology that is close to the public, easy to understand, and in accordance with people's daily living conditions.

Therefore, regarding major events that require good reporting associated with the existence of online media that demands limited speed and space, to increase attention and good understanding of these events requires aggregation not only from the 14 online media itself but through online media. but also dissemination of information on other platforms that have space, access to be read more widely, and bring closer understanding of an event to the public (proximity of the news), especially regarding an event that has international reach. So, it would be better if the priority issues offered by Indonesia in the G20 Presidency can be amplified or refitted continuously according to the existing conditions so that they can create a change in the way of thinking about an issue. Often, the news that is submitted through existing media channels, will be an opportunity for us, Indonesia, both to increase influence and acceptance of Indonesia itself and improve Indonesia's bargaining position in the global arena – for example, in solving international issues, overcoming trade issues, digital divide, global health, environment, and other issues.

In the future, more studies are needed to learn about G20 issues not only in online media but also in conventional media, especially in the process of producing messages from the media itself. This needs to be done to study the reasons for the media being not optimal in delivering messages on G20 priority issues. Another thing that can be done to understand G20 issues more comprehensively is a survey to assess whether the media has a big role in an issue like the G20, as well as the reason for audience reception of G20 news.

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Political Info Channels for West Java Governor Election Policy Prospective

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Abstract: *This research intends to analyze the use of communication channels by the West Java Governor candidates in 2018 to convey prospective policy choice political information to the voter segmentation in 27 regencies or cities. This research uses a qualitative method with a case study approach. The results showed that the communication channels used by West Java Governor Candidates through social media to disseminate prospective policy choice political information to the millennial generation segmentation in urban areas and through Islamic Boarding Schools reach Kiai, students, and the public in rural areas. It shows the importance of utilizing communication channels through social media. The other hand also shows the importance of professional organization channels through Islamic Boarding Schools and interpersonal communication to approach Kiai as an opinion leader to gain voters in the election for West Java Governor. Thus, this research benefits gubernatorial candidates in choosing communication channels to provide political information that must adjust to geographical and demographic conditions and to voters about how to obtain political information to gain knowledge of the regional head candidates. This research is still relevant as a study to make a sample of policy in the next election in 2024.*

INTRODUCTION

The election of the West Java Governor was one of the regional polls simultaneously held in Indonesia in 2018 (Bawaslu, 2018); it was also one of the most dynamic, complicated, and difficult to predict. Thus, these activities require communication channels to convey political information to voters. In this case (Mulyana, 2013), political communication in Indonesia is more suitable if it is conceptualized as a political dialogue that is dynamic, easily changed, complicated, and even confusing to predict.

The election of political channels becomes central in disseminating political information to voters through prospective policy choices in the 2018 governor's election in West Java. The channel of political communication is not only the spirit of reviving a political system but also the chain of political communication, which, in this case, provides political information and paves the way for civic participation. Communication channels are tools that facilitate the delivery of messages (Nimmo, 2005).

In its political activities, the candidates for West Java Governor will require communication channels to convey political information to voters geographically spread in 27 regencies or cities. In this case, they need the effort and selection of the proper political channels. As a result, voters receive political information in the context of policy choice as part of their political information beliefs.

The five-year democratic party
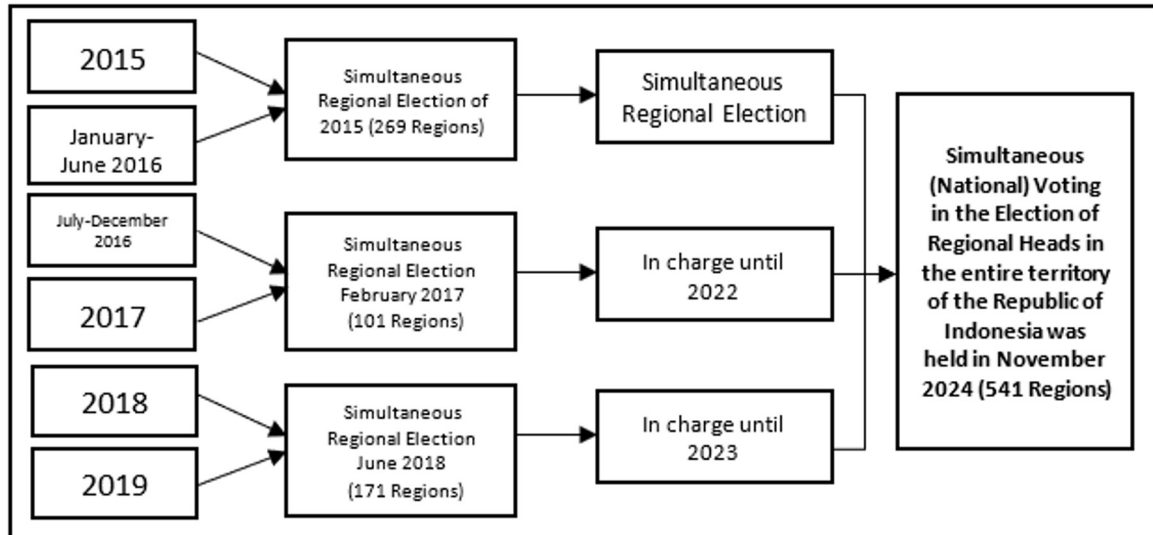
FIGURE 1: The Projection of Simultaneous Regional Election Stages
Source: Law Number 10 of 2016 (Kumolo, 2017)

event, which took the shape of the third wave of regional elections held concurrently in 2018, began in August 2017 with several stages, including regency or city and province-level local elections. It was as regulated in Law Number 8 of 2015 concerning the Amendment of Law Number 1 of 2015 regarding the Establishment of Government Regulations instead of Law Number 1 of 2014 concerning the election of Governors, Regents, and Mayors into Acts. The following is the projection of the simultaneous regional elections in Indonesia (Figure 1).

Figure 1 shows that the simultaneous regional elections held on December 9, 2015, were attended by 269 regions to elect nine governors-vice governors, 224 regents-vice regents, and 36 mayors-vice mayors.

A simultaneous regional election in 2018 with details of the 17th election of governor-vice governor, the 115th election of regent-vice regent, and the 39th election of mayor-vice mayor will be held on June 27, 2018. West Java is a miniature of Indonesia; geographically, it is a province with an area of 35,377.76 km, which is very broad and consists of 27 regencies and cities. Demographically,

West Java had a population of 48.6 million in 2018.

West Java is a national granary number depicted in the Permanent Voter List (Daftar Pemilih Tetap - DPT) for the 2018 governor and vice governor election, which reached 31.375.133 million people. The data consists of 15.948.112 male voters and 15.787.021 female voters. They were scattered in 627 regencies, 5.957 villages and voted in 74.944 polling stations (Tempat Pemungutan Suara - TPS) spread across 27 cities or regencies in West Java.

It is not easy for West Java Governor candidates to choose the communication channel to be used. They must look at voters' segmentation in the classification spread in urban and rural areas. The voting behavior in West Java would be effortless if viewed from rural and urban aspects because it would be undeniable where voters were sociological, psychological, and rational (Firmansyah, Susiatiningsih, and others 2014)

The complexity of the Governor Election is fascinating to study during open battles, which are very competitive, violent, and multi-issue to encourage electability and promote political participation of voters. The consequence

is using the communication channel of the 2018 West Java Governor Candidates to disseminate political information in the form of prospective policy choices that must be targeted to voters through social media channels and Islamic boarding schools as an interpersonal approach.

Along with the development of the massive use of the internet, it indicates that progress in the field of information and communication technology has brought democracy to experience societal shifts and democracy offline towards online democracy. The public has now turned to little public information, which has changed the pattern of political communication. Through the internet, community netizens have been actively involved in in-depth strategic decision-making processes in public policy. Netizens actively provide a control function for good governance for both central and regional governments. There is no exception in the process of regional head elections (Pilkada); digital democracy seems to be starting to take on a strategic role by appearing in public spaces virtually, conducting critical discussions on Pilkada issues (Tim Redaksi Direktorat Pengelolaan Media Publik, 2016).

The use of communication channels in disseminating political information is made with specific considerations, for example, the duration of use and, more importantly, in terms of funds owned by Governor Candidates of the West Java Governor Election in 2018. All candidates use political channels like social media more widely for political information for Millennial voter bases in urban areas. The millennial generation even became a strategic issue for the 2018 Governor candidates. It is because they gamble on millennials' votes for the victory of the 2018 West Java Governor candidates, with a total percentage of 30% from 32 million constituents. However,

millennials have their segmentation. The segmentations were divided into two big groups of millennials in the 2018 West Java governor election. The first group is in the range of ages 18-25 (early millennial), and the second group is in the range of ages 26-40 (late millennial). Each segmentation has different characteristics, different levels of needs, and even different political preferences. If they are 18-25 years old (early millennials), are now generally in High School or College, are usually close to cyberspace, and have high intelligence in using platforms and mobile technologies. Meanwhile, if they are 26-40 (late millennials), they generally start their careers struggling to live. The millennial generation, the digital native generation, is the fastest to acknowledge the latest or actual. It is not a surprise if the media is not only used to interact but also used as a primary source of self-actualization. Based on the research of IDN Research Institute, millennials do not mean that they do not care about political issues, but they are less concerned about political issues. Based on FGD, political issues in Indonesia are pretty heavy and dull for millennials. Millennials look quite happy with light issues and issues that are close to themselves. Based on the survey, their intensity in following political issues is relatively low (23,4%) (Slamet et al., 2020).

To create political participation, election management institutions carry out political communication, and political institutions need to create "nutritious" political information to strengthen political knowledge and implementation of citizens' political participation so they can exercise their political rights in determining the leader (Slamet, 2018). In this context, social media can be a communication medium to provide "nutritious" political information for the millennial generation.

This is what was conveyed by political communication, which was dominated by mainstream media such as newspapers, radio, and television, which are known so far (Cangara, 2023). However, now it has penetrated social media, which is increasingly a trend. The use of social media is expected to have a significant effect, especially if political candidates want to get the support of young, newbie voters, especially those who live in urban areas (Mulyana, 2013). This young audience is usually well-educated and internet-literate. The critical points of social media's transformations in political information are identified. Social media consolidation brings a new, more hybrid communicative environment and a logic based on new principles and operating criteria that affect the entire information process (Casero-Ripollés, 2018).

METHOD

This study employs a qualitative approach with case study research methodologies, citing Creswell's book Qualitative Inquiry and Research Design: Choosing Among Five Traditions, which lists case studies as one of the qualitative traditions (Creswell, 1998). To understand more, combine or connect qualitative and quantitative methodologies. It necessitates a combination of qualitative and quantitative methodologies and philosophical assumptions.

The subjects in this research were the Candidates for Governor and Deputy West Java Governor in 2018, Chairman and Secretary of Political Parties. This research reality uses primary and secondary data; the researcher conducts field observations to examine the under study.

This research also explored secondary data obtained from documents in the form of letters, prospective policy choice candidates, websites, and social media. It implies that these data enable researchers and data analysts to build large, high-quality databases that help resolve business problems. They can also increase the quality and precision of their conclusions by augmenting primary data with secondary data. Independent businesses manage most secondary sources.

RESULTS AND DISCUSSIONS

The issue of choosing the communication media channel as a prospective policy choice for the election of West Java Governor regarding calculating the benefits obtained using a particular communication channel. Compared to other communication channels, the distribution of political information as a prospective policy choice can be conveyed to geographically distributed voters in 27 regencies and cities. They consisted of urban and rural areas with a large number of voters. Based on demographics in West Java, the characteristics of the community differ from one city or regency to another; the following is the Geographical Voters Cluster in West Java.

The Dissemination of Political Information Related to Prospective Policy Choices through Social Media Channels

The Governor Election in West Java became a competitive battle when political communication to allow voters' hearts had become so complex, dynamic, and unpredictable. More was needed for a gubernatorial candidate to rely solely on conventional political communication variants in spreading political information. The first finding in this research was a shift in the use of political channels by the West Java Governor Candidates in 2008 and 2018. In 2008, the political channels used were more mainstream media, such as local TV, radio, newspapers, billboards,

TABLE 1. Geographical Voters Cluster in West Java Province

#	Cluster	Regency/City	Number of Permanent
1		Bogor Regency	3.275.214
2		Bekasi Regency	1.801.632
3	Voter Lists	Bekasi City	1.526.501
4		Depok City	1.188.815
5		Bogor City	692.666
6	Karawang	Karawang Regency	1.519.717
7		Purwakarta Regency	665.046
8		Cirebon Regency	1.571.398
9		Indramayu Regency	1.332.085
10	Cirebonan	Majalengka Regency	959.758
11		Kuningan Regency	844.265
12		Cirebon City	234.802
13		Garut Regency	1.730.039
14		Tasikmalaya Regency	1.320.184
15	Priangan Timur	Tasikmalaya City	477.800
16		Pangandaran Regency	313.301
17		Banjar City	144.657
18		Ciamis Regency	925.859
19		Bandung Regency	2.375.908
20		Bandung Barat Regency	1.180.632
21	Bandung Raya	Bandung City	1.605.309
22		Subang Regency	1.124.895
23		Sumedang Regency	841.294
24		Cimahi City	370.752
25	Priangan Barat	Sukabumi Regency	1.716.833
26		Cianjur Regency	1.571.622
27		Sukabumi City	228.956
	Total		**31. 375.133**

Source: Processed from the Permanent Voter List of the General Election Commission West Java Province, 2018

and banners. The research conducted by (Hikmat, 2010) explained that:

Due to the use of new media in providing political information by the candidates for West Java Governor to voters spread across 27 cities or regencies, The issue is political communication in providing such comprehensive demographic political news. Still, the distance and physical problems can be overcome through CMC (Computer-Mediated Communication). This theory assumes that computer technology obtains or assists all forms of human communication. Besides, contact with computer media (CMC) is a communication transaction that occurs through two or more related computers, such as chat, instant messaging, SMS (Short Message Service), and E-Mail.

The candidates see the internet as a mass media that adds one-to-one relationships (as applied by e-mail), many-to-many (as affected by listserves), and many-to-one (as can be seen on corporate websites, usually based on the blog). In other words, seeing the internet as mass media has helped explain several events online (Wood & Smith, 2004).

The election of the West Java Governor requires a new media approach with all its characteristics that allows

candidates to interact more intensively. The political communication paradigm alters due to the digitalization of new media outlets such as social media.

All candidates for Governor and Vice Governor: Ridwan Kamil-UU Ruzhanul Ulum (Rindu), T.B. Hasanuddin-Anton Charliyan (Hasanah), Sudrajat-Ahmad Syaikhu (Asyik), and Deddy Mizwar-Dedi Mulyadi (D2) made the use of social media channels. The four candidates for the Governor and Vice

FIGURE 2. The Infographic of Perspective Policy Choice of the Candidates for West Java Governor and Vice Governor

Source: Visi Misi Calon Pemimpin Jawa Barat (Mojo 2018)

Retrieved from: https://tirto.id/visi-misi-calon-pemimpin-jawa-barat-cF2z

Governor also made the tagline: the pair of candidate number One, "Rindu Jabar Juara"; pair of candidate number Two, "Jabar Hasanah"; the pair of candidate number Three, "Jabar Asyik"; and the pair of candidate number Four "Work to Serve (Bekerja untuk Melayani)," the tagline is more massive to be used on social media. To convey political information, the West Java Governor candidate packaged "lightly" and not entirely seriously. The infographic of political information related to the perspective policy choice (vision mission) of the candidate for West Java Governor is seen in Figure 2.

The political information conveyed by the pair of governor candidates, Deddy Mizwar and Dedi Mulyadi, also did not touch the basis of millennial voter segmentation because the info expressed needed to be more severe. For example, in the choice of language used,

prospective policy choices with taglines "Work to Serve" consisting of cities are organized with nine city policy programs: 1) Rahman Cities (Ramah dan Aman - Friendly and Safe) for tourism; 2) Smart Cities; 3) Center of Culture, Creativity and Investment Cities. The program to open underdeveloped villages includes access to village roads, access to village electricity, access to village information, and access to village capital. And the prosperous village building program, namely: tourist village, fishing village, farmer or garden village, livestock village, energy village, cooperative or SME village, industry or trade village. Figure 3 is the infographic of perspective policy choice by Deddy Mizwar and Dedi Mulyadi on Instagram posts.

In Figure 4, with his short video, Ridwan Kamil tries to touch the millennial generation's needs by encouraging

FIGURE 3. The Infographic of Perspective Policy Choice of Deddy Mizwar and Dedi Mulyadi on Instagram
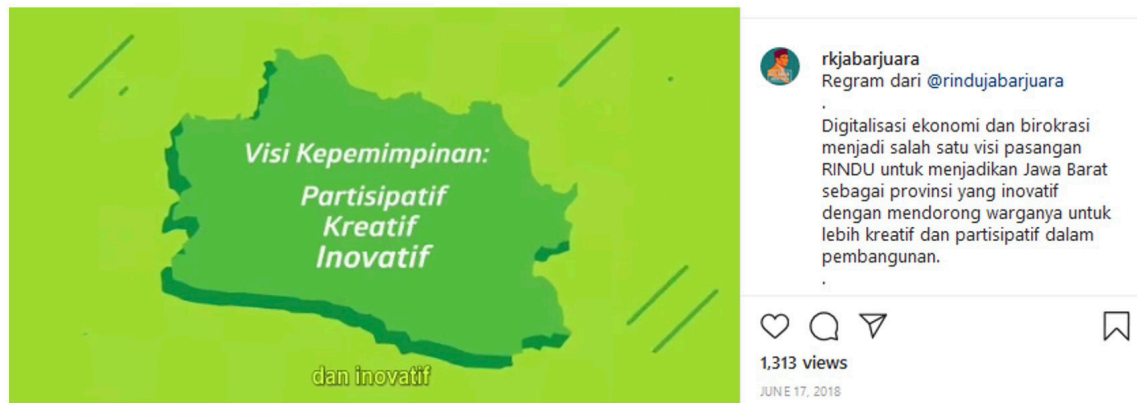Source: Instagram Account (Instagram Tim Kampanye Deddy Mizwar & Dedi Mulyadi 2018)
https://www.instagram.com/bekerjauntukmelayani/?hl=en

FIGURE 4. The Perspective Policy Choice of Ridwan Kamil and Uu Ruzhanul Ulum on Instagram Post

Source: Instagram Account (RK Jabar Juara 2018)
https://www.instagram.com/rkjabarjuara/?hl=en

creative economics for Millennials and emphasizes the vision of the leadership of the pair of candidates for Governor who is participative, creative, and innovative. Ridwan Kamil will do the innovations when he wins the West Java Governor election. In the short video, Ridwan Kamil reflected on the way millennials think because the demographic bonus, which is then identified with the release of millennials as productive generations, is the target of their political information.

IDN Research Institute (2019) explained that the millennial generation is very active on social media; on average, they have two social media actively used. They are swamped sharing statuses and commenting on the state of others. Some social media owned and most often used by millennials are Facebook, Instagram, and Twitter.

Social media is a strategy of using political channels or media to convey political information to voters, similar to how candidates for governor touch the voter base in 27 cities or regencies. West Java is comprehensive, and voters are scattered, so instead of putting up a billboard, it is better to convey information about how to build West Java in the future on social media (Interview with Ridwan Kamil, Candidate for West Java Governor/Elected Governor, 2019).

The development of new media marks the use of political communication channels to open information on the selected policy candidates to voters spread across 27 regencies or cities by the candidate for Governor. The strengthening of using social media is no longer one-way. The presence of new media provides a more interactive direction of political communication. Political information in social media as one of the new media transferred to CMC. Conversations that occur at the desired location of individuals (not necessarily the same dialogue), separated by space, two-way media can be used for rapid interaction. All goals (learning, relating, influencing, playing, and helping) are achieved; some goals are more easily obtained through CMC through information (Heryanto, 2018)

The percentage of social media users in 17 regions of the governor election 2018 follows (Figure 5).

The firm Beritagar, which subsequently changed its name to Loka Data, a social media user in the West Java Governor Election, is one of the top provinces in which Governor Candidates utilize social media to convey political information.

The phenomenon of the use of

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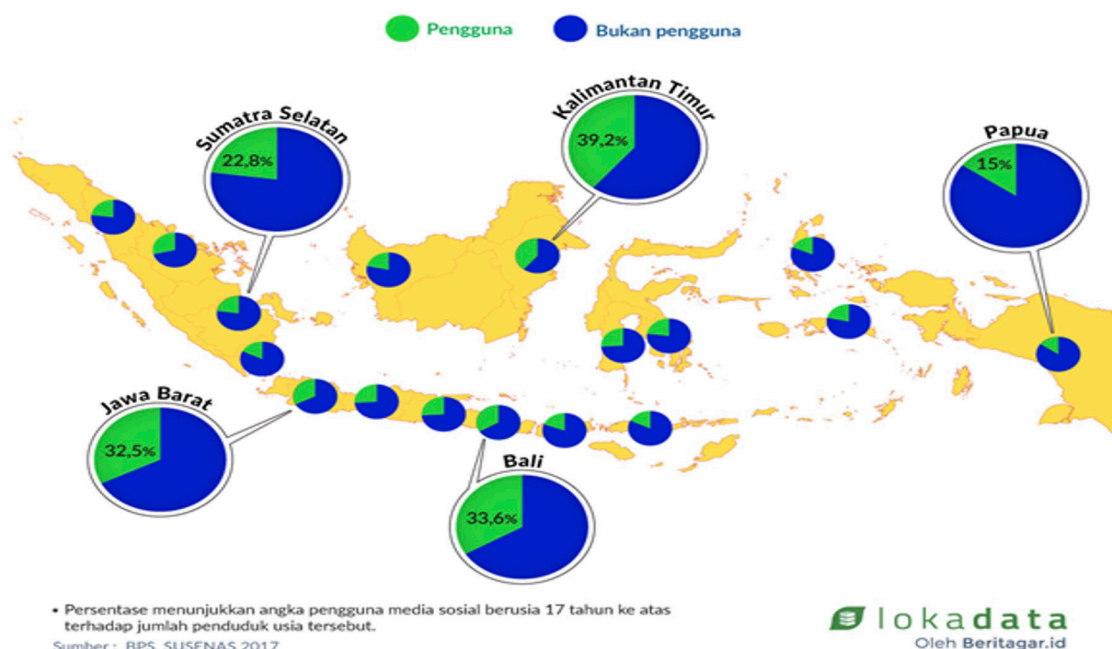
FIGURE 5. Social Media Users in 17 Regions of the Governor Election in 2018
Source: Hampir Sepertiga Calon Pemilih Pilkada Pengguna Media Sosial (Beritagar 2018)
https://beritagar.id/artikel/berita/hampir-sepertiga-calon-pemilih-pilkada-pengguna-media-sosial

social media occurred in the election of the West Java Governor and Vice Governor in 2018. All pairs of candidates utilize social media content to convey political information to voters to target millennial voters in urban areas or cities that are relatively literate towards social media. Social media promotes oneself in the hope of arousing sympathy and empathy from the community (Golbeck, Grimes, and Rogers 2010).

It is different from Ridwan Kamil and Uu Ruzhanul Ulum. They utilize social media through scientific research so that political information from social media channels touches the millennial voter base with different information and styles.

The pair of candidate number 2 has a tagline "Jabar Terjamin" (Guaranteed West Java): Terjamin Sejahtera dan Terjamin Tenteram (Guaranteed Prosperous and Guaranteed Peaceful). The programs of Terjamin Sejahtera

(Guaranteed Prosperous) consist of boga gawe (have a job), Jabar seubeuh (West Java free from hunger), and sakola gratis (free school fees). The programs of Terjamin Tenteram (Guaranteed Peaceful) consist of imah rempeg (decent house), Jabar cageur (Healthy West Java), turkamlingbud (infrastructure, security, environment, and culture), and also Jabar molotot.com (West Java Internet literacy). The prospective policy choices of TB Hassanudin and Anton Charliyan posted on Instagram as shown in Figure 6.

The importance of new media for disseminating political information by candidates for governors and voters as recipients of information in the election of governors is one of the implementations of popular sovereignty in democracy.

