

ABOUT THE CONFERENCE

The Changing Power Structures of Communication: Shifting Notions of Authority and Influence

Asians today live in globalised communities of interconnectedness harnessed by the internet and social media. Increasingly, news stories are shared and read across multiple online platforms. Media audiences have become media content creators and producers. They send messages as much as they receive them, expressing their views on a wide range of topics, from politics to fashion.

Today, the traditional communication pyramid for any power structure is constantly challenged. No longer are governments, monarchies and appointed leaders centres of authority and influence. Traditional news media are no longer the gate keepers that determine what content is fit for public consumption and what is not. Apparently, the pyramid has been overturned with audiences setting the agenda, raising issues and concerns that become newsworthy, calling out politicians and threatening governments and powerful groups with massive boycotts.

Any communication paradigm today must address the complexities of information content, flow and impact, acknowledging the roles and influence of communication participants. The communication discipline needs more research in all areas of practice and study to fully understand communication developments of our times.

CONFERENCE COMMITTEE

The ACMC TEAM at your service:

Walter Yudelmo, Executive Director, ACMC Secretariat

Dino Cantal, Deputy Director, ACMC Secretariat

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Muria Endah Sokowati

Sovia Sitta Sari

Haryadi Arief Nuur Rasyid

Zuhdan Aziz

Budi Dwi Arifianto

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MESSAGE



MESSAGE FROM THE ACMC PRESIDENT

On behalf of the Asian Congress for Media and Communication (ACMC), it is my honour to cordially welcome all delegates to the 2016 ACMC International Conference in partnership with the Universitas Muhammadiyah Yogyakarta (UMY) and in collaboration with several other universities and research centers.

We at ACMC believe that research is a mutual venture among scholars and practitioners, which is why we are committed to providing a collaborative environment that cultivate the free flow of ideas including constructive feedback among researchers, practitioners and students. We would like to thank all the delegates whose contributions and participation are essential in creating a stimulating environment in this conference.

Among the conference objectives are to provide a venue for academic discourse among institutions of media and communication and establish linkages and networks among institutions of media and communication within parts of the world. This conference serves as a platform for all of us to learn and exchange scholarly ideas around this year's theme *Changing Power Structures of Communication: Shifting Notions of Authority and Influence*.

I would like to take this opportunity to thank the Organizing Committee for their commitment, enthusiasm and remarkable effort in organizing a conference full of stimulating and refreshing topics including informative sessions.

Also, I would like to convey my heartfelt gratitude to the Rector of UMY for allowing this conference to take place in this lovely venue; the Dean of Fakultas Ilmu Sosial dan Ilmu Politik UMY and the academic staff for the endless support, Keynote Speakers, Plenary Speakers, paper presenters, participants, sponsors, and students for graciously coming together to make ACMC 2016 possible.

I hope you will find the conference productive, informative, and valuable. I also wish you a pleasant stay in Yogyakarta and I hope that you have opportunities to explore this beautiful city, rich with culture and history. Thank You.

Warm Regards,

A handwritten signature in black ink, appearing to read 'AZWAN' with a flourish underneath.

Azman Azwan Azmawati
ACMC President

MESSAGE



MESSAGE FROM THE DEAN OF FAKULTAS ILMU SOSIAL DAN ILMU POLITIK, UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

Assalamu'alaikum Warahmatullahi Wabarakatuh

It gives me great pleasure to warmly welcome you all to this 2016 international conference by the Asian Congress for Media & Communication (ACMC) in partnership with the *Departemen Ilmu Komunikasi, Universitas Muhammadiyah Yogyakarta*.

The theme of our conference is "The Changing Power Structures of Communication: Shifting Notion of Authority and Influence." The contemporary development of communication cannot be detached from the rapid growth of the media and their growing importance in social life. The media does not only play a significant role in communication exchanges but have also become an important venue for discussions on issues and ideas in our daily lives. These developments bring about profound impact on our communications patterns and the power relations within contemporary society.

It is my hope that this conference will stimulate critical thinking on these contemporary developments and encourage further research.

I express our sincere gratitude to the Asian Congress for Media and Communication for collaborating with Department of Communication Studies in bringing this prestigious international conference to Yogyakarta. Wishing all participants a very fruitful and productive discussion and an enjoyable visit to our city.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

(sgd.)
Ali Muhammad, PhD
Dean
Faculty of Social and Political Sciences
Universitas Muhammadiyah Yogyakarta

PROGRAMME

OCTOBER 27, Thursday (PM)

12:30 – 3:00

Registration

3:00 – 5:30

OPENING CEREMONIES

Entrance of Flags

Master of Ceremonies

KHAIRIAH A RAHMAN

ACMC Secretary for Media Education

Auckland University of Technology, New Zealand

Welcome Remarks

BAMBANG CIPTO

Rector, UMY

Opening Remarks

AZMAN AZWAN AZMAWATI

ACMC President

Universiti Sains Malaysia, Penang, Malaysia

Presentation of Delegates

SMITH BOONCHUTIMA

ACMC Vice President

Chulalongkorn University, Bangkok, Thailand

Introduction of Keynote Speaker 1

RACHEL E. KHAN

ACMC Chairman of the Board

University of the Philippines-Diliman

Terroredia:

New Media's impact on Terrorism and Counterterrorism

MAHMOUD EID

University of Ottawa, Canada

Introduction of Keynote Speaker 2

ASWAD ISHAK

Universitas Muhammadiyah Yogyakarta

**Politics, communication and power in the digital age:
from control to chaos?**

BRIAN MCNAIR

School of Media, Entertainment & Creative Arts

Queensland University of Technology, Australia

Open Forum

Photo Opportunities

6:30 – 8:00

Welcome Dinner and Short Cultural Presentation

Courtesy of Universitas Muhammadiyah Yogyakarta

PROGRAMME

OCTOBER 28, *Friday*

- 8:00 **Registration**
- 9:00 **PLENARY SESSION** (*Venue: UMY Graduate Building Auditorium*)
- Introduction of Plenary Speakers**
 GILANG PARAHITA
 ACMC Country Director for Indonesia
 Universitas Gadjah Mada, Yogyakarta
- 9:05-9:35 **Internet Language as Intercultural Communication Intervention
for a Globalized Community**
 BENJAMINA FLOR
 University of the Philippines-Los Banos
- 9:35-10:05 **Islamic Religious Authority and the New Media in Indonesia**
 TAUFIQUR RAHMAN
 Universitas Muhammadiyah Yogyakarta
- 10:05-10:15 **Open Forum**
- 10: 15–10:30 **Coffee/Pastry**
- 10:30 – 11:05 **ACMC Book Launch**
Social Media in Asia: Changing Paradigms of Communication
 RACHEL E. KHAN
 Co-Editor, University of the Philippines-Diliman
- 11:05-11:30 Presentation of Authors
AZMAN AZWAN AZMAWATI
 Co-Editor, Universiti Sains Malaysia
- Open Forum**
 with Authors present at Conference
- 11:45 – 1:30 **Lunch**
- 1:30 – 3:15 **PARALLEL SESSIONS**
Seminar Rooms in 3rd and 4th floors
- A1: Social Media and Changing Paradigms**
 A2: Broadcast Media in Flux
 A3: New Media and the Cultural Shift
 A4: Shifting Paradigm of Journalism
 A5: Communication Education, Challenges and Changes
 A6: Race, Religion and the New Media
- 3: 15 – 3:45 **Coffee Break**

PROGRAMME

3:45 – 5:30 **PARALLEL SESSIONS**
Seminar Rooms in 3rd and 4th floors

B1: Entertainment, Education and Commercial Challenges
B2: Environment, Disaster and the New Media
B3: Communication Gender and Equality
B4: Political Sphere and Shifting Political Centres
B5: Corporate Cultures and Public Relations
B6: Globalization and the New Media Paradigm

END OF DAY 2

OCTOBER 29, Saturday

8:30 – 9:00 **Registration**

9:00 – 10:30 **PARALLEL SESSIONS**

C1: Cultural Paradigms, Challenging Media [Bahasa Session]
C2: Communicating Race, Ethnicity and Community
C3: Challenges in Media Ethics
C4: Information, Communication and Technological Challenges
C5: Social Media and Youth Empowerment
C6: Indonesia in the Global Communication Sphere

10:30 – 10:45 Coffee Break

10:45 – 12:15 **CLOSING CEREMONIES**
(Venue: UMY Graduate Building Auditorium)

Faculty Response
Graduate Student Response

Awarding of Plaque to the Host University
AZWAN AZMAWATI and WALTER YUDELMO
ACMC President *ACMC Executive Director, Secretariat*

Awarding of Plaques of Appreciation
Distribution of Certificates

Closing Remarks
ALI MUHAMMAD
Dean, Faculty of Social and Political Sciences

THEODORE FERNANDO
ACMC Secretary for Business and Finance
The Open University of Sri Lanka

12:15 Lunch

1:30 **Departure for those joining the Optional Tour**

NOTES PAGE

KEYNOTE SPEAKERS

Terroredia and Public Relations: New Media Technologies for Terrorism and Counterterrorism

Mahmoud Eid, Ph.D., is an Associate Professor of Communication at the University of Ottawa, Canada. He is concurrently the Editor-in-Chief of the *Global Media Journal -- Canadian Edition* and serves on the editorial boards of several academic journals and on the organizing committees of various international conferences. He has contributed over 20 books and journal issues, 50 book chapters, journal articles, and reviews, and 50 international conference presentations. His research interests focus on global communication and media ethics, terrorism and media representations, crisis management and conflict resolution, and political decision-making and international relations. His most recent book publications include, 'Exchanging terrorism oxygen for media airwaves: The age of terroredia' and 'Re-imagining the Other: Culture, media, and Western-Muslim intersections'.



Politics, communication and power in the digital age: from control to chaos?

Brian McNair, Ph.D., is a Professor of the Creative Industries Faculty, School of Media, Entertainment and Creative Arts, Media and Communication at the Queensland University of Technology. He is also the author of fourteen books on media-related themes, including *Communication and Political Crisis* (Peter Lang, 2016), *Cultural Chaos* (Routledge, 2006), and *The Sociology of Journalism* (1998). His *Introduction To Political Communication* is a world leading text, and is currently under revision for a 6th edition. McNair's books have been translated into sixteen languages, including Mandarin, Korean, Japanese, Russian, Spanish and Greek. He is currently working on Australian Research Council-funded research into Journalism Beyond with Crisis.

PLENARY SPEAKERS

Benjamina Paula Gonzalez-Flor, Ph.D. is an Associate Professor at the College of Development Communication, University of the Philippines Los Baños and the Chair of the Master of Development Communication of the UP Open University. Prior to joining the academe, she served as Chief of Monitoring and Evaluation Division at the Commission on Higher Education and Program Manager of the Philippines Australia Short Term Training Program. She is proficient in Bahasa Indonesia, Dr. Flor has lived and worked as a consultant in Indonesia, Thailand, Lao PDR, Pakistan and Sri Lanka. She also served as Team Leader in three World Bank projects.



Taufiqur Rahman, Ph.D. is a Lecturer at the Departement Ilmu Komunikasi, Universitas Muhammadiyah Yogyakarta Indonesia, this conference's host. He holds a doctorate in Media and Communication from the University of Western Australia (2016), a Master of Arts in Communication Management from University of Technology Sydney (2003) and a Bachelor of Arts in Mass Communication from Universitas Gadjah Mada Yogyakarta Indonesia (1999). His main research interests are in the areas of media and identity politics, intercultural communication and strategic communication.



Rachel E. Khan is an Associate Professor of Journalism at the College of Mass Communication, University of the Philippines, where she is currently serving another term as chair of the Journalism Department. She is concurrently the Chairman of the Board of ACMC. She holds an M.S. in Journalism from the Columbia University in New York under the Fulbright Programme and a B.S. in Economics from the University of the Philippines. Prior to joining the academe, she was a multi-awarded journalist working for *BusinessWorld*, a leading business daily in the Philippines. She is also the author of several textbooks in media literacy and journalism.



PARALLEL SESSIONS

A1: Social Media and Changing Paradigms

Panel Chair: Azman Azwan Azmawati, Universiti Sains Malaysia

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Lee, Cheng Ean	Yan Ni Ng	The relationship between Facebook use and social capital: A study on Sunway University students	Sunway University Malaysia
2	Gonzales, Reginald H.	Guiller Mena Aquino, Jennifer Lucido, and Julianne Navarro	Social Media Access through Smart Devices as a Barrier to Family Communication	Lyceum of the Philippines-Cavite, Philippines
3	Kim, Wang Lay	Ngo Sheau Shi	Facebook as Public Sphere: Critical analysis of discourses in the case of 1MDB	Universiti Sains Malaysia
4	Kusuma, Amadeo Adhya	Lali Zulfajriani, Erna Mariana Susi-lowardhiani	Social Media in Youth Society: Instagram vs Snapchat	Tanri Abeng University, Indonesia
5	Liquigan, Boots		"Know thy selfie": An evaluation of the engagement of selected millennials on selfie vis-a-vis technology in image capture, utility of the act of 'selfie-ing', and the social capital built around the act	University of the Philippines Diliman, Philippines
6	Bhushan, Nena		A Critical Analysis of Internet Users of Rural Youth	Shri Ramswaroop Memorial University, India

THE RELATIONSHIP BETWEEN FACEBOOK USE AND SOCIAL CAPITAL: A STUDY ON SUNWAY UNIVERSITY STUDENTS

Cheng Ean (Catherine) Lee and Yan Ni Ng
Sunway University, Malaysia

This study examines the relationship between Facebook use and the formation of bridging and bonding social capital among undergraduate students at Sunway University Malaysia. The proliferation of Web 2.0 technologies especially social networking sites (SNSs) such as Facebook, Twitter and LinkedIn, has encourage individuals to interact with others online, to share data and information, as well as to keep in touch with their offline connections. Research shows that SNS, especially Facebook is popular among youths in Malaysia and it is able to support the maintenance of existing social ties and the creation of new connections. Furthermore, the use of Facebook by undergraduate students brings effects in education as well as generating offline benefits, commonly known as social capital. Social capital has been widely used to refer to the accumulated resources derived from the relationships among people within a specific social context or network (Steinfeld, Ellison, Lampe, & Vitak, 2012). Prior research revealed a positive relationship between the measures of Facebook use and perceptions of social capital, as well as the association between Facebook usage and students' social capital (Hamsan, Kumar & Shahrinin, 2013). Drawing on Ellison, Steinfeld, and Lampe's study (2007), two research questions and two hypotheses were formulated to fulfil the objectives of identifying students' Facebook usage and examining the relationship between Facebook use and the bridging and bonding social capital among Sunway University students. A self-administered questionnaire survey is carried out with Sunway University undergraduate students through purposive random sampling. The results will provide insights and observation on Sunway University students' use of Facebook and the relationship between their Facebook use and the bridging and bonding social capital.

SOCIAL MEDIA ACCESS THROUGH SMART DEVICES AS A BARRIER TO FAMILY COMMUNICATION

Reginald H. Gonzales, Guiller Mena R. Aquino,
Jennifer Elaine D. Lucido,
and Julianne P. Navarro
Lyceum of the Philippines Cavite

The purpose of this research is to observe and explain how social media access through smart devices serves as a barrier to family communication. Descriptive qualitative approach was used in this study with the use of purposive sampling and focus group discussion. There were three families interviewed so as to learn more about their behaviour and if social media access really affects their communication. To validate and confirm the data gathered from the families questioned, investigator triangulation was use where four experts were interviewed — two social media and smart device experts and two life coaches. The results show that when it comes to family communication, social media only becomes a barrier if it already takes the place of face-to-face communication and eventually becomes a priority rather than an option. When members of the families failed to harmoniously weigh their urgencies, communication suffers. Therefore, in order to establish a healthy family communication, parents should exert effort on cultivating their children's communication skills while growing up for this can lead them into an open relationship when time comes. Since family is the basic unit of this society, all of a person's communication skills start from it and when communication within the family fails, a person will have a difficult time, communicating towards other as well. It is recommended that communication should be defined as broad as possible in order to further expand the area of the study as well as its results.

**FACEBOOK AS PUBLIC SPHERE:
CRITICAL ANALYSIS OF DISCOURSES IN THE
CASE OF 1MDB**

Wang Lay Kim and Ngo Sheau Shi
Universiti Sains Malaysia

In recent years, the discussion of misuse of power, scandals and corruption have been circulated ferociously through the internet. As a backlash on the new media in its role of circulating information on these misdemeanours particularly on the case of 1MDB, the Malaysian Communications and Multimedia Commission (MCMC) have begun monitoring news portals and blocking websites. Despite the fact that these websites are blocked, Facebook seems to be a popular sphere where information, ideas, criticisms, discussions and other contents about scandals and corruption continue to be shared. It is not uncommon to hear comments that the social media is a viable public sphere for rational-critical debates and a conduit to reshape the democratic process. It is in this context that an analysis is done to look at the discourses generated in the Facebook even in the face of threats and legal actions from the authorities. This paper will firstly look at the growth and use of the social media within the political economic structure media in Malaysia. Secondly, it will analyse Facebook of a prominent politician regards the issue of 1MDB to provide understanding of the discourse; and, thirdly to analyse the responses in that Facebook post to see if they are counter hegemonic discourses providing diversity and oppositional politics; and providing the potential to reshape the democratic process in the context of a mediascape that is strongly controlled by the state.

**SOCIAL MEDIA IN YOUTH SOCIETY:
INSTAGRAM VS SNAPCHAT**

Amadeo Adhya Kusuma, Laili Zulfajriani and
Erna Mariana Susilowardhani
Tanri Abeng University

The use of social media among young people become very common in Indonesia. The number and variety of communication applications are growing and Indonesian youth are quick to adopt to it. However, each application has different uses, benefits, and the appeal of the application to the users. This study aims to determine the roles of social media among young people, especially the Instagram and Snapchat Applications. Researcher use some of the concepts that are relevant to this study, among other things, new media, the role of social media, and so on. This study used a qualitative descriptive approach. For primary data collection, researchers conducted observations and depth interviews with a number of informants who have investigators assigned earlier, i.e. young people who have and actively use Instagram and Snapchat. As for the secondary data, researchers used literature and sources from the Internet. For technical validity of the data, researchers used the authenticity and triangulation methods. The outcome of this study was to determine the roles of both social media, Instagram and Snapchat, so that we can know the uses and gratifications of social media among young people.

**“KNOW THY SELFIE”: AN EVALUATION OF
THE ENGAGEMENT OF SELECTED
MILLENNIALS ON SELFIE VIS-A-VIS
TECHNOLOGY IN IMAGE CAPTURE, UTILITY
OF THE ACT OF SELFIE-ING, AND THE SOCIAL
CAPITAL BUILT AROUND THE ACT**

Boots Liquigan
*University of the Philippines-Diliman
Philippines*

The selfie is a phenomenon akin to the millennial generation. Millennials, being the i-Generation (literally referring to “Internet Generation”) and the I-Generation (known as “Me” generation, suggesting a narcissistic persona), are considered digital natives and have had no difficulties adapting to digital image capturing technology. This study aims to establish the nuances of the “millennial selfie”, particularly understood from the notions of select millennial informants on the act of selfie vis-a-vis technology in image capture, utility of the act of ‘selfie-ing’, and the social capital built around the act. Using Marshall McLuhan’s Medium Theory, Erving Goffman’s Presentational Self, Symbolic Interactionism (and Self as a Social Object), and Social Capital Theory, the author aimed to (1) highlight the concept of selfie-ing is among a select set of millennials with regard to the relationship of the advancement of image capture and the reimagined presentation of the self; (2) describe the nature of the act of selfie-ing from the notions of these select set of millennials; (3) describe the product and consequence of the act that include the selfie itself, the utility of the selfie, and social capital built around it. The study found that a Filipino Millennial’s selfie is not entirely individualistic or personalistic as suggested by some literature. Selfies remain to be for documentation rather than for self-expression as observed in the captured moments of the informants. Some find selfies as tools to boost one’s self-confidence, thus, suggesting that the Filipino Millennials in this study value other people’s validation through the Facebook “likes” or “comments” on their selfies.

**A CRITICAL ANALYSIS OF INTERNET USERS
OF RURAL YOUTH**

Neha Bhushan
*Institute of Media Studies, Shree Ramswaroop
Memorial University, India*

Rural India, as of June 2013, has a population of around 889 million. While, computer literacy stands at 14%. Out of this, 60 million users have accessed the Internet at least once. The count of Active Internet Users in Rural India stands at 41 million, says a report published by IMRB International Internet and Mobile Association of India (IAMAI). The objective of the present study is to investigate the percentage of rural college students who use the internet and to verify how accurately this percentage is reflected in the national survey. This study will also investigate the gender differences in using internet among rural college-level youths. This study was conducted in rural area of district Azamgarh, Uttar Pradesh, India. A sample of 400 male and 400 female college going youth was randomly selected. A questionnaire was given to find out their internet awareness. Percentage was determined and t-Test was applied to examine the following experimental hypothesis: Youth of Azamgarh is in line with the National percentage. There is a significant difference between male and female Internet users. Results revealed that percentage of Internet active rural youth is 44.5% which is higher than the percentage of general rural population so it is not in line with the national percentage. Mean of Internet active males is 26.17 with standard Deviation 8.78 where as the mean of females is 23.41 with SD 9.35. t-value 2.692 is significant at .01 level. This proves that rural college going males are more active on internet than females. It is a pilot study which has examine the efficacy of IMRB International and IAMAI reports and may help the government to increase the participation of rural youth by improving their digital literacy and making the country digitally empowered in the field of communication and technology.