There is an exciting finding that all the gubernatorial candidates who use social media channels provide political information in the form of prospective policy choices. However, Ridwan Kamil

FIGURE 6. Perspective Policy Choice of TB Hassanudin and Anton Charliyan on Instagram Post

Source: Instagram Account (Kanghasan Center 2018)
https://www.instagram.com/kanghasan_center/?hl=en

utilizes social media channels to convey political details in the way of a potential policy choice with great detail, not sporadic, all messages and sentences he arranged, when to post, and when to disseminate. It means that Ridwan Kamil conducted scientific research first before using social media to convey political information. The form of messages using language that is suitable for millennial generation segmentation, such as innovative, creative, and participatory, in addition to jokes such as being single, ex-boyfriend or girlfriend, and also about the delivery time, the leisure hours of social media users is 12 PM, 3 PM, and 7 PM.

The Dissemination of Political Information Related to Prospective Policy Choice through Islamic Boarding Schools

The dynamic and competitive West Java Governor Election in 2018 encouraged all candidates for governor to convey political information. They use social media channels because the voters in West Java are geographically spread in 27 regencies or cities. The most significant number of voters in Indonesia reaches 31.375.133 million. The four pairs of candidates should actively approach several parties, one of which uses the boarding school professional organization channel. As a channel for religious professional organizations and theological education institutions that are socially strong in rural areas, Islamic boarding schools are the target of disseminating political information through prospective policy choices to obtain electability in the 2018 Governor Election of West Java.

Islamic boarding schools in West Java have become a target for disseminating political information, which is promising for how candidates for Governor get support. There are Kiai and santri (students) who can generally influence the public. Especially in rural areas, according to the Islamic Boarding School database, the most significant number of Islamic boarding schools in Indonesia is in West Java; there are 8.340 Islamic boarding schools (Ditpdpontren Kemenag, 2018).

By voting regional leaders as central, the party merely serves as a political vehicle for getting acceptance as a candidate locally. Furthermore, it no longer substantially impacts the number of votes collected; the candidates used forum channels of political

communication as a more unified power than political parties. Organizations in large numbers. Religious organizations seem to play a more dominant role in the process of mass mobilization for voting (Muhtadi, 2004)(Muhtadi, 2008)

Islamic boarding school is a separate community in which many people with a commitment of heart and willingness to bind themselves with Kiai, master teacher, Buya, Ajengan, or other names to live together with specific moral standards. A community called Pondok Pesantren must have at least a Kiai (master teacher, Buya, Ajengan, Abu), mosque, dormitory, and the study of salaf texts on Islamic sciences (Indonesia, 2003).

Islamic boarding schools have political power in the Election of Governors and Vice Governors in West Java and were also the target of Deddy Mizwar as a Candidate for West Java Governor:

Islamic boarding schools represent Islamic institutions that influence the social development of Muslims and also because they are essential institutions where the Kiai exercises his power. Indeed, not all Kiai have pesantren (Islamic boarding schools), but it is clear that those who have Islamic boarding schools have more influence than those who do not (Turmudi, 2004).

Islamic boarding schools are divided into two types: traditional and modern. In terms of numbers, there is more traditional pesantren than modern pesantren. Not only the large number of traditional pesantren but also candidates for governor also see that central figures in traditional pesantren are respected religiously and socially as Kiai.

According to Zaini Tamim, Kiai's leadership in the pesantren is unique because it uses a pre-modern leadership system built on trust and social relations between the Kiai-Ulama-Santri are built on a foundation of trust, not because

the patron-client like in the public. The students' obedience to the Kiai-ulama is more due to hope for blessing (Abd Rohim, 2015).

Submission of political information in the form of a prospective policy choice conducted by the candidate for West Java Governor is a symbolic activity. Symbolic transactions assumed in political communication are political talks that are symbolic activities (Nimmo, 2005).

It means that political symbols in the perspective of political communication become meaningful when they become one of the instruments used by politicians, in this case, candidates for West Java Governor. Assumptions in the view of interaction, for example, that using agreed political symbols as created meanings can be a decoy to achieve political goals. In the end, they were able to represent the politician in delivering messages from political actors to the public.

The governor candidate interacts with the rural base voters in the Islamic boarding school. The pesantren represents the power of Kiai, in conveying information in the form of a prospective policy choice; the candidate exchanges symbols and meanings between Kiai and santri (students). There are three aspects. First, the West Java Governor candidates convey political information through interpersonal communication with Kiai. They equally do symbolic activities with political talks so that the candidates for the Governor and the Kiai both give meaning to what was said so that it can bring up a prospective policy choice. Candidates consider that pesantren in which Kiai is essential to get support in the election of West Java Governor in 2018. this symbolic transaction becomes equally crucial so that the candidate for Governor submits the political information as a prospective policy choice regarding the sustainability of the Islamic boarding schools and strengthening its economy.

One Islamic boarding school and one product to strengthen Islamic boarding schools, local Islamic boarding school rules, and one billion dollars for each.

Political talks were conducted by the West Java Governor Candidate with Kiai, for example, so that Kiai could interpret the prospective policy choice as necessary for the continuity of Islamic boarding schools. Second, the interaction process between the Governor Candidates and Kiai becomes an action for the Kiai to provide essential, meaningful information. In the form of symbols in political news to students and the community around the Islamic boarding schools to confirm how students can support candidates who are interpreted together with Kiai and students. This candidate has a benefit from boarding schools. Third, candidates for West Java Governor perfected the political communication process in conveying political information by conducting direct dialogue with students in Islamic boarding schools. It confirms that the prospective policy choice carried out to students becomes vital for continuing Islamic boarding schools, which Kiai and Santri (students) reach as a basis for empowered Islamic boarding schools. The political talk must be an exchange of what George Herbert Mead called symbolic meaning (significant); for Mead to think always involves symbols, any symbol is essential if it causes the same response to others. So, a significant symbol is a symbol with the same meaning or understanding for all parties in the conversation (Nimmo, 2005).

Kiai is a charismatic figure and a leader in his community. Kiai is a religious elite. M.C. Ricklefs in Pribadi defines religious elites as those identified, legitimated, and inspired by their spiritual standing. They are essential in Indonesia. Their community recognizes the scholarship of faith as such (Pribadi,

2018). Because Kiai is a religious elite, Kiai can be an opinion leader. Further, Karlsen said that one of the defining characteristics of opinion leaders is that they are active in networks, pass on information, and influence others (Karlsen, 2015).

The pair of candidates for governor and vice governor of West Java, Ridwan Kamil, and Uu Ruzhanul, provided political information through perspectives on the pesantren's choice of sustainability. Furthermore, they bolstered the economics of Islamic boarding schools, one boarding school, and one product that pioneered empowerment for Islamic boarding schools. Ridwan Kamil and Uu Ruzhanul Ulum also make Regional Regulations through their political promises related to Islamic boarding schools. Continuing education in Islamic boarding schools, strengthening the role of regional public hospitals and local facilities, developing thematic villages, developing village funds for the infrastructure of the communities, building and improving the village economy, the accelerated program of disadvantaged areas, the information delivered by Ridwan Kamil and Uu Ruzhanul Ulum, including when they visited Alhikmussalafiyah Islamic Boarding School, Cipulus Village, Wanayasa, Purwakarta, West Java on February 15, 2018. In addition to delivering political information, in the observation conducted by the researcher, Ridwan Kamil also held a dialogue to hear the aspirations of the Al Quran teacher, Kiai, and santri (students). Historically, the primary function of Islamic boarding schools is as an Islamic educational institution. However, Islamic boarding schools also have a significant political influence and role in traditional society (Ernas & Siregar, 2010).

As a vice governor candidate who is paired with Ridwan Kamil, Uu Ruzhanul Ulum received the blessing from

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Miftahul Huda Islamic Boarding School because he is also the grandchildren of Khoer Affandi, founder of Miftahul Huda Islamic boarding school.

Even though legislation 7 of 2017 article 280 paragraph (1) letter H of the general election campaign. It states that boarding schools, in addition to educational institutions, are not permitted to use government facilities, houses of worship, or places of instruction; boarding schools are also religious professional groups. Still, all governor and vice-governor candidates submit political information under the pretext of asking for prayers and staying in touch. However, the content even asks for support from Kiai, who is in boarding school.

The dominant role of the Kiai or ulama 'in the social system in Indonesian society makes the position of Kiai very important. People often use Kiai as a reference in matters of daily life, such as matters of worship, work, and even household matters(Muhtadi, 2004).

At the same time, TB Hasanuddin and Anton Charliyan came to the Ma'baul Ulum boarding school in Purwakarta. They were immediately welcomed by the Head of the Islamic Boarding School, Kiai Anhar, with political information to win the sympathy of the Islamic boarding school. TB Hasanuddin and Anton Charliyan promised to allocate a different budget. They promised a funding program of 1 trillion rupiahs per year for mosques, Islamic boarding schools, religious teachers, clerics, marbots, and scholarships for the santri (students) if they succeeded in winning the gubernatorial election in 2018.

In selecting the West Java Governor, the boarding school as a channel for religious professional organizations and educational institutions to get support is a necessity that governor candidates must use in West Java rather than in the Islamic boarding school. There are Kiai

as the communication actors who can convince their followers; the candidate for governor also uses interpersonal communication to persuade the Kiai to get support—the importance of interpersonal communication channels in disseminating political information by candidates to spread political information to voters.

Furthermore, Kiai persuaded the students at the boarding school and the surrounding community that Kiai's decision became a reference in the election of the regional head in West Java. Using boarding schools as a political channel to disseminate political information to rural people is an intriguing discovery of the candidates for Governor of West Java. On the other hand, Ridwan Kamil and Uu Ruzhanul Ulum are the candidates who can make the most of it. Their policy option promotes continuing the Islamic residential school, which Kiai and Santri attended. Moreover, they know that Kiai has become a communicator with charismatic capital to convince santri and the surrounding community.

Besides, an exciting finding in this research is that Ridwan Kamil brought up his identity as the grandchild of the founder of Pagelaran boarding school, Kiai Muhyidin, in Subang, West Java. Whereas Uu Ruzhanul Ulum was a descendant or grandchild of Kiai Khoer Affandi, founder of the Miftahul Huda Islamic boarding school, that spread across 27 cities or regencies in West Java, both of which are boarding schools based in rural areas. Symbolic activity in the delivery of political information also raises a historical symbol that the prospective Governor is an individual who places themselves as part of the organization of the religious profession of the Islamic boarding school. Being accepted in the boarding school environment means that the candidate for Governor equates characteristics with

individuals in the Islamic boarding school originating from symbolic activities in the social interaction of the candidate for Governor with Kiai and santri.

CONCLUSION

The findings of this study concluded that the election of the West Java Governor resulted in a shift in the use of political channels to disseminate political information in the form of a prospective policy choir, which had previously used mainstream media such as newspapers and radio, but in West Java's Governor's election in 2018.

All candidates use social media channels to disseminate political information related to prospective policy choices on the segmentation of millennial generation voters, particularly in urban areas. The use of social media channels is something new in the West Java Governor's election in 2018. However, only Ridwan Kamil and Uu Ruzhanul Ulum can use social media channels in great detail.

The candidates undertook a scientific study to determine the language most suited for segmenting millennial voters, particularly in metropolitan regions. It also selects the ideal time to deliver political information through a potential policy decision. Because social media is a tool to achieve their goals, these findings have relevant research to produce as a policy sample for future young voters.

Political channels are also inseparable from the use of channels of religious professional organizations and the highest number of Islamic boarding schools in Indonesia. It is because Kiai has strategic positions in the Islamic boarding school. All pairs of gubernatorial candidates take an interpersonal communication approach with Kiai because he is known as a person who has a special place. His opinion becomes the primary reference in the decision-making process in religious matters and social-political and cultural issues as opinion leaders who influence students and the community in general among rural voters.

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Good Communication for Entrepreneurial Literacy at Pesantren

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Abstract: *Entrepreneurship greatly contributes to increasing competitiveness, creating jobs, gaining career opportunities, and accelerating economic growth. There have been many studies related to entrepreneurship, but unfortunately, none of them has reviewed the competency framework of entrepreneurship as a life skill, especially in pesantren (Islamic boarding schools). The purpose of this research is to provide an overview of the state of entrepreneurial literacy and skills based on its competency framework. This study describes how to obtain ideas and opportunities, map the resources owned, and take actions to map the entrepreneurial culture built by pesantren. This research is conducted at Pesantren Sirojul Huda. The method used is a qualitative descriptive research method with data collection techniques through interviews and observation. As a result, three thematic areas: (1) ideas and opportunities, (2) resources, and (3) into action, it was found that the mapping of Islamic boarding school entrepreneurial culture was going well, and synergy between the parties in the Islamic boarding school was created thanks to the interpersonal communication carried out. Interpersonal communication has a big role in making this happen.*

Keywords: *communication, literacy, entrepreneurship, pesantren*

INTRODUCTION

The growth of entrepreneurship has continued to expand over the past two decades (Bell & Bell, 2016; Martin, McNally, & Kay, 2013; Temple, 2016). Entrepreneurship has a key role in socially beneficial employability as a result of innovative thinking. Entrepreneurship is an important driver of prosperity that impacts not only the creation of new businesses but also boosts inclusive economic growth. An axiom underlying the entrepreneurial process is the challenge to think creatively and innovatively. Entrepreneurship plays a role in increasing competitiveness, creating jobs, gaining career opportunities, and accelerating economic growth (Davey, Hannon, & Penaluna, 2016).

Entrepreneurial literacy and skills are conceptualized as relevant competencies for entrepreneurial behavior. Both can stimulate equal opportunities for entrepreneurship. Entrepreneurial literacy and skills are skills of lifelong learning through creative and innovative problem-solving. Entrepreneurial literacy and skills are understood as attitudes, competencies, and behaviors that help individuals act on opportunities and transform them into value for others.

Entrepreneurship programs started to enter the school curriculum in Europe in the late 1990s. This was an important moment in recognizing entrepreneurship education as an essential capability for every citizen. The importance of entrepreneurship is recognized not only in its 'narrow' form relating to being self-employed (entrepreneur or employee) but also as a lifelong learning ability or life

skill (Baggen & Kaffka, 2022; Lackéus, 2015). Entrepreneurial culture is crucial since it concerns how new ideas can add value economically.

Entrepreneurship education is about learners developing the skills and mindset to be able to transform creative ideas into entrepreneurship. Entrepreneurship development plays an important role in improving the welfare of families and communities (Franco, M., Godinho, L., & Rodrigues, 2021), as it has a direct impact on poverty alleviation in a country. Entrepreneurship development is also recognized as providing opportunities to encourage the development of entrepreneurial mindsets, attitudes, and skills(European Commission. Directorate-General for Employment, 2021), allowing students to become more creative and confident.

The reason that strengthens the choice of Sirojul Huda Islamic boarding school compared to Islamic boarding schools with an entrepreneurship concept is that this Islamic boarding school is a pilot for Islamic boarding-based economic empowerment as well as a pilot for economic development for boarding school management.

For more than 20 years, starting from 1980, the Sirojul Huda Islamic boarding school has contributed to socio-religious change in the community of Parungserab-Bandung Village.

Islamic boarding schools (pesantren) have a strategic role in fostering students. They also play a role in teaching independence and economic empowerment. Pesantrens grow and develop not only as educational institutions but also as community empowerment and liberation institutions. Epistemologically, Islamic boarding school comes from the word santri. Pesantren means a place where students live.

Islamic boarding schools are places where students gain religious knowledge (Tafaqquh fi ad-Diin). Pesantren is a traditional form of education in Indonesia whose history is deeply rooted.

Kakouris, Alexandros; Georgiadis, (2016) emphasize that the common goal of educational institutions throughout the world is to instill entrepreneurial intentions among graduates through entrepreneurship education. The efforts of pesantren in implementing entrepreneurship education are a positive step to encourage students to have life skills after leaving the pesantren.

Li (2014) suggests that various entrepreneurship education programs are relevant to diverse target groups. Such as students who are inexperienced and new to the business world, which can help develop skills and help students choose business creation as a career choice.

Pesantren contains Islamic meaning as well as Indonesian authenticity. In its development, Islamic boarding schools were divided into two; first, there were Salafiyah Islamic boarding schools (traditional) and Khalafiyah Islamic boarding schools (modern). Pesantrens have a unique pattern of life because they are able to absorb outside culture through an internalization process without losing their identity. Pesantren Sirojul Huda is one of 8,343 pesantrens in West Java that is constantly developing its entrepreneurship program. Pesantrens can survive amidst various education systems due to their high entrepreneurial spirit. This is known from the large number of pesantrens that teach entrepreneurship to their students as a provision for life in the community.

The Sirojul Huda Islamic Boarding School has contributed a lot to changes in society, especially changes in the socio-religious field. Islamic boarding school empowerment is carried out with the concept of the people, for the people, and by the people.

The education system in pesantren

adheres to thirteen principles. Theocentric principle views that all human activities must always be directed towards achieving the value of worship. The principle of volunteering and serving, many students devote themselves to Islamic boarding schools to achieve Allah's approval. The principle of wisdom emphasizes the importance of wisdom in daily behavior. The principle of simplicity means living in a reasonable, proportional and not excessive manner, especially in material things. The principle of collectivity prioritizes the obligations and interests of others above one's interests. The principle of Independence is that students are trained to organize and be responsible for their own needs. The principle of glorifying knowledge, viewing knowledge as something great and a way to achieve happiness. The principle of Kiai's blessing is to obtain blessings. The relay principle is where students have the responsibility to guide new students. The principle of the relationship between parents and children, not just the relationship between teacher and student. The principle of guided freedom while still adhering to religious law. The principle is without a diploma because success does not have to be marked with a diploma containing numbers. Finally, the Principles regulate joint activities, starting from implementation to evaluation. The principles of Islamic boarding school education are actually universal truth values.

The application of the principle of independence varies in accordance with the entrepreneurial competency framework. This independence is in line with the entrepreneurial spirit. The concepts of entrepreneurship and entrepreneurship have different definitions according to interests and situations. Entrepreneurship is a term that is often associated with business actors. People who are entrepreneurs bear most of the risks and also enjoy the profits of the business they start. Meanwhile, entrepreneurship is the process of establishing and running a business. Entrepreneurial principles refer to 9M, namely motivation, mindset, mentality, make it, market, management, mentor, capital and morals.

Pesantren Sirojul Huda develops the abilities of its students by providing entrepreneurial extracurricular content, known as santripreneurship. Santripreneur means a person who studies at an Islamic boarding school, who has his own business, and who dares to take risks by taking advantage of opportunities. Extracurricular activities at Pesantren Sirojul Huda consist of several business fields that can be selected according to the interests of the students. Entrepreneurship education in the pesantren curriculum and the development of an entrepreneurial vision continue to adapt to environmental conditions. Santri entrepreneurship education is a conscious and planned effort carried out by Islamic boarding schools to increase the independence of santri.

Social intelligence, often referred to as interpersonal intelligence, is a part of the world of education and boils down to the ability to live life and interact with the environment. Social sensitivity, social insight, and social communication in entrepreneurial practice are essential.

There have been many studies related to entrepreneurship, including research related to pesantren as character-building educational institutions (Syafe'i, 2017). The independence of pesantrens and students teaches that entrepreneurship education is not only engaged in the religious sector but is oriented towards the empowerment and independence of students (Djumransjah, 2001).

Another study examined marketing communication in pesantrens as well as a model and conceptual overview of pesantrens for wealth creation

(Lewrick, Omar, Raeside, & Sailer, 2011), which resulted in outcomes that can improve the marketing of products and services offered.

Entrepreneurship culture in interpersonal relationships is built through the contribution of effective communication between the key actors involved, namely teachers, students, parents, and the surrounding community. The relationship between teachers and students becomes the main driving force (Triwardhani, Trigartanti, & Putra, 2020)

There have not been many discussions regarding the entrepreneurial competency framework, especially those that specifically talk about pesantren entrepreneurship. Effective communication among the speech community in pesantren, namely teachers, students, users, and stakeholders, is the focus of this entrepreneurial competency framework.

METHOD

This research uses qualitative research methods to map the entrepreneurship competency framework that occurs at the Sirojul Huda Islamic boarding school. Qualitative research methods were chosen to describe phenomena specifically and in more depth. The implementation is done through words, not numbers and statistical formulas.

(Creswell, 2016) firmly states that qualitative research is a type of research that aims to explore and understand the meaning of a number of individuals and groups. Qualitative research can generally be used for research on people's lives, history, behavior, concepts or phenomena, and social problems. In this research, it is necessary to clearly map out the entrepreneurial competency framework in Islamic boarding schools as the research object. 15 items grouped into 3 themes in detail were

emerged. Hints and descriptors from existing thematic areas are explained clearly through extracting interview data. How interpersonal communication at the Sirojul Huda Islamic boarding school is carried out in relation to entrepreneurship is explained based on 3 major categories of themes. The Islamic boarding school environment has characteristics that differentiate it from other environments. Informants are selected based on certain selection based on the research needs to be obtained. Rizki Amalia Solihah was chosen to play the role of administrator and teacher. In his management, he plays a role in organizing and compiling programs and directing students in entrepreneurial activities. Rida Nurul Padilah and Neng Emy Malihah were also selected from among the students to represent the coordinators of their respective fields. All informants came from the Sirojul Huda Islamic boarding school environment.

Data collection was carried out through interviews, specifically referring to the research design. Supporting data through field observations was also carried out to synchronize interview data with observing Islamic boarding school entrepreneurial activities.

RESULTS AND DISCUSSIONS

KH founded Sirojul Huda Islamic Boarding School. Tohir Rohili, better known as Ajengan Encep O'ing. Sirojul Huda Islamic Boarding School is a Salafiyah Islamic boarding school located at Kampung Parungserab, Parungserab Village, Soreang District, Bandung Regency.

One way of determining community economic development is through entrepreneurship. It is very relevant that entrepreneurship plays an important role in development. On the other hand, education is also the most important pillar for the development of a nation. Thus,

FIGURE 1: The EntreComp Wheel: 3 Competence Areas

attention to entrepreneurship education programs becomes very meaningful. Entrepreneurship education is the driving force for endogenous economic development and is an important characteristic of advanced, knowledge-based economies.

In summary, the entrepreneurial competency framework addresses fifteen competencies that have been operationalized and grouped into three thematic areas: (1) ideas and opportunities, (2) resources, and (3) into action. The implications of this concept can be seen in the communication activities focused on these three thematic areas as shown in Figure 1.

In the first area, as shown in Figure 2, namely ideas and opportunities, the competency is spotting opportunities. Pesantren Sirojul Huda has identified needs and challenges and built new connections to seize opportunities to advance and create value for the entrepreneurship program. Pesantrens have a great opportunity to develop entrepreneurship, which is expected to boost national economic progress.

The business sector carried out at the Sirojul Huda Islamic Boarding School provides many changes to the progress of the students. Some of the business fields are catering with many menu choices and pastries that offer delicious tastes but competitive prices, and they have produced various products from sewing clothes to cloth masks.

Creativity. Pesantren Sirojul Huda has developed several ideas and opportunities to create value, including better solutions to anticipate future challenges. An innovative approach is also taken by combining knowledge and resources. Ideas and concepts are realized to establish entrepreneurship by utilizing existing assets.

Vision. Pesantren Sirojul Huda envisions the future by developing a vision to transform ideas into concrete actions, which is done by visualizing the future to guide current actions. Forming a positive mindset is key to entrepreneurship.

At the beginning of the marketing process, Islamic boarding school entrepreneurship was only carried out conventionally. Now, Islamic boarding schools are starting to carry out digital-based marketing activities. The students

chose the Instagram social media platform to present informative and interesting content about the products offered.

Valuing Ideas. Sirojul Huda Islamic Boarding School makes the best use of ideas and opportunities in literacy education and the entrepreneurial skills of the students by holding regular brainstorming sessions to generate fresh and new ideas. Opportunities for developing literacy and entrepreneurial skills are increasingly relevant (Bacigalupo, Kampylis, Punie, & Brande, 2016).

Through a business called Queen SH, students develop skills in producing mukena in various decorative shapes using ribbon embroidery techniques. This ribbon embroidery is a characteristic of Islamic boarding school products.

Ethical and Sustainable Thinking. It is not only about creative entrepreneurial ideas. Pesantren Sirojul Huda also assesses the consequences and impacts of ideas, opportunities, and actions that it will later carry out.

To realize the goals in this first area, interpersonal communication between teachers and students needs to be strengthened. Pesantren encourages students to seize opportunities to create value for the entrepreneurship program. An equal attitude is needed so that students can freely express their bright ideas. After that, the teacher, as a facilitator, leads the santri to critically assess the ideas, opportunities, and actions that will be carried out later.