PARALLEL SESSIONS

A2: Broadcast Media in Flux

Panel Chair: Firly Annisa, Universitas Muhammadiyah Yogyakarta, Indonesia

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>Affiliation</i>
1	Junaedi, Fajar		AB1927 Streaming Radio: Citizen Journalism Based Football Fans	Universitas Muhammadiyah Yogyakarta, Indonesia
2	Essandoh, Mavis		Ghanaian community radio stations creating local public spheres for their local communities?	Deakin University, Australia
3	Estabillo, Nerissa Grace P.		An Evaluation of the Listening Preferences on the Program Content and Undertaking of the Mission of DZAS	University of Santo Tomas, Philippines
4	Widodo, Yohanes		Radio for Diaspora: Establishing Network through Online Radio	Atma Jaya Yogyakarta University, Indonesia
5	Alzamora, Geane		The transmedia dynamics of # 9NTV3	Federal University of Minas Gerais, Brazil
6	Cantal, Divino	Walter Yudelmo	Re-Visiting the State of the Radio Broadcasting Process of Government Radio in Hong Kong	Trinity University of Asia, Philippines

**AB1927 STREAMING RADIO:
CITIZEN JOURNALISM BASED
FOOTBALL FANS**

Fajar Junaedi
*Universitas Muhammadiyah Yogyakarta
Indonesia*

During the years 2010 - 2016, Persebaya - a football club that was founded in 1927 and listed as one of the founders of the Football Association of Indonesia (PSSI) - suffered unfair treatment. Rather than to obey the controversial decision from PSSI, Persebaya club chose to join the Indonesia Premier League (LPI), a break away football competition. PSSI tried to make the a new club of "Persebaya" by using football players from Persikubar Kutai Barat. By supporting of PSSI, "Persebaya" successfully returned to the Indonesian Super League, especially after supporting from the football star players. However, fans of Persebaya known as Bonek refused to support "Persebaya" which formed by PSSI. Through a variety of demonstration is always preceded by movements in social media, Bonek consolidate the movement fighting for Persebaya they believe as the original of Persebaya. One of them is the online radio, named AB1927. By collecting data of Persebaya supporter movements on social media conducted by Bonek and features an interview to the initiators dan journalist of radio AB1927, this paper shows how there is a new practice of the sport journalism and utilization of streaming radio by youth supporter football who well literate. By using online radio AB1927, Bonek practice citizen journalism that is able to pass the state border, as seen from the participation and feedback listeners not only from Indonesia, but also from abroad.

**GHANAIAN COMMUNITY RADIO STATIONS
CREATING LOCAL PUBLIC SPHERES FOR
THEIR LOCAL COMMUNITIES?**

Mavis Essandoh
Deakin University, Australia

Community radio is a 'different' kind of radio which enables access of community members in programme selection, production and presentation. Unlike commercial and mainstream radio sectors which develop programmes of a general nature, they develop programmes to meet the listening and other needs of the local communities they serve. They also try to generate feedback on their programmes and facilitate interaction with their local audiences. Community radio is a new phenomenon on the Ghanaian media scene with all those operating in the country being set up after the liberalisation of the country's airwaves in the late 1990s. Currently, there are 19 community radio stations on air in the country. This study examines the programme contents of the first 11 stations to be set up and to find out how they are facilitating community conversations and creating local public spheres through the programmes they air for the communities they serve. It was found that all the stations studied had programmes on which topical matters of interest on local community, governance and national political issues were discussed. It was found that generally, most of the programmes were of a 'talk back' nature and allowed community members to call in and give their views on governance, political and other matters of general interest. Through these programmes, the research concludes that the stations were creating public spheres particularly for males who participated more in the programming and activities of the stations as volunteers, presenters, resource persons and audiences.

**AN EVALUATION OF THE LISTENING
PREFERENCES ON THE PROGRAM CONTENT
AND UNDERTAKING OF THE
MISSION OF DZAS**

Nerissa Grace P. Estabillo
University of Santo Tomas, Philippines

DZAS has been airing for more than six (6) decades. With the new media it also reinvented its platforms to be in-tune with the changes and developments of the media spheres. Despite such changes, the impact on professional education and family dynamics remains as its primary goal in the context of evangelization. Content and format of programs are anchored on this intent. This study intends to provide significant details that will be used for the strategic and organizational development plans of DZAS for the next decade. Through this, program planners can shape broadcasts that will better respond to the needs of the listeners. The study on the Evaluation of Listening Preferences and Content Programming of DZAS Radio will give emphasis on the content of the selected programs and the way it encourages and inspires listeners in different parts of the National Capital Region. The study likewise aims to determine if live streaming supplementing the radio would indeed help in spreading the Gospel. Though the station does not compete, this research would also like to determine if radio can still stay even without modern technologies like the so called "teleradyo," and encourage the youth to constantly listen. The study will use descriptive research design with survey and focus group discussion or FGD with frequency distribution or chi square as methods.

**RADIO FOR DIASPORA: ESTABLISHING
NETWORK THROUGH ONLINE RADIO**

Yohanes Widodo
Universitas Atma Jaya Yogyakarta

This paper proposes that the internet has been used by Diaspora Indonesian to establish a network of users across differing geographical and social ecology. The research has described variety of Internet radio characteristics by Indonesian youth to learn, network, and create their own content on Online Radio. The research study's analysis aims to describe the creative, social and technical processes, and identify opportunities for innovation, enterprise development and regional sustainability. The study likewise discusses how online radio develops interactivity among listeners of Indonesian student community Diasporas through their interactive fora. Based on the idealization of deliberative model of public sphere as suggested by Jurgen Habermas, this study evaluates the quality of deliberation reflected in those interactive fora.

THE TRANSMEDIA DYNAMICS OF # 9NTV3

Geane Alzamora

Federal University of Minas Gerais, Brazil

This work investigates the transmedia potential of the hashtag #9NTV3 used by TV3, the first television station to broadcast only in Catalan, during its news coverage of the referendum on the sovereignty of the region, held on November 9th, 2014. The hypothesis is that great mobilization contexts are conducive to the development of transmedia journalism, and the hashtags are important vectors of this communication operation which includes journalists and ordinary citizens by socio-technical agency. In order to evaluate the potential of transmedia hashtag #9NTV3, we follow threads with this hashtag on Twitter and Facebook from November 1st, 2014 to November 30th, 2014, noting the communication activity generated in the form of hits, comments and shares. The results confirm the guiding hypothesis of the study and demonstrates how the hashtag set up a socio-technical agency in that context.

RE-VISITING THE STATE OF THE BROADCASTING PROCESS OF GOVERNMENT RADIO IN HONG KONG

Divino L. Cantal, Jr.

Baptist University of Hong Kong, ROC

Walter H. Yudelmo

Trinity University of Asia, Philippines

This qualitative research explores the different radio broadcast processes of the only government radio in Hong Kong. Radio Television Hong Kong (RTHK) is the only government owned radio and television network in Hong Kong, SAR. Like any other government-owned-and-controlled entity, RTHK is a government funded media network and the only sole public broadcaster service provider in Hong Kong. The research found out that most of the time, RTHK together with the Hong Kong Education Bureau, jointly produce educational television for the broadcasting network. The program is a series of educational programmes that is airing during non-peak hours on the different RTHK stations intended for learning of students in Hong Kong. The research found out that like all other commercial radio stations in Hong Kong, RTHK enjoys broadcasting and editorial independence. When the British Government returned Hong Kong to China, changes in the broadcast standards and structures had not changed.

PARALLEL SESSIONS

A3: New Media and the Cultural Shift

Panel Chair: Ayu Amalia, Universitas Muhammadiyah Yogyakarta, Indonesia

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>Affiliation</i>
1	Abeykoon, Samali Achala		Scuffle over mobile phone usage between mothers and their techno savvy children in Trincomalee, Sri Lanka	Deakin University, Australia
2	Sultana, Waheeda		Mobile phones usage among youth: A study in Dakshina Kannada District	Mangalore University, India
3	Fernando, Theodore		The "Virtual Panopticon" of New Media in Sri Lanka's 2015 Presidential Election	The Open University of Sri Lanka
4	Magdaraog, Xeng	Jon Bunquin, J.,M. Mopera, C. Villegas	Uncovering Online Political Information-seeking Practices of UP Diliman Students	University of the Philippines Diliman
5	Muhammad Raqib Mohd Sofian	Amer Qasem, Azman Azwan Azmawati	Observing Propaganda through Fantasies	Universiti Sains Malaysia
6	Dizon, Joan		Sleepless in Cyberspace: How Facebook creates a culture of insomnia among Filipino youth	University of the Philippines Diliman

**THE POWER STRUGGLE OVER THE MOBILE
PHONE USE BETWEEN MOTHERS
AND THEIR TECHNO SAVVY CHILDREN IN
TRINCOMALEE, SRI LANKA**

Achala Abeykoon
Deakin University, Australia

The new media are perceived as a disruption of pre-existing power relations between the powerful and the powerless. The usage of mobile phones, for instance, is an example of contemporary power relations between parents and children. While, the mainstream studies are focused on issues related to the ownership and use of mobile phones by children or on the reinforcement of mother's childcare role, owning and using a mobile phone by a child is not yet prevalent or not socially accepted in certain countries and societies due to cultural norms and economic constraints. Yet, it is a universal phenomenon that being young means being techno savvy. Hence, this study is focused on the challenges faced by mothers in using their mobile phones with their techno savvy children in Trincomalee, Sri Lanka, particularly because of their gendered roles as mothers and heads of their households in a conservative patriarchal society. Based on interpretivist and critical theory approaches the data collection for this qualitative study was conducted from September 2014 to January 2015 in two Divisional Secretaries of the Trincomalee District, Sri Lanka. The findings indicated that children had access to their mothers' mobile phones with or without their permission while only a few participants had bought mobile phones for their children. Further, mobile phones were regarded as a scapegoat for ruining the future of the children because of their addiction to mobile games or opportunities provided for getting entangled in disapproved romantic relationships. However, since mothers often sought their children's assistance in using their mobile phones, their power and control over their children's mobile phone use had become questionable. Hence, while being proud of their techno savvy children, they were trapped in a dilemma because of their role as responsible mothers.

**MOBILE PHONES USAGE AMONG YOUTH:
A STUDY IN DAKSHINA KANNADA DISTRICT**

Waheeda Sultana
Mangalore University, India

Mobile phones or cell phones are integral part of our daily lives and more so among youth. It has turned from a technological tool to a social tool. Mobile phones today go beyond voice communication and provide a multitude of other features and services including text messaging (SMS), multimedia media messaging (MMS), photo and video capturing and recording, e-mail, browsing the internet, playing music and games and many other functions. This study aims to identify the varied uses of mobile phones by the youth for information, education, entertainment, as well as to communicate with others. This paper also focuses on usage of social networking sites and other options available on their cell phones. As part of the research design, a survey was conducted among 125 youth of Dakshina Kannada district of Karnataka state during April 2016. The findings reveal that if properly used it can be a powerful tool that can help the youth in their endeavours.

THE “VIRTUAL PANOPTICON” OF NEW MEDIA IN SRI LANKA'S 2015 PRESIDENTIAL ELECTION

Theodore Fernando
The Open University Sri Lanka, Sri Lanka

Political advertisers no longer rely only upon traditional advertising. Seen from a Foucaultian perspective, new media are more than vehicles for retrieving and exchanging information. New media are capable of identity-formation. Moreover, they involve ‘subjectivation’. Effective use of new media implies selecting and framing content with a view to pleasing and/or impressing a certain crowd. For better or for worse, new media usher in and expose all the viewers and users to a kind of virtual Panopticon. With this background in mind, this study investigates the web content of the 2015 Sri Lanka presidential election political advertising of the two main presidential candidates, namely incumbent, Mr. Mahinda Rajapakse and the common opposition candidate Mr. Maithripala Sirisena. More specifically, the purpose of this research is to find the main news frames used by both candidates, user generated comment and persuasive techniques used by each candidate in this important election. Advertisements produced for television and the Internet, and user content by way of comments were the unit of analysis of this research. In order to find answers, first, a content analysis was conducted using all of the political advertisements produced by both candidates on the web during the 2015 presidential elections in Sri Lanka. All advertisements aired by the campaigns during the period were collected and scrutinized. One of the surprising findings is that, though the incumbent president was defeated in the 2015 general election in Sri Lanka, he received the greatest amount of user viewer-generated content. Most of the political advertisements depicted him as a “War Hero” and uncrowned, potential king, who had initiated many development projects in Sri Lanka. The winning candidate, Mr. Maithreepala Sirisena, was portrayed as a common man, hailing from an ancient kingdom in Sri Lanka's North Central Province.

UNCOVERING ONLINE POLITICAL INFORMATION-SEEKING PRACTICES OF UP DILIMAN STUDENTS

J. Bunquin, S. Magdaraog, M. Mopera
and C. Villegas
University of the Philippines Diliman

This research focuses on the kind of political information voters are most drawn to when deciding who to vote for. Apparently, there is a need to focus on this angle of the electoral process because there are no in-depth studies focusing on how voters decide based on their attitudes, convenience, and agenda that are determined by their information-seeking behaviours. In the past, voting behaviours, as analyzed by experts, have been inconsistent due to various reasons. Hence, this study aims to provide pertinent findings to analyze patterns of these inconsistencies, as determined by the framework that focuses on these variables, fuelled by theories about intent and behaviour. In order to operationalize this study, the researchers conducted an experiment using web pages of two fictional political candidates, which included their information that eventually helped participants in casting their votes through an election process orchestrated by the researchers. Findings show that regardless of the placement of information layout on the website, UP voters were active information seekers: they have an agenda thus affirming the theory of planned behaviour.

OBSERVING PROPAGANDA THROUGH FANTASIES

Amer Qasem, Muhammad Raqib Mohd Sofian
and Azman Azwan Azmawati
Universiti Sains Malaysia

In reviewing briefly the literature regarding the applications of Symbolic Convergence Theory (SCT), along with its basic construction represented in the fantasy themes, the authors conclude the following: Several scholars notice practically the usefulness and applicability of the SCT in examining the shared visions and identifications through symbols and rhetoric in the social interactional orientation (see Bormann 1982; Bormann 1985; Garner et al. 1998), too, in the organizational communication perspective—sense-making, power and politics, bona fide groups, and multiple identifications—(see Olufowote, 2006). Nonetheless, employing the SCT and the fantasy themes' analysis methodologically in a critical perspective of the mass communication in general, or detecting the incidence of propaganda especially has not been scholarly devoted. Likewise, investigating whether the shared realities that emerged in the fantasy themes—arguably infected by propaganda—have been altered with the passage of time. More specifically, examining the embedded fantasy themes in the narrative of political conflicts' media coverage through different time periods, such as the Palestinian-Israeli one, and investigating the incidence of propagandizing the conflict by identifying the existed character, setting, and action fantasy themes'.

SLEEPLESS IN CYBERSPACE: HOW FACEBOOK CREATES A CULTURE OF INSOMNIA AMONG FILIPINO YOUTH

Joan Dizon
*University of the Philippines-Diliman
Philippines*

This paper focuses on Facebook, the social networking site which enjoys immense popularity among the Filipino youth. It is an exploratory study that examines the various ways this particular site contributes to the way young Filipinos spend their time online and how they engage with the dynamics of Facebook. Although accessing Facebook is an individual chore, this research presupposes that it is not an independent engagement even as the experience of Facebook is an experience shared with the multitudes of its users. Thus, this study also posits that Facebook engagement is not a benign activity devoid of significance. As these engagements occur, the rippling effect they commence are seen to create particular cultures within and among those who partake in the experience. Hence, in this particular inquiry, using Foucault's theory on power, the gaze is turned to how Facebook, as a popular medium of social interactions, and with its engaging interface, products and features as mechanisms of power, circulate various discourses and narratives, as well as, shape a culture – that of insomnia – among young Filipinos.

PARALLEL SESSIONS

A4: Shifting Paradigm of Journalism

Panel Chair: Teresa Congjuico, University of the Philippines-Diliman

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>Affiliation</i>
1	Labiste, Ma. Diosa		Hashtags as Figurative Language in War and Conflict Reporting in the Philippines	University of the Philippines Diliman
2	Chellvan, Tamil (Steven)		The Perception of Crisis News in Social Media among the College Youths	International University at Nilai, Malaysia
3	Parahita, Gilang Desti		Indonesia's Environmental Journalist Online: Shifting Roles and Practices	Gadjah Mada University, Indonesia
4	Shao, Baohui	Nik Norma Nik Hasan, Qingwen Dong	Journalistic Professionalism among Journalists for Chinese- language Press in China and Malaysia	Hebei University, ROC
5	Uprety, Sudeep	Sushil Baral and Rajesh Ghimire	Sensitizing Public on Urban Health through Media Engagement with Journalists	Health Re- search and Social Devel- opment Fo- rum (HERD), Kathmandu, Nepal
6	Yang, Lai Fong		From Theft to Racis Brawl: The Framing of Low Yat Incident by Malaysian Newspapers	Taylor's University, Malaysia

HASHTAGS AS FIGURATIVE LANGUAGE IN WAR AND CONFLICT REPORTING IN THE PHILIPPINES

Ma. Diosalab Labiste
*University of the Philippines-Diliman
Philippines*

This paper examines the use of hashtags in Philippine news websites when reporting on a 2015 anti-terror offensive in the attempt to capture a suspect wanted by the United States. The operation resulted in the death of forty-four Filipino commandos and derailed the peace process between the Philippine government and Moro Islamic Liberation Front. In their coverage, news organizations deployed hashtags to drive traffic to their websites and social media feeds, to crowd-source the information and frame their news content. In an analysis of hashtags used by major news websites, the ambivalence of hashtag as digital discourse is discernible. Hashtags have transmission and discursive power: transmission refers to efficiency of sharing information while discursive power has got to do with the effects that hashtags created. As figurative language, hashtags have metonymic function to stand in for configurations of power. However the meanings they generate invite contradictory interpretations that could bring out their political possibilities. Thus, while they justify and naturalized dominant ideologies, hashtags, as component of digital discourse, have dual possibilities to undermine and promote the struggle for peace in *Moro* communities in Mindanao, southern Philippines. However these possibilities are compromised by news websites' deployment of hashtags to increase audience share that translates into commodity and profit.

THE PERCEPTION OF CRISIS NEWS IN SOCIAL MEDIA AMONG THE COLLEGE YOUTHS

Tamil Chellvan
International University at Nilai, Malaysia

The purpose of this study to explore, and examine the effect in the social media among the college youths. The study's used both quantitative and qualitative research approaches. A total of 356 youth age 18 to 25 were surveyed using questionnaire within a university in Malaysia. The questionnaire was even to the college youths who are of different backgrounds such as gender, age, race and educational background. Upon analyzing the survey results, evaluations from a number of literatures were used and conclusions are drawn based on the quantitative analysis of the secondary research data. The finding shown that there are significant influences that crisis news in social media can bring to college youth in Malaysia, from the analysis on media literacy of college youth in Malaysia, it is found that, college youth in current society do not hold the ability on critical analysis news content. Therefore, the effects of crisis news have always being exaggerated. Among practical implications, the study noted that for society community and non-government organization, to learn about the impact that given by negative media content on creating panic public sphere is important. Therefore, every of them being able to take involve in changing public sphere. Global, cross-country organization effort is needed on making improvement and helping every of us to analyze the media content correctly and make sure that all globally regulations will be enough and able to regulate the media around the world, as well as the media content, negotiation may be needed. Though there have been other researchers done on college students toward appeals used in social media, this research specific on the influence of crisis news is the first of its kind to be done. Thus, this research provides an insight into how much students are aware on negative influences in social media content have affected them.

INDONESIA'S ENVIRONMENTAL JOURNALIST ONLINE: SHIFTING ROLES AND PRACTICES

Gilang Desti Parahita
Gadjah Mada University, Indonesia

Environment journalists work within an evolving environmental media ecosystem that is participatory, pluralistic, and social. Globally, online technology has challenged the historically dominant and special role of environment reporters as privileged messengers of environment information to general audiences. In Indonesia, contemporary environmental journalism is driven by political transformation, conglomeration media structure and technological change. Departing from the developmentalism and authoritarianism New Order and adopting the digital technology, Indonesia's environmental journalism has a great opportunity to develop its role in a more plural ways. Regarding to the contexts, is this occupational group performing a wider plurality roles? Do Indonesian online environment journalists have a more collaborative relationship with their audiences and sources? Are they generally adopting a more critical or collaborative stance towards the environment advocates, industry, and policy-oriented organizations? This research examines emerging figures in environment journalism in Indonesia. Through in-depth interviews the paper aims to understand their roles and their relationship with readers and sources; how their relationships are being transformed in the digital age; and their opinions on the state of contemporary environmental journalism. They were also reviewing the proposed categories of environment journalists, how they work fit or not fit into the categories. The reviewed categories are then transferred into online survey for Indonesia's environmental journalists. The online survey is used to complement the data about the general tendencies of Indonesian environmental journalists' digital practices and perceptions about their reinvented roles.

JOURNALISTIC PROFESSIONALISM AMONG JOURNALISTS FOR CHINESE-LANGUAGE PRESS IN CHINA AND MALAYSIA

Baohui Shao,
Hebei University, China

Nik Norma Nik Hasan
University Sains Malaysia

Qingwen Dong
University of the Pacific, USA

This quantitative study, based on a comparing three newspapers each in China and Malaysia, found that the concept of journalistic professionalism transferred from western countries is endorsed widely by the journalists in these two countries. The study also found that the Chinese-language press journalists in the two countries are in the midst of professionalization. The researchers adapted a theoretical framework of journalistic professionalism which includes journalistic expertise, journalistic autonomy, journalistic commitment, and journalistic responsibility. Limitation and suggestions for future research are also provided.

**SENSITIZING PUBLIC ON URBAN HEALTH
THROUGH MEDIA ENGAGEMENT
WITH JOURNALISTS**

Sudeep Uprety and Sushil Baral
*Health Research and Social Development Forum
(HERD), Thapathali, Kathmandu, Nepal*

Nilam Ashra McGrath
*Nuffield Centre for International Health and De-
velopment, United Kingdom*

Rajesh Ghimire
University of Leeds, United Kingdom

Media plays a vital role in raising public awareness of health issues. Reporting on health is often limited, with issues such as impact of social determinants being overlooked or reported inaccurately. Urban poor are chronically underserved by primary health care. A focus on urban health can facilitate media coverage of issues like smoking cessation, multi drug resistant tuberculosis, access to essential health care, and non-communicable diseases. This research is aimed at raising profile of health issues pertinent to urbanization, increase interest and capacity of journalists to understand and report health issues as well as improve media coverage on urban health. The researchers ran seven capacity building workshops covering all major urban locations of Nepal involving 118 journalists in 2014 and 2015. Media monitoring of media outlets post the workshops reflected increased and improved coverage on urban health issues. 10 journalists were given recognition via national and regional awards for their investigative stories. Journalists have been regularly seeking support from organizations like HERD for evidences/research reports which have been cited in the stories published in the daily and weekly national dailies. Results showed that collaboration between health and media sector shows much promise with the gap between policy makers and media being reduced through better understanding of each other and a joint effort to communicate effectively on urban health issues to wider audiences.