Teachers communicate by ensuring that students also have the same vocabulary, especially related to the discussion of vision and valuing ideas. After teachers and students use the same language, it is also necessary to ensure the nonverbal communication system is used since effective communication will not occur if both do not have the same communication system.

Teachers and students have a close relationship because the conditions of the pesantren environment require them to be in constant contact, so it will not be difficult to recognize the cues used and understand their meaning.

Interaction between teachers and students in the context of entrepreneurship learning includes approaches to teaching, interaction, implementation of the learning process, and evaluation of students' achievements in learning. Interpersonal communication is one strategy for achieving effective communication. The effectiveness of communication is formed through openness, empathy, support, positive thinking and equality. It doesn't stop there. The basic types of building relationship strength are also considered. Be it referent, legitimate, expert, information or persuasion, reward, or coercive power. Each complements the other.

Communication is believed to be a channel for building mutual understanding between communication actors to develop knowledge so that it has use value.

The second area of the EntreComp (entrepreneurial competency) framework is resources, which consists of five competencies as follows:

Self-awareness and self-efficacy. Pesantren is very optimistic about its entrepreneurial development. Pesantrens have also thought about their needs, aspirations, and desires in the short, medium, and long term. In addition, they have also analyzed their strengths and weaknesses and believed in the ability of human resources (santri) to deal with uncertainty, setbacks, and failure.

Motivation and perseverance. Motivation plays an important role in entrepreneurial activities, namely, to stay focused and not give up. Pesantren are determined to turn ideas into concrete actions, be patient, and keep trying to achieve common goals. In addition,

pesantren entrepreneurship has been forged to always be resilient under pressure and difficulties.

Mobilizing resources. Pesantren collects and manages the resources needed, be they material, non-material, or digital. Pesantren always equips itself with the ability to manage everything needed in the entrepreneurial process by focusing on being able to utilize limited resources. Entrepreneurship refers to activities carried out by optimally utilizing the potential of the resources owned. Digital entrepreneurship plays a positive role in digitalization and small business management (Rosca, Agarwal, & Brem, 2020).

Financial and economic literacy. Developing financial and economic knowledge is also an important part of learning at pesantren. Pesantren is required to be able to estimate the costs of turning ideas into activities that create value. In addition, the ability to plan, implement, and evaluate financial decisions over time is necessary to ensure that entrepreneurship can survive in the long term.

Mobilizing others. Pesantren are also expected to inspire, raise enthusiasm, and invite others to join their programs. For this reason, building extensive relationships can be very beneficial. The ability to communicate well, persuade, negotiate, and show leadership are valuable points. The importance of networks and the role of networks in entrepreneurship are suggested by (Jack, Moult, Anderson, & Dodd, 2010; Lewrick et al., 2011; Pittaway & Cope, 2007). Networking with other entrepreneurs helps entrepreneurs learn more about entrepreneurship. Each relationship is built differently depending on its depth and breadth (Devito. A. J, 2013).

How individuals successfully create and manage new businesses through networking and learning is increasingly popular in entrepreneurship literature (Fayolle, 2013).

Communication that includes content and relationship dimensions between teachers and students has been well established. Familiarity during the stay in the pesantren and the principle of a parent-child relationship becomes the reinforcement of human resources in the pesantren. In this communication situation, the content and relationship dimensions are ensured to be the same. Teachers and students can capture the intentions and recognize the difference between the content and relationship dimensions.

Another thing that needs to be anticipated is the communication approach between Akhwat (women) and Ikhwan (men). Research findings state that men focus more on the content dimension than the message, while women focus more on the relationship dimension. The teacher's approach to interpersonal communication needs to pay attention to this aspect so that he or she is able to communicate effectively and the entrepreneurial framework can be conveyed properly. This is in accordance with the results of previous research conducted by (Triwardhani, I. J., & Chaerowati, 2019).

The third area of into action is taking the initiative. Pesantren Sirojul Huda started a process that creates value through the implementation of entrepreneurship in various fields, including catering, cookie products, fisheries, animal husbandry, and hand-made embroidery mukena (prayer women's cloth). Holding tight to the foundations of entrepreneurship is a track of journey that continues to be traveled by santri and administrators.

Tubbs et al. (1991) stated that intention serves as a stepping stone to carrying out entrepreneurial behavior. Intention plays a key role in explaining human behavior. Entrepreneurship

is not a theory but a practice. The entrepreneurial formula is 3A+3S+3D, namely 3A (Action, Action, Action), 3S or 3N (Now, Now, and Now), and 3D or 3F (From Small One, From Home, From Simple One).

Planning and management. The target of this section is to prioritize, organize, and follow up on ideas that have been initiated. Pesantren Sirojul Huda has set short-, medium--, and long-term goals, as well as priorities and action plans. Pesantren Sirojul Huda tries to be able to adapt to unexpected changes that occur in digital marketing communication in the Sirojul Huda santripreneur program (Putra, Rachmawati, Triwardhani, Komunikasi, & Bandung, 2023) which presents digital marketing content as an impact of the development of internet-connected communication media.

Coping with uncertainty, ambiguity, and risk. Pesantren Sirojul Huda is able to cope with undesirable situations and minimize the risk of failure by performing a SWOT analysis for each variant of the entrepreneurial field in pesantren.

Working with others. Pesantren Sirojul Huda has cooperated, collaborated, and networked with many users of entrepreneurial products and stakeholders in the pesantren environment. The challenges faced are the capitalization and marketing of production results. Capital relies on relatively minimal funds.

Learning through experience. Similar to other pesantren who run entrepreneurship, the term learning by doing is also carried out by Pesantren Sirojul Huda, which uses every initiative for value creation as a learning opportunity.

Teachers and students partner together in collaborative, entrepreneurial activities. The relationship between teachers and students is intensively built through interpersonal communication. Strong relationships are built through a
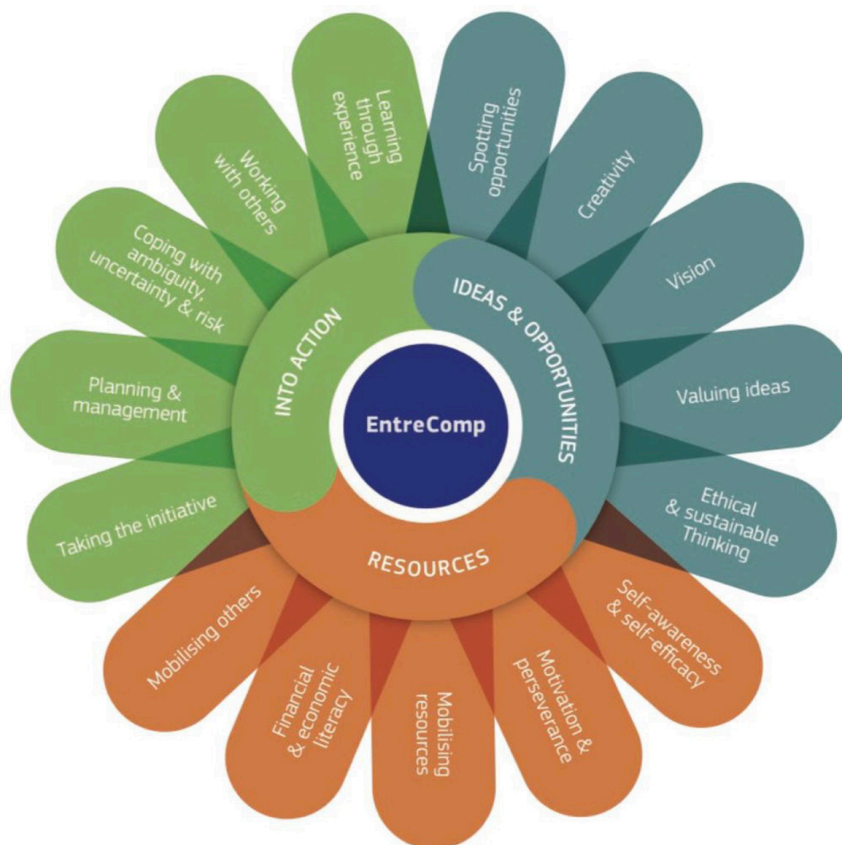

FIGURE 2: The Entrecomp Wheel: 3 Competence Areas And 15 Competences

personal approach by paying attention to the uniqueness and interesting nature of each individual, where each student is seen as different in the eyes of the teacher because each has its character (Triwardhani, I. J., & Chaerowati, 2019). The relationship between various parties in the pesantren environment refers to various principles that are fluid in their implementation. At one moment, the teacher acts as a mentor with a superior position, and at other times, the teacher also takes on an equal role. Teachers have the power to build interpersonal communication.

Teachers must have the ability to build a communication context for entrepreneurship learning. The interactive classroom strategy is a suitable strategy to support entrepreneurship learning among students. The power of persuasion is easier to accept if it is built on a critical attitude. Students learn not to be self-oriented. Teachers must continue to stimulate the discovery of new ideas, including providing added value to entrepreneurial products.

Developing students' adaptive skills as "preparation for future learning" stimulates individuals' ability to learn new information, utilize resources effectively, and discover new procedures to support learning and problem-solving.

PFL helps individuals, in this case, students, learn how to learn. Creative problem solving, which is the essence of PFL, is a means in education to train individuals to take different perspectives. To explain how entrepreneurs learn, it is none other than learning based on experience or learning by doing.

Independence and competence need to be continuously fostered so that students can get capital for entrepreneurship. The interpersonal relationship between teachers and students is built within the framework of pesantren's entrepreneurial competence. The ability of teachers to motivate students is very influential in achieving the entrepreneurial competency framework of pesantren.

Dimensions of Interpersonal Intelligence

Teachers are expected to be able to feel and observe students' reactions and changes in the learning process, which are demonstrated both verbally and non-verbally. Indicators of this social sensitivity are empathy and prosocial attitudes. Teachers are expected to have an understanding of students based on the students' points of view, perspectives, needs, and experiences. This will create a meaningful relationship. Meanwhile, prosocial attitudes are moral actions such as sharing, helping, collaborating, and expressing sympathy. The teacher's prosocial attitude towards students will lead to a relationship that is fluid and free from barriers.

Social insight focuses on students understanding and finding effective solutions to problems so that these problems do not hinder or destroy the social relations that have been built. Apart from that, intelligence in understanding social situations and social ethics also needs attention. The basis of this social insight is the development of students' self-awareness so that they are able to understand and be aware of the emotions they feel. It can be concluded that social insight refers to self-awareness, understanding of social situations and social ethics, as well as problem-solving skills.

Social Communication is a skill that both teachers and students must possess to use the communication process to establish and build effective interpersonal relationships. Teachers and students, in the process, create, build and maintain social relations through a communication process that includes verbal and non-verbal communication. Indicators of success are effective

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communication and effective listening.

Basic communication skills that need to be trained, namely giving feedback, expressing feelings, supporting and responding to others and accepting oneself and others. Teachers and students need to develop these abilities. In contrast to effective listening, listening requires attention and empathy so that people feel understood and appreciated. Teachers and students must be able to develop, create, and maintain social relationships, empathize, and be aware of verbal and non-verbal communication that occurs with other people. Being sensitive to social change and its demands is also included.

CONCLUSION

The framework of entrepreneurial competence in interpersonal communication is inevitable. The application of three thematic areas carried out in entrepreneurship at Pesantren Sirojul Huda produces findings that lead to good interpersonal communication skills from teachers to students, especially in conveying the pesantren entrepreneurship competency framework. In the first area, ideas and opportunities are obtained through intense interpersonal communication between teachers and students in entrepreneurship development. The mapping of resources owned and establishing the pesantren's entrepreneurial culture are carried out through supportive communication between the parties involved.

Interpersonal intelligence in relation to entrepreneurship refers to the ability to understand other people, what motivates them, and how to work cooperatively. The dimensions are related to social insight, b) social sensitivity, and c) social communication. These three dimensions constitute a unified whole and complement each other. Developing and creating social relationships, empathizing

with other people, solving problems that occur, and effective communication skills will strengthen the success of students and help them carry out their entrepreneurship.

Overall, it can be concluded that the entrepreneurial competency framework at Pesantren Sirojul Huda includes a series of attitudes, skills, and behaviors that enable individuals to act on opportunities and turn them into value by honing their learning abilities. Increased entrepreneurial skills result in santri having better jobs and generating more income. These results also lead us to understand that interpersonal communication between teachers and santri, in particular, has created distinctive ways and patterns according to their categories. Furthermore, communication culture through an ethnographic approach can be researched within an entrepreneurial framework.

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Relationship between Gen Z's Personality and Motivations with TikTok Usage During Pandemic

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Abstract. *The COVID-19 pandemic has significantly reshaped how people communicate due to restrictions on direct interaction, impacting both mental and physical well-being. Social media, particularly TikTok, gained widespread attention during the pandemic, notably among Gen Z, offering online expression and entertainment to compensate for limited in-person interaction. However, the interplay between Gen Z's personality traits, motivations, and TikTok usage remains relatively unexplored. To fill the gap, this research investigates how Gen Z's personality traits influence TikTok media usage, considering the mediating role of motivations during the pandemic. Applying the Uses and Gratifications framework and the Big Five Personality factors, the research collected data from 400 Gen Z participants in the Jabodetabek and then analyzed it by Path Analysis. The findings show that personality traits influence TikTok usage, mediated by motivations for: information seeking and sharing; social interaction; escapism and relaxation; norm and trend following. In this research, the classification of the Big Five Personalities was different because the research only found four types of personality in Gen Z: extraversion; conscientiousness and neuroticism; agreeableness; and openness. Gen Z's motivation for using TikTok during the COVID-19 pandemic differs for each personality.*

Keywords: *personality, motivation, tiktok, social media, media use*

INTRODUCTION

The COVID-19 pandemic has changed people's interpersonal communication patterns due to restrictions on activities outside the home imposed by many countries (Masciantonio et al., 2021). Even though interpersonal relationships or communication significantly impact a person's physical and mental health, these restrictions affect daily behavior during lockdown, mental health, and society's social health, especially teenagers (Oosterhoff et al., 2020). Additionally, exposure to news about the COVID-19 Pandemic is highly correlated with increased anxiety levels among the younger generation (Marta et al., 2023). One solution to limited interpersonal communication is using social media, for example, TikTok (Feldkamp, 2021). These social networking sites can be defined as virtual communities where users can establish personalized profiles, engage with real-life acquaintances, and connect with individuals who share common interests, thus fostering digital connections and communication (Hamutoglu et al., 2020). The TikTok platform achieved enormous success during the pandemic, with more than 400 million active users worldwide (Meng & Leung, 2021).

TikTok users have increased significantly since the COVID-19 pandemic, as seen from TikTok being the second most-downloaded Android application after WhatsApp and the most-downloaded iOS application in March 2020 (Feldkamp, 2021); (Clement, 2020).

Since its launch in September 2016, TikTok has attracted 820 million monthly active users, with an annual growth rate of 32 percent (Cortese, 2019). According to data from TikTok developer ByteDance, Indonesia has 99 million TikTok users as of April 2022. Indonesia has the largest TikTok users in the world after the United States, which has 136.4 million users (Kemp, 2022). The high number of TikTok users as social media is due to easy access for everyone. TikTok also has a variety of content types that are suitable for all age ranges. Social media, in general, can be accessed anywhere, such as at home or work (Brooks, 2015).

According to Statista (2022) the highest number of TikTok users are in the 18 to 24-year age group, with 41.7% of the total users. This age group belongs to the Generation Z (Gen Z) group. Specifically in Indonesia, Gen Z dominates overall TikTok users with 40% of users (IDN Research Institute, 2022). Gen Z was born between 1997 and 2012 (Schwieger & Ladwig, 2018). This group of people in this age range is very close to social media. Gen Z easily uses online spaces or social media to share their voice, preferring access to fast-paced and practical information and news that is more relaxed, positive and informative (Kusumalestari et al., 2021). Social media, specifically TikTok, is one of the main spaces for young people's collective online expression (Literat & Kligler-Vilenchik, 2019). TikTok has even been used to represent young people's attitudes and perceptions, including the expression of generational identity (Stahl & Literat, 2023). The results of other research

conducted by Sunuantari et al. (2023) show that TikTok is an entertainment platform effectively used to provide emotional satisfaction to Indonesian people during the COVID-19 pandemic.

Dependence on social media, including TikTok, was often found during the Covid-19 pandemic lockdown (Marengo et al., 2022). It is associated with loneliness, social anxiety, and lower general self-efficacy. Social media addiction is further associated with poor well-being, namely general health problems, decreased sleep quality, and stress (Atroszko et al., 2018) and influence on Fear of Missing Out (FOMO) (Hamutoglu et al., 2020). This situation is related to personality as a person's way of thinking, behaving and acting. Personality can be described as a dynamic system within a person that produces the individual's characteristic patterns of behavior, thoughts, and feelings (Allport, 1961).

Researchers used the Big Five Personalities model to determine the personality of TikTok users. This broad personality classification proposes that personality consists of five main factors: neuroticism, extraversion, agreeableness, openness to experience, Conscientiousness (Costa & McCrae, 1992). Grouping personality into five broad factors can represent personality more specifically. Neuroticism describes anxious behavior, negative affect, and self-consciousness, which can lead to overreaction to negative online situations (McCrae & John, 1992). Extraversion represents traits related to activity and energy, dominance, sociability, expressiveness, and positive emotions. Alternatively, social media allows neurotic individuals to form bonds that may be more difficult when off the grid. Conscientiousness describes persistence, impulse control, and organized behavior, which allows individuals to maintain

greater control over emotions and impulses, thereby navigating social media more smoothly (McCrae & John, 1992). Openness describes behavior towards intellectualism, creativity, and art appreciation (McCrae & John, 1992). Furthermore, agreeableness describes altruistic, considerate, and caring behavior that allows individuals to form strong bonds online (McCrae & John, 1992).

This personality model can be used in various social research, including communication and social media. This model can integrate multiple personality constructs, facilitating communication among researchers from many different orientations, comprehensively providing a basis for systematically exploring the influence between personality and other phenomena, and efficiently providing at least a global description of personality with at least five scores (McCrae & John, 1992).

Different personalities act and behave differently in response to different types of motivation (Al-Qirim et al., 2018; Wang et al., 2012). This statement suggests that personality traits may play a role in understanding the continued adoption and use of innovative initiatives. This personality model also contributes to motivation theory by understanding personality's role in driving different motivations for using technology in networks (Abdullatif & Velázquez-Iturbide, 2020).

These five personality classifications can group the personalities of TikTok users to find out their motivations. User personality is critical to understanding the motivations and effects of social media use, in contrast to broadcast communication technologies (Gil de Zúñiga et al., 2017). Currently, research on this influence is still in its early stages. Previous research suggests that, indeed, there are differences between how

individuals express their personalities in both online and offline contexts (Bunker & Kwan, 2021) and how certain personalities relate to behavior on social media (Meng & Leung, 2021; Perugini & Solano, 2021; Hamutoglu et al., 2020).

The influence of Gen Z's personality on the use of social media TikTok is important in this research. The Uses and Gratifications framework is appropriate to use to answer this. Uses and Gratifications argue that selecting and consuming media channels or content is an active procedure in which audiences intentionally satisfy their needs through media use (Rubin & Perse, 1987). The application of uses and gratification theory is not at all new in research. Much research has used the uses and gratifications framework to investigate the social and psychological motivations behind traditional media use and alternative media choices (Katz et al., 1973). One of this theory's basic assumptions is that media and content choices are made consciously and rationally and are directed toward specific goals and satisfaction (Griffin, 2012).

Rubin (2002) and Ruggiero (2000) note that the theory of uses and gratification has revived and rejuvenated with the formation of new media. This theoretical perspective also proposes that researchers can study emerging media formats with unique understanding characteristics (such as TikTok).. Shao (2009) suggests that individuals deal with user-generated media in three ways: passively consuming, participating, and contributing.

One of the assumptions of the Uses and Gratifications theory is that "Media Compete for Our Attention and Time" or "media competes for the attention and time of its users" (Griffin, 2018). That is related to media use or media usage by media users. Media usage is the frequency or duration of someone using media (Brailovskaia & Margraf, 2018).

Media usage is related to the use of the internet to access media. media usage is the total number of hours of internet or media use in one day. The number of years and months a person uses the internet or media reflects the duration of their use. (Papacharissi & Rubin, 2000).

Social media use by society also depends on each individual's different needs and goals. The age, gender and personality of the social media user can influence this. Katz et al. (1973) also explained that the gratification sought and obtained in using social media will differ depending on the character of each individual as a user. So, social media users have various motivations for using social media. Generally, motivation for using social media refers to a person's need to fulfil their psychological needs (Jarman et al., 2021).

According to Chen & Peng (2022), there are seven motivations for use, namely social interaction, self-documentation, self-expression, peeking, information seeking and sharing (ISS), escapism and relaxation, and norm and trend following (NTF). Social interaction motivation assumes that people use social media to interact with others (Caplan, 2003). People who use social media with this motivation expect communication and association with other users. Then, social media users with self-documentation motivation use a platform to create and save documentaries of their lives (Lee et al., 2015).

Next, self-expression motivation refers to using social media to express one's personality, tastes, and lifestyle (Lee et al., 2015). Social media users demonstrate their motivation through the content they produce, which includes their self-presentation.Apart from that, there is also peeking motivation, where social media users use social media to see other people's lives through that person's social media content. People with this motivation usually do not interact with other users but tend to anonymize their identities (Chen & Peng, 2022). Users with information-seeking and sharing (ISS) motivation use social media to seek information and education (Chen & Peng, 2022). Meanwhile, users motivated by escapism and relaxation use social media to relax and relieve stress (Chen & Peng, 2022; Palmgreen & Rayburn, 1979). Lastly, social media users with norm and trend following (NTF) motivation want to stay abreast of trends.

The limitation of previous research is that researchers have not included much personal media, such as TikTok, that is widely used today, especially during the COVID-19 pandemic. Several previous studies have not examined the influence of Gen Z personality traits on Social media usage, which is mediated by motivation for using social media such as TikTok and media usage (such as frequency and duration of use) as part of the Uses and Gratifications theoretical model. Based on these findings, the problem studied develops to determine the influence of Gen Z's personality traits on TikTok media usage, mediated by motivations during the COVID-19 pandemic, so that the results of this research can add to the contribution of Knowledge about virtual communication, which is developing very rapidly.

METHOD

This research uses a quantitative approach with a positivist paradigm. A survey method was used by distributing questionnaires online. The population in this study is all Gen Z, who lived in the Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek) areas and used TikTok during the COVID-19 pandemic. Gen Z was born between 1997 and 2012 (Schwieger & Ladwig, 2018). Based on data from the Central Statistics Agency (BPS), the number of Indonesian Gen

Z who live in Jabodetabek based on the results of the 2020 Population Census is 3,492,138 people. Based on data from the IDN Research Institute (2022), Gen Z who use TikTok reach 40% or 1,396,855 people. Thus, the population of this study is 1,396,855 Gen Z who live in Jabodetabek and use TikTok.

The sample in this research is Gen Z, who uses TikTok. Using the sample size calculator in Creative Research Systems (2022), a sample size of 384 respondents was collected with a confidence level of 95%, proportionally distributed according to the sample area. The sample selection in this study used non-probability sampling through purposive sampling. The analytical method used in this research is Path Analysis, a statistical technique primarily used to test the comparative strength of direct and indirect relationships between variables. The comparative strength test in question is to see the strength of the relationship, both direct and indirect, influence between the independent and dependent variables in a research model (Lleras, 2005). Path Analysis was used in this research to look at a series of influences of personality traits and motivation toward TikTok media usage by Generation Z in Jabodetabek during the COVID-19 pandemic. the Figure 1 shows research model.