**FROM THEFT TO RACIST BRAWL:
THE FRAMING OF LOW YAT INCIDENT BY
MALAYSIAN NEWSPAPERS**

Nicole Lai Fong Yang
Taylor's University, Malaysia

This study aimed to conduct a framing analysis on the coverage of the Law Yat incident, whereby a theft case was escalated into racist brawl in Malaysia. The study compares the coverage of mainstream Malay-, English- and Chinese-language as well as alternative newspapers. The findings indicated that the newspapers reported the Law Yat incident with different intensity and prominence, while employing police as the major news source. The newspapers informed their readers about the chronology, evolution or development of the Law Yat incident, while portraying that the situation as under control by highlighting police investigations and arrests as well as court charges. In addition, the newspapers also reflected that violence and extremism were unacceptable in Malaysia. It was found that the Law Yat incident has been highly racialized by irresponsible bloggers, social media users and politicians in the country. This finding resonated with the opinion expressed by various scholars that race and ethnicity issues remain highly politicized in Malaysia.

PARALLEL SESSIONS

A5: Communication Education Challenges and Changes

Panel Chair: Wil McCarthy, University of Adelaide

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>Affiliation</i>
1	San Pascual, Ma. Rosel	Ma. Cecilia Estoque- Manuel	The new news media landscape? Mapping reverse agenda-setting in the new media environment	University of the Philippines -Diliman
2	Sari, Sovia Sitta		Reception Analysis on Students of Islamic Universities toward the coverage of <i>Hizbth Tahrir Indonesia</i> on the Internet.	Universitas Muhammadi- yah Yogyakarta, Indonesia
3	Boonchutima, Smith		Impact of Evolutionary Changes in Media among ASEAN Countries – Analog to Digital Followed by its Popularization	Chulalongkorn University, Thailand
4	Pernia, Elena	Xeng Magdaraog, Jon Bunquin, Pauline Celerio	It's not 'Rocket Science': Communicating Science and Technology for a Science Literate Filipino	University of the Philippines -Diliman
5	Susiowardhani, Erna Mariana	Nur Idaman	Adaptation in a New Environ- ment: Facing and Managing the Anxiety of Newcomer Students	Tanri Abeng University, Indonesia
6	Joshi, Namarta	Ranbir Singh	Women as Communicators- New Perspectives and Challenges	Guru Nanak Dev University, Jalandhar, India

**THE NEW NEWS MEDIA LANDSCAPE?
MAPPING REVERSE AGENDA-SETTING IN
THE NEW MEDIA ENVIRONMENT**

Ma. Cecilia D. Estoque-Manuel
and Ma. Rosel S. San Pascual
*University of the Philippines-Diliman
Philippines*

Agenda-Setting Theory is a classic communication theory on mass media effects. Notwithstanding the critiques against it, Agenda-Setting Theory persists to be a formidable theory five decades after its conceptualization. To date, a Google Scholar search would yield around 6,000 articles on Agenda-Setting Theory. To a considerable extent, the heuristic appeal of Agenda-Setting Theory emanates from its theoretical scope, which covers the basic elements of source, message, medium, and audience, and from its theoretical openness, which allows cross-discipline integration with fields such as political science, psychology, sociology, economics, and law. Maxwell E. McCombs and Donald L. Shaw (1972) originally conjectured agenda-setting in studying the effects of conventional broadcast and print media. With the massive advancements in communication media and technologies in recent decades and their consequent widespread adoption, our paper attempts to re-examine Agenda-Setting Theory in the age of new media. This paper starts with a theoretical presentation on agenda-setting and a brief summary of the various extensions proposed to strengthen its explanatory power. After which, our paper proceeds with a discussion on the rationale for examining Agenda-Setting Theory in the context of the current media environment. Thereafter, our paper goes on to a discussion of evidence from the literature on how the new media have been reshaping the landscape of agenda-setting. Last but not the least, our paper suggests possible areas for future studies on agenda-setting.

**RECEPTION ANALYSIS ON STUDENTS
OF ISLAMIC UNIVERSITIES TOWARD THE
COVERAGE OF *HIZBUTH TAHRIR INDONESIA*
ON THE INTERNET**

Sovia Sitta Sari
*Universitas Muhammadiyah Yogyakarta
Indonesia*

Hizbuth Tahrir Indonesia (HTI) is one of the new Islamic movements which approaching mostly for youth or students of universities, especially t Islamic universities. They introduce the concept of *Caliph* and *Syariah* as guidance for living. By accepting Islamic *Caliph*, Muslims enable to do three important obligations in Islam. First, The unity of Muslims (*wihdatul ummah*) based on *al-ukhuwah al-Islamiyah*. Second, the duty to implementing *Syariah* (Islamic Law). Finally, The obligation to disseminate Islam around the world. The reason why Indonesia muslims should adopt *Syariah* is to contest *capitalism* which representing Western ideology. Meanwhile, there are many perceptions toward HTI teaching, some people believe that Caliph is utopia or dream that can never realized. In other hand, people interested due to the glory of Islam for Indonesia with the biggest population of Islam. However, the opposite response to HTI basically focus on the concern of the radicalization of its teaching which tends to replace Pancasila as the nation base of Indonesia This study attempt to investigate the perception of Islamic universities student on HTI's coverage on its website in online media by using reception analysis method.

**IMPACT OF EVOLUTIONARY CHANGES IN
MEDIA AMONG ASEAN COUNTRIES –
ANALOG TO DIGITAL FOLLOWED BY ITS
POPULARIZATION**

Smith Boonchutima
Chulalongkorn University, Thailand

Digital media is poised to completely replace the conventional analog technology based information exchange setup. Ease in the production, reliable storage, and easy transfer are the important features of digital media delivery system. This article describes the overall societal and social changes in the ASEAN region with the arrival of digital media. This region comprising of ten countries having different social and cultural values is striving to the setup of unified digital media production and delivery. However, several social and linguistic barriers are hurdles on the way. I provide an overview of the ongoing developments in the digital media delivery system, social hurdles associated with its acceptance and implementation and new horizon with its appropriate implementation. Based on my analyses, I propose a high-level committee represented from all ASEAN countries having oversight on the digital media development and its uniform delivery all across the ASEAN countries.

**IT'S NOT 'ROCKET SCIENCE':
COMMUNICATING SCIENCE AND
TECHNOLOGY FOR A SCIENCE
LITERATE FILIPINO**

Elena E. Pernia, Jon Benedik Bunquin, Pauline
Jane Celeri, Sheila Ruth Magdaraog
*University of the Philippines-Diliman
Philippines*

Without a doubt, science improved the lives of humankind—and it still does. Every now and then, scientific discoveries make significant impacts as they debunk theories, create possibilities, and explain phenomena. Thus, communicating science-based information to the general public is imperative to nation-building. Among the many ways through which the general public could be reached, is media. Media is another domain altogether, with specific standards. Towards this, the *Communicating Science and Technology Research and Development in the University of the Philippines (CoST UP)* program was developed as an interdisciplinary research and creative initiative of colleges of Mass Communication, Fine Arts, and Economics, working with researchers and scientists from all over the UP System, to bridge the gap between science and communication. This multi-pronged program recognizes the need to effectively disseminate correct scientific information in audience-friendly and audience-appealing formats, not only to promote public awareness, but also cultivate public engagement. Comprised of five projects, CoST UP targets: media engagement, media training, development of enter-education materials, S&T as pop culture, and development of a science journalism. Ultimately, the goal of the program is to create a science-literate public that would help uplift the state of science and technology, and research and development in the Philippines. As science and technology is imperative in the socioeconomic progress of the nation, it is also important that its citizens epitomize the culture of science in their lives. This paper presents the efforts, successes and lessons learned of the project by discussing its structure, framework, objectives, communication activities, and outputs.

**ADAPTATION IN A NEW ENVIRONMENT:
FACING AND MANAGING THE ANXIETY OF
NEWCOMER STUDENTS**

Erna Mariana Susiowardhani
Tanri Abeng University, Indonesia

Nur Idaman
University of Persada Indonesia

The new environment for many people become fearful, anxious, and tend to create uncertainty. The failure in communication can be possible happen as an impact of the anxiety and uncertainty it self. It can be felt by newcomer students who moved in one place for further study. Therefore, adaptation should be done so that life and normal activities can be run well. How do we adapt and manage our anxiety, it can be different for each person. Therefore, this study aims to know how do the newcomer students adapt and manage anxiety in their new environment. This study uses anxiety/uncertainty management theory with using three strategies, namely the passive strategy, the active strategy, and interactive strategy. Also the concepts related to intercultural communication. The approach in this study is qualitative-descriptive. Primary data is obtained by observation and in-depth interviews. As for the secondary data, researchers use the scientific literature. Researchers interviewed several informants from students. They come from various regions in Indonesia and attended in Jakarta. For the validity of the data, the researchers used an authenticity and triangulation methods. The results of this study are expected to provide scholarly discourse and a new understanding of how we adapt and manage anxiety when in a new environment so that our lives can be run well and can overcome communication barriers between cultures.

**WOMEN AS COMMUNICATORS-
NEW PERSPECTIVES AND CHALLENGES**

Namarta Joshi
*Guru Nanak Dev University
India*

Ranbir Singh
IKG Punjab Technical University, India

Women, across the globe, have had a history of struggle to achieve their present position. In some countries, women have still not reached their destination and are raising a banner of revolt against the atrocities of the male dominated societies. The patriarchal societies are not willing to give up their hegemony over them, women being regarded as subservient to their interests, as commodities for them to own. In India, this section has frequently been denied their rights to communicate with the opposite sex and even with their own , segregated from the rest in ancient times and confined to harems and zenanas and the like or by pardah and hijab, kept in veil. It has taken a lot of determination for women to break out of these fetters and express themselves on issues related to them and for many of them on subjects of wider implications. Media, especially social media, and mobiles have provided them with an appropriate platform to show their potential to the world and come out of the cocoons of insecurity. Women as writers, journalists, bloggers are making a mark for themselves. But more than that, it is as common citizens that they are performing the role of an informed citizenry and therefore, contributing to the progress of the nation, achieving the recognition they deserve. The present paper endeavours to present the profile of women as communicators, their comprehension of the problems confronting them as individuals and to the society in the contemporary mediascape through a quantitative analysis .

PARALLEL SESSIONS

A6: Race, Religion and the New Media
Panel Chair: Mahmoud Eid, University of Ottawa

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>Affiliation</i>
1	Rahman, Khairiah	Azadeh Emadi	Interpreting intercultural issues on Islam and Muslims in the New Zealand Media	AUT University, New Zealand
2	Ratnasari, Dinda Anggun		Ritual and Reality: The Role of Ritual Communicators in Maintaining Society	Brawijaya University, Indonesia
3	Mahmoud, Abd El-Basit Ahmed Hashem	Bashar Ab- del-Rahman Mutahar	Arab Audiences' dependency on traditional and new mass media as sources of information about terrorist attacks in Paris 2015	Yarmouk University, Jordan
4	Sumatorno		Utilization of Social Media By Politicians Padang City	Ekasakti University of Padang, Indonesia
5	Balane, Wal- ter Idul		Media and Informed Citizenry: Consent or Freedom? Clash of Assertions in media coverage of indigenous peoples in Bukidnon, Mindanao, Philippines	Bukidnon State University, Philippines
6	Kanasan, Muthukuma- ran		Inter-Religious Tolerance via Social Media: An Indian Dilemma	Tunku Abdul Rahman University College, Penang Malaysia
7	Tsuroyya		The Photo Tells It All: Creating a Shared Understanding of Syrian Refugees through Social Media	The State University of Surabaya, Indonesia

INTERPRETING INTERCULTURAL ISSUES ON ISLAM AND MUSLIMS IN THE NEW ZEALAND MEDIA

Khairiah A Rahman and Azadeh Emadi
AUT University, New Zealand

In light of "terror attacks" linked to self-professed Islamic groups, Islam has become the convenient scapegoat for terror-related violence. Studies on media representations of Islam in western societies have accused the media of perpetuating Anglo-centric views which have caused misconceptions and inspired hatred in public perception of Islam and Muslims. In the global media scene, media ownership in America is controlled by individuals with ethnocentric political affiliations. Expectedly, such financially supported public voices will gain prominence in the news at the expense of other voices silenced by discrimination. Given the larger context of intercultural issues reported in international media, it is hardly surprising that intercultural communication issues on Islam and Muslims reported in the New Zealand media centres around discrimination and ethnocentric elements. This paper undertakes an analysis of several intercultural communication issues reported in the New Zealand media in the last year. These are critically analysed in terms of the news content and visual representations. Appropriate intercultural communication theories, media ethics and the Islamic theory of Tawill are applied to comprehensively deconstruct the intercultural communication messages for their underlying meaning. This study is timely not only because there appears to be a growing misconceived hatred for a faith supported by 1.5 billion of the world's population, but more importantly, such a burgeoning destructive trend is promoted by the media, consciously or not, and has the potential to ultimately cause an unnecessary and irreparable rift in civil society.

RITUAL AND REALITY: THE ROLE OF RITUAL COMMUNICATORS IN MAINTAINING SOCIETY

Dinda Anggun Ratnasari
Brawijaya University, Indonesia

This study uses James Carey's ritual view as communication to understand the role of communicators in maintaining Sudiroprajan Village society through the implementation of the Sudiro Grebeg 2016 held in Surakarta, Central Java. Grebeg Sudiro 2016 is culture carnival that shows Javanese and Chinese culture as the ritual symbols held on January 28th until February 7th 2016 in Sudiroprajan Village, Jebres District, Surakarta City. Carey (1992) stated that the message in ritual view as communication is used not to affect, to control, or in persuasion purpose, as the transmission perspective view, but to maintain the community by establishing, representing, and commemorating the shared beliefs. One of that shared beliefs is the reality which is constructed and maintained together through a ritual. The Javanese and Chinese ethnic harmony, especially in Sudiroprajan Village, constructed and maintained through the implementation of Grebeg Sudiro 2016. This study aims to describe the role of communicators in Grebeg Sudiro 2016 in maintaining the society, especially the Sudiroprajan Village society, through the construction of reality in the form of Javanese and Chinese ethnic harmony. The communicators in this ritual refer to people related to the implementation of Grebeg Sudiro 2016 or the actors of the ritual, such as the committee, the shaman in Grebeg Sudiro 2016 sub-events, and the participant of Grebeg Sudiro 2016. The data is obtained through observations and interviews. The result, then, is analyzed using narrative analysis thus forming a "storyline" in this descriptive study.

**ARAB AUDIENCES' DEPENDENCY ON
TRADITIONAL AND NEW MASS MEDIA AS
SOURCES OF INFORMATION ABOUT
TERRORIST ATTACKS IN PARIS 2015**

Bashar Abdel-Rahman Mutahar
and Abd El-Basit Ahmed Hashem Mahmoud
Yarmouk University, Jordan

An online survey was conducted with a convenient sample of 400 respondents from Arab countries to examine their dependency on traditional and new mass media as sources of information about terrorist attacks in Paris 2015 through answering the following questions: RQ1. To what extent did the Arab Audiences depend on Mass media as information sources about terrorist attacks in Paris 2015? RQ2. What are the effects of using mass media as sources of information about terrorist attacks in Paris 2015? RQ3. Do the Arab audiences depend on new media more than traditional mass media as sources of information about terrorist attacks in Paris 2015? RQ4. Are there differences in the Arab audiences' dependencies on mass media as sources of information about terrorist attacks in Paris 2015 based on their gender, age, nationality, and educational status? RQ5. Are there differences in the effects of Arab audiences' dependencies on mass media as sources of information about terrorist attacks in Paris 2015 based on their gender, age, nationality, and educational status? RQ6. Is the intensity of Arab audiences' dependencies positively associated with the effects of these dependencies? The results indicate that the most respondents depend on new media more than traditional media as information sources about these attacks, and the most important effects of this dependency are behavioral effects followed by emotional effects, the study also refers to a strong relationship between respondents' dependencies on mass media as sources of information about terrorist attacks and their effects of these dependencies. The current study also indicates that there is a significant effect for respondents' age and educational level on their mass media dependency as sources of information about these attacks.

**UTILIZATION OF SOCIAL MEDIA BY
POLITICIANS PADANG CITY**

Sumatarno
Universitas Ekasakti Padang, Indonesia

Can not be denied, at this time Facebook has become a political communication channels in Indonesia. Even Facebook has transformed into the strength of the disputed new medium politicians or political communicators in disseminating its existence. Members of House of Representatives as actor of political communication has been using or utilizing social media Facebook as a channel of dissemination or information to its constituents. Field based on the fact facebook has helped promote the existence or the existence of a legislative member to the society in the midst of the growing phenomenon of money politics or political money. Through the utilization of facebook use or financial expenditure can be minimized. That is, the media are very helpful facebook promotes the presence of members of the legislative (both in the period before and after becoming a member of House of Representative) to the community, so that the mass media (mainly print) that had become a mainstay in the socialization as replaceable by Facebook. Although still limited to identified one way communication event, in which the constituent parties positioned as a passive, presence of facebook really help a candidate to manage the limitations of funds owned and become a new trend of political communication channel.

**MEDIA AND INFORMED CITIZENRY:
CONSENT OR FREEDOM? CLASH OF
ASSERTIONS IN MEDIA COVERAGE OF
INDIGENOUS PEOPLES IN BUKIDNON,
MINDANAO, PHILIPPINES**

*Walter Idul Balane
Bukidnon State University, Philippines*

Media coverage of indigenous peoples play an important role in shaping inclusive societies. Indigenous peoples in Bukidnon, Mindanao, Philippines have been placed in the shadows of development, even in media coverage. Recently, the Bukidnon Daraghuyan tribe gained media attention in the locality because of their peaceful claim to their ancestral territory. But the Daraghuyan have been wary of media coverage, asserting that media lack an understanding of their tribe's history and culture. They say the problem is two-fold. One is how media deals with them during coverage. The other is how media persons portray them in their media reports. They detest misrepresentation or being taken out of context. As a condition for coverage, leaders of the Daraghuyan tribe have required journalists/media persons to first obtain free and prior informed consent (FPIC): the outputs must be shown to the elders before it will be released. Community journalists hesitate to cover them for fear of being subjected to the indigenous justice system. There is a dilemma: tribal leaders requiring media to show their outputs to tribal elders before release goes against the journalistic ethics of independence and undermines the media's need for timeliness. The IPs' distrust to media and the latter's hesitation to go through the consent process results in an even greater barrier between media and IP. This paper argues that to end the clash, one emerging step is through agreement based on one's responsibility to sources and the public in general. A discussion where reporters and sources from IP communities sit down to clarify expectations and processes may improve the situation. A set of local guidelines hopefully should ensure free and responsible coverage of IP issues and in turn help improve public understanding of IPs and their rights to participate more actively and fully in society.

**INTER-RELIGIOUS TOLERANCE VIA
SOCIAL MEDIA: AN INDIAN DILEMMA**

*Muthukumaran Kanasan
Tunku Abdul Rahman University College-
Penang, Malaysia*

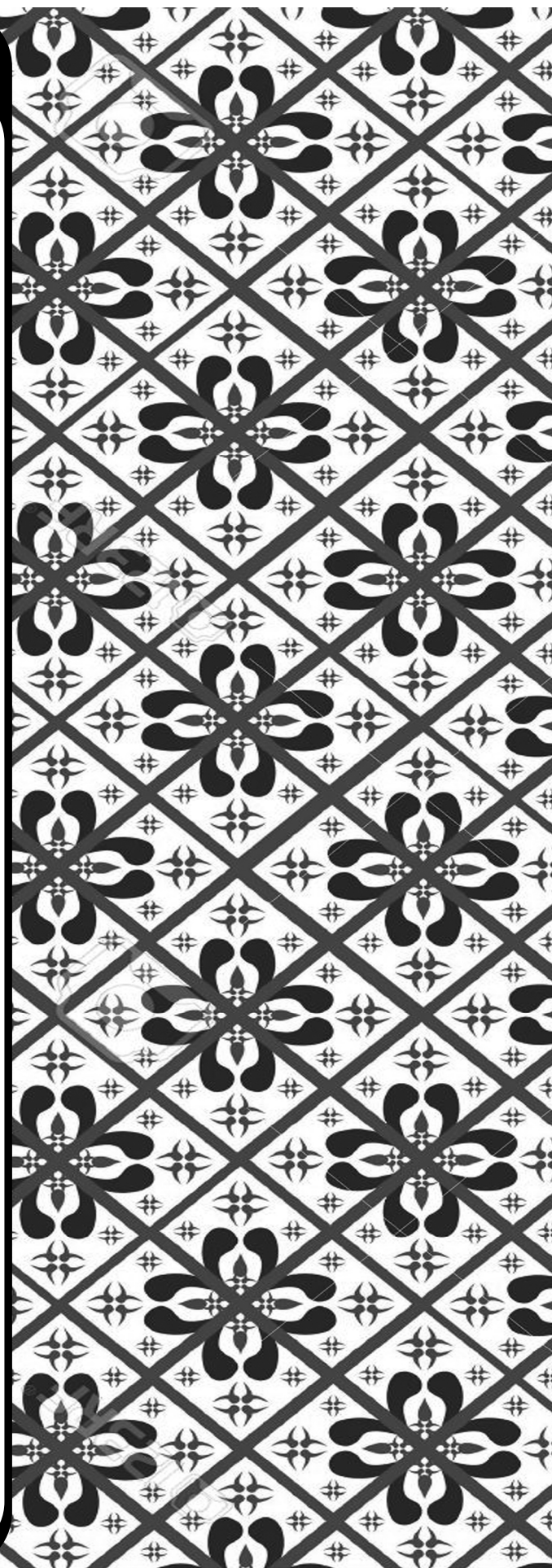
Malaysia is a multi-ethnic society with a diverse cultural mosaic. As such, Article 3(1) of the Malaysian Constitution clearly states that Islam is the religion of the federation but all other religions may be practiced in peace and harmony. The major non-Muslim religions practiced in Malaysia are Buddhism, Hinduism, Christianity, Taoism and Sikhism. In Malaysia, racial and religious controversies are becoming more common. Reporting on issues pertaining to religious matters is not an easy task for the main stream media as there are numerous controls and restrictions by the government. However, due to globalization and with the emergence of social media such as internet, Facebook, Twitter, You Tube and blogs, these religious issues have been stealing the limelight. The silent majority of people have begun to speak their mind. However, without much control over social media in Malaysia, some users who are insensitive towards other religions have made awful and shocking comments. The recent controversial video of Shahul Hamid who condemned the Hindu religion, which went viral, is one perfect example. Such issue could initiate hatred and furor within the society. This paper intends to analyze the impact of social media within the framework of inter-religious tolerance. Data were gathered through social media and the content analysis was employed. Data were analyzed and concrete suggestions and recommendations have been furnished.