Based on the research model, the hypothesis prepared by the researcher is as follows:

H1: There is an influence of TikTok user motivation on TikTok media usage

H2: There is an influence of the TikTok user's personality trait of extraversion on TikTok media usage

H3: There is an influence of the TikTok user's personality trait of neuroticism on TikTok media usage

H4: There is an influence of the TikTok user's personality trait of agreeableness on TikTok media usage

H5: There is an influence of the TikTok user's personality trait of openness on TikTok media usage

H6: There is an influence of the TikTok user's personality trait of conscientiousness on TikTok media usage

H7: There is an influence of TikTok User's personality traits and motivation on TikTok media usage

RESULTS AND DISCUSSION

Descriptively, the demographic characteristics of research respondents from the survey results of 400 respondents (TABLE 1) are described as follows: 62.0% of respondents were female, and 38.0% were male. Respondent's domicile:
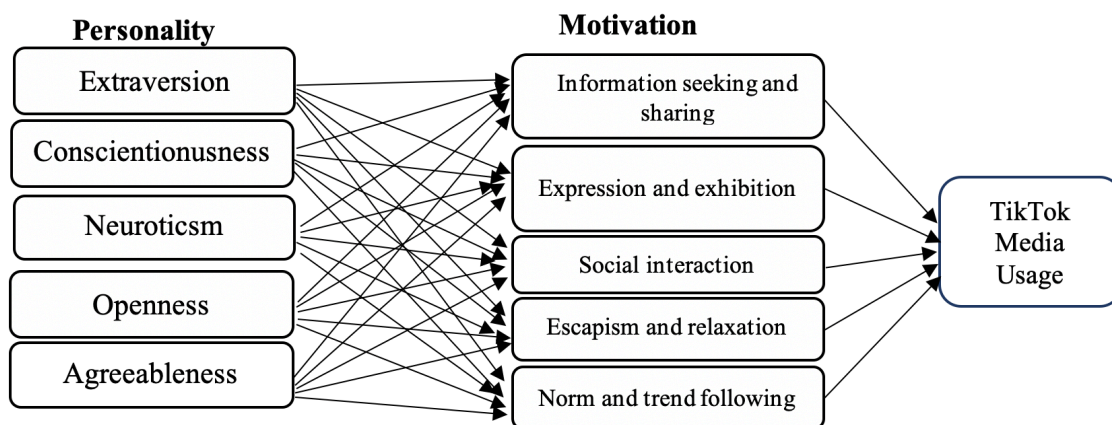
FIGURE 1. Research Model

63.0% of respondents are domicile in DKI Jakarta; 13.0% live in Depok; 11.3 % live in Bekasi, and the remainder (8.0% and 4.8%) live in Tangerang and Bogor respectively. From age, 15.8% of Gen Z respondents are 22 years old (M= 22; SD= 2.565). According to education level, most respondents study D4/S1 (62.3 %). Respondents who had not/never tested positive for Covid-19 reached 67.5 %, and 32.5% had tested positive for Covid-19..

Testing the validity and reliability of each indicator that measures the variables or construct dimensions in this research involves assessing whether the indicators are valid and reliable. The validity test employed the Pearson correlation test on each personality variable and motivation dimension,the results showed that the personality and motivation indicators in this study were valid (TABLE 2). The reliability test used Cronbach's Alpha values based on standardized items. The results were that all indicators of personality traits and motivation in this study were reliable (TABLE 3).

TABLE 1. Demographic Characteristics of Research Respondents

Demographic Characteristics	Sample/Respondent	
	n	%
Gender		
Man	152	38,0
Women	248	62,0
Domicile		
DKI Jakarta	252	63,0
Bogor	19	4,8
Depok	52	13,0
Tangerang	32	8,0
Bekasi	45	11,3
Age (years)		
17	42	10,5
18	36	9,0
19	46	11,5
20	29	7,3
21	43	10,8
22	63	15,8
23	42	10,5
24	54	13,5
25	45	11,3
Current education		
≤ Middle school/equivalent	1	0,3
High school/equivalent	121	30,3
D1/D2/D3	9	2,3
D4/S1	249	62,3
S2/S3	20	5,0
Covid-19 Status [a]	130	32,5

Note: a) reflects the number and percentage of respondents who answered "yes" to the questionnaire

TABLE 2. Validity Test Results of Research Variables

Variable/Dimension	Indicator	*Pearson Correlation*	*p-value*	Information
Extraversion	1	0,629**	0,000	Valid
	2	0,756**	0,000	Valid
	3	0,821**	0,000	Valid
	4	0,829**	0,000	Valid
Conscientiousness	1	0,850**	0,000	Valid
	2	0,849**	0,000	Valid
	3	0,346**	0,000	Valid
Openness	1	0,832**	0,000	Valid
	2	0,891**	0,000	Valid
	3	0,850**	0,000	Valid
Neuroticism	1	0,770**	0,000	Valid
	2	0,743**	0,000	Valid
	3	0,557**	0,000	Valid
	4	0,688**	0,000	Valid
Agreeableness	1	0,750**	0,000	Valid
	2	0,773**	0,000	Valid
	3	0,434**	0,000	Valid
	4	0,623**	0,000	Valid
Expression and exhibition	1	0,894**	0,000	Valid
	2	0,876**	0,000	Valid
	3	0,872**	0,000	Valid
	4	0,824**	0,000	Valid
	5	0,822**	0,000	Valid
Information seeking and sharing	1	0,809**	0,000	Valid
	2	0,756**	0,000	Valid
	3	0,871**	0,000	Valid
	4	0,790**	0,000	Valid
	5	0,803**	0,000	Valid
Social interaction	1	0,782**	0,000	Valid
	2	0,799**	0,000	Valid
	3	0,664**	0,000	Valid
	4	0,836**	0,000	Valid
	5	0,833**	0,000	Valid
	6	0,771**	0,000	Valid
Escapism and relaxation	1	0,776**	0,000	Valid
	2	0,789**	0,000	Valid
	3	0,753**	0,000	Valid
	4	0,834**	0,000	Valid
Norm and trend following	1	0,668**	0,000	Valid
	2	0,826**	0,000	Valid
	3	0,884**	0,000	Valid
	4	0,853**	0,000	Valid

Note: **) Correlation is significant at the 0.01 level (2-tailed)

TABLE 3. Research Variable Reliability Test Results

Variable/Dimension	Number of Indicator	Cronbach's Alpha	Information
Extraversion	4 Indicator	0,759[*]	Reliabel
Conscientiousness	2 Indicator	0,841[*]	Reliabel
Openness	3 Indicator	0,821[*]	Reliabel
Neuroticism	2 Indicator	0,841[*]	Reliabel
Agreeableness	3 Indicator	0,758[*]	Reliabel
Expression and exhibition	5 Indicator	0,910[*]	Reliabel
Information seeking and sharing	5 Indicator	0,866[*]	Reliabel
Social interaction	6 Indicator	0,872[*]	Reliabel
Escapism and relaxation	4 Indicator	0,804[*]	Reliabel
Norm and trend following	4 Indicator	0,823[*]	Reliabel

Note: *) Cronbach's Alpha value based on standardized items is declared reliable if it is above 0.700

TABLE 4. Principal Component Analysis for TikTok User Personality Variables

Indicator	Factor 1	Factor 2	Factor 3	Factor 4
Extraversion				
I am a person who tends to be quiet			0,681	
I am a person who likes to be a leader			0,601	
I am a passionate person			0,743	
I am a person full of energy			0,738	
Conscientiousness				
I am a person who tends to be disorganized		-0,785		
I am a person who has difficulty starting a task		-0,825		
Neuroticism				
I am an anxious person		0,756		
I am a person who tends to feel depressed		0,783		
Openness				
I am a person who likes art (music, literature, others)	0,753			
I am a person who has an interest in abstract ideas	0,845			
I am a person who can come up with new ideas	0,805			
Agreeableness				
I am a loving person				0,832
I am a person who has a soft heart				0,874
I am a person who always considers the people around me to be good people				0,646

A factorization process is carried out through factor analysis to ensure that the indicators accurately measure each variable or dimension in the research. For the motivational dimension of using TikTok, the KMO and Bartlett's Test values are KMO = 0.878 and Bartlett's Test = 0.000. The results further show that in the personality variable, four factors describe the personality of Gen Z who use TikTok (TABLE 4). For the motivation dimension, five factors describe Gen Z'smotivation for using TikTok during the COVID-19 pandemic in the Jabodetabek area (TABLE 5).

The initial findings of this research are that the TikTok user personality variables resulting from the Factorization process become four personality types. This Finding differs from the five personality types used in conceptualization and operationalization in this research. Meanwhile, for the motivational dimensions of using TikTok, the factors formed are the same as the five motivations used in conceptualization and operationalization.

Furthermore, classical regression assumption tests include normality, multicollinearity, and heteroscedasticity tests. In testing data normality with QQ-Plot, all variables used in the research met normality assumptions. The multicollinearity test concluded that there was no multicollinearity for all independent variables in this study. Even with the heteroscedasticity test, the conclusion is there were no symptoms of heteroscedasticity or homoscedasticity in the data.

TABLE 5. Principal Component Analysis for Motivational Variables for Using TikTok

Indicator	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Expression and exhibition					
I use TikTok to record what I do in life		0,870			
I use TikTok to record what I've learned		0,832			
I use TikTok to record where I am		0,829			
I use TikTok to show or tell others about myself or my personality		0,766			
I use TikTok to present information about what I care about		0,762			
Information seeking and sharing					
I use TikTok to find information	0,731				
I use TikTok to spread or share information	0,593				
I use TikTok to keep up with the latest developments	0,829				
I use TikTok to browse any video	0,764				
I use TikTok to browse videos related to what I'm interested in	0,778				
Social interaction					
I use TikTok to get the latest information about friends		0,637			

Indicator	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
I use TikTok to get family updates			0,801		
I use TikTok to get the latest information about Celebrities/ Influencers/ Content Creators			0,459		
I use TikTok to maintain good relationships or relationships with other people			0,754		
I use TikTok to communicate with long-distance friends/relatives (making comments, sending messages directly, or others)			0,713		
I use TikTok to communicate/connect with Celebrities/Influencers/ Content Creators that I'm interested in (making comments, sending messages directly, or others)			0,669		
Escapism and relaxation					
I use TikTok to find entertainment	0,814				
I use TikTok to relieve boredom (forget about schoolwork, work or other things for a moment)	0,787				
I use TikTok to get away from my family or other people for a while				0,732	
I use TikTok to escape my daily routine				0,765	
I use TikTok to explore the daily lives of Celebrities/ Influencers/ Content Creators				0,617	
Norm and trend following					
I use TikTok to follow trends	0,417				
I use TikTok to look more cool					0,844
I use TikTok to look cooler					0,870

After testing the classical regression assumptions, the strength of the relationship, both direct and indirect influence between the independent and dependent variables, is seen in a research model using path analysis (Lleras, 2005). In this research, the direct and indirect influence shows the influence between personality and motivation and the duration of TikTok usage by Gen Z during COVID-19 in Jabodetabek. Path analysis begins by looking at the relationship between the variables used in the research using Pearson correlation. The results of the correlation analysis show that personalities influence motivations for using TikTok. Besides personality and motivation also influence the duration of TikTok media usage. The following table (TABLE 6) shows the relationship between personality and motivation and the duration of TikTok media usage by

TABLE 6. Results of Correlation Analysis with Pearson Correlation

Variable	1	2	3	4	5	6	7	8	9	10
Openness	-									
Conscientiousness and neuroticism	0,030	-								
Extraversion	0,411**	-0,088	-							
Agreeableness	0,428**	-0,006	0,269**	-						
Expression and Exhibition	0,355**	0,104*	0,264**	0,472**	-					
Information Seeking and sharing	0,155**	0,051	0,158**	0,127*	0,323**	-				
Social interaction	0,214**	0,093	0,176**	0,331**	0,561**	0,507**	-			
Escapism and relaxation	-0,019	0,000	0,002	-0,042	0,305**	0,288**	0,302**	-		
Norm and Trend Following	-0,031	-0,056	0,123*	-0,103*	0,122*	0,378**	0,271**	0,350**	-	
Durasi Media Usage (Media Use)	-0,158**	-0,058	-0,106*	-0,200**	-0,154**	-0,006	-0,130**	0,196**	0,205**	-

Notes: **. The correlation is significant at the 0.01 level (2-tailed); *. The correlation is significant at the 0.05 level (2-tailed).

Generation Z during the COVID-19 pandemic in Jabodetabek.

This research has the substructure formed to see the direct and indirect influence of personality and motivation on the duration of TikTok usage by Gen Z Jabodetabek during the COVID-19 pandemic after regression analysis with the stepwise method. The combined model (FIGURE 2) is described as follows, First, this research found that each TikTok user's personality influences their motivation for information seeking and sharing. The influence of extraversion personality on information-seeking and sharing motivation is 0.113 or 11.3% (βstandardized coefficients = 0.113; p-value = 0.018), the influence of conscientiousness and neuroticism personality on information-seeking and sharing motivation is 0.112 or 11.2% (βstandardized coefficients = 0.112; p-value = 0.010), the influence of openness personality on information seeking and sharing motivation is 0.142 or 14.2% (βstandardized coefficients = 0.142; p-value = 0.005), the influence of openness personality on information seeking and sharing motivation is 0.142 or 14.2% (βstandardized coefficients = 0.142; p-value = 0.005), and the influence of agreeableness personality on information seeking and sharing motivation is 0.381 or 38.1% (βstandardized coefficients = 0.381; p-value = 0.000). Taken together, the influence of personality on information-seeking and sharing motivation is 27.2% (R2= 0.272). The other 72.8% is influenced by other variables outside this model.
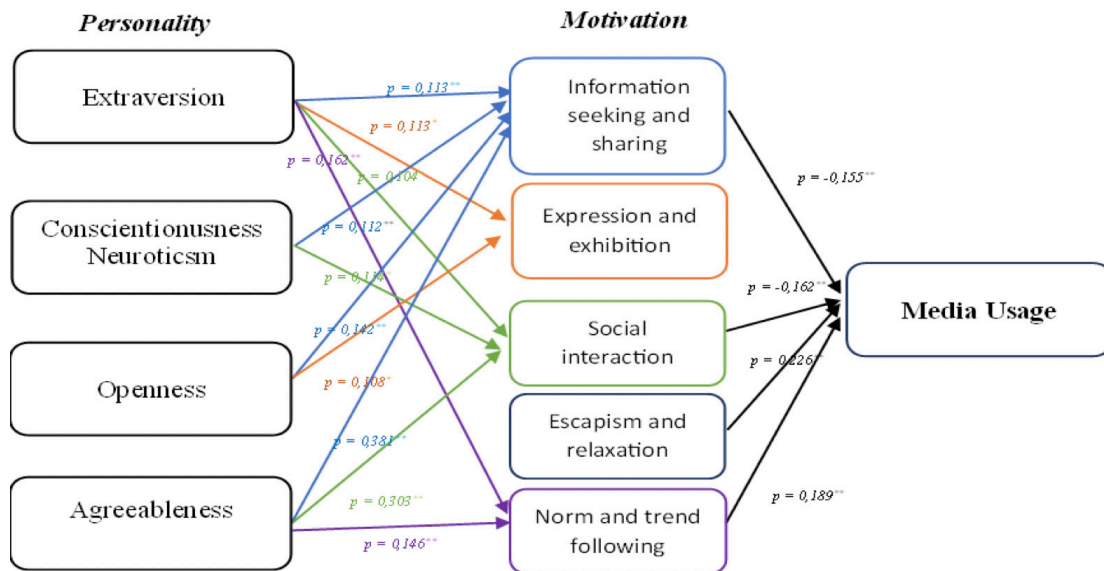
FIGURE 2. Combined Model of the influence of Personality, Motivation, on TikTok usage by Generation Z in Jabodetabek During the Covid-19 Pandemic

Second, TikTok users have two personality types regarding expression and exhibition motivation. The influence of extraversion personality on expression and exhibition motivation is 0.113 or 11.3% (βstandardized coefficients = 0.113; p-value = 0.037), and the influence of openness personality on expression and exhibition motivation is 0.108 or 10.8% (βstandardized coefficients = 0.108; p-value = 0.046). Meanwhile, there is no significant influence between the personality traits of conscientiousness & neuroticism and agreeableness on expression and exhibition motivation (p-value > 0.05). The influence of extraversion and openness on expression and motivation is 3.50% (R2= 0.035), while other variables outside this model influence the other 99.965%.

Third, there is an influence between the three personality types of TikTok users on social interaction motivation. The influence of extraversion personality on social interaction motivation is 0.104 or 10.4% (βstandardized coefficients = 0.104; p-value = 0.034), the influence of conscientiousness and neuroticism personalities on social interaction and sharing motivation is 0.104 or 10.4%

(βstandardized coefficients = 0.104; p-value = 0.027), and the influence of agreeableness personality on social interaction motivation is 0.303 or 30.3% (βstandardized coefficients = 0.303; p-value = 0.000).

There is no significant influence between personality openness and social interaction motivation by Jabodetabek Gen Z in using TikTok during the COVID-19 pandemic (p-value>0.05). The influence of extraversion, conscientiousness and neuroticism, and agreeableness on social interaction motivation is 12.8% (R2= 0.128), while other variables outside this model influence the other 87.2%.

Fourth, there is an influence between the two personality types of TikTok users on norm and trend-following motivation. The influence of extraversion personality on norm and trend-following motivation is 0.162 or 16.2% (βstandardized coefficients = 0.162; p-value = 0.002), and the influence of agreeableness personality on norm and trend-following and sharing motivation is 0.146 or 14.6% (βstandardized coefficients = -0.146; p-value = 0.005).

There is no significant influence between the personality traits of

conscientiousness and neuroticism, and openness on the norm and trend following the motivation of Jabodetabek Gen Z in using TikTok during the COVID-19 pandemic (p-value > 0.05). The influence of extraversion and agreeableness on the norm and trend-following motivation is 3.5% (R2= 0.035), while other variables outside this model influence the other 96.5 %. Another finding from this research is that no single personality type influences escapism and relaxation motivation (p-value > 0.05).

Fifth, there is an influence between motivation and the use of TikTok. The influence of information-seeking and sharing motivation on the use of TikTok is 0.155 or 15.5% (βstandardized coefficients = -0.155; p-value = 0.008), the influence of social interaction

motivation on the use of TikTok is 0.162 or 16.2% (βstandardized coefficients = -0.162; p-value = 0.006), the influence of escapism and relaxation motivation is 0.226 or 22.6% (βstandardized coefficients = 0.226; p-value = 0.000), and the influence of norm and trend following motivation on the use of TikTok is 0.189 or 18 .9% (βstandardized coefficients = 0.189; p-value = 0.000). There is no significant influence between expression and exhibition motivation on using TikTok (p-value > 0.05). Taken together, the influence of information seeking and sharing, social interaction, escapism and relaxation, as well as norm and trend following motivation on TikTok use, is 12.8% (R2= 0.128). In contrast, other variables influence the other 87.2% is outside this model.

TABLE 8. Direct, Indirect, and Total Influence from Path Analysis Models

Personality → Motivation → Media Usage	Direct Influence	Indirect Influence	Total Results	Result
EX → ISS → MU (H2)	-0,039	-0,018**	-0,057**	Perfect mediation
EX → SI → MU (H2)	-0,039	-0,017*	-0,056*	Perfect mediation
EX → NTF → MU (H2)	-0,039	0,031**	-0,008**	Perfect mediation
CN → ISS → MU (H3 dan H6 combined)	-0,060	-0,017**	-0,077**	Perfect mediation
CN → SI → MU (H3 dan H6 combined)	-0,060	-0,017*	-0,077*	Perfect mediation
OP → ISS → MU (H4)	-0,072	-0,022*	-0,094*	Perfect mediation
AG → ISS → MU (H5)	-0,159**	-0,059*	-0,218**	Partial mediation
AG → SI → MU (H5)	-0,159**	-0,049**	-0,208**	Partial mediation
AG → NTF → MU (H5)	-0,159**	-0,028**	-0,817**	Partial mediation

Note: MU= Media Usage; EX = Extraversion; CN = Conscientiousness and Neuroticism; OP = Openness; AG = Agreeableness; ISS = Information Seeking and Sharing; SI = Social Interaction; NTF = Norm and Trend Following; *)p-value < 0.05; **)p-value < 0.01

Furthermore, the relationship between personality, motivation, and duration of use of TikTok media by Generation Z Jabodetabek during the COVID-19 pandemic, as well as direct, indirect, and total effects from the path analysis model, is shown in the following table (TABLE 8).

Hypothesis 1 analysis results : An influence of TikTok user motivation on TikTok media usage, can be proven, except for expression and exhibition motivation. The path analysis model shows that information-seeking and sharing motivation influences media usage (p-value= -0.155). Proving that social media users use social media to search for information and education (Chen & Peng, 2022). Then, this research proves social interaction motivation also influences media usage (p-value = -0.162), which is relevant to Caplan (2003) opinion that people use social media intending to interact with others. Then, escapism and relaxation motivation were also proven to influence media usage (p-value= 0.226), which confirms the assumption that people use social media to relieve stress and relax (Chen & Peng, 2022; Palmgreen & Rayburn, 1979). The norm and trend-following motivation, which sees people using social media to fulfill their desires to follow trends, has also evidently influence a person's media usage (p-value = 0.189). However, the influence of expression and exhibition motivation on media usage has yet to be proven. This could be something new for researchers.

Hypothesis 2 analysis results : An influence of the TikTok user's personality trait of extraversion on TikTok media usage, could not be proven. In the path analysis model, it shows no direct relationship between extraversion personality and media usage (p-value= -0.039). However, an extroverted personality will influence media usage if there is a motivation

variable as a mediator, resulting in perfect mediation. The relationship between extraverted personality and media usage, which is mediated by information seeking and sharing motivation (p-value = -0.018), shows that someone who has an extraverted personality or who has an active, friendly, gregarious nature talks a lot and is assertive (Barrick & Mount, 1991) will tend to use media to search for and share information. Extraverted people will use social media with the motivation to interact with other people which is mediated by social interaction motivation (p-value = -0.017). Besides, the influence of extraverted personality on media usage, which is mediated by norm and trend-following motivation (p-value= 0.031), also shows that the active and assertive nature possessed by people with extraversion personality and their motivation to follow trends will encourage them to use social media.

Furthermore, this research found only four personality types of Gen Z TikTok users in Jabodetabek. This finding is novel because Gen Z in the region, especially those with Neuroticism and Conscientiousness, have similar personality traits. These results were obtained through a factorization process using indicators of personality traits that form these two variables. Meanwhile, the five personality types used in conceptualization in this research regarding the personality of media users, Costa & McCrae (1992) classify personality into five main factors: neuroticism, extraversion, agreeableness, openness to experience, and conscientiousness. Gen Z in the Jabodetabek area is classified into four types: extraversion, conscientiousness and neuroticism, agreeableness, and openness. The conscientiousness and neuroticism personality traits in hypotheses 3 and 6 become one. The path analysis shows an influence of

neuroticism and conscientiousness personality traits on TikTok Usage. The hypotheses 3 and 6 showan influence of the TikTok user's personality trait of neuroticism and conscientiousness on TikTok media usage cannot be proven. The path analysis model demonstrates no direct influence of extraversion personality on media usage (p-value= -0.060). However, it will influence media usage if there is a motivation variable as a mediator, which results in perfect mediation. The influence of the personality of neuroticism and conscientiousness on media usage is mediated by the motivation of information seeking and sharing and social interaction (p-value = -0.017). This shows that someone with an emotionally unstable personality of neuroticism and conscientiousness uses social media less often Correa et al. (2010). Also, Meng & Leung (2021) found that the relationship between neuroticism and contribution, improvement, and creation on TikTok was insignificant. People with this personality use social media more to seek attention and social support that may be missing from their offline lives (Marengo et al., 2022; Ross et al., 2009). They use social media to connect and maintain social connections (Seidman, 2013).

Previous findings also show that people with high levels of conscientiousness tend to be more careful in presenting themselves and others (Devaraj et al., 2008; Seidman, 2013), showing less addictive tendencies in using social media (Wilson et al., 2010), and spending more time online engaged in academic pursuits than recreational activities (McElroy et al., 2007). They tend to use social media less frequently than people who score lower in conscientiousness (Gosling et al., 2011; Marengo et al., 2022), and they tend to post on social media to seek attention or validation (Seidman, 2013). So H3 and H6 are accepted.

H4 hypothesizes that there is an influence of the TikTok users' personality trait of openness on TikTok media usage. The path analysis model shows that TikTok users with a higher level of personality openness do not directly influence the use of TikTok during the COVID-19 pandemic among Gen Z in Jabodetabek (p-value = -0.072). However, it will have an effect if it is mediated by motivation for using TikTok or has an indirect effect (with p-value < -0.022). The activities of individuals with personality levels who tend to be curious, creative, intellectual, imaginative, cultured, original, broad-minded, and intelligent to think deeply in various ways, and enjoy artistic pursuits are in line with previous research from Correa et al. (2010) and Guadagno et al. (2008). The research states that in the context of using TikTok, individuals with an openness personality utilize the TikTok platform to search for new information, get involved, and try new and more extended functions in the TikTok Usage Media. The relationship between the influence of an openness personality and a high level of Gen Z in Jabodetabek is perfectly mediated by the motivation to seek and share information or information seeking and sharing. Individuals with this personality are more open and more interested in new information and experiences, in this case, in exploring the functions and features provided by TikTok. They also try to find information that cannot be obtained physically in the real world due to the influence of social restrictions implemented when the COVID-19 pandemic occurred. Therefore, H4 is accepted.