**THE PHOTO TELLS IT ALL:
CREATING A SHARED UNDERSTANDING OF
SYRIAN REFUGEES THROUGH SOCIAL MEDIA**

Tsuroyya

The State University of Surabaya, Indonesia

Syria has experienced a war and conflict causing 260,000 people killed since 2011. As released by UNHCR, between 2011 and 2016 there are currently more than one million Syrian asylum applications in Europe with 137,798 applications only in 2014. These refugees mainly apply to Germany, the only European country that officially offers asylum to the refugees, and 27 percent of it seek asylum to Western European countries. Considering that not all countries in Europe welcome these refugees due to financial and social issues, particularly extremism and Islamophobia, this paper draws on the experiences of photojournalists in reporting Syrian refugees in Europe. By linking development communication to narrative theory, this paper offers a framework that highlights the use of photos on Syrian refugees through various social media namely Instagram, Facebook, and Twitter, rather than news agency. It shows how these media productions can contribute to a shared understanding of Syrian refugees towards Europeans in general. This paper illustrates how a collection of photos serves as a bridge to interconnect Europeans and the refugees in a way that it offers holistic information on Syrian refugee's current situation. In so doing, it employs narrative theory particularly from 'coherence' and 'fidelity' aspects as the basis of the analysis towards the photos selected. Through the information gathered from written interviews, this paper discusses how the photojournalists' perspectives and their photos create a dialogue in European community and contribute to a shift of European attitude of the refugees. A perfect combination of maximizing the potentials of social media and utilizing narrative theory therefore may serve as a strategic intervention in changing the perspectives of Europeans on humanistic issues, in particular Syrian refugees.



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PARALLEL SESSIONS

B1: Entertainment, Education and Commercial Challenges

Panel Chair: Smith Boonchutima, Chulalongkorn University, Thailand

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>Affiliation</i>
1	McCarthy, Wil		Online Communities and Offline Agency within the Disneyland Simulacrum	University of Adelaide, Australia
2	Prajoko, Roso		Descriptive Analysis of Communication Frequency of Parent and Teacher on the Learning Achievements of Students Of SMP IT Nurhidayah of Surakarta	Sebelas Maret University, Indonesia
3	Tan-intaraarj, Peerawat		The Influence of Music Styles on Mental Images and Behaviors: A Study of Bangkok Music Students	National Institute of Development Administration, Thailand
4	Centeno, Edmund	Frances Nicole Baldivia	Manifestations of Development in Online News: A Content Analysis of TV Patrol's YouTube News Stories	University of the Philippines Los Baños
5	Sokowati, Muria Endah		The Compromise of Sex <i>a la Hai</i> Magazine (The Critical Discourse Analysis of Male Sexuality in Articles and Rubrics of Sexuality in <i>Hai</i> Magazine during 1995-2004)	Universitas Muhammadiyah Yogyakarta, Indonesia
6	Gutierrez III, Jose		Tapping into the Lifeworld through Online Cinema and Photography: A Case Study of Joni Gutierrez' Hong Kong Series	Hong Kong Baptist University/ University of the Philippines -Diliman
7	Arceo, Genina Mariel		Defining the Potential and Pitfalls of Social Media Influence on Philippine Noontime Shows	Polytechnic University of the Philippines

ONLINE COMMUNITIES AND OFFLINE AGENCY WITHIN THE DISNEYLAND SIMULACRUM

Wil McCarthy
University of Adelaide, Australia

Ray Oldenberg in "The Great Good Place" introduces the idea of the third place as an area that is neither home nor work, but fulfils a need for community outside the other two. It can be a barbershop or salon, a café or tavern, or other locale characterized by Oldenberg as being inexpensive, proximate, welcoming with food and beverages, and having regular members. The American Main Street is cited as containing many such third places, but the simulacrum Main Street USA of Disneyland has become one as well despite its thorough lack of authenticity. Oldenberg criticizes Disneyland as a glorified shopping mall that has no value for the social in society, but is merely an engine for corporate consumption. However every Sunday at 12 noon, in the central hub of the park in front of the famed Walt Disney/Mickey Mouse "Partners" statue, nearly a hundred Southern Californians from the Micechat community meet and enjoy the park together. Others form a bond with an attraction. This research disputes Oldenberg's belief that Disneyland (and theme parks in general) can never be considered a third place. As recently as 2012, Fong and Nunez argued that Disneyland is still a "world of strangers," as defined by Lofland (1973), but their empirical research only consisted of one day in the park standing in popular ride queues observing guests. How has California Disneyland become a place with guests (customers), and even cast members (Disneyland front-line employees), forming strong "third place" communities within and around the park? This paper challenges the notion that a theme park cannot be a third place, and such a third place's genesis can be organically manifested, in spite of being within a corporate consumption structure, by disparate people from online community discussion boards. Southern Californians through online communities have created their own purposeful experience within the simulacrum of Disneyland.

DESCRIPTIVE ANALYSIS OF COMMUNICATION FREQUENCY OF PARENT AND TEACHER ON THE LEARNING ACHIEVEMENTS OF STUDENTS OF SMP IT NURHIDAYAH OF SURAKARTA

Roso Prajoko
Sebelas Maret University, Indonesia

Parents trusts schools with their children with the expectation that they would provide good or even the "best" education. In contrast, schools expects that parent would provide support for their efforts in providing the best for children. Considering these, the purpose of this research is to explore patterns of teacher, parent and student relationships with the hope that it would later improve achievement of the children in school. A survey was conducted in SMP IT Nurhidayah of Surakarta. The Communication model is represented by classroom teacher for school, parent or guardian of student, and student as a learner of the school. The research used cross-sectional method and distributed questionnaires to teacher and parent with purposive sampling, namely classroom teachers and parents of students taken by using random sampling. A sample of 60 students was taken along with their parents. Data analysis of the research used tabulation and graphical exposure by calculating percentage of communication tendencies of teachers and parents. The research found that most classroom teachers and parents of children in the school used modern technological device, namely smartphone with *WhatsApp* application. It means communication media of *Whatsapp* was used by 40o% of the respondents, 23% of them used direct face-to-face communication such as inviting parents to come to school if their children had problems, and 17% of them used special events or meetings for their communication. While, 20% of them had not make any communication at all. The results showed that smartphone was a communication media which was mostly used in communication between teachers and parents in the school.

**THE INFLUENCE OF MUSIC STYLES
ON MENTAL IMAGES AND BEHAVIORS:
A STUDY OF BANGKOK MUSIC STUDENTS**

Peerawat Tan-Intaraarj
*National Institute of Development
Administration, Thailand*

Media can have a strong influence on human behaviour through observational learning, as images and verbal communication act as stimuli in the learning process. But, music can also act as stimuli. This study seeks to: 1) to identify how music can influence students' behaviours; and 2) to study how specific behaviours/ factors are interpreted from music students' perceptions, mental images, and music styles; using three music styles as a variable. The researcher employed two qualitative research methodologies: the experimental research and in-depth interviews. Participants in the study comprised 21 music students in Bangkok and 3 experts in music studies and communication. To begin, the music students were separated into three groups based on their interests in music styles (classical=7, jazz=7, rock=7). They were asked to listen to a music track that was consistent with their interests; and then write the images it created in their minds. After that, they were asked to do the same thing with a music track that was not consistent with their interests. All music students were also interviewed in-depth. The research found that music students all experienced mental images while they listened to the music tracks, while each group focused on different music elements. According to Bandura's Social Learning Theory, these mental images can influence their behaviours. The research result can be used in marketing and advertising, music therapy, music teaching, and further research in which studying in related fields.

**MANIFESTATIONS OF DEVELOPMENT IN
ONLINE NEWS: A CONTENT ANALYSIS OF TV
PATROL'S YOUTUBE NEWS STORIES**

Frances Nicole D. Baldivia
and Edmund G. Centeno
*University of the Philippines Los Baños
Philippines*

This content analysis sought to determine the extent of *TV Patrol* YouTube news stories' manifestations of the United Nations' Sustainable Development Goals (SDGs). Specifically, it sought to find out the frequency with which the SDGs were manifested, determine the characteristics of news stories, and analyze the audience response to the news stories that manifested at least one of the SDGs. Overall, a total of 363 randomly selected *TV Patrol* YouTube news stories uploaded by ABS-CBN News in 2015 were subjected to content analysis. The study used descriptive statistics, frequency counts, and percentage distribution in analyzing data. Findings show that almost two-thirds of the news stories manifested at least one of the SDGs. The SDGs were manifested a total of 358 times, some news stories manifesting more than one SDG. Among the SDGs manifested, Peace, Justice & Strong Institutions was most dominantly manifested, while Life Below Water and Zero Hunger were the least manifested. Among the stories that manifested at least one SDG, the most common news coverage type was Local while the most common category was Nation. The view count of news stories that manifested at least one SDG is not significantly different from the ones that did not manifest any of the SDGs. Among the top ten most-viewed, most liked, most disliked, and most-commented news stories in the study, Peace, Justice & Strong Institutions was the most dominant SDG manifested. Finally, majority of the comments on the stories that manifested at least one SDG were negative in nature.

**THE COMPROMISE OF SEX *A LA HAI*
MAGAZINE (THE CRITICAL DISCOURSE
ANALYSIS OF MALE SEXUALITY IN ARTICLES
AND RUBRICS OF SEXUALITY (1995-2004)**

Muria Endah Sokowati
*Universitas Muhammadiyah Yogyakarta
Indonesia*

Sexuality is a fluid entity and defined by the historical period, space and time. As a discourse, the power/knowledge relations determine the definition of sex. This research explored how sexuality is understood and constructed in the Indonesian context by the different regimes: New Order and Post New Order. Both regimes were controlled by the different groups, in the different political, social and cultural contexts, and resulted the different discourses of sex. *Hai* magazines, which published its contents in more than three decades becomes the relevant object of this research to understand sexuality as the arena of power/knowledge practice. As the only boy magazine in Indonesia, sexuality in this research focused on the adolescence's sexuality. This research-using Norman Fairclough's Critical Discourse Analysis-also focused on the articles and rubrics of sexuality, which published during 1995-2004 as the analyzed texts. From the analysis of text, discursive and social practice, this research explained that *Hai* constructed the duality discourse of sexuality. It means that the discourse of male sexuality produced in *Hai* magazine become the compromise of the sexual conservatism and sexual liberalism.

**TAPPING INTO THE LIFEWORLD THROUGH
ONLINE CINEMA AND PHOTOGRAPHY:
A CASE STUDY OF JONI GUTIERREZ' HONG
KONG SERIES**

Jose Gutierrez III
Hong Kong Baptist University

The paper discusses how a Hong Kong Series endeavoured to tap into the lifeworld through two distinct artworks: (a) Study One, an experimental documentary that interweaves the ordinary and the profound, and together with a contemplative musical score, navigates through the Hong Kong lifeworld; and (b) Study Two, an exhibition of digital photographs that invoke the minutiae of the physical world and form a panoramic mosaic that intuitively taps into the Hong Kong lifeworld. This practice-based component of Gutierrez' work-in-progress PhD thesis initially engaged in Siegfried Kracauer's realist film theory, which was influenced by Edmund Husserl's phenomenological conceptions of the lifeworld. In the current study, notions derived from Kracauerian cinematic realism have been modified and transformed into (a) the minutiae and (b) panoramic mosaic.

**DEFINING THE POTENTIAL AND PITFALLS
OF SOCIAL MEDIA INFLUENCE ON
PHILIPPINE NOONTIME SHOWS**

Genina Manuel Arceo
Polytechnic University of the Philippines,

The Philippines is still moving towards the direction of merging Traditional and New Media. Although some TV formats had been affected by the rise of social media, there is still a big part of the Filipino populace who consider Television as their source of information. Almost all of the shows in the Philippines are available online and in mainstream television to cater viewers who wish to watch their favorite shows anytime and anywhere. Those videos uploaded online are being televised as well to mainstream televisions especially if it creates a huge impact on the participation of new media users. New Media only creates things from the traditional media more powerful. Giving these shows high ratings is a sign of things to come. The convergence of Traditional and New Media is about a cultural shift. This research seeks to define how Philippine Noontime Shows being viewed by the older generation, has gotten a boost in television viewers from Generation Y and the millennial. It also aimed to know how social media influence helps them to make this happen. The results reveal that one can talk about a participatory culture where consumers and users are invited to actively participate in the creation and circulation of new content. This new content is most enjoyed by the younger generation and spreading more of it and influencing others to participate. But like any other trending issues and online sensations, things evolve and creation of new contents is fast. The sustainability of this content will have to come across the Traditional and New Media Line .



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PARALLEL SESSIONS

B2: Environment, Disaster and the New Media

Panel Chair: Benjamina Flor, University of the Philippines-Los Banos

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>Affiliation</i>
1	Fernando, Theodore	Achala Abeykoon, Pushpika Ganegoda	Greening of News Hole: Green Discourse of News in Australia, Japan and Sri Lanka	Open University of Sri Lanka
2	Mitra, Archan	Sabyasachi Patra	Understanding Human Sentiments towards environmental Information for sustenance: A Sentiment and Discourse analysis of social media images	Visva-Bharati University, India
3	Fatanti, Megasari N.	I Wayan Suyadnya, Rani Prita Prabawangi	What Kind of Journalism is Needed for Indonesian Disaster?	Brawijaya University and Malang State University
4	Congjuico, Teresa		An Analysis of News Consumers' Online Comments on the Bt <i>Talong</i> Controversy	University of the Philippines Diliman
5	Mihardja, Eli Jamilah	Azman Azwan Azmawati	The Sociology of Environmental News Production in Indonesia And Malaysia	Universiti Sains Malaysia
6	Pabellano, Princess Catherine		The Yolanda Aftermath: Analysis of the Post-Yolanda Reports on the Disaster, Risk Reduction Management and Climate Change published in a Philippine National Broad-sheet	Southern Luzon State University, Philippines

**GREENING OF NEWS HOLE:
GREEN DISCOURSE OF NEWS IN AUSTRALIA,
JAPAN AND SRI LANKA**

Theodore Fernando Warnakulasuriya,
Achala Abeykoon and Pushpika Ganegoda
The Open University of Sri Lanka

In many countries the environment or man-made environmental disasters compete for our limited attention spans. How many of these themes scare us or spur us to action? For purpose of research, the environmental news content of three widely read dailies of three islands in the Far East, namely, The Australian, The Japan Times, and Daily News (Sri Lanka) were examined for a month using the “content and frame analysis” method. The study’s unit of analysis was environment-related news items, and visuals, operationally defined as any item related to the environment by the paper’s own correspondents or foreign news sources. They measured the amount of space and the importance given to the “Environment” with wider ramifications around the globe. Among the major findings are that print media’s coverage of “Environmental issues” is inconsistent, often driven by the “black swan” phenomenon that depends on the proximity as well as the magnitude of the issue. The Australian gave more prominence to natural disasters such as bushfires, droughts and threats from wildlife. The Japan Times gave more prominence to the Fukushima reactors involved in the nuclear accident of 11 March 2011. The Daily News gave more prominence to wild elephants, attacking humans in Sri Lanka. Traditional news media is obsessed with political personas, and their “Black Swan” coverage due to the “shrinking news hole”. Good news is that the emergence and proliferation of new digital and social media sources can have a catalytic impact, providing timely environmental information calling for Pro-actions, not just Reactions. But the question is how much of this information goes to the general public who are often illiterate or ignorant of neglecting the environment and terrible price they have to pay because of it.

**UNDERSTANDING HUMAN SENTIMENTS
TOWARDS ENVIRONMENTAL INFORMATION
FOR SUSTENANCE: A SENTIMENT AND
DISCOURSE ANALYSIS OF
SOCIAL MEDIA IMAGES**

Archan Mitra
Visva-Bharati University, India

Information and Communication technology has advanced rapidly through the past decade, traditional forms of communication have converged into the new application of social media. Nowadays we find more conversation over the internet than ever before. These conversations have a lot of influence on the mindset of the people and we know that social media is the new motivator for the people to share their opinion and thoughts. India having one of the highest populations in the world has 371 million internet users (as on June 2016). The digital footprint of Indians is higher than any country in the world. Alongside it, India has great diversity in natural environment, so studying the Indian sentiments towards their environment is imminent. To truly understand this and quantify the sentiments of the people in India, the researchers have attempted to analyze the symbolic expression in forms of digital pictures taken by people and their conversational discourse analysis to showcase the people’s commitment towards their natural environment. Chip Walter American science writer in his findings and observations inferred that the greatest innovation in the history of mankind was neither the stone tool not the steel sword, but the invention of symbolic expressions by the first artists. It can be said that the information revolution started with Palaeolithic paintings (A form of ancient expression), oldest of which were found near Africa’s southern tip, Blombos cave of symbolic expressions recorded in the form of shell beads, engraved ocher and ocher processing kits that are 100,000 years old.

WHAT KIND OF JOURNALISM IS NEEDED FOR INDONESIAN DISASTERS?

Megasari N. Fatanti and I Wayan Suyadnya
Brawijaya University, Indonesia

This article discusses the need for disaster journalism in Indonesia. Bringing forward the disaster journalism debate and the need to address ethical issues in the Indonesian journalism contexts. The article is an attempt to develop a disaster reporting form in accordance with the global ethics of journalism. Indonesia is one of the world's most susceptible nations to natural disasters, with more than six hundred thousand people a year suffering from their consequences. Therefore, disaster is a top agenda reportage for the Indonesian's media, including journalism. In that reportages, the disasters, both of natural disasters and man-made disasters, is depicted through various ways. We noticed that the disasters news, which has appeared in the national and local media, seems mere pursuit of euphoria news. We argue that the ethical issues still feels far from the principle of reporting disasters to the publics. What is going on? In some case when we traced the media reporting on disasters, we surprise that these reportages have left a terror and sadness in public's imagination. Through this epic the Indonesian's media are still pursuing lust became the first media in conveying information about the disaster. Of course the reportage without regard for the ethics of news media. For this reason, we argue that the form of disaster journalism in Indonesia is neglected on the ethical issue. Through literature and comparative studies, we scrutinize the forms of disaster journalism based on Indonesian values and context.

AN ANALYSIS OF NEWS CONSUMERS' ONLINE COMMENTS ON THE BT TALONG CONTROVERSY

Teresa S. Congjuico
*University of the Philippines Diliman, Philip-
pines*

On December 8, 2015, the Supreme Court of the Republic of the Philippines released its decision to permanently stop the field testing for bt (*Bacillus thuringiensis*) talong (eggplant), upholding the 2013 decision of the Court of Appeals. While this was good news to the group averse of the use of genetically modified organism (GMO) in food production, members of the small community of Filipino scientists and their friends were outraged and could not contain their dismay. This then resulted in the exchange of opposing views in the comment threads of the news and opinion pieces that came out during the period. To analyze the content and nature of the messages, as well as the dynamics of their exchanges, the disagreement classificatory scheme developed by Paul Graham. (2008) was used as indicators for a content and textual analysis of the messages. Textual analysis is a communication research method used to describe and interpret the characteristics of recorded or visual messages. The purpose of textual analysis is to describe the content, the structure and functions of the messages contained in texts. Content analysis, is used to identify, enumerate, and analyze occurrences of specific messages and message characteristics embedded in texts. (Botan & Kreps, 1999). This study also sought to determine at what level of Graham's disagreement hierarchy Godwyn's Law "inevitably" occurs. Graham postulates that most disagreements in conversations fall within the lower categories, the bottom of the pyramid, because these are easier to formulate being simply emotional responses. On the other hand, fewer disagreements are at the top of the pyramid because they are more difficult to formulate. "Truly refuting something requires one to refute its central point, or at least one of them. And that means one has to commit explicitly to what the central point is." (Graham, 2008, n.p.)

THE SOCIOLOGY OF ENVIRONMENTAL NEWS PRODUCTION IN INDONESIA AND MALAYSIA

Eli Jamilah Mihardja
and Azman Azwan Azmawati
University Sains Malaysia

This study aims to identify the sociology of environmental news production in Indonesia and Malaysia. Accordingly, the objective is to see to what extent the role of journalists, editors, resource, external and media organizations play in producing the final product and to identify the factors and elements that influence the process of gathering and producing environmental news. The study seeks to examine how environmental news is produced and identify factors and elements that influence the process by taking a newspaper organization in each country, namely Kompas (Indonesia) and Utusan Malaysia (Malaysia). The study found that the process of environmental news production through a process similar to that of other news. Organizational newspapers surveyed did not provide the necessary specialization to environmental news even if it is a special report form. However, journalists can learn the environmental field in daily routine as a reporter and can be an expert when it has an interest in this area. This does not mean that a journalist will remain an environmental journalist because there rolling mechanism between the desk. This causes less environmental news keeping pace with the need to ensure environmental information to the public. The study found that in sociology, the routine and organizational aspects media was instrumental in developing the field of special coverage of the environment. In addition, external factors also media has a great influence in daily practice.

THE YOLANDA AFTERMATH: ANALYSIS OF THE POST-YOLANDA REPORTS ON THE DISASTER, RISK REDUCTION MANAGEMENT AND CLIMATE CHANGE PUBLISHED IN A PHILIPPINE NATIONAL BROADSHEET

Princess Catherine Pabellano
Southern Luzon State University, Philippines

Every year almost 20 tropical cyclones pass/cross the Philippine Area of Responsibility. The Filipino people are known for having resilient spirits that can withstand the numerous typhoon that the country experienced every year. However, the Filipino spirit is tested when Yolanda, tagged as “the strongest typhoon in history” hit the Philippines. Yolanda left the Philippines in complete devastation with pile of corpses and wiped out communities. This gained attention of the media. Filipino journalists were among the first one to bring the news to the people from the very first day of the disaster. The Manila Bulletin as one of the leading broadsheets in the country provided a vast coverage on Yolanda, disaster and climate change. Based on the analysis of the 1666 reports published in Manila Bulletin from November 2013 to March 2016 the frequency of articles is highest in November 2013 when Yolanda happened, and there was a steady decline after November. It escalates in November and December 2014 and 2015, the anniversary of Yolanda tragedy. Coverage of Yolanda, disaster and climate change gained enormous coverage but the attention to the issue declines together with its reportage after a while because other socially relevant issues such as political and economic ones surfaced. The reportage of climate change need to be reviewed closely since even if the issue on climate change is widely covered by the Manila Bulletin, the reports do not focus on the actions that should be taken to mitigate climate change. Climate change reports are always attached to meeting, planning and policy drafting which do not educate the people on its drastic effect. Thus, to educate the people and to call for action, the framework of climate change reportage needs to be revised.