H5 hypothesizes that there is an influence of the TikTok users' personality trait of agreeableness on TikTok media usage. There is a correspondence in the form of a positive influence of a personality characterized by being polite, flexible, trusting, kind, cooperative, forgiving,

gentle, and tolerant with interaction behavior in TikTok media usage with higher activity moderated by the motivation to seek and share information (Information Seeking and sharing), social interaction. Even in following current trends (Norm and Trend Following) when they use TikTok. This statement is in line with previous research, which states that a person's higher level of personality agreeableness will positively influence their social media usage more frequently, as well as by using it to obtain information and interact with other people (Gil de Zúñiga et al., 2017). Furthermore, it has been shown that agreeable people tend to care more about receiving support from others, and the appropriateness of posted content (Moore & McElroy, 2012), had a positive effect on Fear of Missing Out (FOMO) (Hamutoglu et al., 2020), and they usually view their pages and other people's pages more often and enjoy commenting on other people's profiles (Gosling et al., 2011; Wang et al., 2012). The results of the path model show significant results of H5 where there is an influence of the TikTok user's personality trait of agreeableness on TikTok media usage both directly (p-value = -0.159) and a stronger influence indirectly if mediated (partial mediation) by the motivation to seek and share information. or Information Seeking and sharing (p-value= -0.059), Social interaction (p-value= -0.049), and Norm and trend following (p-value= -0.028). So, H5 is accepted.

hypothesis 7 : demonstrates an influence of TikTok users' personality traits and motivation on TikTok media usage, can be proven. The research results show that Gen Z personality in the Jabodetabek area has a relationship with media usage if the media is used for specific motivations, namely information seeking and sharing (p-value= -0.155), social interaction (p-value = -0.162), escapism and relaxation or escape and

relaxation (p-value= 0.226), and norm and trend following or following norms and trends (p-value= 0.189). This result differs from expression and exhibition motivation, which are not significantly related. The findings align with research by (Wang et al., 2012), who found that the personality traits of social media users do influence social media usage directly and indirectly. This research cannot prove the influence of expression and exhibition motivation on media usage, so it can become a novelty.

Furthermore, the motivations significantly related in the research only consisted of 3 types: information seeking and sharing, social interaction, and norm and trend following. The three could mediate between personality and Gen Z's TikTok usage duration . It can be seen that the agreeableness personality has an influence or relationship with TikTok usage both directly. The influence is more decisive indirectly if it is mediated (partial mediation) by the motivation of information seeking and sharing, social interaction, and norm and trend following. This aligns with Gil de Zúñiga et al. (2017) research, which found that a person's higher level of agreeableness personality will be positively related to using social media more frequently, obtaining information, and interacting with others.

CONCLUSION

This research reveals the influence of Gen Z's personality traits on TikTok media usage, considering the mediating role of motivations during the COVID-19 pandemic in the Jabodetabek area. The research results show that personality influences TikTok usage among Gen Z. User personality is proven to influence media usage mediated by motivation for information seeking and sharing, social interaction, escapism and relaxation, as well as norms and trend following.

In this research, the classification of the Big Five Personalities was different because the research only found four types of personality in Gen Z: extraversion, conscientiousness and neuroticism, agreeableness, and openness. The personalities of conscientiousness and neuroticism are combined into one personality because the two personalities have similar and identical personality traits after the factorization process on the personality trait indicators that construct these two variables. This finding is one of the novelties of this research. Gen Z's motivation for using TikTok during the Covid-19 pandemic differs for each personality. Namely, extraversion is for information seeking and sharing, expression and exhibition, social interaction, and norm and trend following. Gen Z, with an open personality, is motivated to seek information and sharing and expression and exhibition. The third personality, conscientiousness and neuroticism, are motivated by information seeking, sharing, and social interaction. Meanwhile, the agreeableness personality is motivated by information seeking and sharing, social interaction, and norm and trend following. Apart from that, Gen Z, with motivations of social interaction, escapism, and relaxation, as well as norm and trend following, tend to spend quite a long time using TikTok during the COVID-19 pandemic. Meanwhile, Gen Z, motivated by information seeking and sharing, tends to spend less time.

Ultimately, this research augments the contribution of knowledge about virtual communication. However, there are limitations to this research, such as that it has not added other variables likely to increase the influence on the time duration of Gen Z TikTok usage. Also, the sample for DKI Jakarta is not distributed proportionally according to the administrative cities in DKI Jakarta. Hopefully future research can add other variables to increase the influence on TikTok media usage in Gen Z and use a more proportional sample distribution.

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Information Quality of Regional Government's Websites in Central Java Province

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Abstract: *As stated in the Public Information Disclosure Act, Government Public Relations bears a dual responsibility, managing both the main website of the regional government and the PPID (Information and Documentation Management Official) websites. This research analyzes the content of the PPID websites of 29 districts and 6 cities in Central Java Province. This research used a website assessment instrument consisting of 84 questions. This instrument is a modification of the Industrial Website Evaluation Model which focuses on information quality and information disclosure policies in Indonesia. The research results indicate that the implementation of the public information disclosure policy has not yet fully aligned with government public relations ethics. Several aspects still require improvement. Government Public Relations needs to focus on empathy in managing the PPID website and needs to acknowledge the behavior of the public who tend to access the main website belonging to each institution, not the PPID website. Therefore, government public relations needs to distinguish between the content of the main website and the PPID website. However, commitment is required in managing the PPID website to ensure that people are motivated to access information and can do so effectively.*

Keywords: *ethics, government public relations, information quality, website*

INTRODUCTION

One of the crucial characteristics of a democratic country that upholds people's sovereignty is the ease of obtaining information, which is a human right, and openness of public information to realize good state administration. Public information disclosure is used to optimize public oversight of the state and public administration (Schmidthuber et al., 2021). The issue of transparency in Public Relations, which is often associated with a conflict of interest, is an important ethical issue (Brown et al., 2014; Cronin, 2020). Transparency is vital in Digital Public Relations practices (Ikonen et al., 2017).

Public information disclosure for institutions is an obligation of state institutions regarding community service. Moreover, transparency and accountability are tools to increase government trust and legitimacy in the eyes of the public (Ernungtyas & Boer, 2023; Porumbescu, 2017). Public Relations also contributes to the failure to form a positive image of government if the dissemination of information about government activities is not based on a two-way symmetrical communication model (M. Lee et al., 2021).

Every institution is obliged to implement the principle of Openness of Public Information. One implementation of Openness of Public Information that must be carried out is by establishing an Information and Documentation Management Officer (PPID) and creating a website to implement the Public Information Disclosure policy.

Public Relations officers use websites as a communication channel to build the organization's reputation. In addition, websites are an important communication platform to support interactions between government and society (Lee et al., 2023).

Article 7 paragraph 1 of Law Number 14 of 2008 states, "A Public Agency is obliged to supply, provide and/ or publish the Public Information under its authority to the Public Information Applicant, except information that is classified in accordance with the provisions. " (Law Number 14 of 2008 concerning Public Information Disclosure Act (KIP), 2008; Government Regulation of the Republic of Indonesia Number 61 of 2010 concerning Implementation of Law Number 14 of 2008 concerning Public Information Disclosure Act, 2010). To implement this law, Government Public Relations must have two websites, namely the main website and the PPID website. This website makes it easier for people from public agencies to find out about the efforts of each public agency in disclosing information to the public. Apart from that, this separation makes it easier for public relations to take action when they become PPID. The main website and PPID must go hand in hand, but in this case public relations must know that there are two different responsibilities (Ratnasari et al., 2018).

Discussions regarding transparency on a public information website are still a topic of study. In the context of the PPID website, this is the meeting point between e-Government and public relations practices. The concept of transparency that is applied is part of public agencies as stated in law. However, to this day, studies regarding transparency carried out by public relations are still being debated (Craig et al., 2016; Erkkilä, 2020; Goncalves & Santos, 2017; Holland et al., 2018; Moore, 2018; Porumbescu, 2017; Saldanha et al., 2022; Vujnovic

& Kruckeberg, 2016). The concept of transparency has been promoted as ethical and beneficial (Holland et al., 2018), increase trust, credibility and accountability (Craig et al., 2016; R. L. Lee & Joseph, 2013).

Information quality can be understood as the main indicator that influences the satisfaction of information users or site users (Priyadarshini et al., 2017; Rasool & Warraich, 2018; Rohmah & Fataron, 2020; Tao et al., 2017). In government public relations, the level of use and satisfaction with site quality is a direct factor of individual impact which ultimately affects the image of the organization. A quality government website is needed to build public trust in its public electronic services (Alshira'H, 2020; King & Youngblood, 2016; Rasyid & Alfina, 2017; Wahyudi et al., 2017).

Transparency cannot be separated from honesty. Honesty will increase trust in institutions. The code of ethics for the public relations profession compiled by the Indonesian Public Relations Association states that public relations must act honestly in dealing with clients or superiors (Article II paragraph 1). Furthermore, Article IV paragraph 1 which regulates behavior towards co-workers states, "Do not deliberately damage or defame the reputation or professional actions of colleagues. However, for example, suppose a colleague is found guilty of committing an unethical, unlawful or dishonest act, including violating the Indonesian Public Relations Code of Ethics, in that case the evidence must be submitted to the Indonesian Public Relations Honorary Council. From these two articles it can be concluded that the Public Relations code of ethics places great emphasis on behaving honestly, transparently and openly (Perhumas, 1977).

Public relations can assert its openness and transparency, but from

an ethical standpoint, the empirical assessment of transparency's effectiveness remains untested. The quality of information or messages conveyed through communication channels must undergo empirical scrutiny. This evaluation is crucial for assessing clarity, determining the most suitable mode of expression, and verifying the accuracy of the communicated message (Holland et al., 2018).

Recent research indicates that beyond the implementation of government public relations ethics, there is a need for a new ethical dimension in the context of public services. This involves the adoption of care-based ethics by government public relations. In this framework, government public relations is expected to embody a proactive approach in communicating with the public, demonstrating empathy and dedication, recognizing and preserving diversity and public order, and acknowledging the inherent limitations of government communication. Additionally, government public relations is encouraged to employ care-based relationship development strategies, including aspects such as access, openness, empathy, active listening, flexibility, prioritizing competency, ensuring the quality of community decisions, and embracing humanism (Dong & Morehouse, 2022).

The implementation of government public relations ethics aligns with Mordecai Lee's model of government public relations. According to Lee, public administrators can enhance their job performance by fully integrating public relations practices to support the organization's mission and fulfill the democratic responsibilities of government (M. Lee et al., 2021). Mordecai Lee's Model of Government Public Relations encompasses three key components: mandatory, optional, and dangerous but powerful (M. Lee et al., 2021).

Building upon the context provided in the background above, it is evident that the information quality of PPID websites at the regional levels in Central Java Province requires improvement. Government Public Relations bears a dual responsibility, managing both the main website of the regional government and the PPID website. The observation reveals that the main website of the regional government receives more attention in terms of management compared to the PPID website. While the main website fulfills obligations mandated by the Public Information Disclosure Act, overseen by the Information Commission, it does not imply that Public Agencies can afford to be complacent with these achievements.

In recent times, both academics and practitioners in Public Relations have undertaken studies to scrutinize and critique transparency and publicity practices. This focus arises from the inherent duties and functions of Public Relations in institutions, primarily centered around publicity. Simultaneously, the presence of an information disclosure policy mandates Public Relations to reveal information in accordance with legal provisions. Consequently, Public Relations must exercise caution to establish a distinct boundary between the realms of publicity and transparency.

The relationship between information transparency practices and government public relations in the digital realm can now be seen from the aspect of public relations ethics. Public Relations Ethics has developed into a complex matter. Current developments in information technology make this type of closed communication no longer relevant to use. However, it is important to remember that transparent communication is beneficial for institutions. However, fully transparent communication has negative consequences for institutions and stakeholders. Presenting content on

the PPID website requires collaboration with all work units. In this case, Public Relations assigned as PPID must cooperate reasonably with all work units.

All efforts to achieve transparency require a redistribution of communication power, but they are not egalitarian or democratic. Transparency is a means of controlling information. Transparency cannot be separated from the relationship between parties who close themselves off from information, parties who want it, can disseminate it, and can gain or lose from the disclosure of that information. All efforts at transparency are a means of regulating institutional power. Therefore, further exploration of the use of transparency helps clarify institutional access restrictions or reinforce institutional privilege.

This study assesses the information quality on the PPID websites in 29 regencies and 6 cities within Central Java Province. The research specifically analyzes the information quality of PPID websites throughout the entire province.

METHOD

This information quality research is part of a web-based content analysis study. This methodology was chosen because it allows quantitative evaluation of website content so that the conclusions obtained can be generalized (Neuendorf, 2017). Web-based content analysis is a research method employed to identify certain words, themes or concepts in qualitative data, such as text. Through this method, researchers can quantify and analyze the presence, meaning and relationship of certain words, themes or concepts (Dade & Hassenzahl, 2013; Herring, 2009; Neuendorf, 2017).

The population under investigation in this study comprises the PPID websites of 35 regencies and cities within Central Java Province, consisting of 29 regencies and 6 cities (Table 1). This population also serves as the sample for this research. The selection of these PPID websites is justified by several factors: (1) it is the closest level for users; (2) their frequent usage by the public; (3) the focus of regency/city-level PPID websites on meeting the information needs of users; and (4) the existence of substantial challenges at the local level of PPID website at the regency/city level.

In research that assesses the quality of information content, the evaluation typically covers the following aspects: (1) Product or services catalogue page; (2) Picture or photo gallery; (3) Industry-specific content, including industry research reports and expert tips; (4) Company information, encompassing details about the company, terms and conditions, contact information, and credential validation; (5) Up-to-dateness and accuracy. This evaluation instrument is integrated into the Industry Website Evaluation Model (Kropivšek et al., 2021).

Next, we modified the Industry Website Evaluation Model (Kropivšek et al., 2021) specifically regarding the quality of information (content). This adjustment was made to answer the objectives of this research. This instrument was developed based on public relations literature and regulations related to public information disclosure (Law Number 14 of 2008 concerning Implementation of Law Number 14 of 2008 concerning Public Information Disclosure Act, 2010). The website assessment consists of five sections, namely: (1) Information that must be provided and announced periodically, with subsections namely information relating to public agencies and information regarding the activities and performance of public agencies; (2) Public Agency Information Relating to Government Public Relations Work; (3) Other information regulated in laws and regulations, with subsections namely

TABLE 1. PPID Website Address from 29 regencies and 5 cities in Central Java Province

Num	Regency/City	PPID Website Address
1	Banyumas Regency Government	http://PPID.banyumaskab.go.id/
2	Batang Regency Government	https://PPID.batangkab.go.id/
3	Blora Regency Government	https://PPID.blorakab.go.id/
4	Boyolali Regency Government	https://PPID.boyolali.go.id/
5	Brebes Regency Government	http://PPID.brebeskab.go.id
6	Cilacap Regency Government	https://PPID.cilacapkab.go.id/
7	Demak Regency Government	http://PPID.demakkab.go.id/
8	Grobogan Regency Government	https://PPID.grobogan.go.id/
9	Jepara Regency Government	http://PPID.jepara.go.id/
10	Karanganyar Regency Government	https://PPID.karanganyarkab.go.id/
11	Kebumen Regency Government	https://PPID.kebumenkab.go.id/
12	Kendal Regency Government	https://kendalkab.go.id/PPID
13	Klaten Regency Government	https://PPID.klaten.go.id/
14	Kudus Regency Government	https://PPID.kuduskab.go.id/
15	Magelang Regency Government	https://PPID.magelangkab.go.id/
16	Pati Regency Government	https://PPID.patikab.go.id/
17	Pekalongan Regency Government	https://PPID.pekalongankab.go.id/
18	Pemalang Regency Government	http://PPID.pemalangkab.go.id/
19	Purbalingga Regency Government	https://PPID.purbalinggakab.go.id/
20	Purworejo Regency Government	https://PPID.purworejokab.go.id/
21	Rembang Regency Government	https://PPID.rembangkab.go.id/
22	Semarang Regency Government	https://PPID.semarangkab.go.id/
23	Sragen Regency Government	http://PPID.sragenkab.go.id/
24	Sukoharjo Regency Government	https://PPID.sukoharjokab.go.id/
25	Tegal Regency Government	https://PPID.tegalkab.go.id/
26	Temanggung Regency Government	https://PPID.temanggungkab.go.id/
27	Wonogiri Regency Government	https://PPID.wonogirikab.go.id/
28	Wonosobo Regency Government	https://PPID.wonosobokab.go.id/
29	Banjarnegara Regency Government	https://PPID.banjarnegarakab.go.id/
30	Magelang City Government	http://PPID.magelangkota.go.id/
31	Pekalongan City Government	https://PPID.pekalongankota.go.id/
32	Salatiga City Government	https://PPID.salatiga.go.id/
33	Semarang City Government	https://PPID.semarangkota.go.id/
34	Surakarta City Government	https://PPID.surakarta.go.id/
35	Tegal City Government	https://PPID.tegalkota.go.id/

Source: Proceed by Researcher, 2022

information regarding information services and other information regulated in laws and regulations; (4) Mechanism for Obtaining Public Information.

Data collection for this research took place in May 2022, utilizing a website assessment instrument comprising 84 questions. The research enlisted

TABLE 2. Web-Based Content Scale and Indicator

Web-Based Content Scale	Indicator
Very Incomplete	Information as required by the information disclosure policy, information available only for the current year, and accessible
Incomplete	Information as required by the information disclosure policy, information available for only 2-3 years, and accessible
Sufficiently Complete	Information as required by the information disclosure policy, information available for only 4-5 years, and accessible
Very Complete	Information as required by the information disclosure policy, information available for more than 5 years, and accessible

Source: Proceed by Researcher, 2022

the assistance of seven enumerators, who were third and fourth-year Public Relations students possessing above-average academic abilities. To ensure thorough assessment, data collection involved direct examination of the PPID website using desktop PCs.

Prior to conducting the research, all enumerators underwent training to align their perceptions with the researchers, ensuring consistency in data collection procedures. Following the data collection phase, the researcher subsequently re-evaluated the PPID website, which constituted the research population, at different times. This step was taken to ensure the validity of the data collected.

In web-based content analysis, the unit of analysis can be understood as part of the content under investigation that is utilized to draw conclusions about the text. This content may take various forms, such as words, sentences, photos, images, scenes, and videos (Neuendorf,
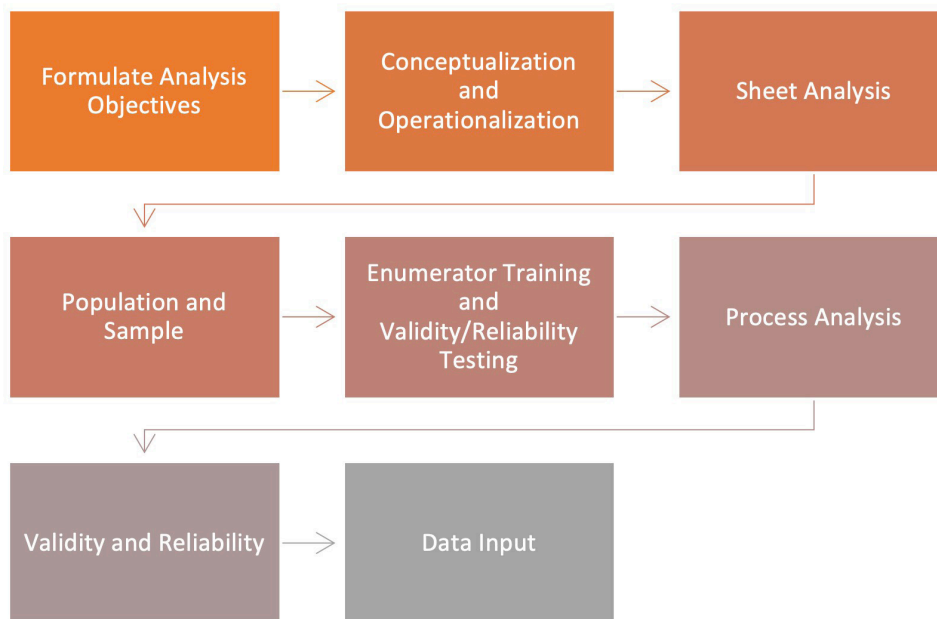
FIGURE 1. Data Analysis Stages
Source: Proceed by Researcher, 2022

2017). Data analysis involved calculating averages using web-based content for the PPID website. The scale employed in this analysis was tailored to the research objectives and comprised four values to provide clarity for enumerators: very incomplete, incomplete, sufficiently complete, and very complete (see Table 2). The first stage is to formulate the objectives of the analysis and create conceptualization and operationalization. Next, the researcher compiled a coding sheet, which serves as derivatives of concepts and operations for carrying out measurements or calculations. Subsequently, the researcher proceeds to population selection and sampling. The population and sample in this study were the PPID websites of 29 districts and 5 cities in Central Java Province. Seven individuals are chosen as enumerators. The analysis process is then carried out for each category, followed by a stage of validity and reliability testing conducted by both enumerators and researchers. The final stage is data input, where the researcher describes the results of the data obtained and presents the data in tabular form (Figure 1).

RESULTS AND DISCUSSIONS

The Public Information Disclosure Act governs public information, which includes both information to be supplied and published periodically and information to be published immediately. Public information, with the exception of exempted cases, is mandated to be available at all times. The enactment of laws that regulate the obligation to disclose public information and oversee all public bodies is intended to fulfill the information needs of the public.

The transparency of public information on the PPID (Information and Documentation Management Official) website is detailed in Table 3, with a specific focus on the completeness of information related to public agencies. A total of 35 websites were subjected to analysis, revealing high scores in several categories. Notably, these include public agency profile information, details about the vision and mission of public agencies, the organizational structure of public agencies, information about public agency officials, and the locations of public agency offices. The category with the highest score is information

TABLE 3. Level of Completeness of Information Relating to Public Agencies (in %)

Availability of Information Relating to Public Agencies	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Public agency profile	8.6	8.6	17.1	65.7
History of public agency	68.6	14.3	8.6	8.6
Vision and mission	14.3	11.4	5.7	68.6
Duties and functions	5.7	22.9	34.3	37.1
Organizational structure	5.7	2.9	22.9	68.6
Official information	17.1	17.1	11.4	54.3
Office location	0	2.9	20.0	77.1
Public agency identities, such as terms of use of logos, colors, and fonts	77.1	5.7	14.3	2.9

Source: Research Result, 2022

regarding the location of public agency offices, achieving a percentage of 77.1% compared to other categories.

However, two out of the eight categories received low scores, indicating a need for additional information. These two categories are the history of public agencies and information regarding public agency identification standards, such as provisions for the use of public agency logos, colors, and writing. Overall, the PPID websites in the 35 Regencies/Cities contain comprehensive information regarding public agencies, particularly in the context of public information. Public information encompasses details that

should be promptly published and made available at any time.

Table 4 displays the comprehensiveness of information on the PPID website, particularly pertaining to the activities and performance of public agencies. The 12 categories include information on public agency programs and performance, annual work plans or programs, budget management or financial reports on the website, performance reports on the website, annual reports on the website, staffing information on the website, legislation, and summary service reports. Additionally, it covers information on the number of requests

TABLE 4. Level of Completeness of Information on Activities and Performance of Public Agencies (in %)

Availability of Information Regarding Activities and Performance of Public Agencies	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Program and performance	8.6	17.	31.4	42.9
Annual work plan/annual program	17.1	22.9	8.6	51.4
Management of budgets/ financial reports	8.6	14.3	25.7	51.4
Performance reports on the website	14.3	5.7	37.1	42.9
Annual report on the website	5.7	14.3	31.4	48.6
Employment info	14.3	25.7	31.4	28.6
Legislation	0	8.6	20.0	71.4
Information service reports	11.4	11.4	25.7	51.4
Number of requests for public information received	8.6	11.4	22.9	57.1
The time required to fulfill the application	20.0	14.3	8.6	57.1
Number of requests for public information that are partially/ fully granted	22.9	14.3	11.4	51.4
Reasons for rejecting requests for public information	22.9	20.0	8.6	48.6

Source: Research Result, 2022

for public information received, the time required to fulfill each request, the number of requests for information granted (partially or in whole), and, finally, the reasons for refusing the information.