PARALLEL SESSIONS

B3: Communicating Gender and Equality

Panel Chair: Khairiah Rahman, Auckland University of Technology, New Zealand

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>Affiliation</i>
1	Azmawati, Azman Azwan	Noraida Endut, Intan Hashimah Hashim, Surayah Abd Aziz	Constructing "Natural and Normal": Gender Messages, Authority and Influence in the Malaysian Women and Men Magazines	Universiti Sains Malaysia
2	Bacungan, Froilan Victor Tan Jr.		Driving Towards Equality: Gender Representations in Philippine Motoring Print Journalism	The Manila Times, Philippines
3	Monggilo, Zainuddin Muda		What Indonesian GLBT Want from Media and the Media Response	Universitas Gadjah Mada, Indonesia
4	Bantugan, Brian		And Adam Created Eve - The Social Construction of the Ideal Feminine by Male Cultural Producers of the 2015 Miss Universe Pageant	St. Paul University Manila, Philippines
5	Ganegoda, Pushpika Kumari		The Muted Group: The Role of New Media in Empowering Women Against Sexual Harassment	Trincomalee Campus of Eastern University, Sri Lanka
6	De Guzman, Yvonne Christelle M.	Charity Faye T. Cabie	Dominant Ideology among Filipino Women as Dictated by Cosmopolitan Magazine	University of the Philippines-Bagui, Philippines
7	Alperez, Marjhon	Regucivilla Pobar	Feminization of Education in Bohol, Central Philippines	Bohol Island State University, Philippines

**CONSTRUCTING "NATURAL AND NORMAL":
GENDER MESSAGES, AUTHORITY
AND INFLUENCE IN THE
MALAYSIAN WOMEN AND MEN MAGAZINES**

Azman Azwan Azmawati, Noraida Endut, Intan
Hashimah Hashim, Surayah Abd Aziz
Universiti Sains Malaysia, Malaysia

What does the portrayal of gender in Malaysian women and men magazines reveal about the Malaysian society? To what extent and in what ways do Malaysian women and men magazines contribute to constructions of gender identity and social roles? Not only do women and men reflect different gender roles through communication, but they are also impacted by communication about gender, especially from the media. Issues of gender stereotyping and society's perceptions on social roles have raised the subject of gender differences in communication to an unprecedented level of political importance, influencing our value systems along the way. Traditional gender stereotypes postulate that men represent the ideal or norm against which women are judged hence women are valued primarily in their relations to others, men in particular (Donelson, 1999). When magazines consumed by the Malaysian readers advance and repeat these gendered roles, they assume the air of certainty, believability and credibility. Hence, traditional portrayals of women serve the double purpose of seeming "natural and normal," while simultaneously advancing and triggering gender hegemony. This paper will examine and analyze these questions and more in its examination of the portrayal of gender through the texts and discourses in the contemporary changing power structures of communication. Gender is not considered in isolation, but is discussed in relation to the social and cultural contexts within the Malaysian society

**DRIVING TOWARDS EQUALITY:
GENDER REPRESENTATIONS IN PHILIPPINE
MOTORING PRINT JOURNALISM**

Froilan Victor Tan Bacungan, Jr.
The Manila Times

This paper examines the unequally represented genders in the Philippine motoring print media. Philippine car culture has long been defined and supported by a growing community of car owners and automotive enthusiasts over the years, bolstered by increasing car sales and new brands entering the local automotive market. The top-selling car magazine in the country is Summit Media's Top Gear Philippines. A new entry into this genre is Autocar Philippines, a local adaptation of British car magazine Autocar. However, a long-running criticism of motoring journalism is its problematic representations of gender. Historically, automobiles and motoring culture have become associated with heteronormative masculinity. This is a relationship that has been codified by socio-cultural modes, such as established gender roles and the mass media. As a result, women and non-heterosexual genders (such as gays, lesbians, bisexuals, transsexuals and other classifications) are often ignored, discriminated against or "commodified" in these texts simply to attract heterosexual male readers. Following exhaustive analyses, seven core themes emerged: (1) Women function as accessories or fragmented entities, often signified by their appearance, (2) Men are portrayed as ordinary/respectable individuals, often signified by their appearance, (3) Men are persons of power in motoring magazines and are considered superior to all other genders in motoring, (4) Women can be superior to men in motoring, (5) Members of the LGBT are portrayed negatively (if at all), (6) Automobiles are gendered, and (7) Automobiles become personifications and incorporate human-like identities and relationships. In all, the study finds that in Philippine motoring print journalism, cars and car magazines are still considered as male spaces that exclude non-heterosexual males by objectifying or putting down women and demeaning or ignoring homosexuals.

WHAT INDONESIAN GLBT WANT FROM MEDIA AND THE MEDIA RESPONSE

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The perception of GLBT (Gay, Lesbian, Bisexual and Transgender) community is quite diverse in Indonesia. The majority of ordinary people (who have normal sexual orientations) still regard them as a taboo and forbidden sexual identity because of religious and social norms. But, not a few who have received and understood their presence as part of social diversity. The divergent views in turn can be attributed to the differences in the statement (in the form of rejection or acceptance) which indicated by the dominant social system against this minority. Unfortunately, since they began to emerge their existences in the late 1960s, GLBT community is now still fighting for the equality of their news coverage and representation in media. In their opinions, media tends to show the old stereotypes or prejudices about them rather than to advocate their true needs and rights as a human being—media constructed their perspectives on the GLBT in reporting that indirectly influenced the way of audiences thinking. Regarding to this, in order to articulate their (minor) voices, Indonesian GLBT community such as GAYaNusantara (one of the most prominent GLBT community in Indonesia) made their own media for instance web and social networking sites that are openly accessible while keep their eye on the mainstream media. With this background, this paper intends to discuss about the relationship between the booming issues of Indonesian GLBT that have showed on most of the Indonesian media in the beginning of 2016 and the GLBT representation or acceptance to the public as well as what this community has done with their media to counter the dominant coverage.

AND ADAM CREATED EVE: THE SOCIAL CONSTRUCTION OF THE IDEAL FEMININE BY MALE CULTURAL PRODUCERS OF THE 2015 MISS UNIVERSE PAGEANT

Brian Bantugan
St. Paul University Manila, Philippines

This interpretive study looked into the ways in which the Miss Universe Pageant allows for the social construction of the ideal feminine by its male cultural producers. Using the qualitative, purposively selected available video and written text online describing experiences of participants in the 2015 Miss Universe pageant, particularly those involved with the preparation of Miss Philippines 2015, the Miss Universe pageant where she won, and the recent announcement scandal that made the event viral and a subject of popular discourse, the paper sought to look at how males are involved as cultural producers and how such shape the ideal feminine championed by the said pageant. The paper unravels the many levels of participation by males in producing the “universal” feminine advocated by the Miss Universe pageant since 1952.

**THE MUTED GROUP: THE ROLE OF
NEW MEDIA IN EMPOWERING WOMEN
AGAINST SEXUAL HARASSMENT**

Pushpika Kumari Ganegoda
*Trincomalee Campus of Eastern University
Sri Lanka*

Incidents of women harassment are frequently reported in media, but are usually limited to physical attacks. Many other cases, such as those categorized under psychological harassment, go unreported. Moreover, although empowering women to fight against violence and stand for their rights is a popular topic for discussion among many development planners, the implementation of such plans are doubtful. In such an environment, media play an important role in empowering women against violence. In this technologically developed era the ability of new media in women empowerment is believed to be tremendous. Thus, the researcher intended to examine the use of new media by different individuals in creating empowerment and awareness among women by creating a space to raise their voice. For this purpose, two news blogs and two face book pages were analyzed with reference to an incident took place in August 2014 in a suburban area in Sri Lanka where a girl attacked a man complaining that the man psychologically harassed her in a public bus terminal. The video recording of the incident went viral throughout the social media sites, creating a discussion among people about who's right and who's wrong, and what is right and what is wrong. The incident later went for legal action and ultimately the man was proven to be guilty and was punished. The results reveal that, although the formal news blogs showed some impartiality in reporting the incident, informal news blogs and face book wall posts were highly gender biased and partial towards the patriarchal ideology in revealing their opinion. Moreover, the data revealed that women participation in the discussion of the issue was significantly low and the men's participation was high and the comments were notably supporting the traditional patriarchal ideologies.

**DOMINANT IDEOLOGY AMONG FILIPINO
WOMEN AS DICTATED BY COSMOPOLITAN
MAGAZINE**

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and Charity Faye T. Cabie
*University of the Philippines-Baguio
Philippines*

This study analyzed the contents of Cosmopolitan Magazine from 2011 to 2015. The researchers also looked at the themes of cover stories, words used to describe women, meanings behind the color of magazine's front cover, clothing, physique and pose such as gesture and facial expression used by the cover girl. To examine the content, the research used Semiotic Analysis, Male Gaze and the concept of hegemony. The findings showed that most words used to describe women were linked with sex. Cover titles were about "Love and Relationship". In relation to this, the colours blue and pink were used often as background colour for Cosmopolitan's front cover. Possessing a metamorphosed body is the ideal body promoted by the magazine. Wearing clothes that show more skin is also ideal to be attractive in a man's eye. Crossed-legs and hands on waist will emphasize body shape but is also a form of being submissive. Looking directly signifies faithfulness and a full smile is a way of pleasing someone. With the study, women are still seen as passive, serving her man. The dominant ideology espoused by the magazine is that women are still bound to their traditional stereotypes, objects for pleasure. The researchers conclude that the magazine as a medium, is giving a dominant ideology among women on how to satisfy a man's need.

FEMINIZATION OF EDUCATION IN BOHOL, CENTRAL PHILIPPINES

Marjhon Alperez and Regucivilla A. Pobar
*Bohol Island State University
Philippines*

The Philippine educational setting has been changing over the years. At present, more female teachers can be observed in the department than their male counterparts. In this connection, the researcher would like to determine the effect of the current feminization in education on the academic performance of the Grade V pupils of the 3rd District of Bohol for the school year 2014-2015. This research is an ex post facto which adopted a descriptive documentary design. The subjects of the study were the 120 pupils and 12 teachers of the selected public schools of the third district of Bohol. Three (3) research instruments were used for data collection. It was found out that feminization didn't have effect on pupils' academic performance. Both teachers considered differentiated teaching strategies in their respective classes to cater learner's needs. When it comes to communication inside the classroom, male teachers offer coherent oral communication about the lesson. They directly focus on the skills needed to be acquired by the pupils unlike female teachers who gave additional inputs which complicate the desired target skills. In handling pupils' personal problem, female teachers tend to spend more time hearing and guiding them in the right direction. They provide personal affection regarding the behavioural problems of the pupils and oftentimes do home visits. Their motherly approach made pupils felt well- cared and loved. Female teachers were found to be more effective in the aspects of written communication. They thoroughly examined pupils write ups and provide personal assistance when needed unlike men.



NOTES PAGE

PARALLEL SESSIONS

B4: Political Sphere and Shifting Communication Centres

Panel Chair: Belinda Espiritu, University of the Philippines-Cebu

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Sulistyanto		Contesting Personal Images and Political Agenda in Mediapolis: Incorporation of Social Media and Celebrities during the 2014 Indonesia's Presidential Election	Monash University, Australia
2	Ahmad, Mahyuddin	Adrian Lee Yuen Beng	Demonstration, communication and politics in Malaysia: Media portrayal of Bersih 4 – 2015	Universiti Sains Malaysia
3	Uprety, Sudeep	Sushil Baral, Kritagya Regmi and Bipul Lamichhane	Media as a Medium: Informing Citizens with Rapid and Reliable Information about Nepal Earthquake Stories	Health Research and Social Development Forum (HERD), Thapathali, Kathmandu, Nepal
4	Tacbian, Marc Louise Lawrence	Mark Anthony Corpuz	Blogs-Based Interactions on the Proposed Realignment of the Legislated Pork Barrel Funds in the Philippines and Their Development Implications	Mariano Marcos State University, Philippines
5	Wazis, Kun		Facebook for Political Communication Media Local Authorities Media Cyber Analysis to Jember Regent Facebook dr. Hj. Faida, MMR	Islamic missionary community network, Indonesia
6	Yudelmo, Walter		Exporting National Civilization: The Use of Information, Communication and Technology in South Korea towards Economic Growth	University of the Philippines Open University

**CONTESTING PERSONAL IMAGES AND
POLITICAL AGENDA IN MEDIAPOLIS:
INCORPORATION OF SOCIAL MEDIA AND
CELEBRITIES DURING THE 2014
INDONESIA'S PRESIDENTIAL ELECTION**

Sulistyanto
Monash University, Australia

This paper explores how the candidates of the 2014 Indonesia's presidential election contested their personal images and political agenda in contemporary Indonesia's mediapolis. In particular, it examines how the presidential candidates incorporated social media and celebrities' endorsements to achieve their political objectives in such contest. Firstly, it reviews existing literatures concerning social media, celebrities, and elections with Indonesia's political settings as focal points to provide contexts on the topic. Secondly, it examines major aspects that influence voting behaviors of Indonesian electorates. Afterward, the discussions are concerning research design and methods. Lastly, it presents results of the analysis, discussions on the findings, and conclusions. There are four research questions to pursue: Who were celebrities endorsing each of the candidates? What key messages the celebrities and the candidates attempted to convey through such endorsements? What strategies did the celebrities and the candidates use to present such endorsements in social media? How such endeavours might have given impacts upon the election? Answers of the questions can illuminate how social media and celebrities' endorsements have manifested in current Indonesia's politics and how such endeavours might have given impacts to the election. This paper is part of my current project on social media and the 2014 Indonesia's presidential election.

**DEMONSTRATION, COMMUNICATION AND
POLITICS IN MALAYSIA: MEDIA PORTRAYAL
OF *BERSIH 4* - 2015**

Mahyuddin Ahmad and Adrian Lee Yuen Beng
Universiti Sains Malaysia

Bersih (The Coalition for Clean and Fair Elections) is a social movement that consists of a coalition of civil society organisations that focuses on electoral reform in Malaysia. Malaysia is a democratic society but the notion of democracy is very subjective and often times, democracy is used to legitimise the existing power structures. As an effort to strengthen the institution of democracy in Malaysia, *Bersih* had organised mass rallies since 2007 and the latest being *Bersih 4* organised in 2015. Mainstream media portrayed *Bersih* as a strong arm tactic of the opposition to take over the administration by force. The rally was also labelled akin to communist tactics. If the communist bogeyman was not enough to deter demonstrators, the ruling powers also used religion to sanction the ban on the rally. Much has changed since the last rally in 2012. Since then, Malaysia has been plagued by a number of scandals that rocked the very foundation of its democratic institutions at a time when ordinary citizens are also struggling to come to terms with the rising cost of living as the effect of economic downturn that has affected Malaysia's economy. Against these backgrounds, thousands of demonstrators rallied on the street of Kuala Lumpur and among them was the former premiere, Mahathir Mohamed who had once called *Bersih* a communist movement. Based on this, the focus of this paper is to first examine the dynamic of relationship between the politics, the regime in power and the media in Malaysia in handling issues such as democracy and democratic process, and secondly, to study how mainstream media portrayed *Bersih 4*. This is important as the fact remains that mainstream media in Malaysia were hostile towards the movement, mirroring the stand of the present regimes towards dissenting voices.

**MEDIA AS A MEDIUM: INFORMING CITIZENS
WITH RAPID AND RELIABLE INFORMATION
ABOUT NEPAL EARTHQUAKE STORIES**

Sudeep Uprety, Sushil Baral,
Kritagya Regmi and Bipul Lamichhane
*Health Research and Social Development Forum
Nepal*

The 7.8 Richter scale earthquake that occurred on April 25, 2015 in Nepal created massive damage with about 9000 lives taken away. Immediately after earthquake, stories about damages and casualties, rescue and relief efforts were coming from various sources. Due to information overflow, there was need for quick and reliable data. Immediately after earthquake, we conducted media monitoring from April 29 to May 22, 2015. Doing so, we produced daily media monitoring reports and a summary report. Through our reports, we informed general public about statistics on deaths and injuries, relief supplies, aid pledged and provided, support by national and foreign medical teams. We provided information about where and to what extent support is required. The stories revealed perceptions of general public and international community regarding relief and rescue efforts, suggestions about how emergency health care management, rescue and relief efforts can be more effective. The reports were well appreciated by government agencies and development partners as they were real-time, informed, neutral and detailed. This laid foundation developing National Health Sector Strategy 2016-2020 and Urban Health Policy 2015. Information warehousing is important to extract information at time of need to general public. Neutrality is to be maintained by cross-verifying stories from various sources. Such media monitoring exercises need to be regularized and promoted for evidence based decision making.

**BLOGS-BASED INTERACTIONS ON THE
PROPOSED REALIGNMENT OF THE
LEGISLATED PORK BARREL FUNDS IN THE
PHILIPPINES AND THEIR DEVELOPMENT
IMPLICATIONS**

Mark Anthony A. Corpuz and
Marc Louisse Lawrence B. Tacbian
*Mariano Marcos State University
Philippines*

This descriptive-multi-case study explored the interactions of bloggers on the proposed realignment of the legislated pork barrel funds. Specifically, the study identified the bloggers' personal and socio-psychological attributes, as well as their interaction dynamics. It also established descriptive relationships between the bloggers' personal and socio-psychological attributes and the contents of their interaction vis-à-vis blogging experiences. Those relationships served as anchor in drawing out their development-related implications. Anchored on the contents of the blogging interactions, two themes emerged: one on the PDAF as a focal problem and the other is its realignment. Two sub-themes emerged on the first theme – the causes and consequences of the PDAF problem, and another evolved from the second –the short-and long-term actions related to the PDAF realignment. Three issues were identified under the causes of the problem, namely: a) alleged beneficiaries/ individuals involved; b) delayed actions in disclosing and investigating on the PDAF misuse; and c) re-labeling the fund. On the other hand, two issues were figured out under the consequences: a) mobilizing the public to alert authorities in the investigations and b) losing confidence in and trust to elected government officials. Grounded on the relationships between the bloggers' personal and socio-psychological attributes vis-à-vis the contents of the blogging interactions and the respondents' experiences, two angles of development implications surfaced – the blogging opportunities, which clarified the PDAF problem as a socio-political and economic concern, and the challenges faced by the bloggers in concretizing the actions toward the resolution of the problem.

**FACEBOOK FOR POLITICAL
COMMUNICATION MEDIA LOCAL
AUTHORITIES MEDIA CYBER ANALYSIS TO
JEMBER REGENT FACEBOOK
DR. HJ. FAIDA, MMR**

Kun Wazis
*Islamic missionary community network
Indonesia*

Facebook is still the one of the social media selected local authorities (district heads) to convey political messages to the audience in cyberspace. The choice of the cyber media is because it is still considered effective in delivering the message to the audience with virtual media user segmentation Facebook lovers. Extensive coverage is the reason that the public will no longer encounter any obstacles in delivering interactive messages to the ruler. The effectiveness grounds been Regent Jember dr. Hj. Faida, MMR to build political communication to the public through the Facebook network. Facebook views presented are the official government activities Jember. Regents first woman to lead in "Students City" brings the Facebook user's voice as one of the inputs to build Jember regency government. Through the analysis of cyber media, this study found that political communication through social media channels to get a response from the public. This can be seen from the dynamics comment or elements of community leaders who support or do not support the policy of the Regent Faida. The cases studied showed up public support against Jember regent program, although it can not be said to represent the aspirations of all citizens of Jember.

**EXPORTING NATIONAL CIVILIZATION:
THE USE OF INFORMATION,
COMMUNICATION AND TECHNOLOGY IN
SOUTH KOREA TOWARDS ECONOMIC
GROWTH**

Walter H. Yudelmo
University of the Philippines -Open University

The research ventures in examining Korea's technological development, the role of the government in its undertaking, the importance of education in this endeavor and the relationship of technology-production. The research investigates how Korea has achieved its rapid economic growth, and how economic growth and education systems have interacted with each other in the economy and the factors which have contributed to Korea's current high level of human capital. It examines how much Korea's successful economic growth has benefitted from the human resources that Korea inherited in the early years and which it subsequently nourished through the use of information, communication and technology. It also reviews major initiatives of the government in technological development that partially contribute to the economic development of the country. It will further see and evaluate the systems of the state in promoting such technological development by discussing the issues, challenges, and lessons learned.

PARALLEL SESSIONS

B5: Corporate Cultures and Public Relations

Panel Chair: Sovia Sitta Sari, Universitas Muhammadiyah Yogyakarta, Indonesia

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affilitation</i>
1	Nurjanah, Adhianty	Ravik Karsidi, Widodo Muktiyo and Sri Kusumo Habsari, M.Hum	Corporate Social responsibility (CSR) Based on Community Empowerment in Indonesia (Case study: Bank Sampah Mandiri CSR Program PT Holcim Indonesia TBK. Cilacap Plant)	Sebelas Maret University Surakarta, Indonesia
2	Mijan, Rohana		How Do the Brand-Oriented Company Communicate: A Literature Review	Universiti Sains Malaysia
3	Ghosh, Urbi		Communication Resource as Variant Causing Different Stages of Development: A Practical Study	Salesian College Siliguri, India
4	Prastya, Narayana Mahendra		Ethical Problems in Using CSR as Part of Crisis Communication Strategy: Case Study in PT Semen Indonesia Rembang Factory Case	Islamic University of Indonesia
5	Paler, Kyla Nicole	Krislee Mae Picache, Francine Santos	Towards a Poetics of Consumerism: An Exploratory Study on Instagram Appeal	University of Santo Tomas, Philippines
6	Rosilawati, Yeni		Stakeholder Engagement in CSR Initiatives in CSR Program Of Aqua Danone-Mambal Plant, Bali - Indonesia	Universiti Muhammadiyah Yogyakarta, Indonesia

CORPORATE SOCIAL RESPONSIBILITY BASED ON COMMUNITY EMPOWERMENT IN INDONESIA

Adhianty Nurjanah, Ravik Karsidi,
Widodo Muktiyo and Sri Kusumo Habsari
*Sebelas Maret University
Indonesia*

Community development is the responsibility of all parties including government, corporate (private) and public. Nowadays the concept of empowerment has colored the development paradigm. The central government and local government are expected to coordinate and be responsible for a wide range of community development activities that allow the entire community to participate actively, while the company (private) contribute to the community development process as the implementation of social responsibility undertaken through its Corporate Social Responsibility (CSR). The problem of garbage in Cilacap district is still a serious problem. This is because the ratio of tonnage of waste produced per day, with the number of garbage trucks that is not balanced. The CSR program Bank SampahMandiri is one solution that is initiated by PT Holcim Indonesia Tbk Cilacap Plant to play an active role in the handling of waste matter in Cilacap regency to enable community participation to reduce waste and make the waste useful aspects of environmental, social, economic and build awareness in the community about the importance of sorting, managing waste and making it an economically valuable goods to provide additional income. This research using the case study method and qualitative descriptive research. Research was conducted on CSR program Bank Sampah Mandiri PT Holcim Indonesia Tbk. Cilacap Plant is located in the Family Empowerment Post (Posdaya) Ketapang Peace RW X, village Kebonmanis, Northern District of Cilacap, Central Java.

HOW DOES A BRAND-ORIENTED COMPANY COMMUNICATE: A LITERATURE REVIEW

Rohana Mijan
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Branding has become an important strategy in delivering messages of the brand. However, the practice of branding is synonymous with large companies but not SMEs. Branding practices in SMEs are shackled by the shortage of resources. SMEs tend to focus on the financial resources compared to internal resources in order to communicate with the market. Lack of awareness about branding causes SMEs to focus less on internal resource potential in carrying out branding activities. This contrast with the brand-oriented company whose activities are ongoing branding is based on internal resources possessed. Brand identity is one of the internal resources used to communicate with the market. Brand-oriented companies tend to deliver brand messages and communicate using elements of the brand identity. The communication process occurs in conjunction with the ongoing branding strategy. This means that in carrying branding strategy, brand-oriented companies also exploit the advantages of their brand identity to communicate with the market. Therefore in order to explore internal resources in the brand-oriented company, a researcher has applied the Resource-based Theory. Based on the resource lists from theory, the researcher will identify the suitable resource for SMEs in order for them to do branding consistently.

**COMMUNICATION RESOURCE AS VARIANT
CAUSING DIFFERENT STAGES OF
DEVELOPMENT: A PRACTICAL STUDY**

Urbi Ghosh
*Salesian College Siliguri Campus
India*

At different stages of development, varied but contextual praxis of communication resources in all socio-economic, religious and politico conditions has evidently made each village self-reliant. The ability in making decisions through active participation, reduced market-dependence through shared economic activities and persuasion spurs development in the study villages. Such self-authorization has made man powerful over institution driven development needs. Profound usage of human-based media involving indigenous knowledge system (IKS) over technical modes is found effective in continuum of human existence. Through several forms of communication, the villagers are found to interact, perform and meet their needs of daily living and transgenerational progress. Communication is found to act as differential resulting in different development condition. Such changing role of development perspective due to exhaustive communication resource utilization of the concerned place has been studied to reveal the development potentials from within the communities.

**ETHICAL PROBLEMS IN USING CSR AS PART
OF CRISIS COMMUNICATION STRATEGY:
A CASE STUDY OF A CEMENT FACTORY
IN INDONESIA**

Narayana Mahendra Prastya
*Islamic University of Indonesia
Indonesia*

This paper discuss the crisis communication strategy used by PT Semen Indonesia. In 2015, PT Semen Indonesia faced a crisis because of conflict with the residence of villages in Rembang, Central Java, near the site plan for PT Semen Indonesia new factory. The residence thinks that the presence of the PT Semen Indonesia factory will destroy the environment. Crisis communication can be divided into two categories: form and content. This paper focus on content, what is actually said in the messages. In PT Semen Indonesia messages related to crisis situation, they also give statement about their CSR activities. The data source is PT Semen Indonesia statement that posted on corporate official website for posts between 2013-2015. There are 24 messages about CSR, most of the CSR activities are related to people and planet. The selected statements than analyzed using frame analysis model Robert N. Entman, to know how PT Semen Indonesia construct themselves in this crisis situation. Based textual analysis I find that PT Semen Indonesia using CSR in order to remind public of organization's positive qualities. From rational perspective, the decision to use CSR in crisis is make sense. But from ethical perspective, it is unethical. Because the basic value of corporate social responsibility (CSR) is related with ethical aspects in business.

**TOWARDS A POETICS OF CONSUMERISM:
AN EXPLORATORY STUDY ON INSTAGRAM
APPEAL**

Kyla Nicole O. Paler, Krislee Mae D. Picache
and Francine Zeinia N. Santos
University of Santo Tomas, Philippines

Instagram mainly began as a “photo diary” app, wherein a user can post anything regardless of the photo’s visual appeal. Throughout the years however, and through the advancement of smart phones coming out with excellent camera features, Instagram users began to take more aesthetically pleasing photos by utilizing various editing tools and applications. Instagram then has evolved into a creative outlet for various users, including opinion leaders such as celebrities and bloggers. It is the belief of the researchers that certain factors such as photo quality, ease of use and access to other people’s lives contribute to the concept of Instagram Appeal. This concept, strengthened by theories on Visual Imagery and Active Perception, elicits a behavior from users that very well leads to consumerism. People have started purchasing items or spending for the sake of an “Instagram-worthy” photo. Researchers employed a mixed method analysis through personal interviews and online surveys to gather the most accurate responses. Results showed that people have indeed become “feed conscious” and exerted more effort and creativity in taking Instagram photos, and most have admitted to purchasing a certain item to make their photos look more aesthetically appealing. These results prove the hypothesis of researchers to be true and show that Instagram Appeal has brought a new light on purchase behavior of Instagram users in modern day consumerism.

**STAKEHOLDER ENGAGEMENT IN CSR
INITIATIVES IN CSR PROGRAM OF AQUA
DANONE-MAMBAL PLANT, BALI - INDONESIA**

Yeni Rosilawati
Universiti Muhammadiyah Yogyakarta

CSR is the evolving concept and influenced by the developing of the society. There are so many definitions given by the scholars from different areas. Corporate social responsibility (CSR) is an important tool that can be utilized to address the social and environmental impact of company activities. This paper aims to identify the implementation of CSR in Aqua Danone Mambal Plant Bali by engaging their various stakeholder, including local communities, local governments, many NGO and foundations as well as schools and universities. Aqua Danone was awarded Platinum from ICA in 2014 with their CSR program called Ayung Lestari in Bali. Even more, program Managing Waste in Tabanan, Bali awarded Gold from ICA in 2014 This paper used qualitative approach, specifically a case study method. It employed in-depth interviews which were conducted with the working managers who deal with CSR issues and strategy on day-to-day basis. Secondary data was gathered in the form of information about CSR program from sustainable reports downloaded from the company’s website, mass media news downloaded from the internet and other sources. At the end of this study, researcher hope to be able to describe the CSR with stakeholder engagement

PARALLEL SESSIONS

B6: Globalization and the New Media Paradigm

Panel Chair: Biplab Loho Choudhury, Visva-Bharati University, India

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Anindya, Chiara		Seeking, Selecting, Sharing: Qlue as a Counter Panopticon in Establishing Jakarta Smart City	Universitas Gadjah Mada, Indonesia
2	Nain, Zaharom		New Media, Old Structures – Promise, Performance and Possibilities in Contemporary Malaysia	University of Nottingham, Malaysia
3	Caasi, Dennis		Communicative Experience and the Perception of Media Richness Among Parents Working Overseas and their Children Left Behind	University of the Philippines Open University, Pulse Asia
4	Rejeki, Sri	Syifa Fauziah, Rencya-Trias Putri	Pride Erosion of Speaking Indonesia Language (Studies on Widespread Use of The Korean Language Among Teens)	Universitas Al Azhar Indonesia
5	Cagadas, Ruly Bitay	Murina Rose Pawanteh	Mirror, Mirror on the Wall: Descriptive Study on LGBT's Postings of <i>Selfies</i> that Affect Existing Identity	KDU University College Shah Alam, Malaysia
6	Bunquin, Jon Benedik	Irene Grace Enriquez and Jon Ashley Genete	Exploring the Twittersphere: An Analysis of Twitter as a Public Sphere through a Communication Network Structure Formed by the Hashtag #Bangsamoro	University of the Philippines—Diliman

**SEEKING, SELECTING, SHARING:
QLUE AS A COUNTER PANOPTICON IN
ESTABLISHING JAKARTA SMART CITY**

Chiara Anindya
Universitas Gadjah Mada, Indonesia

“Smart cities” are cities that are able to incorporate technology to increase governance quality and enforce relational engagements with its citizens. In order to do so, smart cities require smart technologies. Qlue is a social media application developed as a support system in empowering “Jakarta smart city”. Qlue’s main goal is to provide an integrated *complain-and-report* system for the inhabitants of Jakarta. Qlue facilitates Jakartans as a virtual sphere to generate public discussions. Through Qlue, the government of Jakarta are able to monitor its citizens. Therefore, Qlue plays the role as a modern panopticon — a concept of constant surveillance by Jeremy Bentham and Michel Foucault — for the government of Jakarta. However, forums created within Qlue act as gatekeepers, limiting information feed. I believe that these forums are the anti-thesis of Bentham’s and Foucault’s concept; a concept I introduce as “counter-panopticons”. The importance of this paper lies in the notion that a “down – top” information scheme enforces a “better” and “relevant” report on the citizens’ needs, especially on grassroot cases; however, I believe that *that* may not always be the case.

**NEW MEDIA, OLD STRUCTURES –
PROMISE, PERFORMANCE AND POSSIBILI-
TIES IN CONTEMPORARY MALAYSIA**

Zaharom Nain
University of Nottingham, Malaysia

The history of the media in Malaysia, despite ongoing assertions from different sides of the political spectrum, has not simply been a history of conformity and compliance. Indeed, from the early opposition towards British colonial rule by newspapers such as *Jawi Peranakan* to the admirable struggle of the *Utusan* strikers against UMNO takeover in 1961, right through to the birth of *Malaysiakini* in 1999, the history of the Malaysian media has also been a history of resistance and contestation. In any assessment of the Malaysian media – the industry, its personnel and its artefacts – then, this quite complex history needs to be acknowledged, examined and discussed. This acknowledgement is also crucial in any attempt to consider viable, possibly oppositional, local media alternatives. In this paper, I trace the key historical moments that have impacted on the different Malaysian media to illustrate how the media may continue to perform a truly public service despite political, legal, cultural and economic controls. In so doing, and by relating these key moments to the development of policies and structures - and possible challenges mounted against these same policies and structures – this paper provides a critique of the elements that help to maintain and perpetuate the current situation. These include, first, a pattern of media ownership that is skewed towards political party dominance and interference; second, a legal apparatus that censors, punishes and, hence, heavily constrains; third, in-house rules and socialization that preach conformity; and, fourth, an overall education system that is almost feudal in nature, demanding loyalty and submission to authority.

COMMUNICATIVE EXPERIENCE AND THE PERCEPTION OF MEDIA RICHNESS AMONG PARENTS WORKING OVERSEAS AND THEIR CHILDREN LEFT BEHIND

Dennis R. Caasi

*University of the Philippines-Open University
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This study analyzed four knowledge-building elements of Channel Expansion Theory namely: medium use, experience connecting with parents, conversation contents, and influence vis-à-vis media richness dimensions among overseas worker parents and their left-behind children. Results reveal that both parents and children consumed four technology-mediated communications interchangeably, spent one to four days a week connecting, between 30 minutes to 3 hours per engagement, and media consumption is dependent on the message content. Family, academic, household, and health were the common message topics and parents dictates which channel to use. All six medium tested received satisfactory ratings based on the media richness constructs.

PRIDE EROSION OF SPEAKING BAHASA AMONG TEENS AND THE PUSH TOWARDS LEARNING KOREAN

Sri Rejeki, Syifa Fauziah and Rencyta Trias Putri
Universitas Al Azhar Indonesia

South Korea is country known by entertainment industry, one of them is the drama series. In 2013 alone, South Korea managed to produce five billion dollar from cultural exports. Korea culture reaches into Indonesia through entertainment industry, such as drama series, music, and film. Korean drama is popular among Indonesian teenagers and has brought about a phenomenon in which teens mix the Korea language and Indonesia language. The research seeks to explore the effect among them after watching Korea drama with using uses and gratification theory for measuring the influence of Korea drama towards to use Korea language in daily life that used by teenagers in Jakarta. In this research, object of research only focused on the influence of Korean drama towards to teenagers in Jakarta that using quantitative approach with survey research method. Way of collecting data in this research is by using instrument in the form of questionnaire through Google Doc to teenagers who lived in Jakarta who ever watch Korean drama. This research successfully concluded that there is influence of Korean drama towards to use of Korea language in teens daily life in Jakarta. Start from everyday conversation with friends of the same age either directly or through social media such as installation status of its own social media and others.

**MIRROR, MIRROR ON THE WALL:
DESCRIPTIVE STUDY ON LGBT'S POSTINGS
OF SELFIES THAT AFFECT EXISTING
IDENTITY TO INFLUENCE**

Murina Rose Pawanteh and Ruly Bitay Cagadas
KDU University College, Malaysia

Goffman's concept of frontstage and backstage performances aptly describes the opposing and controlled identities of an individual in self-presentation, which in this research, may or may not affect his/her existing identity to influence. In recent years, there has been an increasing use of self-portraits or "selfies" when cellular phones are equipped with cameras that can snap pictures regardless of location and time. Selfie, a popular development in new media technology, has had a "transformational influence on contemporary culture (Iqani and Shroeder, 2015). And as such, the use of selfie in visual social media raises concerns not only to selected individuals but also to society. Iqani and Shroeder added, "selfies invoke important issues as they bring up a host of concerns about identity, privacy, security, and surveillance." Prompted by selfies, self-presentation of individuals is experiencing the "configuration processes afforded by online sites which offer people a greater degree of customization (Smith and Sanderson, 2015, 344), which eventually leads to having established online identities different from offline persona. This descriptive study intends to analyse the self-presentation styles of selected members of LGBT community, who are into postings of selfies in any visual social media. Using an in-depth interview as a method, selected respondents to this study must also hold decision-making positions in the organizations. The data gathered will then be analysed in the context of how the respondents' online self-presentation affect their existing identities.

**EXPLORING THE TWITTERSPHERE:
AN ANALYSIS OF TWITTER AS A PUBLIC
SPHERE THROUGH A COMMUNICATION
NETWORK STRUCTURE FORMED BY THE
HASHTAG #BANGSAMORO**

Jon Benedik Bunquin, Irene Grace Enriquez and
Jon Ashley Genete
University of the Philippines Diliman

Social Networking sites provide a virtual avenue where people can converse and create communities. It has proven to be instrumental in mobilizing online communities to offline action, evident in a number of social movements such as Occupy Wall Street and the Egyptian Revolution of 2011. Twitter, in particular, has prompted scholars of democracy and political communication in examining its potential as a Public Sphere. However, according to Habermas, political discussions do not automatically operate as public spheres. They must meet the criteria of Rationality, Diversity, and Publicness before it qualifies as such. Using the Habermasian notion of the Public Sphere, the researchers examined whether Twitter functions as a public sphere. In particular, the discussion of the Bangsamoro Basic Law issue was analyzed due to its highly contentious nature. Using Social Networking Analysis software NodeXL, the researchers collected 2,876 tweets that utilized the hashtag #Bangsamoro during the month of March 2015. A total of 287 tweets were randomly sampled and content-analyzed to measure diversity and rationality of opinion. Meanwhile, social network measures such as betweenness and density were used to examine publicness. Results indicate that the Twitter network formed by the hashtag #Bangsamoro does not constitute a public sphere, since there is low interaction resulting to low publicness. The high number of retweeted content also indicates low diversity of opinion. However, since most users retweeted and posted news, the network is observed to have high rationality. Despite this, users did not contribute any additional insight to the conversation.

PARALLEL SESSIONS

C1: [Bahasa] Cultural Paradigms, Challenging Media

Panel Chair: Muria Endah Sokowati, Universitas Muhammadiyah Yogyakarta, Indonesia

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Nurnisya, Frizki Yulianti	Adhianty Nurjanah	Implementation of Digital Public Relations (PR) in Socializing Tagline “jogja is-timewa” (outstanding jogja) by Government Public Relations of Yogyakarta	Universitas Muhammadiyah Yogyakarta, Indonesia
2	Rustanta, Oleh Agustinus		Etnografi Buruh Migran Di Kabupaten Wonosobo	Sekolah Tinggi Ilmu Komunikasi dan Sekretaris Tarakanita, Indonesia
3	Hanief, Lalita	Sri Astuty and Atika	Representasi Gender dalam Aktualisasi Diri Perempuan di Balik Keterbatasan (Analisis EDFAT Foto Berita Perayaan Kartini di Rutan Pondok Bambu pada media Online Republika.com, Detik.com dan Kompas.com)	Universitas Lambung Mangkurat Banjarmasin, Indonesia
4	Alfarabi		Wajah Islam Di Sosial Media (Fenomenologi Pengguna Facebook Non Islam Yang Mendapatkan Terpaan Informasi Tentang Islam)	Universitas Bengkulu
5	Alfani, Hendra		Kekuatan Media Baru dalam Kontestasi dan Kampanye Politik Lokal (The Power of New Media in the Contestation and Local Political Campaign)	Universitas Baturaja Sumatera Selatan, Indonesia
6	Abdullah, Ady Muzwardi		Sistem Informasi Manajemen Pemkab Ponorogo dalam Mengkomunikasikan Pelayanan Publik melalui SMS Center	Universitas Darussalam Gontor Ponorogo, Indonesia

IMPLEMENTATION OF DIGITAL PUBLIC RELATIONS (PR) IN SOCIALIZING TAGLINE "JOGJA ISTIMEWA" (OUTSTANDING JOGJA) BY GOVERNMENT PUBLIC RELATIONS OF YOGYAKARTA

Frizki Yulianti Nurnisya
and Adhianty Nurjanahah
*Universitas Muhammadiyah Yogyakarta
Indonesia*

Yogyakarta (DIY) is the second oldest province in Indonesia after East Java, which was formed by the state government of Indonesia. The province has a special status or special autonomy, a legacy from the era before independence. Since the enactment of Law No. 13/2012 On Privileged (Labor Law) DIY on August 31, 2012 the city of Yogyakarta to change the tagline "Jogja Never Ending Asia" to "Jogja Istimewa". In disseminating new tagline to all the people of Yogyakarta, the government needed the socialization process so Public Relations of the Government of Yogyakarta take a role as a communicator and mediator between the government and the people of the city of Yogyakarta. In the era of digital communications, the use of Digital Public Relations (PR) becomes urgent things to do in the process of socialization. By utilizing Digital PR, expected the process of socialization of "Jogja Istimewa" as the new branding more quickly, accurately and effectively socialized to all elements of society in the city of Yogyakarta. This research using the case study method and qualitative descriptive research. Descriptive study by Whitney (in Nazir, 1988: 63) said that the research for finding the facts with proper interpretation. Studying the problems in society, research was conducted in Government Public Relations of Yogyakarta, specializing in digital implementation of the Public Relations (PR) in disseminating "Jogja Istimewa".

ETNOGRAFI BURUH MIGRAN DI KABUPATEN WONOSOBO

Oleh Agustinus Rustanta and
Linus Kali Palindangan
*Sekolah Tinggi Ilmu Komunikasi dan Sekretaris
Taranita, Indonesia*

Penelitian ini berawal dari fenomena tentang buruh migran di Desa Tracap, Kecamatan Kaliwiro, Kabupaten Wonosobo yang dimana hampir 80 % penduduknya adalah perempuan yang sedang atau pernah menjadi buruh migran perempuan di luar negeri dan menikah atau pernah menikah. Gejala ini selanjutnya akan dianalisis berdasarkan teori feminisme liberal dengan tujuan (1) mengetahui dan menganalisis fenomena itu sendiri, (2) menganalisis bagaimana dominasi dan penindasan itu terjadi dan menimpa para buruh migran perempuan tersebut. Etnografi kritis digunakan sebagai metode dalam penelitian ini dimaksudkan untuk (1) menggambarkan fakta bahwa banyak masalah yang ditimbulkan oleh fenomena buruh migran perempuan, (2) berusaha untuk menganalisis secara kritis fenomena buruh migran perempuan tersebut demi mengungkap kenyataan yang sesungguhnya. Penelitian ini fokus pada beberapa aspek yaitu (1) dominasi, penindasan, diskriminasi, dan eksploitasi yang dialami para perempuan buruh migran dari kacamata feminisme yang dialami oleh buruh migran perempuan sejak mereka memutuskan untuk menjadi buruh migran hingga mereka kembali lagi ke keluarga mereka, (2) siapa dan bagaimana dominasi, eksploitasi, dan penindasan terjadi terhadap buruh migran perempuan, (3) latar belakang adanya dominasi (sisi filosofis mengapa dominasi terjadi atau harus terjadi terhadap TKI), unsur-unsur lain dibalik penindasan, kekerasan, dominasi, dan eksploitasi terhadap buruh migran perempuan Indonesia, (4) fokus pada alasan mengapa negara-negara tertentu memilih migran dari Indonesia; murah, mudah dibohongi, penurut, dan (5) unsur stratifikasi kebangsaan. Data penelitian diperoleh dengan wawancara mendalam, observasi lapangan, dan *field work*. Kemudian melalui data yang diperoleh, peneliti membuat kesimpulan penelitian.