In terms of the completeness of information on the activities and performance of public agencies, the PPID website, on average, demonstrates transparency in conveying information in accordance with the provisions of the Public Information Disclosure Act.

However, there are still several issues that need to be addressed concerning the activities and performance of public agencies.

More than half of the PPID websites display and provide access to information regarding laws and regulations on their websites. As indicated in Table 4, information related to statutory regulations has a high percentage, namely 71.4%. However, there are three websites that only scored 8.6%, signifying a need

TABLE 5. Level of Completeness of Public Agency Information Related to Government Public Relations Work (in %)

Availability of Public Agency Information Relating to Government Public Relations Work	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Public agency publication materials on the website	8.6	28.6	40.0	22.9
News articles on the website uploaded regularly	11.4	14.3	22.9	51.4
Press releases on the website uploaded periodically	45.7	14.3	17.1	22.9
Articles and Opinions	25.7	28.6	34.3	11.4
Periodically uploaded magazine	74.3	20.0	2.9	2.9
Newsletters uploaded regularly	65.7	22.9	8.6	2.9
Periodically uploaded journal	82.9	14.3	2.9	0
Gallery menu/sub-menu displaying photos, videos, and infographics uploaded periodically	37.1	31.4	22.9	8.6
Public information service menu	0	11.4	2.9	85.7
Menu agenda of routine activities carried out every year/other significant events	45.7	25.7	14.3	14.3
Sitemap on the website	34.3	5.7	2.9	57.1
Search facility	14.3	0	8.6	77.1
Footnotes (footer) on the website	20.0	17.1	11.4	51.4
Description of copyright usage	25.7	2.9	25.7	45.7
Bilingual facility	97.1	0	0	2.9
Number of visitors/counter	51.4	0	5.7	42.9
Feedback facility	57.1	5.7	5.7	31.4

Source: Research Result, 2022

for more complete information in this regard.

The completeness of information related to government public relations work varies across different categories. Only five information categories are displayed on the PPID website and have high or complete information availability on more than half of the total websites. These categories include the availability of articles on the website (51.4%), the public information service menu (85.7%), the presence of a site map or sitemap (57.1%), accompanied by search facilities (77.1%), and the inclusion of footnotes (51.4%).

In this section, many PPID websites still need to enhance transparency by providing access to information regarding several categories. These include publication materials,

press releases, articles and opinions, magazines, bulletins, journals, galleries, routine activity agenda menus, and bilingual facilities. Notably, there is even a 0% completeness of information in the journal category uploaded on the website.

The level of completeness of other information regulated in laws and regulations comprises eight categories that are interrelated to one another. The availability of information received and the time required for public agencies to fulfill each request for information show almost the same results, namely 60% and 62.9%.

In the category "Announcement of Information and Documentation Management Officials," the scores exhibit a range across both ends of the spectrum, encompassing both low and high scores. There were 37.1% with very

TABLE 6. Level of Completeness of Other Information Regulated in
Laws and Regulations (in %)

Availability of Information Regarding Information Services	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Number of requests for information	11.4	11.4	17.1	60.0
The time required to fulfill each request for information	11.4	14.3	11.4	62.9
Granting and refusal of requests for Information	17.1	17.1	17.1	48.6
Reasons for refusing a request for information	20.0	22.9	22.9	34.3
Information management officer info	22.9	25.7	14.3	37.1
Quick information services by nationally applicable information service technical instructions	2.9	8.6	31.4	57.1
Information services efficiently by nationally applicable information service technical guidelines	2.9	11.4	28.6	57.1
Reasonable information services by nationally applicable information service technical guidelines	2.9	11.4	28.6	57.1

Source: Research Result, 2022

complete criteria, while 22.9% and 25.7% fall into the categories of incomplete and very incomplete criteria, respectively. The attention to providing comprehensive information concerning officials responsible for managing information and documentation has not yet been a focal point in the management of PPID websites. This observation is further supported by the analysis results presented in Table 4, regarding the provision of gallery menus and submenus that showcase photos, videos, and infographics, which also yield suboptimal results.

Based on the principle of information disclosure, the scope of information that can be accessed by the public is very broad, making it possible to obtain as much information as possible. Of the 11 categories that represent the completeness of information related to statutory regulations, only seven have good scores, meaning that half of the website content has implemented and provided information related to statutory regulations.

Meanwhile, the lowest score for the completeness of information related to standard information acquisition cost policies on the PPID website is 5.7%. Similarly, the percentage results related to the availability of details

TABLE 7. Level of Completeness of Information Related to Laws and Regulations (in %)

Availability of other Information Regulated in Laws and Regulations Invitation	Very Incomplete	Incomplete	Sufficiently Complete	Very Complete
Regulations/policies/decisions regarding public information services	0	2.9	25.7	71.4
There is information that is designated as excluded information	5.7	25.7	5.7	62.9
Policy regarding the standard cost of obtaining information on the website	45.7	31.4	17.1	5.7
Standard operating procedures for public information services	11.4	14.3	11.4	62.9
SOP for managing requests for information	11.4	5.7	11.4	71.4
SOP for managing objections to information on the website	11.4	2.9	14.3	71.4
SOP for handling public information disputes	20.0	8.6	8.6	62.9
SOP for establishing and updating DIP	51.4	20.0	11.4	17.1
SOP Testing about consequences	25.7	5.7	14.3	54.3
SOP for documenting public information	42.9	17.1	17.1	22.9
SOP documentation of excluded information on the website	45.7	25.7	14.3	14.3

Source: Research Result, 2022

of costs and payment methods for obtaining information requested by public information applicants also show low results. Only the two new websites provide transparency regarding costs, both standard costs for obtaining information and details of costs and payment methods. This raises questions for us, the public, as applicants and users of this information.

Table 8 reveals that nearly half of the PPID websites have facilitated the acquisition of public information. This facilitation includes the provision of features allowing applicants to submit information requests, offering details about the information request procedures, recording names and addresses, presenting proof of receipt for information requests,

TABLE 7. Level of Completeness of Information Related to Laws and Regulations (in %)

Mechanism of Obtaining Public Information	Yes	No
Availability of features for public information applicants to submit requests to obtain information.	91.4	8.6
Public agencies document and describe procedures for requesting public information from them.	94.3	5.7
The public agency records the name and address of the public information applicant, the subject and format of the information, and the method of delivery of the information requested by the Public Information Applicant	74.3	25.7
Public bodies state that they will record unwritten requests for public information.	28.6	71.4
Provide proof of acceptance of requests for public information to public information applicants	60.0	40.0
The Public Agency provides proof of receipt of the request for Public Information to the Public Information Applicant in the form of a registration number when the request is received in the form of an electronic mail	48.6	51.4
The Public Agency expresses its willingness if a request for public information is submitted by written letter; the registration number can be sent along with the delivery of the information	48.6	51.4
The Public Agency states that it will provide the information requested by the Public Information Applicant no later than 10 (ten) working days after receiving the request	85.7	14.3
Public bodies declare that they can accept or reject requests with reasons in accordance with the Law on Public Information Disclosure.	80.0	20.0
The Public Agency explains whether the request is received in whole or in part, including the information material to be provided	60.0	40.0
The Public Agency states that if a document contains material that is excluded as referred to in the law, then the exempt information can be blackened out along with the reasons and the material.	57.1	42.9
The Public Agency details the fees and method of payment for obtaining the information requested by the Public Information Applicant	14.3	85.7
The Public Agency states that it can extend no later than 7 (seven) working days in fulfilling the Application for Registration Public Information when the request is received in the form of an electronic letter	85.7	14.3

Source: Research Result, 2022

delivering requested information within a maximum period of ten days, providing appropriate reasons for either rejecting or accepting a request, explaining the terms associated with received requests, and, lastly, providing information on any extension of time, no later than seven days, for fulfilling information requests.

Nevertheless, the results in the category of availability of detailed costs and methods of payment to obtain information requested by public information applicants were low, accounting for only 14.3%. Additionally, thirty websites still lack transparency in financing management or providing financial reports. Other categories also require improvement, particularly in recording unwritten requests for public information. This contrasts with submitting requests for information via electronic mail or written communication, where more favorable results are evident, comprising 51% or a total of 17 websites.

Summarized from the research results, several aspects require attention. First, the completeness of information related to public agencies. The weakness lies in the need for additional information regarding the history of public agencies and procedures for using public agency

identities, such as provisions for the use of logos, colors, and letters.

Second, the completeness of information regarding the activities and performance of public bodies. Weaknesses are found in the time needed to fulfill requests, the number of requests for public information that are partially/fully granted, and the reasons for rejecting requests for public information.

Third, the completeness of public agency information related to government public relations work. The weakness lies in the lack of information regarding (1) Press releases on the website, which are uploaded periodically; (2) Articles and opinions; (3) Magazines which are uploaded periodically; (4) Bulletin, which is uploaded periodically; (5) Journals that are uploaded periodically; (6) Gallery menu/sub-menu featuring photos, videos and infographics that are uploaded periodically; (7) Menu agenda for routine activities carried out every year/other significant events; (8) Site map; (9) Copyright usage information; (10) Number of visitors/counters; (11) Facility feedback (feedback).

Fourth, aspects of the completeness of other information regulated in statutory regulations. The drawback lies in the
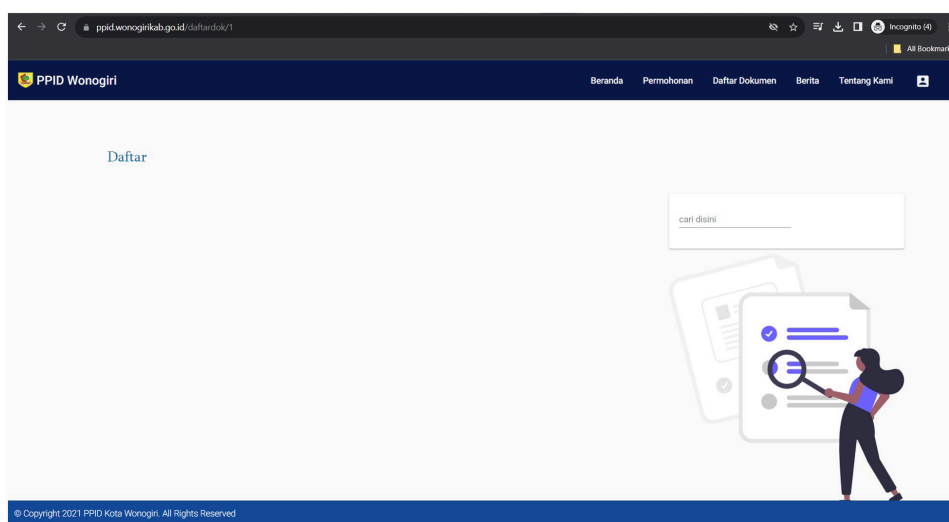

FIGURE 2. Examples of websites that do not comply the information regarding to activities and performance of public bodies
Source: Proceed by Researcher, 2022

need for further information regarding the reasons for rejecting requests for information and related statements from information management officials.

Fifth, the aspect of completeness of information relating to laws and regulations. Deficiencies in this area arise due to the absence of information concerning: (1) Policies regarding the standard cost of obtaining information from the website, (2) SOP for handling public information disputes, (3) SOP for determining and updating the list of public information, (4) SOP testing for consequences, (5) SOP for documenting public information, and (6) SOP for the documentation of excluded information on the website.

Sixth, the mechanism aspect of obtaining public information, the lack of PPID website quality is caused by the absence of the following information: (1) A statement from a public agency indicating its commitment to recording written requests for public information; (2) Failure to provide evidence of receipt of public information requests to the applicants; (3) The public agency does not furnish proof of receipt, in the form of a registration number, when a request is submitted via electronic mail; (4) Lack

of a statement from the public agency specifying its willingness when a request is submitted in writing, the registration number can be sent simultaneously with the delivery of information; (5) Absence of information from the public agency explaining its ability to accept or reject requests with reasons in accordance with the Law on Public Information Disclosure; (6) Lack of clarification from the public agency regarding the acknowledgment of receipt of the request, indicating whether it is accepted in whole or in part, including details of the information to be provided; (7) No explanation from the public agency if a document contains excluded material, as stipulated by law, and the procedure for redacting such information, including reasons and relevant details; (8) No information provided by the public agency regarding the cost and payment method for obtaining requested information by the public information applicant."

These findings align with prior research, affirming the attributes of transparent communication essential for the implementation of the information disclosure policy that Government Public Relations should adopt. These attributes include: (1) Substantive Information,
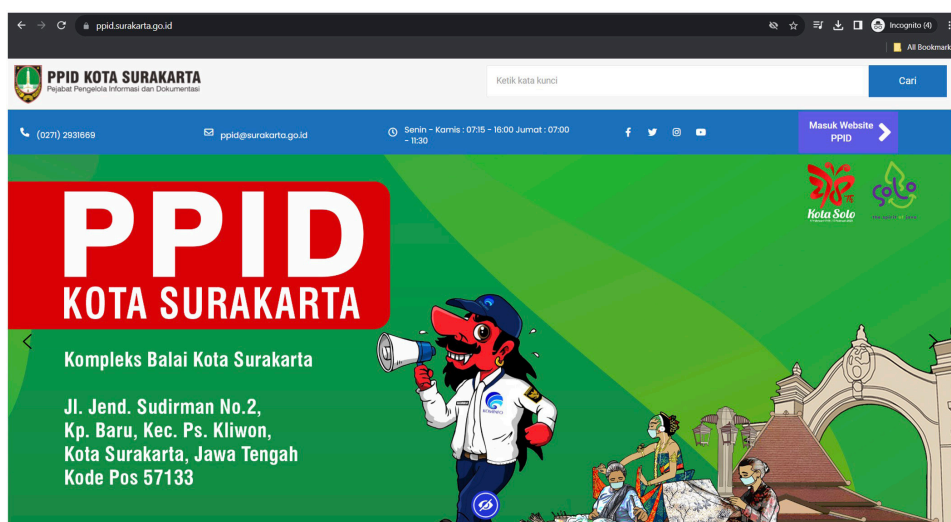

FIGURE 3. Examples of websites that comply the public agency information related to government public relations work
Source: Proceed by Researcher, 2022

embodied in three types of mandatory information—Mandatory Information at Any Time, Mandatory Periodic Information, and Mandatory Information Immediately; (2) Participation, involving internal participation that adheres to the engagement of the information management team, continuously catering to information requests in accordance with the established rules; (3) Accountability, executed through standardized SOPs based on applicable regulations, ensuring that all processes and products produced can be accounted for; (4) Confidentiality, manifested in special information categories or lists of excluded information (Muntaka et al., 2019).

On the other side, researchers identified several PPID websites that were completely inaccessible, including those of Kendal Regency, Semarang City, Semarang Regency, Jepara Regency, Wonosobo Regency, and Blora Regency. This indicates insufficient oversight from higher levels of government, such as the Central Java Provincial Information Commission, in monitoring and evaluating the performance of district and city governments in Central Java. As of now,

the monitoring and evaluation conducted by the Information Commission occur only once a year.

The identified deficiencies underscore that Public Relations, tasked with the responsibility of being a PPID, might perceive the PPID website merely as a platform requiring default information, as stipulated in the Public Information Disclosure Act. The Government Public Relations in the Central Java Province region still requires more proactive initiatives in information provision, such as regular publicity efforts carried out by public relations on a daily basis. These findings align with the latest principles in government public relations ethics. The PPID website should incorporate a new ethical dimension in government public relations, specifically care-based ethics (Dong & Morehouse, 2022). Government public relations should adopt proactive measures and employ care-based relationship development strategies.

Moreover, the government public relations ethics that should be implemented is Mordecai Lee's Model of Government Public Relations. Lee posits that public administrators can

FIGURE 4. Examples of websites that do not comply the public agency information related to government public relations work
Source: Proceed by Researcher, 2022

enhance their job performance by fully integrating public relations practices to support the organization's mission and fulfill the democratic responsibilities of government. Mordecai Lee's Model of Government Public Relations encompasses three key components: (1) Mandatory, focusing on the democratic purposes of government public relations, including media relations, public reporting, and responsiveness to the public as citizens; (2) Optional, addressing pragmatic purposes of government public relations, such as responsiveness to the public as customers and clients, enhancing the utilization of services and products, conducting public education and public service campaigns, seeking voluntary compliance with laws and regulations, and utilizing the public as the eyes and ears of an agency; (3) Dangerous, yet powerful, centering on political purposes of government public relations, such as bolstering public support (M. Lee et al., 2021).

A potential approach to achieve this is by emphasizing empathy. In the administration of the PPID website, government public relations should adopt an open-minded approach, actively listening to the aspirations of stakeholders, including both agencies and the public. Website managers should also strive to comprehend the public's perspective in utilizing this platform.

Furthermore, government public relations should acknowledge that the public tends to access the main website owned by each agency rather than the PPID website. Consequently, government public relations should differentiate content between the main website and the PPID website.

The fundamental principle of communication revolves around ensuring that information reaches the public. In the management of the PPID website, Government Public Relations

is anticipated to go beyond fulfilling its legal obligations merely by providing required information. Instead, there should be a commitment to managing the PPID website in a way that motivates the public to access information and ensures effective access to information.

CONCLUSION

As outlined in the Public Information Disclosure Act, Government Public Relations bears the dual responsibility of overseeing both the main website of the regional government and the PPID (Information and Documentation Management Officer) website. Despite the implementation of the public information disclosure policy, adherence to government public relations ethics has yet to be fully realized. Several aspects necessitate improvement, including the completeness of information pertaining to public agencies, information about the activities and performance of public agencies, public agency information related to government public relations work, and other information regulated by laws and regulations. Additionally, attention is required in areas such as the completeness of information related to laws and regulations and the mechanism for obtaining public information. To enhance the management of the PPID website, Government Public Relations should prioritize empathy. Furthermore, recognizing that the public predominantly accesses the main website of each agency rather than the PPID website, Government Public Relations should tailor content accordingly. The commitment to managing the PPID website should extend beyond legal requirements, ensuring that the public is motivated to access information and can do so effectively.

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Student Responses to the Policy of KPID West Java Regarding Religious Programs in Television

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Abstract: *The study aimed to explain and analyze Student Responses to Policy Circular Number 1 of 2022 KPID West Java concerning Religious Programs in Television. Policy Circular containing guidelines for radio and television broadcasting institutions in West Java regarding how religious broadcasts should be carried out. This research uses a qualitative approach with a case study method with a single case. Primary data were obtained from in-depth and focused interviews with informants, field observations in the form of notes about situations and events, and informant data. Researchers selected all informants in this study using purposive and snowball sampling techniques. College students are aware of the circular letter through the West Java KPID website and social media, watch religious broadcasts that offend other religions, appreciate this circular letter, and hope that the quality of religious broadcasts will increase and support national integration. College students participate actively by criticizing religious issues, being responsive in reporting violations of religious programs, and educating those closest to them about broadcasting policies. The research conclusion is that West Java KPID Circular Letter Number 1 of 2022 is relevant in overcoming broadcasting problems developing in West Java. KPID is responsive in its efforts to create inter-religious harmony and national integration through its policies.*

Keywords: *religious program, student response, west java regional indonesian broadcasting commission*

INTRODUCTION

The West Java Regional Indonesian Broadcasting Commission issued Circular Number 1 of 2022 concerning Religious Broadcasting Programs at Broadcasting Institutions. The letter published on August 15, 2022, is related to several problems that have developed recently, especially at broadcasting institutions in the West Java region.

The circular letter is a guideline for West Java radio and television broadcasting institutions regarding how religious broadcasts should be carried out. Even though the letter does not contain sanctions, broadcasting institutions that violate them can be subject to punishment according to the Broadcasting Code of Conduct and Broadcast Program Standards (P3SPS).

The circular letter contains 14 points. According to Adiyana (Chairman of the West Java KPID), broadcast programs are prohibited from containing attacks, insults, or harassment of views and beliefs between or within certain religions. They must respect the ethics of inter-religious relations. Broadcast programs that present content containing different views or understandings in certain religions must be presented carefully, in a balanced, impartial manner, with competent and accountable sources. When looking for competent sources, broadcasting institutions can pay attention to recommendations

from religious organizations registered according to regulations. The latest circular letter from the West Java KPID regulates broadcasts of the call to prayer, which must be by local time and are prohibited from inserting advertisements (Siswandi, 2022).

However, the development of religious television programs still raises some problems. In 2013, KPI issued an official warning against TVRI for giving broadcast slots to Islamic organization which openly opposes the existence of the Republic of Indonesia. A preacher on a religious program in 2017 also received a warning for describing heaven with an inappropriate narrative. A similar case also happened when a TV station that aired a religious program with exorcism as one of its primary elements received harsh backlash in 2018. Another issue also arises when religious shows are considered to support one party and at the same time alienate the other party; for example, a preacher on a TV station condemns the traditional practice of tahlilan (prayer gathering) as heresy. Television is also inseparable from the contestation of various religious understandings. Current developments also raise issues, especially with the rise of religious channels on YouTube with questionable religious understandings and the lack of government control on such free platforms (Fauzy & Jannah, 2021).

Television is a viral mass media in society. He is in almost every public place, office, home, and room. Any information conveyed through television will be straightforward to reach the middle of the community. Likewise, tabligh messages will be socialized quickly if conveyed through television. Therefore, the existence of television is neutral, depending on who the user is. Like a knife, it can be used for good, such as cutting fruits and vegetables, or for evil,

such as killing. Television can be a tool to undermine the nation's morals, or vice versa, as a medium of da'wah, namely changing bad conditions to become good and those that are already good to be better (Kusnawan, 2004).

State control influences the formation of historical phases of developing religious programs on Indonesian television. Religious programs have passed three main phases on television; first, the conventional TV phase which was strictly controlled by the state so that it was only colored by the format of monologue lectures and recitations of the Koran and was monopolized by state-owned TV (1962-1998); second, the phase of private conventional TV which functions as an economic entity with a focus on profit and impacts on the pressure of religious conservatism on television (1998-2011); and lastly, non-conventional TV which actively uses new media as a space for religious group expression so that it has an impact on the strengthening of religious conservatism. Apart from playing a role in developing religious programs on television, state regulation and control also play a role in contesting religious views.

The presence of the state through KPI control in the realm of conventional television makes the religious narratives that develop tend to be closed and dominated by ideologies that tend to be moderate and conservative. Conversely, the absence of state control impacts variations in religious understanding that develop in religious programs. Moderate and conservative understanding of religion has developed more broadly so that it can accommodate religious understandings that are considered liberal and Islamic. Variations in religious understanding extend to the types of television that escape state supervision.

Religion is a passionate and warm

topic worldwide, and there is excellent tens hype internationally due to religious issues. Religion is more influential in the conversion of social values worldwide. The people mostly follow the religion and can easily divert themselves from the religious values. That is why religious commodification is a top-level, highly-rising issue globally.

Davie (2007) concluded that there are some worldwide facts and ground realities in the domain of religion. However, these global phenomena also challenge perceptions of societies under their norms and cultures. The international market's economy is growing and has been developed at a higher level. Some factors are critical in the convergence of people on religious points.

The critical factors in this process are the work process and practices of the market, the use of advanced and modern technology, and the movement of citizens from one region to another. Another important and helpful factor is religious institutions' use of capital and information. In the modern era, the different prominent religions are competing and are very interested in research and reinvention to attract the consumers of the religious market (Jahan & Shabir, 2021).

Religious programs on non-conventional television are more popular than those on conventional television. Judging from religious narratives, narratives that represent conservative and Islamic views tend to be more popular than narratives that reflect moderate and liberal understandings of religion. This difference in popularity is influenced by the figure who brings the narrative. The popularity of religious programs depends on the figure of the ustadz and which television it is from compared to the theme's content. The same theme can have different popularity when conveyed by ustadz figures who have different popularity. The popularity of ustadz seems

to have become a new form of authority for conveying religious narratives (Siaran Pers Hasil Penelitian "Dakwah Digital: Narasi Agama Di Platform Online Dan Televisi, 2021).