REPRESENTASI GENDER DALAM AKTUALISASI DIRI PEREMPUAN DI BALIK KETERBATASAN

Lalita Hanief, Sri Astuty and Atika
Universitas Lambung Mangkurat Banjarmasin

Perempuan dalam perspektif Gender direpresentasikan sebagai orang yang lemah dan subordinat dari kaum pria. Peran perempuan dalam konteks budaya, sosial, sebagai pihak yang ada pada ranah domestik, bukan ranah publik. Emansipasi perempuan tampil dengan tokoh Kartini yang diperingati setiap tanggal 21 April. Masyarakat memperingati hari Kartini dengan berbagai kegiatan seperti lomba peragaan busana kebaya yang idientik dengan kartini, tarian tradisional, dan tata rias. Berbeda yang dialami para warga binaan di Rumah Tahanan Pondok Bambu Jakarta yang memperingati hari Kartini di balik keterbatasan karena mereka harus menghabiskan masa tahanan akibat pelanggaran hukum. Media massa online memberitakan kejadian unik yang memiliki nilai berita ini. Perempuan warga binaan mengaktualisasikan diri dengan mengikuti lomba fashion show baju kebaya Kartini, serta lomba tari tradisional. Definisi gender yaitu suatu sifat yang melekat pada kaum laki-laki maupun perempuan yang dikonstruksi secara sosial maupun kultural (Fakih, 2008,8). Hasil kajian penelitian ini adalah representasi gender dalam aktualisasi diri perempuan di balik keterbatasan pada media online adalah perempuan ditampilkan sebagai sosok feminin, kuat, cantik, mandiri, anggun, serta bisa berprestasi. Warga binaan Rutan Pondok Bambu ikut merayakan hari Kartini sebagai simbol emansipasi perempuan.

WAJAH ISLAM DI SOSIAL

Alfarabi
Universitas Bengkulu, Indonesia

Wajah Islam yang keras dan selalu mengedepankan tindakan fisik serta Islam yang ramah yang selalu melakukan pendekatan damai, silih berganti ditampilkan dalam kehidupan sehari-hari termasuk dalam media massa dan *social media*. Peristiwa kekerasan yang dilakukan kelompok yang mengatasnamakan Islam disebarkan berbarengan dengan penyebaran toleransi oleh tokoh-tokoh Islam. Melihat fenomena tersebut timbul pertanyaan bagaimanakah wajah Islam yang ditampilkan di Facebook dalam pandangan orang non Islam. Mengetahui pandangan non Islam menjadi penting apakah mereka merasa terancam oleh Islam yang keras. Selanjutnya apakah wajah Islam yang ramah memberikan jaminan kenyamanan bagi non Islam. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Subyek penelitian ini adalah mahasiswa doktoral Universitas Padjajaran yang menggunakan facebook dan beragama non Islam. Hasil penelitian micro ini memberikan gambaran bahwa khalayak itu tidak pasif dalam menerima pesan dari media sosial. Walaupun diterpa informasi Islam yang keras namun informan menganggap wajah Islam seharusnya ramah. Selanjutnya informan mengkhawatirkan akan terjadi peniruan tindakan karena pemberitaan tersebut. Informan juga menyadari bahwa Islam yang keras juga banyak ditolak oleh kalangan Islam sendiri. Kesimpulan dari penelitian ini memberikan gambaran bahwa berita-berita tentang Islam memberikan peneguhan atau pembantahan terhadap cara pandang yang sudah diyakini non Islam selama ini tentang wajah Islam. Yang dikhawatirkan adalah peniruan perilaku Islam yang keras pada kelompok-kelompok lain yang menerima terpaan informasi di sosial media tersebut. Oleh karena itu disarankan literasi sosial media agar masyarakat memiliki filter dalam menyaring informasi.

KEKUATAN MEDIA BARU DALAM KONTESTASI DAN KAMPANYE POLITIK LOKAL

Hendra Alfani
*Universitas Baturaja Sumatera Selatan,
Indonesia*

Sejalan dengan itu, pesatnya perkembangan industri media massa yang meluas sampai ke daerah, telah menjadi *trend* di masyarakat, bahwa kehadiran industri media didaerahnya memberikan peluang munculnya rujukan baru terhadap saluran informasi yang langsung bisa dijangkaunya. Sebab, pada masa sebelumnya industri dan atau institusi media massa hanya ada dipusatnya-pusat. Media massa menjadi “sesuatu” yang elitis dan mahal sehingga sulit dijangkau oleh masyarakat. Kini di era reformasi dan globalisasi informasi, akses terhadap media massa dengan mudah bisa dijangkau oleh masyarakat. Pada tahap lanjut, perluasan saluran media massa telah menambah sumber-sumber informasi tentang berbagai hal, termasuk “pemanfaatan” media massa sebagai saluran komunikasi politik dalam pemilukada sebagai arena kontestasi politik di ranah lokal. Para elit politik kontestan pemilukada misalnya, tidak hanya berusaha maksimal memengaruhi calon pemilih dengan cara konvensional, sebagaimana yang biasa dilakukan dalam pemilu umumnya, tetapi mereka juga memerlukan penggiringan opini yang dapat melahirkan dan memperkuat citra dirinya di ruang publik dengan membeli *space* di media massa, termasuk di media sosial atau media baru (*new media*). Dalam konteks inilah, dalam kurun waktu sepuluh tahun terakhir industri, institusi dan *space* media massa lokal menjadi “wilayah pertarungan’ para elit dalam kontestasi politik lokal bernama pemilukada. Media massa menjelma seolah menjadi “ruang gengsi” para kandidat kepala daerah untuk melemahkan kompetitornya. Bagi kandidat yang kuat secara finansial, mendominasi *space* media untuk sosialisasi dan pencitraan pencalonan dirinya seolah menjadi keharusan, untuk memperlihatkan dirinya tampil lebih banyak di hadapan publik.

SISTEM INFORMASI MANAJEMEN PEMKAB PONOROGO DALAM MENKOMUNIKASIKAN PELAYANAN PUBLIK MELALUI SMS CENTER

Ady Muzwardi Abdullah
*Universitas Darussalam Gontor Ponorogo
Indonesia*

Salah satu permasalahan dalam pelayanan publik di Pemkab Ponorogo adalah masyarakat yang belum menggunakan Smartphone. Kondisi ini secara jelas mengurangi kesempatan masyarakat dalam mendapatkan pelayanan publik. Sistem Informasi Manajemen(SIM) merupakan bagian dari Open Government Data yang digunakan pemerintah dalam melayani kepentingan publik, salah satunya adalah pelayanan publik. Pemkab Ponorogo adalah lembaga pemerintah daerah yang menerapkan sistem SMS Center didalam pelayanan publik sebagai cara untuk meningkatkan kualitas pelayanan publik.

PARALLEL SESSIONS

C2: Communicating Race, Ethnicity and Community

Panel Chair: Aswad Ishak, Universitas Muhammadiyah Yogyakarta, Indonesia

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Espiritu, Belinda		The Lumad Struggle for Social and Environmental Justice: Analyzing Critical Discourses and Activists' Political Actions as Weapons for Liberation	University of the Philippines Cebu
2	Mendoza, Ria Consuelo	Jan Almorfe, Mary Jill Deo, Rizza Jane Gonzales, Pauline Songco	Philippine Media: Perceived Role in the ASEAN Integration	Polytechnic University of the Philippines
3	Ikhsan, Akhmad Nur		The Impact of Popular Culture on Javanese Culture	Sebelas Maret University of Surakarta
4	Duran, Jim		Reproductive choices of profile communities: Communicating policy in rural and urban-poor areas	Far Eastern University, Philippines
5	Suwarto, Dyna Herlina		Segmentation of Cinema Audiences: A Mix Method Approach	Universitas Negeri Yogyakarta, Indonesia
6	Pobar, Regucivilla		The Dimensions of Social Media Romance	Bohol Island State University, Philippines

**THE LUMAD STRUGGLE FOR SOCIAL AND ENVIRONMENTAL JUSTICE:
ANALYZING CRITICAL DISCOURSES AND
ACTIVISTS' POLITICAL ACTIONS AS
WEAPONS FOR LIBERATION**

Belinda Espiritu
*University of the Philippines Cebu
Philippines*

The documented killings of indigenous peoples in the southern part of the Philippines known as “Lumads” and their evacuation from their ancestral lands are connected to the current Philippine administration’s neoliberal policy of accommodating the so-called foreign investments in the form of corporate mining, coal power corporations, logging, and vast plantations threatening the country’s forest cover and watersheds. This paper posits that socially responsible mainstream media news stories and alternative media narratives on the killings and evacuation of the Lumads from their ancestral homes together pose as a form of counter-hegemonic resistance to the neoliberal policies of the current administration. The study employs critical discourse analysis of purposively selected news and opinion articles from mainstream media and the testimonial narratives, views and multimedia productions posted online by alternative media and civil society groups and individuals from September 1, 2015, the date of the killing of three Lumad leaders, up to January 2015 during which time the killing of another Lumad was reported. Key informant interviews of civil society leaders involved in the struggle for justice for the Lumads flesh out the concerns and prospects in the counter-hegemonic movement. The study furthermore analyzes the alternative proposals of these civil society groups towards a more sustainable development in the Philippines, particularly their urgent call to the government to repeal the Philippine Mining Act of 1995 and to enact the Alternative Minerals Management Bill.

**PHILIPPINE MEDIA:
PERCEIVED ROLE IN THE
ASEAN INTEGRATION**

Jan Arlo L. Almorfe, Mary Jill A. Deo,
Rizza Jane M. Gonzales, Ria Consuelo C. Mendoza
and Pauline Inha L. Songco
Polytechnic University of the Philippines

The study analyzed the perception of selected participants on the role of media in ASEAN Integration. The researchers have gathered data from Filipino media practitioners who are knowledgeable on the context and scope of the integration. Convergence Model of Communication was utilized as the backbone of the study. It proposes that mutual understanding is achieved when two people communicate with each other and discover the similarity on their views of the world. Using purposive sampling, the researchers selected six participants – five media practitioners and one key informant from the government agency that is greatly involved in the implementation of the integration in the Philippines. The findings showed that the participants and key informant believe that media's role are to raise awareness and make the public interested on the integration. The researchers concluded that the participants are all highly aware and knowledgeable about the integration. All the participants have similar insights on the role of media in it. The researchers recommend the media to be highly creative and comprehensive on their reports on the integration, so it would be more interesting and understandable. A comparison study regarding media’s action and behavior from the time this study was conducted to the point when the integration finishes its final stage is recommended to the future researchers.

THE IMPACT OF POPULAR CULTURE ON JAVANESE CULTURE

Akhmad Nur Ikhsan
*Sebelas Maret University of Surakarta
Indonesia*

Javanese culture is one of the Indonesian culture that comes from the island of Java and embraced by the people of Java. This research was conducted in Kampung Kemlayan (Mlaya), which as a traditional Javanese village with traditional Javanese artist community groups. Once upon a time this area is very famous for the art of dance, traditional musical instruments and a unique building, the inclusion of popular culture through the media makes this district as a silent witness to history owned.

This paper will be unpacked in particular on the impact of popular culture on the art of dance is the case today, the ownership of traditional musical instruments where at the past every house have belong these traditional musical instruments, unique buildings and the people in the village Kemlayan Surakarta through the media.

The method used in this research is the case study method, which is the researcher needs deep interview, observation and also review of the literature, in order to obtain results which popular culture through the media has a significant influence on the art of dance, traditional musical instruments, unique buildings and the indigenous Javanese village Kemlayan.

REPRODUCTIVE CHOICES OF PROFILE COMMUNITIES: COMMUNICATING POLICY IN RURAL AND URBAN-POOR AREAS

Jim Duran
*Far Eastern University
Philippines*

In this paper, variables such as the various dimensions of women oppression in the light of (1) physical risk (2) psychological risk and (3) financial burden, were given emphasis in drawing out from women respondents (as well as husband) affirmed the utility of the Theory of Reasoned Action and Behavior into the Reproductive Justice Framework. Findings reveal that factors unique to women's freedom to choose and decide for or against the use of contraceptive as well as their perceived attitudes to reproductive health were material to their behavior towards the use or not using contraception. In sum, the Theory of Reasoned Action and Behavior in the light of the Reproductive Law Framework was able to prove that person's behavior towards the use or none use of contraception is determined by their intention to perform that behavior. This intention, in turn, is a function of the attitude towards the behavior and their subjective norms as well. What give depth to the study, beyond a population demographic was that their behavior was determined by their intention to perform or not perform such behavior. Further, this intention became a function of their composite attitude towards the behavior of contraception use and was mitigated by their respective subjective norms towards a happy family life.

SEGMENTATION OF CINEMA AUDIENCES: A MIX METHOD APPROACH

Dyna Herlina Suwanto
Universitas Negeri Yogyakarta, Indonesia

After the long period of the cinema industry decline, the number of audience who visit cinema are increasing significantly. However, the research to examine the phenomena of audience segmentation is very few. Therefore, the study aim to investigate cinema audience segmentation in Yogyakarta on the basis of the aspects that affects the audience film choice. Furthermore the mix-method approach combining qualitative and quantitative method in sequence was employed to attain the research objective. For the first step, three focus group discussions were conducted later 454 respondents were involved in survey. The result indicates that there are two different audience segments according their behaviors. The first segment visits the cinema as fun activities in their spare time meanwhile the other do the activity as a cultural interest in order to enjoy the narrative and artistic aspects of a film. On the basis of such information, the specific marketing objectives could be set and more efficient strategies designed and implemented.

THE DIMENSIONS OF SOCIAL MEDIA ROMANCE

Regucivilla A. Pobar
*Bohol Island State University
Philippines*

Internet relationships are not uncommon for people of all ages, genders, ethnicities, and marital statuses. This study sought to establish the dimensions of social media romance which the Filipinos in Central Philippines have experienced. It is also administered to determine how the respondents meet their partners, the means of communication, the result of the social media romance, and its impact with the end view of proposing a policy on the use of social media in the university. The research is using descriptive research design employing snowball to identify the 50 respondents of the study. It was found out that 54% of the respondents met their partners on dating sites and 52% met them on facebook, 94% communicated their friends by chatting, text messaging, skypeing and video chatting while 32% experienced sexting, about 38% of the relationship ended to marriage. When the respondents were asked about damages of the social media relationship, 56% replied that there is no damage while 44% disclosed that there are damages which include victim of money scam, they became subject to sex abuse and pornographic pictures and videos while 6% got addicted to virtual love making. The money scam includes sending money to this friend online to pay taxes for the contract or freight for an alleged gift for the Filipina friend, the respondents of this study; and as personal loan to pay the salaries of the workers of their friend pretending to be a contractor which was not paid by that friend they met on line. For the married couple, social media affected much their married life both as source of support and as source of tension.

PARALLEL SESSIONS

C3: Challenges in Media Ethics

Panel Chair: Zaharom Nain, University of Nottingham, Malaysia

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Pacoma, Mark Agon		The (Fe)Male Spectacle: Analysis of Sexualized Portrayals of Male Models in Fashion Billboard Ads	Adamson University, Philippines
2	Purwanto, Ridwan		Style and Ethics of Social Communication Media Workers in Industrial Area Batamindo Batam	Sebelas Maret University of Surakarta, Indonesia
3	Quintana-Tabada, Ma. Theresa Angelina		Media Self-regulation through Media Literacy: Insights from the Cebu Citizens -Press Council (CCPC)	University of the Philippines- Cebu
4	Briandana, Rizki	Azman Azwan Azmawati	Nation in News: Culture and Identity in Media	Universitas Mercu Buana, Indonesia
5	Sumatorno		Facebook in the Fight for Political Communication	Ekasakti University of Padang, Indonesia
6	Shuaib, Farid Sufian	Hafidz Hakim bin Haron	The Continuing Saga of the Proposed Malaysian Press Council: A Boone or Bane?	International Islamic University Malaysia

**THE (FE)MALE SPECTACLE:
ANALYSIS OF SEXUALIZED PORTRAYALS OF
MALE MODELS IN FASHION BILLBOARD ADS**

Marc Agon Pacoma
Adamson University, Philippines

At present, numerous types of advertising are evident (Elena, 2013), employing various techniques in order to earn profits or revenues, as advertisers continuously face difficulties in terms of sending across the messages about their products (Muda, 2014). With this, most of them resort to various marketing techniques and tactics. One of the most pervasive advertising practices is displaying the images of gender as part of products which typically draw in consumers' attentions, resulting to sales and earnings among brands and companies that exploit this marketing style. Portrayals of gender thrived in media and considered to be the most prevalent one. This new way of selling is characterized by images of men and women appearing side by side with the product; performing less professional and subordinate social roles; showing highly sexualized poses or depicting demeaning stances. The proliferation of this visual rhetoric led to the enormous interests in research among consumers and communication researchers, gender experts and even academic institutions. The study employed a qualitative approach specifically utilizing a content analysis which allowed the researcher to quantify the message content (Sparks, 2013). Bench Body billboard ads conveyed indirect or underlying advertising message, not just promoting the company's product but also presented the idea of sexual objectification through the utilization of sexual imageries. Billboard ads were primarily presented in sensual, provocative and sexually-arousing manner. The analysis results indicated that the idea of sex sells or sexual objectifications is highly exploited by fashion industry in order to promote their products and gain profit and revenue.

**STYLE AND ETHICS OF SOCIAL
COMMUNICATION MEDIA WORKERS
IN INDUSTRIAL AREA BATAMINDO BATAM**

Ridwan Purwanto
*Sebelas Maret University of Surakarta
Indonesia*

Style and Ethics communicates by social media users now start worrying. It can be damaged if allowed to communicate ethics that have been upheld by our ancestors. Speech language used to be very subtle in communicating now beginning to fade. This paper tries to reveal how the style and ethics in social media communication among workers in the industrial area Batamindo Batam. Employers now easy to express resentment and complaints of poorly controlled in social media and resulted employers are now beginning to fret saw style and lack of ethics in social media is done by employees. This could result in disharmony between employers and workers. This paper uses new media theory approach popularized by James Carey discusses Power and Power Relations, Social Construction of Reality. The method used in this paper is a qualitative method and in collecting data in this paper the authors through in-depth interviews to all stakeholders in the industrial area of Batamindo Batam like; employers, workers and trade unions, and HRD. The results of this paper are expected to answer the problems in the use of communication styles and ethics of social workers in the media so intertwined harmony between employers and employees.

MEDIA SELF-REGULATION THROUGH MEDIA LITERACY: INSIGHTS FROM THE CEBU CITIZENS-PRESS COUNCIL

Maria Teresa Angelina Quintana-Tabada
*University of the Philippines Cebu
Philippines*

This study analyzed how the Cebu Citizens-Press Council (CCPC) promotes self-regulation among the Cebu press and media literacy with the Cebu public. Set against a synthesized framework of media self-regulation that incorporates the theories of social responsibility (Hutchins Commission, 1942), new media monopoly (Bagdikian, 2004), public sphere (Habermas, 2006) and network society (Castells, 2010), the researcher studied documents and analyzed the interviews of key informants to answer these objectives: 1) history of the CCPC in the context of media self-regulation initiated by the community press in Cebu; 2) handling by Cebu newspapers and the CCPC of citizens' complaints about accuracy and fairness or right of reply in local newspapers; 3) CCPC campaigns to promote media self-regulation with the Cebu media and the public; 4) CCPC campaigns to promote media literacy among citizens and Netizens; and 5) assessment of the CCPC's promotion of media self-regulation and media literacy through its reactive and pro-active mechanisms. Media self-regulation thrives in a setting that involves the stakeholdership of four key sectors: newspapers, media advocacy groups, citizens and Netizens. The advocacy of the CCPC conforms to and sustains the culture of MSR prevailing in the Cebu press. The CCPC operates within a network made of newsrooms, local media advocacy groups, national media self-regulating bodies, and other local institutions, such as schools, that contribute to the training of students aspiring to be journalists and their teachers, some of whom are former or practicing journalists, who train them. Media self-regulation can be enhanced, balanced and sustained through media literacy, which ensures greater participation of citizens and Netizens as media watchdogs and defenders of freedom of expression.

NATION IN NEWS: CULTURE AND IDENTITY IN MEDIA

Rizki Briandana
Universitas Mercu Buana
and
Azman Azwan Azmawati
Universiti Sains Malaysia

Television became an important object that provides many insights into the process of identity formation, because television provides a variety of resources for the construction of identity (Halkoaho, 2012). This was supported by Lily, Syed Hamzah (2015); Eveland & Schufele, (2000); and Livingstone & Markham (2008), they believe that identity is influenced by the content of television that is said to lead to the formation of the image and cultural significance among the audience. From the various types of existing television program, news is considered to have the closest relationship with the community aspects of identity within a society. Television news provides information and political knowledge and encourages civic participation of citizens (Eveland and Scheufele, 2000; Livingstone and Markham, 2008). Therefore, it can be concluded that the news also affects the formation of the identity of an individual in terms of civic responsibility towards the country. Taking into account the importance of social, cultural and political content in television programs, the study argues that the combination of the knowledge gained from the news program design can affect certain ethnic groups to form identities that are appropriate to the reality of the environment. The study used a qualitative content analysis in view of national identity and cultural content on the television news. Results showed that the news production process involves the livelihood of meaning that arise in the life of a day in an organization that is being part of an institution, the profession and the public at large.

FACEBOOK IN THE FIGHT FOR POLITICAL COMMUNICATION

Sumatarno

Ekasakti University of Padang, Indonesia

It cannot be denied that Facebook has become an important political communication channel in Indonesia. Even Facebook has transformed into the strength of the disputed new medium politicians or political communicators in disseminating its existence. Members of House of Representatives as actor of political communication have been using or utilizing Facebook as a channel for the dissemination of information to their constituents. Experience showed that Facebook has helped promote the existence or the existence of a legislative member to the society in the midst of the growing phenomenon of money politics or political money. Through the utilization of Facebook, financial expenditure can be minimized. That is, it serves as an alternative media to promote the members of the legislature (during the campaign and later as a member of House of Representatives) to the community, so that the mass media (mainly print) that had become a mainstay in the socialization are slowly being replaced by Facebook. Although still limited to identified one way communication event, in which the constituent parties positioned as a passive, presence of Facebook really help a candidate to manage the limitations of funds owned and become a new trend of political communication channel.

THE CONTINUING SAGA OF THE PROPOSED MALAYSIAN PRESS COUNCIL: A BOONE OR BANE?

Farid Sufian Shuaib

International Islamic University Malaysia

and

Hafidz Hakimi bin Haron

Multimedia University Malaysia

The newspapers are regarded as the fourth estate in the system of government relating to their function to observe, comment or even investigate government's activities on behalf of the public. The press has the power to mould public opinion with its reach in readership and influence. The powers also come together with the possible abuse. With its wide readership and influence, individual and corporate reputation and business may be destroyed with writings of false stories in the press. Thus, there is a need to control such power and one of the means to control it is through the establishment of a press council. One criticism of this proposal is the press in Malaysia is already burden with onerous laws. This paper examines development in the proposal by various stakeholders to establish a press council since 1973 and the competing interests for and against this proposal. The paper also looks at possible fate of this proposal considering the long period it is hold in abeyance. The research employs textual analysis and semi-structured interviews in obtaining the data. The paper concludes on the possibility of such a press council to be established through statutory means.