However, it is not easy to say that religious broadcasts are more popular than other broadcasts; religious broadcasts on television are not popular programs; even though the market is available, many things must be considered in the production process. There are several formats in broadcasting religious programs: the tausiyah format, the documentary or magazine format, and the traveling format. Among the three, the performance of the religious program in the Tausiah format was better than the other formats, both in share and rating. Regarding demographics, viewers of religious broadcasts are dominated by those aged 35 years and over (Ihza, 2022).

With the sophistication and impact of television on everyone who watches it, the use of television as a medium of propaganda is very effective. Television can offer a technologically and institutionally distinct form of cultural framework and expression and the expression of broader social, political, and economic forces. Television is persuasive as an audio-visual (hearing) medium because the audience can simultaneously see live images and sound. The audience can receive even the live sound and images through live coverage when a tabligh event or sermon occurs. Television has an extensive reach (coverage) in disseminating messages quickly with all its impacts on the lives of individuals and society (Jalil, 2021).

The mass media has the power to influence people at various levels; as mentioned by Bungin, the mass media theoretically functions as an information channel, education channel, and entertainment channel, but the mass media provides other effectiveness beyond that

function. The effects of the mass media not only affect a person's attitude but can also influence behavior, even at a more distant level; the effects of the mass media can affect social systems and the cultural system of society (Bungin, 2009).

Students are a group of people tasked with multiplying and increasing intellectually. Students can be categorized as one of the elite groups in society. Because of the status function and role, it carries as an intellectual group. The intellectual quality of a student is greatly influenced by the quality of the source of knowledge/information he obtains. The higher the quality of the sources of knowledge obtained by a person, the higher the quality of knowledge/intellect. Conversely, if the quality of the source of information/knowledge obtained is low, then the intellectual quality of the person is low. This will be very important for the development of a nation; if students and the younger generation of a nation obtain or consume information that is not of high quality every day, then the people of that nation will also not be healthy, or the quality of the people will be low. If the quality of the people is low, then the nation will be very slow in making progress (Sulaiman, 2018).

The research aims to discover the method of the Indonesian Regional Broadcasting Commission of West Java Province Number 1 of 2022 Circular Letter on Religious Programs in Television Media in Efforts to Strengthen National Integration, which is disseminated to students. Observations and feelings of students on religious broadcasts and Policy Circular Number 1 of 2022 KPID West Java concerning Religious Programs on Television Media in Efforts to Strengthen National Integration. As well as how students actively participate in implementing Policy Circular Letter Number 1 of 2022 of the West Java KPID concerning Religious Programs on Television Media in Efforts to Strengthen National Integration.

METHOD

This research uses a qualitative approach with a case study method. With the case study method, this research is expected to provide a deep understanding of the problem under study. A qualitative approach is seen as more relevant and suitable because it aims to explore and understand what is hidden in the issue of the West Java Regional Indonesian Broadcasting Commission (KPID) Circular on Religious Broadcasting Programs in Broadcasting Institutions.

The type of case study used in this research is a single case study. In this study, the researcher pays attention to and examines an issue that attracts attention and uses a case as an instrument to describe it in detail. The single case in this study is related to student responses in addressing the KPID policy.

Primary data were obtained from interviews with informants, field

TABLE 1. Research Informants

No	Name	University	Add-in
1	Gifari Adzani Akbar	Universitas Pasundan	campus activist
2	Farhan Khaikal	Universitas Padjajaran	mass media enthusiasts
3	Sultan Dafa	Universitas Islam Bandung	campus activist
4	Lugi Satria	UIN Bandung	campus activist
5	Faishal Abdul Majid	Universitas Tel-U	campus activist

Source: Researcher, 2023

observations in the form of notes about situations and events, and data about informants. The researcher used purposive and snowball sampling techniques to select all the informants in this study. This purposive sampling technique includes people who are selected since specific criteria are made by the researcher based on the research objectives. The snowball sampling technique is a technique for determining a sample that is initially small and then enlarges. For more details, research informants can be seen in the Table 1.

Secondary data is data obtained through data that has been researched and collected by other parties related to research problems. Secondary data is used to support primary data. Secondary data is obtained from documents on websites, social media, and others.

RESULTS AND DISCUSSIONS

Television, as the most popular and familiar medium in Indonesia, has experienced several changes due to the presence of advanced technology. One of the significant transformations is the transition from analog to digital broadcasting systems. The new era of digital broadcasting could improve the performance and quality of digital television itself. Most people consider television as a basic need. Massive access to information broadcast on television has always been a treat for its viewers. Almost everyone, including children, adolescents, adults, and the elderly, watches television to quench their thirst for knowledge (Haqqu & Ersyad, 2020). Looking at these things, it can be said that television has a somewhat important role in the development of the times; television has its charm so that it can progressively affect society's social, economic, and political conditions, especially in Indonesia (Sjuchro et al., 2023).

The Method of Indonesian Regional Broadcasting Commission of West Java Province Number 1 of 2022 Circular Letter on Religious Programs in Television Media in Efforts to Strengthen National Integration is Disseminated to Students

Students know circular letter No. 1 of 2022 KPID West Java policy regarding Religious Programs in Television Media through various methods and media. Starting from googling, as stated by Lugi

FIGURE 1. Online News Portal
Source: https://sindikasi.republika.co.id/berita/rh1rt6352/dprd-jabar-apresiasi-surat-edaran-siaran-keagamaan-kpid-jabar

FIGURE 2. West Java KPID Instagram Posts
Source : Instagran KPID Jabar

Satria, "After I received news that there was such a circular until in the end I tried to find out what the contents of the circular were like, at the end I opened a Google page and could search from the circular issued by the West Java KPID regarding religious programs on television media to strengthen national integration like that" (Satria, 2023).

Some informants learned from chats or discussions with active friends in Hima. At the same time, the media widely used to know about circular letter No. 1 of 2022 was the West Java KPID official website, social media such as Instagram and Twitter, and online news portals. "In a way, that is information literacy, especially for us Communication Science students who are closely related to the media and broadcasting, by looking at the official website or social media from the West Java KPID. From several online media news portals and the official media of the West Java KPID" (Akbar, 2023).

Like the communication pattern that often occurs, individuals can find information informally through chat and then try to find more complete information through the media. One of the informants stated, "Previously, the circular was only known briefly, then we gathered at the secretariat of hima to hear from friends who were vocal about it. Try to find it on the KPID website and read the end. After trying to find out through the KPID website, I also learned from online media such as Kompas Mind the People" (Majid, 2023).

Following Figure 1 and Figure 2 are some examples of media used by informants to find out information about circular policy No. 1 of 2022 KPID West Java concerning Religious Programs in Television Media.

Whereas Satria's way of finding out about policies was different again, "My way of finding out about circular number 1 of 2022 issued by the West Java KPID, of course, is that I follow the news about developments rather than the flow of communication technology, especially after the implementation of the analog switch off, right, that is also the title. In my thesis, coincidentally, I learned that KPI in West Java gave circular number 1 of 2022. Besides that, I could also find out because I also happened to have interned at KPID West Java for one month. There were also guidelines, namely a guidebook on broadcasting (P3SPS), and I had the

chance to read about the circular like that" (Satria, 2023).

The statement above explains that students are trying to find other sources that are more complete about the circular policy of Circular Letter Number 1 of 2022 KPID West Java concerning Religious Programs in Television Media so they can find out the entire contents of the policy. The informant knew the contents of the policy as an appeal to the contents of the broadcast, "Essentially KPID Calls on Television Media in broadcasting during the month of Ramadan must pay close attention to the provisions of P3SPS and other provisions recorded in the circular letter" (Dafa, 2023). According to Khaikal, "The point in broadcasting on television is not to insult or disrespect other religions; the point is to respect each other" (Khaikal, 2023).

The statement above explains that students are trying to find other sources that are more complete about the circular policy of Circular Letter Number 1 of 2022 KPID West Java concerning Religious Programs in Television Media so they can find out the entire contents of the policy. The informant knew the contents of the policy as an appeal to the contents of the broadcast, "Essentially KPID Calls on Television Media in broadcasting during the month of Ramadan must pay close attention to the provisions of P3SPS and other provisions recorded in the circular letter" (Interview with Dafa, 25 March 2023). Moreover, according to Khaikal, "The point in broadcasting on television is not to insult or disrespect other religions; the point is to respect each other" (Khaikal, 2023).

Detoni (2016) said that in an era of multiplatform content distribution, media sector oligopoly, and the transnational nature of the culture industry, Public Radio and TV need to find new social functions that differentiate them from private media and justify state investment in the communications sector. This new function creates and strengthens media public space that encourages citizen participation and transformative action (Kaligis et al., 2021).

Observations of students on religious broadcasts and Circular Letter Policy No. 1 of 2022 KPID West Java

Students pay attention so far that religious broadcasts on television are pretty wise; no religious shows corner other religions. Students can explain that if it is related to the circular letter, as far as they know, television rarely contradicts the circular, except on social media, which is indeed difficult to control.

As stated by the informant Haikal, "Maybe we already respect each other; there are no attacks or no respect for other religions. Moreover, with this circular letter, Television can be more selective in making and running religious programs" (Khaikal, 2023). Another informant highlighted religious broadcasts, especially in the month of Ramadan, which were very diverse: "Religious broadcasts based on circulars are broadcasts which are related to activities carried out during the month of Ramadan which refer to certain provisions regarding religion, where all broadcasts have provisions that are appropriate or not during the month of Ramadan broadcast" (Dafa, 2023).

Students see the relevance of religious broadcasts on television media related to Circular Letter Number 1 of 2022 KPID West Java concerning Religious Programs in Television Media in Efforts to Strengthen National Integration; in their view, the relevance of this circular letter is considered very good, especially in the agenda of strengthening national integration, as stated by Farhan "From what I see, although not as a whole, it is by the circular letter. Especially if the KPID has issued a circular regarding the rules to strengthen national integration,

the television should have anticipated that there will be no friction between religious communities" (Khaikal, 2023).

Students' understanding of religious broadcasts on television media is related to Circular Number 1 of 2022 KPID West Java concerning Religious Programs in Television Media in Efforts to Strengthen National Integration. Students understand that issuing a circular letter from the West Java KPID can minimize divisions with religious backgrounds, as stated by Gifari: "What I understand by the enactment of the circular letter can minimize divisions over religious backgrounds. I understand this letter applies so society has no religious divisions, especially West Java" (Akbar, 2023). Students also observed that prior to the publication of this circular letter, they still saw religious broadcasts that could cause misunderstandings, as stated by Faishal, "I observed that prior to the issuance of this circular, there were still several television broadcasts that could cause misunderstandings with one another, but again we as viewers must also choose wisely which ones are good and which are not. Furthermore, I hope that after this circular letter, the public and the media will understand more about the importance of strengthening this national integration" (Majid, 2023).

Television, which has become a media industry, encourages its workers to create a program that attracts the audience's interest to watch to get a high number of ratings and shares to affect the income that comes in. Television media, which has become an industry in creating programs, thinks about profit values. This is what drives the commodification of each program. The commodification is contained in programs containing entertainment formats and religious programs considered sacred by the community. So it happens that religion, a use-value for society, turns into a selling point to reap profits from the high number of shares and ratings that impact the number of advertisements that are entered. Almost Commodification of religion in the religious program Siraman Qalbu on MNC TV (Wibisono and Vera) Each television station has religious programs in various forms. One of the religious/religious programs that caught the attention of researchers was the Siraman Qalbu Program with Ustadz Dhanu, which was broadcast by the private television station MNC TV (Wibisono & Vera, 2022).

Student observations on religious broadcasts and the West Java KPID Circular Letter No. 1 of 2022 concerning Religious Programs in Television Media in Efforts to Strengthen National Integration show that religious broadcasts on television generally are by the circular letter. Undeniably, some stations are still not selective in choosing sources, which can sometimes cause polemics in society.

Students feelings on Policy Circular Letter No. 1 of 2022 KPID West Java

Feelings are psychological symptoms that are subjective. Feelings are experienced by individuals in the quality of being happy or not happy to a certain degree. In the context of this study, the feelings referred to are spiritual or sublime feelings related to religious feelings, moral feelings, intellectual feelings (related to thoughts), and social feelings (related to fellow human beings).

Overall, the study results show that students have positive feelings or are happy with Circular Letter Number 1 of 2022 KPID West Java concerning Religious Programs in Television Media. Students feel that KPID is very aware and concerned about the possibilities in Indonesia if there is no preventive action in the form of this policy. Faishal says, "Because I am grateful that this KPID circular letter can make our country, especially West Java, also become

peaceful and respect each other between religions. I am thrilled because the West Java KPID cares about sensitive matters in a society where hoaxes quickly consume our society, and this circular letter can change the behavior of the public and the media to pay more attention to what will be broadcast and not" (Majid, 2023).

Lugi also felt the same way. Lugi even linked this policy to the political year, fearing that broadcast television programs would become a "political tool" for certain parties. "My feelings are very positive; yes, I appreciate and welcome the existence of this circular letter because it is felt necessary to enforce that every television or radio broadcast has such a quality broadcast level by not leading public opinion by cornering one group or one religion for the sake of the interests of one religion or the interests of one of the groups itself, especially in these political years, religion has often been a vehicle that can attract enough attention like that, so it must be enacted instead of regulations regarding broadcasting on television or radio which regulate broadcast content regarding religious. As I explained above, today, it is necessary to have a system or regulation that can create or maintain the conduciveness of society in Indonesia itself, let alone approach political years like that. I also explained that in a political year, religious issues often become sensitive issues and can become and can be used as a tool by irresponsible people, so I very much positively welcome Circular Letter 1 of 2022, which was launched or issued by the West Java KPID" (Satria, 2023).

This positive feeling reflects the general public's feelings regarding this circular letter's policy. "I am thrilled with this program because it benefits the public in forming characters with good morality. I think the community also needs this program to motivate them to worship during Ramadan" (Interview with Dafa,

2023, 25 March). Then Gifari stated, "I have a positive feeling because if this circular letter is obeyed, it will create peace and minimize conflicts motivated by religion. I think open-minded people who yearn for national integration will welcome it" (Akbar, 2023).

The public should care about and be critical of the content broadcast by public television and radio broadcasters. Television has become an integral part of Indonesian families. In one family, there are even those who have more than one television. The family enjoys television broadcasts almost every day. Watching television has direct effects on the audience. The audience then becomes more aggressive and accepts using aggression to resolve conflict. Another effect, namely desensitization, is the audience's feelings become dull when they see the violence that occurs in real life around them, and television can give the effect of mean world syndrome; the audience becomes convinced that life in the real world is indeed vicious/hard as depicted on television.

Active participation in the implementation of Circular Letter No. 1 of 2022 KPID West Java

The role of students as intellectuals can be carried out in public education so that the purpose of enacting the circular policy can produce a satisfactory output. As the Sultan conveys, students play a role in educating their friends and family: "The role of students, especially for me, is to teach or educate friends and family about the KPID policy so that it can be successful" (Dafa, 2023). Furthermore, the informant Faishal said, "By being an example in implementing it for the community, I think as a student I should also especially myself be actively involved in spreading goodness, especially in this case about religious issues like that right and also have to be proactive regarding

the findings that I found, for example to directly report these findings to the West Java KPID as what is the name of the holder of the system rather than broadcasting itself like that" (Majid, 2023).

Students focus on increasing their ability to implement Circular Letter Policy No. 1 of 2022 KPID West Java concerning Religious Programs in Television Media in Efforts to Strengthen National Integration. There needs to be a wise attitude in receiving all information. Students are specifically aware of the amount of fake or hoax news, as stated by Lugi, "Choosing the right information and reducing the triggers for hoax news, prioritizing several related matters must be increased" (Satria, 2023).

Student businesses participate in the long-term implementation of Circular Letter No. 1 of 2022 KPID West Java concerning Religious Programs in Television Media in Efforts to Strengthen National Integration, get involved by monitoring and reporting if there are violations on television media, "For the long term is an escort, we as students can also report to the West Java KPID when there are things that are not by the circular policy" (Interview with Satria, 2023, 1 April). Moreover, the program can be consistently implemented. Faishal explained at length that "Activities as a form of long-term participation that can be carried out are consistent with what is felt to be wrong and alert and also responsive to reporting mistakes that we find either on television or radio broadcasts considering that with the existence of regulations these rules should be able to be implemented properly by every so-called owner of the television or the owner of the radio itself so as not to broadcast content that can pit the people of Indonesia against each other" (Majid, 2023).

Of course, a long-term effort is to maintain the implementation of this circular letter, not only in broadcast media but also in people's personal lives, to respect each other more, especially for broadcast media owners who must consistently broadcast positive things for the community.

Advances in technology and communication in television media are essential to disseminating information to the public. The media, especially television, has a dominant influence in Indonesian society. The emergence of television is capable of being a very effective medium. Nowadays, television can be said to have entered almost all time and space in human life. Television is in development; this medium functions as entertainment and is used by religions to spread da'wah messages. (Handoko et al., 2021)

CONCLUSION

Students know circular letter No. 1 of 2022 KPID West Java policy regarding Religious Programs in Television Media through various methods and media. They are starting from informal chats or discussions to browsing through the media. The media widely used to find out about circular policy No. 1 of 2022 is the West Java KPID official website, social media such as Instagram and Twitter, and online news portals. Students know this policy is an appeal to the West Java KPID for the contents of television programs not to insult or disrespect other religions, which is mutual respect. Student observations on religious broadcasts and the West Java KPID Circular Letter No. 1 of 2022 concerning Religious Programs in Television Media in Efforts to Strengthen National Integration show that religious broadcasts on television generally are by the circular letter. Undeniably, some stations are still not selective in choosing sources, which can sometimes cause polemics in society. Students have positive feelings or are happy with the

policy of circular letter No. 1 of 2022 KPID West Java concerning Religious Programs in Television Media. This policy is considered a form of awareness and concern for the West Java KPID to strengthen national integration. Positive feelings will impact the implementation and role of students; students can conduct public education so that the purpose of implementing these policies can produce output that is as expected. Students actively participate in implementing the KPID circular letter by providing education to the community, supervising and monitoring religious broadcasts on television media, and following up by making reports to the West Java KPID. This may indicate that student informants have a direct role in increasing media literacy in society.

Suggestions from this study: To create inclusive content, broadcasting institutions are selective in choosing sources, especially in religion; at least two things are required: competence in religion and not being related to banned mass organizations. Broadcasting institutions avoid taking sides with one group or group by always pursuing a fairness doctrine or covering both sides. Students can play an active role in increasing media literacy in society by forming study groups or spearheading the formation of broadcast content monitoring units about religion by collaborating with youth organizations such as Karang Taruna. Moreover, broadcasting institutions need to make signs understood by both the speakers and the creative content team so they do not intersect with diversity, which can trigger our national disintegration.

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Content Creator Strategy as Tourism Journalism for PostCovid-19 Pandemic Recovery

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Abstract. *Pikiran Rakyat Media Networks (PRMN) has evolved its business model by establishing a media ecosystem encompassing various portals. The PRMN subdomain news portal managed and curated by content creators as partners, offers a valuable avenue for disseminating information about tourism destinations across Indonesia. The rise of content creators on news portals presents opportunities for implementing strategies to revitalize the tourism sector. This research adopts a constructivist approach, gathering qualitative data for analysis and categorization to unveil patterns of tourism communication through digital media journalism. The documented data is cross-verified and observed by informants from the mass media editorial team. Data analysis was carried out using marketing communications theory and mass media theory. The research findings emphasize the pivotal role of mass media and social media in post-pandemic tourism recovery. PRMN's collaborative business strategy, aligned with the Google algorithm, facilitates the creation of positive tourism content to effectively market destinations in line with tourism targets.*

Keywords: *content creator, journalism, tourism, post-pandemic, COVID-19*

INTRODUCTION

The Covid-19 pandemic has emerged as a significant challenge in Indonesia since early 2020 (Fegert et al., 2020). From April to June 2021, Indonesia witnessed the peak of the pandemic, causing disruptions across various sectors of society (Kurniasih, 2020); (Aeni, 2021), particularly impacting the tourism sector. Tourism is among the fields most severely affected (Prayoga, 2020). Several provinces in Indonesia contribute less than 10% to the gross regional domestic product (Karnowahadi et al., 2022). Despite the reopening of tourism in Indonesia, the sector still requires support for recovery (Pham & Nugroho, 2022). The pandemic's impact on the tourism sector has resulted in the loss of millions of jobs (Rini, 2020). Therefore, the tourism industry requires innovative strategies to

navigate the new post-pandemic normal. The approach to restoring tourism to the new normal involves instilling confidence that the government and tourism industry stakeholders are implementing adequate health and safety standards while providing secure travel alternatives (Ni et al., 2020).

The emergence of content creators as a novel phenomenon in information and communication technology has become an intriguing research focus within public and mass communication. One industry revitalizing content creators through a collaborative economic business strategy is PRMN, boasting hundreds of media subdomains managed by content creators scattered throughout Indonesia. Pikiran Rakyat Media Network (PRMN) is a media network dedicated to constructing a digital media ecosystem

dedicated to independent information for the community, particularly in text and video-based content creation (PRMN, n.d.). Good journalistic products, in the context of PRMN, are not only those that perform well in the market but also carry societal value, such as the restoration of tourism attractiveness by disseminating information and news about various tourist destinations. Consequently, content creators can serve as a strategic tool for rekindling tourist attraction in society. This research seeks to explore the potential of strategies employing content creators within the PRMN sub-domain news portal to aid in increasing tourist attraction after the COVID-19 pandemic. Through this research, we aim to uncover the potential of content creators as contributors to tourism journalism, considering categorizations such as travel journalism, culinary journalism, and cultural journalism. This form of tourism journalism has emerged as a model within the tourism recovery strategy in Indonesia, particularly in the face of challenges posed by the COVID-19 pandemic.

The research titled "Nusantara Tourism: Opportunities, Challenges, and Development Strategies" delves into the opportunities, challenges, and strategies for tourism development, particularly in the aftermath of the Covid-19 pandemic (Sutaguna et al., 2021). The avenues for promoting tourist destinations span both conventional media and social media. PRMN, operating in the digital media realm, leverages online platforms and social media, thereby fostering a media industry business model that integrates content creators into its news portal information. Another study explores the evolution of travel journalism into tourism-friendly journalism, emphasizing the promotion of tourist destinations, flora and fauna, natural potential, and cultural aspects (Wardaningsih, 2021). Therefore,

within the realm of strategic thinking, content creators are seen as having significant potential in contributing to tourism journalism with the aim of revitalizing tourism after the challenges posed by the COVID-19 pandemic.

Content creators on social media who share information about tourist destinations are considered effective in promoting tourism. Instagram content creators, through images and videos, provide captivating glimpses of tourist attractions, disseminating their allure on social media platforms (Handayani & Adelvia, 2020). On YouTube, content creators and influencers are deemed influential in boosting tourist attraction in specific areas, and their engaging content is viewed as a potential solution for tourism recovery post the COVID-19 pandemic. Several studies highlight the use of tourism awareness groups or "kelompok sadar wisata" (pokdarwis) as content creators to market tourism in their regions (Chloridiany, 2021); (Sari et al., 2023); (Japarrudin et al., n.d.). The innovative message delivery by content creators proves effective in conveying positive messages. A study underscores the role of content creators in problem-solving innovation, emphasizing their potential as an effective strategy (Juliantari et al., 2022). Therefore, strategies employed by content creators in tourism journalism emerge as promising solutions and innovations for revitalizing tourism after the COVID-19 pandemic.

When crafting content, content creators must be attentive to the characteristics and quality that they convey to the public. High-quality content refers to content that is excellent and of the utmost quality, determined based on specific characteristics. Normal content, while not the highest quality, can still be of good quality and more optimal in determining its content. On the other hand, low-quality content is content

created without due consideration for quality. The choice among these three levels ultimately rests with the content creator, but for content to be considered good, it must maintain a high standard of quality (Maeskina & Hidayat, n.d.). This research holds significance as it offers insights into enhancing tourism attractiveness through content creators. Previous research indicates that content produced by content creators has had a positive impact on attracting tourists to visit various destinations (Agung et al., 2021); (Santoso et al., 2022).

To enhance the attractiveness of tourism, it is imperative to employ strategies in marketing communications that align with the latest theories and concepts (Vladimír & Jiří, 2016). Integrated marketing communications entail a mix of activities and conceptually embody a comprehensive approach to company-customer communications. It is evident that promotional messages must be mutually consistent and resonate with customer attitudes and needs (Kostelić & Ahmad, 2016). In the promotion of tourist destinations, it is crucial to employ various tools for integrated marketing involving all tourism stakeholders. Collaborative efforts between the media and regional government can play a pivotal role in increasing tourist attraction. Marketing communications on social media demand careful consideration in tailoring promotional messages based on the intended target segmentation (Susanti & Koswara, 2020). Contemporary studies explore diverse perspectives on marketing in digital media, encompassing technological aspects such as artificial intelligence, augmented reality marketing, digital content management, mobile marketing, and advertising (Dwivedi et al., 2021). Promotional messages on social media platforms provide a platform for introducing new products, allowing individuals to try them and share their experiences with others online (Baum et al., 2019).

In Indonesia, the Ministry of Tourism has identified primary stakeholders as key drivers of the tourism sector within the pentahelix model, comprising the private sector (business), government, community, academics, and mass media (Thaib, 2019). The suboptimal fulfillment of roles by stakeholders in development or sustainable development has been identified as a factor hindering the effective progress of tourism (Hernanda et al., 2018). In this context, mass media assumes a critical role as a stakeholder in the tourism sector, primarily focused on educating the public, especially tourists. During disasters, mass media plays a crucial role in implementing tourism communication strategies to facilitate recovery from the impact of such events. This involves restoring people's interest in tourism through the information they report (Atmadi & Sepang, 2018). In tourism communication, mass media takes on a highly active role in generating and promoting tourist attractions (Rusdi, 2017).

Tourism journalism presents unique demands, particularly in covering tourism-related topics such as the unveiling of new tourist areas, innovations in attractions, or special cases within the industry (Haroni & Sukirno, 2018). The 5W + 1H model in tourism news is continually evolving, incorporating elements from travel journalism, culinary journalism, and cultural journalism. The utilization of content creators as tourism journalists, with the goal of expediting tourism recovery, is a crucial area of research. This research is significant as it represents a solution to enhance the role of content creators in fostering positive journalism, ultimately aiming to increase tourist attraction (Kwabi et al., 2023). Research exploring opportunities for utilizing content creators is vital

in comprehending how these creators operate within mass media under a collaborative economic system. This research can shed light on the economic potential inherent in the symbiotic, mutualistic relationship between tourism stakeholders and content creators. By delving into this relationship, the research aims to enable tourism actors to recognize the collaborative opportunities with content creators, ensuring mutually beneficial outcomes through the creation of appropriate content.

METHOD

This research endeavors to formulate a tourism journalism model employing content creators to facilitate the restoration of tourism in the aftermath of the COVID-19 pandemic. The chosen research method is a case study, as it offers a versatile qualitative approach that is particularly suitable for comprehensive, holistic, and in-depth investigations of complex issues characterized by numerous variables (Harrison et al., 2017). The data analysis in this research entails coding raw data into conceptual categories, organizing them into themes or concepts that can address the research questions (Djamba & Neuman, 2002). In this research, a single-case study approach is adopted, focusing on identifying particularly robust cases capable of generating rich data (Leavy, 2017). According to Yin, the data collection techniques employed encompass qualitative methods such as observation, interviews, and documentation studies (Yin., 2014). The researchers gathered observational data by closely observing the content creation process, extending from content creators to the editorial staff, with a specific focus on content containing elements of tourism. Additionally, data collection involved interviews with key individuals, including Jiwa Perdamaian, the VP Operation at PRMN, Muhammad

Bayu Pratama, the PRMN Partner Manager, and representatives of content creators specializing in tourism content. The data analysis technique encompasses the process of systematically reducing, analyzing, and constructing the data into a comprehensive representation of content creator practices within the collaborative media system at PRMN. This effort aims to unveil practices that could contribute to the increase in tourism after the COVID-19 pandemic.

RESULT AND DISCUSSION

Based on the outcomes of this research, data was gathered through firsthand observation at PRMN and interviews with key figures including VP Operation PRMN Jiwa Perdamaian, PRMN Partner Manager Muhammad Bayu Pratama, and representatives of content creators specializing in tourism content. The findings revealed various categorizations in the utilization of content creators as contributors to tourism journalism, particularly in the context of recovering tourism post-COVID-19. It underscores the reliability of journalism as a potent tool in enhancing the attractiveness of tourism.

Media Collaboration System and Content Creator Partners

Vice President of Operation, Jiwa Perdamaian, emphasized the necessity for mass media to establish a mutually beneficial system in the digital era. PRMN mass media has responded to this need by innovating and implementing a collaborative economic system. Muhammad Bayu Pratama, PRMN Partner Manager, explained that each partner in this collaborative system has a collaboration fee. This fee is deducted from the partner's overall income rather than the content creator's. The partner's income serves as a bonus for those who demonstrate productivity and adherence

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to the partner's guidelines. Occasionally, partners may offer bonuses to content creators, particularly when there is a thematic focus on certain content for the month, such as tourism.

> *"Typically, some individuals receive a bonus collaboration fee from the partner. At PRMN, our expression of appreciation takes the form of certificates. We award certificates during the trial period as a token of recognition for those content creators whose productivity and adherence merit a content creator certificate. It's important to note that these certificates are not granted upon the completion of training but after the successful completion of the trial period."*

Bayu explained that every content creator partner registering with PRMN must have a presence on various social media platforms, including Instagram, YouTube, Twitter, Facebook, and TikTok. Ideally, PRMN's editorial staff conducts training sessions related to social media. Bayu emphasizes that PRMN not only concentrates on content production but also on the welfare of partners. Given the limitations of a three-person partner media team, in collaboration with the content creator, focusing on website writing becomes challenging if they have to also handle social media. According to Bayu, the primary income from the website could decline if there is not a dedicated focus on developing social media first, resulting in a decrease in the portal's income. Ideally, a stable partner should implement this social media team, allowing them to establish their own social media team with an appropriate salary.

> *"In 2021, I don't recall the specific details, but one of our partners earned almost 2 billion, indicating a high level of stability and effective management. Looking ahead, we plan to persist in providing social media training. Moreover, we are keen on incorporating management training to enable partners with exceptional management skills to impart their knowledge to other partners. Their management skills are immensely valuable."*

In terms of income for content creators, travel, culinary, and tips content are among the most popular with readers. With a content creator strategy supported by collaborative mass media such as PRMN, its management can disseminate information not only on a national scale but also on a regional and local scale in various regions. Collaborative mass media takes on a unique form when it expands its reach. The impact of media activities in enhancing interactions with potential customers has the potential to influence marketers to create more compelling advertisements which can be achieved by crafting interesting and useful content, including tourism news featuring culinary information, entertainment, or other tourism potential (Jaakonmäki et al., 2017). Clever content creators have the ability to craft news content that captures interest in the subject, such as news about tourism. This has the potential to be profitable for both tourism actors and content creators who leverage their content for advertising purposes.

Application of Tourism Journalism by Content Creator

Content creators must adhere to ethics, similar to the ethics observed in journalism, as a guiding principle in content creation. Digital ethics plays a crucial role in the activities of content creators across various social media platforms. It serves as the foundation for interactions in cyberspace, where real interactions take place with groups of people, both known and unknown. A profound understanding of digital ethics is essential for creators to produce high-quality content (Pramesti, 2023).

Even during the COVID-19 pandemic, journalists are required to report events in accordance with ethical standards and reporting objectives. Local media outlets, for instance, must also be mindful of ethics when reporting on topics such as disabilities (Andarini, 2023).

Vice President of Operations, Jiwa Perdamaian, outlined the initial steps for content creators in the digital media ecosystem. The first step involves an introduction to search engine optimization. The second step focuses on crafting effective titles. The third step emphasizes content development, particularly tailored for social media. The fourth step introduces the importance of a white paper and adherence to journalistic code of ethics. The final step involves practical field coverage. Content creators are instructed in the importance of checking and rechecking events as well as how to use data.

> *"...we emphasize the importance of confirming and validating content circulating on social media, especially if it has not been verified by sources who are supposed to convey it to content creators. Usually, if the theme is not related to fact-checking, there must first be an explanation of the rumor that is reportedly circulating."*

Creators must understand the criteria for quality information, such as news, to produce high-quality content. The principles of good journalism must be ingrained in content creators, aligning with the brand image of Pikiran Rakyat as a conveyor of people's aspirations. Civic journalism, for example, encourages individuals to be confident and instills the need to share consistently (Tobroni, 2018). Therefore, civil journalism strengthens the dissemination of quality information to the public through trusted content creators. The frame rate must be clear when creating content.

> *"We focus is directly on the content,*

> *assessing whether it is problematic or not. If the content is problematic, the editor will examine who created it, who edited it, and whether it is the same person or different individuals. If it is the same person, it indicates that the editor has been given trust, undergone training and supervision, and understands the rules outlined in the white paper—an essential requirement for PRMN editors."*

In cases where a content creator violates journalistic ethics, access for the editor can be temporarily halted. Before publication, content creators are required to submit their content to other editors for mutual cross-checking. If the violation originates from the content creator's editor, appropriate measures, including dismissal, may be taken to prevent the generation of traffic for the specified duration, especially if such violations become a recurrent issue with the partner. *"...we issue a warning letter if such incidents persist during the one-month monitoring period. If problematic content continues to be an issue or if the team faces ongoing problems, termination of cooperation will be the next step in the form of a warning letter."* According to PRMN content creators, the content selection process is rigorous. After the creator submits the content, it is sent to the editor, who then forwards it to the chief editor for review. Subsequently, the editor-in-chief sends it to the area manager for follow-up. Various stages involve content selection by editors and managers with the authority to remove inappropriate content. The head office holds ultimate authority to delete news deemed non-educational.

PRMN Partner Manager Muhammad Bayu Pratama disclosed that not all partners have a journalistic background. Consequently, there is a necessity for journalistic training. Meanwhile, as the editor-in-chief of

partner media, the requirements include being registered as the main journalist.

> *"..as long as these partners do not have independence in the press sector, the editorial staff at the center must be responsible for content and management under the company. If each of them already has their own company, they will have their own body so they can truly. That's right, they become an entity that is independent of us, and from an economic concept point of view, I think this is more ideal...".*

In other research, it is highlighted that travel journalism presents a significant opportunity for the media industry. People worldwide have a keen interest in travel, seeking to explore exotic locations and learn about different places. The emergence of online media providing comprehensive tourism news can serve as a valuable reference for tourists during their holidays (Sneha & Samuel, 2020). This presents an opportunity for PRMN to enhance its business by positioning tourism news as a flagship product capable of generating profits for the company.

Useful Content as a Guide to Writing Tourism Articles

Content serves as one of the products generated by content creators. In the realm of tourism, valuable content plays a crucial role in providing potential tourists with essential information about the destinations they plan to visit. Ultimately, a content creator's proficiency lies in understanding how to craft useful content that addresses tourism-related needs. This encompasses details such as transportation routes to tourist destinations, culinary offerings, facilities, and even information about disaster mitigation. Content creators should leverage this understanding to tailor their content according to the Google algorithm, ensuring that they can derive benefits from producing relevant and valuable information.

Jiwa Perdamaian, Vice President of Operations, highlighted the importance of content creators possessing knowledge to discern content that holds profit-generating potential, including that which has the capacity to generate advertising or AdSense revenue. He noted,

> *"In determining AdSense, Google often changes its algorithm. During the 2021 pandemic, for example, PRMN, when other companies faced declines, all online media flourished; at that time, we even secured the first place. What we gleaned from Google is that they prioritize the production of helpful content."*

However, Jiwa pointed out areas for improvement in the collaborative business system, particularly in the context of tourism content. He emphasized that due to the nature of the partnership working relationship, there cannot be an element of coercion on the content creator to write according to specific desires.

In Indonesia, the role of content creators is gaining recognition among the public, influenced by their involvement in promoting goods or services (Larasati, et.al, 2021). The strategy for enhancing tourist attraction revolves around publicizing potentials that can capture tourist interest. Content creators play a pivotal role in this strategy by generating useful content about tourist destinations through both written and video formats. Jiwa emphasized that PRMN content creators must be able to discern high-quality content that benefits society. Quality content takes precedence in the eyes of the Google algorithm, ensuring that tourism-related content appears prominently in search results for every region. Jiwa stated,

> *"...we encourage content creators to produce helpful content that can generate income. Google values*

quality content and can distinguish between trash or low-quality content. For instance, if someone searches for tonight's football match results, the site that appears will contain relevant, factual, and current content about that football match. The same principle applies to tourism information; if you're looking for tourism in Bandung, it will be on this site, and for tourism in Jakarta, it'll be on that site. Google has started to recognize these patterns, so it's crucial to create useful, high-quality content, including tourism content, and steer clear of low-quality content..."

Content creators wield significant influence in building brand awareness and shaping purchase intent. Brands place a premium on selecting content creators who consistently produce highly trustworthy content. The evaluation of a creator's trustworthiness, attractiveness, and charisma, as perceived by their followers, becomes a crucial determinant for brands. Instead of relying solely on a creator's follower count, assessing engagement metrics provides a more insightful approach for brands aiming to execute potentially more effective creator marketing campaigns. Moreover, brands seeking to expand their brand awareness to a broader audience can benefit from collaborating with social media content creators who excel in delivering engaging presentations and possess explicit skill sets that align with the brand's business offerings (Silvia & Irwansyah, 2023).

Jiwa emphasized a critical weakness that demands correction, expressing concern that content creators, in their pursuit of AdSense targets, might prioritize producing content favored by the internet community. This focus on financial targets could potentially compromise content quality, as creators might prioritize achieving virality over maintaining the substantive quality of the content. Jiwa noted, "...the weakness

is that the quality of human resources greatly influences the news produced. The news produced will impact journalism as a whole. We don't want our content to be considered trash. But the point is that Pikiran Rakyat Media Networks (PRMN) is currently transitioning towards prioritizing quality content." According to Jiwa, Pikiran Rakyat has a longstanding history of gaining public trust through its actual and factual reporting. Therefore, even without solely adhering to the Google algorithm, PRMN remains committed to maintaining content quality to uphold readers' trust in content that is both high-quality and valuable, including regional tourism content.

Collaboration between Content Creators and Regional Governments in Tourism Promotion

The government utilizes social media and official websites as channels to disseminate news and information. Conversely, social media and websites serve as the primary sources of official and government information for citizens (Ernungtyas & Boer, 2023). The role of government, whether at the local or central level, holds significant importance in enhancing tourism attractiveness, thereby contributing to income for local governments through taxes. Additionally, the government plays a crucial role in ensuring that tourism activities do not harm local resources. Regenerative tourism is oriented towards safeguarding global tourism by generating positive benefits for the public, tourist destinations, and the environment, and support the regeneration and prosperity of societal systems. Recognizing that tourism is a contributing factor to environmental degradation in various destinations, promoting regenerative tourism becomes crucial. This approach holds global implications as it underscores the importance of travel methods that can be

sustained without causing harm to local resources (Hui et al., 2023).

In its role within the media industry, PRMN must consider potential income generated from news produced by content creators. Jiwa Perdamaian, Vice President of Operations, has elucidated that PRMN media can generate income through various channels, not solely reliant on AdSense, including direct advertising income. Direct income involves revenues routed through agencies via collaborative advertising agreements, with the flow regulated through the head office in the collaboration agreement between PRMN and regional agencies. This meticulous monitoring is essential for all potential income streams, including those agreed upon for profit-sharing. Regarding tourism content, Perdamaian acknowledged the substantial profit potential from various income sources tied to a single piece of content. "Our main sales are like that (advertising collaboration with regional governments), for example, with the Banyuwangi Regency government. Usually, tourism advertising and promotion will be interrelated with the surrounding area." In Indonesia, tourism holds a prominent status as the leading sector and core contributor to the economy. Tourism significantly contributes to employment opportunities and foreign exchange and supports regional development by generating income for the locals (Novita & Firmansyah, 2021). Based on this, local governments and the media will benefit each other in revenue.

Muhammad Bayu Pratama, PRMN's Partner Manager, highlighted that the creation of profitable content involves the deployment of a community manager in designated regions. This manager is entrusted with the task of curating top-tier content, with a particular focus on subjects related to tourism.

"Concerning algorithms, once again, we are continually speculating; the only aspect we have speculated on thus far is the significance of quality content with helpful information, as that is what we are currently assessing."

According to him, tourism content is among the favored content enjoyed by readers in PRMN partner media in the regions. He provided an example concerning culinary content, which is typically accessed by many tourists visiting the area. Therefore, in his perspective, a significant number of site visitors from regional media are individuals from other regions.

"...for example, when we are in Malang looking for food, what is displayed is a website that Google considers useful. So, when people visit Malang, Google will show content specific to that city...".

The potential for successful collaboration between the central and regional government and content creators who produce quality content is on the rise. Bayu mentioned that not all content creators can be trusted; however, PRMN consistently upholds the quality of its content to build trust among the audience of PRMN partner media. Regional governments should utilize media as part of a Penta helix strategy to boost tourist attraction in the region (Thaib, 2019). The potential for collaboration between the government and content creators in increasing tourism, especially after the pandemic, is depicted in Figure 1. The Penta helix collaboration concept for tourism development includes content creator collaboration in the media industry based on collaborative economics. This collaboration can serve as one strategy to restore tourist attraction, fostering partnerships either between the government (tourism ministry) and the media industry or among media partners in the region, sharing profits in a relationship of mutualistic symbiosis
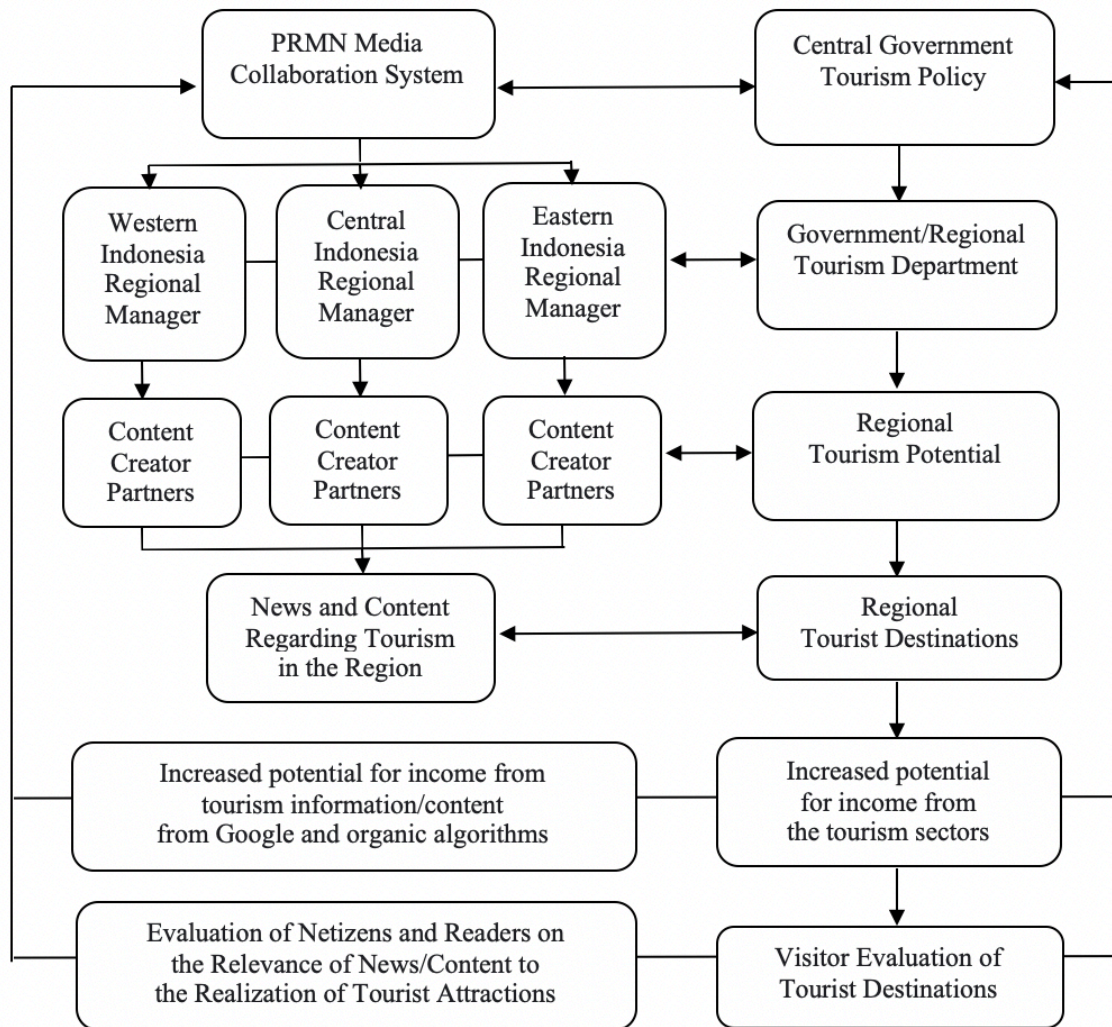
Figure 1. Potential for Collaboration between the Government and Content Creators in Increasing Tourism Post the Covid 19 Pandemic

Source: Researcher Data Processing (2023)

Based on Figure 1, it is evident that both media and government play pivotal roles as stakeholders in tourism, presenting an opportunity for collaborative efforts to enhance tourism attractiveness post the COVID-19 pandemic. In a collaborative system between mass media and content creators, tourism content becomes a significant part of the audience's consumption. The increased dissemination of information by content creators contributes to heightened interest in traveling to tourist destinations. Local governments are crucial contributors to enhancing tourist attractions, particularly in the development of tourist villages, where their policymaking role proves invaluable (Firmansyah et al., 2021). The collaboration between local governments and mass media partners in a joint media initiative can effectively boost tourist attractions in their respective regions. In this collaborative system that involves content creators, the exchange of information and even content sharing across different areas becomes feasible. As illustrated in Chart 1, content creators can gauge people's interest as potential tourists through comments on social media or reposts of tourism content, facilitating ongoing evaluations of tourism development. Simultaneously,

local governments can gather precise information on tourist satisfaction through media monitoring.

The research findings indicate that central and regional governments can leverage content creators within a collaborative cooperation system to rejuvenate tourist attractions in destinations. According to the political economic theory of mass media, the revenue generated by mass media primarily stems from advertising (Sobbrio, 2013). In the realm of marketing communications for tourist destinations, media, as a significant stakeholder, plays a crucial role in creating and promoting tourist attractions (Amin & Priansah, 2016); (Tshania, 2022). On the side of content creators, the Google algorithm proves advantageous when they produce valuable content in the tourism sector. As illustrated in Figure 1, collaborative cooperation can be established at various stages, fostering partnerships between the primary media entities at the center and content creators or partner managers in their respective regions. This symbiotic, mutualistic relationship aims to enhance regional tourism for the collective benefit of all involved parties. Through the adoption of a collaborative economic system, media gain advantages by incorporating advertisements from Google AdSense, while local governments can generate income from the tourism

The research results revealed that within a collaborative economic framework in the media industry, the government, private sector, or tourist community can effectively engage with content creators. Recognizing the profit potential facilitated by the Google algorithm, tourism stakeholders need not be concerned about requiring a substantial budget. Through a profit-sharing system, tourism entities and content creators can mutually collaborate to pursue their respective interests and financial gains.

CONCLUSION

Based on the observations and interviews conducted, the results indicate that the concept of a collaborative economy in the media, creating content beneficial for tourism, can serve as a strategy for the resurgence of tourism after the COVID-19 pandemic. The concept of a collaborative economic media industry is expected to lead to more integrated marketing communications, ultimately enhancing the attractiveness of tourist destinations. By implementing the concept of tourism journalism, emphasizing the dissemination of positive information, there is potential for increased appeal and interest in tourist destinations among both domestic and international tourists. Within a collaborative system, content creators play a crucial role in generating useful content. Content that proves valuable to readers can attract attention from Google's algorithm, potentially leading to income generation through AdSense. Media outlets stand to benefit financially by offering informative content related to tourism, encompassing areas like cultural tourism, historical tourism, and culinary tourism. The data indicates that internet users have a strong preference for content containing tourism elements. Concurrently, local governments have the opportunity to engage in collaborations with collaborative media entities like PRMN to acquaint content creators with the tourism potential in their regions. Content creators, acting as media partners, can then disseminate information about these tourist attractions, both within their city and across other regions. Implementing a collaborative strategy between content creators and the government to widely broadcast information about tourist destinations is a viable approach to revitalizing the tourism sector, particularly in the aftermath of the COVID-19 pandemic.

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