PARALLEL SESSIONS

C4: Information, Communication and Technological Challenges

Panel Chair: Fajar Junaedi, Universitas Muhammadiyah Yogyakarta

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Arif, Arifudin Suhaimi Ali	Hermin Indah Wahyuni, F. Tri Sakti Haryadi	Autopoetic System On Ecological Communication in Case of Indonesian Peatland Fire	Gajah Mada University, Indonesia
2	Ullah, Mohammad Sahid		Empowerment in Asymmetrical Power Relations: A Case of Union Information and Service Centre in Bangladesh.	University of Queensland, Australia
3	Ekida, Primadita Rahma		Intercultural Communication to Minimize Culture Shock: A Phenomenology Study of Foreign Football Players	Universitas Gajah Mada, Yogyakarta, Indonesia
4	Tibaldo, Janet		Of Truth in Tweets: Media and Information Literacy among Prosumer Citizens	St. Louis University, Philippines
5	Yusriana, Amida		The 'Let Me In' Show: A New Way To Promote A Taboo Business	Dian Nuswantoro Uni- versity, Indonesia
6	Setyowati, Yuli		Communicative action in the process of community development (Case study in "gangster village", Badran area in Yogyakarta province)	STPMD "APMD" Yogya- karta; Sebelas Maret University (UNS), Sura- karta, Indonesia
7	Sonsona, Ramir Philip		Probing Millenials' Media Dependency: The relationship between the media and the audience	Mindanao University of Science and Technology, Philippines

**AUTOPOETIC SYSTEM ON ECOLOGICAL
COMMUNICATION IN CASE OF INDONESIAN
PEATLAND FIRE**

Arifudin, Hermin Indah Wahyuni
and F. Tri Sakti Haryadi
Gadjah Mada University, Indonesia

Ecological problem is one of the hot issues that had been written in Luhmann's book: Ecological Communication (EC). Luhmann, like in his other book, theorized ecological problem by system theory, especially the concept of autopoiesis which is very useful to analyse why haze disaster in Indonesia cannot be solved. By 2016, a bunch of researches in biology, social, economy, and politic sciences have been conducted in Indonesia in term of finding the main problems and provide a wide range of solution, but the haze disaster is still continuing without guaranty whether it can be stopped by anyone. Luhmann also states that there is a complexity in a system, but the complexity of the system is no more complex than its environment. Therefore, Luhman's EC assists to explain that peatland fires as the ecological danger could not address only by one system because there are several systems that run in their system around other system, where only the system itself which is able to solve their problem. In spite this concept is too abstract, but this can answer the question and determine why the haze problem cannot be solved till now.

**EMPOWERMENT IN ASYMMETRICAL
POWER RELATIONS:
A CASE OF UNION INFORMATION AND
SERVICE CENTRE IN BANGLADESH**

Mohammad Sahid Ullah
*University of Queensland
Australia*

The empowerment of the citizenry through Information and Communication Technologies (ICTs) has drawn ample attention among development planners across the globe since 1990s. Proponents of empowerment are therefore encouraging governments in developing world to take ICT initiatives considering the investment of ICTs enables those countries to bypass the gradual process of development. Rural society of Bangladesh, where 66.2 percent of 158 million people live has experienced asymmetrical power relations in every cases – governance, informality and gender. But its development initiators believe that with digital technology and communication structures, the country will be more open and economically vibrant. The Government allocated 1 billion Bangladeshi Taka (78 BDT is equivalent to 1 USD) for e-government projects under direct supervision of the Prime Minister's office and set 5,275 Union Parisad (Local government council) Information Service Centres (UISC) to ensure one-stop service delivery at the door step of rural poor. Through examining the operation and activities of six selected UISCs from across Bangladesh along with 57 in-depth interviews from stakeholders – the entrepreneurs, users and non-users, it has found that the UISC step brings benefit for the power holders in rural areas including the emerging middle class – educated rural youths - more than the abject poor and marginal who are deprived from quick service delivery. This finding helps arguing that the introduction of ICT in the poor nations is not enough, but the power dynamics is more influential in having targeted benefits from any ICT investment.

**INTERCULTURAL COMMUNICATION TO
MINIMIZE CULTURE SHOCK :
A PHENOMENOLOGY STUDY OF FOREIGN
FOOTBALL PLAYERS**

Primadita Rahma Ekida
Universitas Gadjah Mada, Indonesia

As football is the most popular sport in Indonesia, this situation attracts many foreign football players to work in Indonesia. The arrival leads to opportunity of contact between foreign players and Indonesia culture. Dissimilarity of culture values which influence the human behavior makes culture shock, defined as uncomfortable feeling that affecting the performance and interaction of foreign footballers. The culture shock problem was also faced by foreign footballers hired by Persema Malang. The objective of this research was to describe culture shock symptoms experienced by foreign footballers from Germany, Australia, Korea, and Cameroon; and also they use intercultural communication process to minimize culture shock. This research using concept of culture and culture shock; and also explanation of how intercultural communication process can be used to minimize culture shock. The diversity of the nationality background of the players were chosen to give result comparison, meant no informant hold same nationality. The indepth interview also involved informants in nearest circle, such as other footballers, coaches, footballers' friends, and interpreters. It gave broad and deep understanding about the case. When this moving process is the first time for the informants, it gives excitement to them. But the preparation, such as knowledge-gathering about Indonesia, or higher education, help the footballers to have more stable emotion in facing culture shock. Effective intercultural communication involving relationship at workplace, casual friendship, and mass media consumption; expose footballers with conflict possibilities, but it also help them to adjust better.

**OF TRUTH IN TWEETS:
MEDIA AND INFORMATION LITERACY
AMONG PROSUMER CITIZENS**

Janet Tibaldo
*St. Louis University
Philippines*

Twitter, today's most popular micro-blogging site, has revolutionized how prosumer citizens are able to instantaneously communicate with a maximum of only 140 characters. With an average of 6,000 tweets per second, prosumers are beleaguered with endless content -- a mix up of truths, half-truths, misinformation and fallacies. UNESCO stress that the ultimate measure of correct digital technology use is media and information literacy. This paper aims to explore the individual and collective experiences of prosumers citizens on Twitter, alongside their perceived media and information literacy. The phenomenological study found that prosumers use Twitter because of credibility, bandwagon, fandom expansion and consanguinity avoidance. They also use Twitter for socio-cultural reasons, personal interest, socialization and emotive functions. The content that prosumers tweet primarily focus on quotations and random thoughts; activities and rants were identified as the least tweeted content. Most prosumers are quite privy on the credibility of content that they read, tweet, and re-tweet. Social responsibility, concern for others, sensitivity and sensibility surfaced as the prosumers' considerations in the content they consume and produce. Other considerations include accountability, responsibility, etiquette and discernment of the content prosumers receive, tweet or retweet.

THE 'LET ME IN' SHOW: A NEW WAY TO PROMOTE A TABOO BUSINESS

Amida Yusriana
Dian Nuswantoro University
Indonesia

Nowadays, plastic surgery is a huge phenomenon in the cosmetics business world, although it is still considered taboo in many parts of the world. However, South Korea excels in its technology and it is popular in the country. The advance process and smooth result make South Korea known as the best plastic surgery country in the world. To boost the selling of this taboo business, South Korea has made one step ahead in promotion. Let Me In is South Korea's cable television reality show that has been airing since 2012. Let Me In chooses patients out of thousands applicants who feel self-conscious about certain body parts or have health issues and offers them plastic surgery at no cost. As a result, they are reborn as completely different people, most of them over not only on the parts they requested to change, but also on other areas of their body. As the reaction, there are many negative opinions from the viewers from whole over the world. But despite of negative reactions, Let Me In is still airing. Ideally, plastic surgery is a taboo phenomena, but in fact Let Me In show has changed it into an open promotion. The focus of this research is to describe how is The Let Me In show promotes plastic surgery to the viewers around the world. The analyzes are performed by constructivism paradigm and Descriptive method. In the end, this research is expected to show a new way of promoting the taboo business in marketing world.

COMMUNICATIVE ACTION IN THE PROCESS OF COMMUNITY DEVELOPMENT IN BADRAN, YOGYAKARTA

Yuli Setyowati
Sebelas Maret University
Indonesia

The aim of this paper is to identify the characteristic of community who live under the stigma of "gangster village" and to analyze communicative action in a community development process in a "gangster village", Badran Area in Yogyakarta. This research used qualitative approach, specifically a case study method. It employed in-depth interviews, observations and archives. This research showed that the communities who live under the stigma of "Gangster Village", were characterized by the poverties and powerless in term of education and social. The process of community development was pioneered by the local leaders in the village. The programs are called Pusat Kegiatan Belajar Masyarakat (Learning Centre of Community) or PKBM and also some activities such as "Rumah Bambu" (Community Learning Centre) and Waste Bank. These programs are also strengthened by the Corporate Social Responsibility (CSR) Programs of PT Sari Husada. The CSR programs of PT Sari Husada constitutes three pillars, those are education, economic cohesion and providing health programs. Communicative action from the local community during the process of community development is essential and giving positive contributions towards the community development. Communicative actions characterized by the high level of participation of the local community then followed with the changes of their thoughts and attitudes.

**PROBING MILLENNIALS' MEDIA DEPENDENCY:
THE RELATIONSHIP BETWEEN THE MEDIA
AND THE AUDIENCE**

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*Mindanao University of Science and Technology
Philippines*

Media Dependency Theory as espoused by Ball-Rokeach and Defleur (1976) has been rooted as Media System Dependency Theory (MSD) or simply as Media Dependency as grounded in classical sociological literature that media and their audiences should be studied in the context of larger systems. Along this line, scholars in the persons of Gemmil and Peterson (2006) have noted that technology plays predominant roles in the lives of college students. Thus, they have underscored the importance of acknowledging and understanding its effects. Millennials' in this study are focused to the respondents' who are the students' themselves. Students' view on the use and adoption of these technologies including their technological innovation, experiences, and the assessment of integrating technology have been determined in this paper. Descriptive research design was employed in this study. Survey questionnaire dealing with technology use has been adapted in order to gauge the university students' exposure to technology. Among the highlights of the results, the study found out that university students have used technology for varied purposes and one of these is research. Technology was then viewed by the respondents as an integral tool that can help them grasp lessons and therefore should be maximized well. A good explanation then is viewed from the Media Dependency theory, wherein the theory postulates that the more an individual is on the media then his/her needs are fulfilled and it is deemed vital that the person will regard media more important into his/her life.



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PARALLEL SESSIONS

C5: Social Media and Youth Empowerment

Panel Chair: Wulan Widyasari, Universitas Muhammadiyah Yogyakarta

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Desam-parado, Ana Coritha		The Power Shift: the Electorate's Social Media use during the 2016 Philippine Presidential Elections	University of the Philippines Diliman
2	Lim, Jing Yi	Shanti Balraj Baboo	The Use of Social Media for Creative Projects: A Case Study of Arts Undergraduates in Penang	School of Arts, Universiti Sains Malaysia, Penang
3	Sandigan, Allan Paul		Levels and Correlations of ICT Literacy and Fluency among University Freshman Students	Bohol Island State University, Philippines
4	Setyaningsih, Rila		Study on media and popular culture for fashion hijab 'rabbani' of teenage girls in ponorogo (case study female students of madrasah tsanawiyah muhammadiyah 2 jenangan, ponorogo)	Uniersitas Darussalam Gontor, Ponorogo, Indonesia
5	Cheng, Charmin		MyStyleBible: Mimicry as Filipino's Form of Identity-Construction in an Emergent Web-culture	University of Santo Tomas, Philippines
6	Phoebe Danielle Pangilinan	John Mervin Embate, Efraime Cruz, Cady Perez, Gail Ulysse Campos, Rochelle Juvesano, and Theia Faye Tampinco	Involvement of Filipino Youth in Cyberactivism in the Web 2.0 Public Sphere During the First Philippine Presidential Debate 2016	University of the Philippines Los Baños

**THE POWER SHIFT: UNDERSTANDING THE
POWER OF THE ELECTORATE IN THE
CONTEXT OF THE 2016 PHILIPPINE
PRESIDENTIAL ELECTION**

Ana Coritha J. Desamparado
University of the Philippines Diliman

Meaning making in the media is a struggle between different powers within the institution. To overlook this power is to miss a crucial dimension of the process of meaning-making. It is important to understand these relationships as they affect meaning production. In traditional media, meaning making is unilateral – a top-down kind of communication. However, with the entry of Web 2.0, this dynamics have changed. The once passive and faceless audience is now given power to create and co-create meanings. The power is no longer in the monopoly of a few but is given to each individual who has access to the internet. This paper aims to find out the effects of this power shift – from the unilateral, top down production to meanings to a diaspora of power given to active users. The researcher is specifically interested to study this power shift in the context of the recently concluded Presidential Elections. This election is particularly interesting because this is the first time that the electorate has been very active in utilizing the social media in creating meanings that could either make or break the candidates. The researcher will also discuss the issues that emerged because of this shift. One of the immediate issues is the irresponsible creation and sharing of meanings. As others easily dismiss this as an irresponsible act, the researcher will argue that this is an offshoot of the current power shift.

**THE USE OF SOCIAL MEDIA FOR CREATIVE
PROJECTS: A CASE STUDY OF ARTS
UNDERGRADUATES IN PENANG**

Shanthi Balraj Baboo and Lim Jing Yi
Universiti Sains Malaysia

The use of social media has become an integral part of the young people's lives in Malaysia. Many of the young Malaysians are connected on social network sites and having a range of activities in many ways. Applications of social media allow young people to empower their social connections and also to access to more information. For creative arts students especially, social media bolsters their support network and facilitates them in getting worldwide information and resources for creative projects. This paper explores how the creative art students engage social media for creative purposes. The finding of this study is collected through discussion sessions with 10 creative arts undergraduates from public and private universities and colleges. The emerging technologies are basically facilitating connection and establishing networks, giving and receiving supports, sharing of information, as well as making possible distant collaboration. While the majority of the respondents were very positive about their use of social media, they also expressed their concerns on the challenges faced. This paper explores the effectiveness of using social media for learning, project development and collaboration by creative arts students. Findings show that social media enables students to interact and collaborate with people from different background and cultures. While the social media allows access to comprehensive and wide-ranging information, ability of creative students in relating the information and resources to their creative projects is also part of the discussion. By way of conclusion, this paper discusses some of the positive and negative consequences of using social media for students' creative projects.

LEVELS AND CORRELATIONS OF ICT LITERACY AND FLUENCY AMONG UNIVERSITY FRESHMAN STUDENTS

Allan Paul D. Sandigan
Bohol Island State University, Philippines

The 21st century is considered as the period of information and communication technology (ICT) all over the world, particularly the Philippines. Elsewhere, there is an increasing recognition that the advent of ICTs is transforming educational sector. This paper aims to determine the relationships on ICT literacy and fluency of the freshman students at one university in the Philippines. It further ascertained the levels among these freshmen's ICT literacy and fluency and its relationships with respect to their basic computer skills, basic application skills, and basic internet skills. Employing descriptive-correlation method, both concepts and authentic hands-on application tests measured the 343 students' ICT literacy and fluency of the actual sample from 2,317 total population of freshman university students, using stratified random sampling. Utilizing the percentage and weighted mean for the gathered data and the Person Product Moment Correlation for the relationship and significance among variables, data revealed that students' level on ICT was very good while their ICT fluency was excellent. Likewise, the relationships between variables were highly correlated since the test value of 27.70 was greater than 1.972. This result maybe explicated that inasmuch as the ICT literacy of students increases, so too its fluency, as both ICT skills mutually support each other. Hence, designed strategic plan may be proposed which should depart radically from the traditional and remediation approaches but must put into a longitudinal and progressive development of ICT skills across disciplines to continuously enhance students' ICT 21st century skills. Appropriate and constant monitoring, evaluation, and review will ensure the success of this plan.

STUDY ON MEDIA AND POPULAR CULTURE FOR FASHION HIJAB 'RABBANI' OF TEENAGE GIRLS IN PONOROGO

Rila Setyaningsih
*Universitas Darussalam Gontor,
Ponorogo, Indonesia*

Text media has a significant influence on the behavior of people who consume the media text. One of the established media behavior is imitation of the style of dress that can give a certain identity for a person. The purpose of writing this article to know the role of mass media in shaping the lifestyle so that a popular culture of young women in Ponorogo (student MTs Muhammadiyah 2 Jenangan, Ponorogo)

The approach used in the study is a qualitative nature deskriptif. The research location is in MTs Muhammadiyah 2 Jenangan Ponorogo, Highway Jenangan No. 68, while the study subjects consisted of all students of class IX at the school (around 20 people). Data collection techniques consisting of: (1) observation, (2) questionnaires and interviews, and (3) documentation. Analysis conducted: (1) induction when in the field with snow-ball pattern and triangulation, (2) a holistic conducted pasca-field. The results showed that: (1) all female students of class IX MTs Muhammadiyah 2 Jenangan aged between 16-17 years are consumer hijab 'Rabbani' (2) female students of class IX MTs Muhammadiyah 2 Jenangan be consumers hijab 'Rabbani' a minimum of 2 years from this research, and others are already 4 until 5 years. (3) students of class IX MTs Muhammadiyah 2 Jenangan know the products' Rabbani from the television, magazines and brochures. This shows that the influence of both print and electronic media greatly to the development of popular culture fashion hijab 'Rabbani' among teenage girls in Ponorogo (especially female students of class IX MTs Muhammadiyah 2.

**INVOLVEMENT OF FILIPINO YOUTH IN
CYBERACTIVISM IN THE WEB 2.0 PUBLIC
SPHERE DURING THE FIRST PHILIPPINE
PRESIDENTIAL DEBATE 2016**

Efraime M. Cruz, Lianne Stephanie S. Dayrit,
John Mervin L. Embate, Rochelle P. Juevesano,
Phoebe Danielle B. Pangilinan and Theia Faye
Terrence R. Tampinco

University of the Philippines Los Baños

With the recent national elections in the Philippines, presidential debates were aired on television to educate and empower Filipino voters. The first of which was aired on February 21, organized by the Commission on Elections and GMA-7, one of the major broadcasting companies in the country. This on-going study focused on the participation of Filipino youth in online political discourse and their practice of cyberactivism during the First 2016 Presidential Debate. Filipino youth, aged fifteen to twenty-four, enrolled in high schools and universities or currently employed, were invited to participate in a focus group discussion. Facilitated discussion themes concentrated on online political participation and how discourse is associated with cyberactivism. The participants were asked to share and discuss their experiences in posting on various social networking sites their opinion and insights about the presidential debate. Through textual analysis, the transcript of the discussion will be analyzed to point out the common themes and typologies of their online political participation and the symbolic meaning they attach to cyberactivism. The researchers used one of the four models of public sphere of modern democracies, the constructionist theory, to examine online discourse and concepts of cyberactivism. Through the Web 2.0 public sphere, evident engagement and concepts of cyberactivism manifest liberation and autonomy of the youth. Findings of this study would shed light on the symbolic nature of cyberactivism predominant among the youth, situate the role of mass media in giving voice and ears to the youth, and affirm the active involvement of the Filipino youth in shaping the political landscape of the Philippines.

**MYSTYLEBIBLE: MIMICRY AS FILIPINO'S
FORM OF IDENTITY-CONSTRUCTION
IN AN EMERGENT WEB CULTURE**

Charmin C. Cheng

University of Santo Tomas, Philippines

The social media has become a village, where we learn the lives of people all across borders. Distance and space are no longer gaps, as almost all things are made possible with technologies like Facebook, Instagram, Skype, Viber and a great number of these at work, that makes "teleportation" possible in a more normative and communicative context. This study will focus on the impact of the website StyleBible on the lifestyle of Filipinos today. It intends to contribute to the early studies on social media; several yet scarce researches have been done on Filipino's active participation in the web and the rise of this emergent web-culture and its implications. This will lay out basic concepts of fashion, web-culture and social construction and will be qualitative in nature, with the views of Bourdieu (Cultural Capital), Williams (Hegemony), Mead, and Blumer (Social Construction of Reality), Veblen, Simmel, and McCracken (Trickle-down theory), and Bhaba (Mimicry), as constituents of the conceptual framework in the interpretation of this phenomenon. The website *StyleBible.ph* is used as primary source of information for the study. To compress large contents into categories with identified common characteristics, textual analysis is the main method of the study, as this uses online ethnography, online interview, and online focused group discussions.

PARALLEL SESSIONS

C6: Indonesia in the Global Communication Sphere

Panel Chair: Frisky Yuliyanti Nurnisya, Universitas Muhammadiyah Yogyakarta

	<i>author</i>	<i>co-authors</i>	<i>paper title</i>	<i>affiliation</i>
1	Kurniawan, Dani		Communication Strategy of 'Sabda Rakyat' in campaigning the dangers/ negative effects of Modern Store Chain	Sabelas Maret University, Indonesia
2	Jiwandono, Haryo Pambuko		That One Woman is Kicking Our Butt: Challenge to Cultural Positioning of Female Character within Hegemony of Play by <i>Rise of the Tomb Raider</i>	University of Leicester, England
3	Susilo, Tri Wahyu		Media Relations Strategy in Enhancing Image of PT. Dirgantara Indonesia (Persero) After Crisis	Sebelas Maret University of Surakarta, Indonesia
4	Kertanegara, Ritzky		The Reception of the Word 'Halal' On Zoya's Advertising by the Youngsters Wearing Hijab In Jakarta	Politeknik Negeri Media Kreatif Jakarta, Indonesia
5	Agitama, Muhammad Fauzan		New Media Impact Among Youth : A Study about Lifestyle of Raw Denim Aficionado	Universitas Al Azhar Indonesia
6	Virdaus, Dony Rano		Barongan Mask Reog Ponorogo; Meaning Semiotics Studies Communication and Performance Art in the Era of Globalization Community	Sebelas Maret University of Surakarta, Indonesia

COMMUNICATION STRATEGY OF 'SABDA RAKYAT' IN CAMPAIGNING THE DANGERS/ NEGATIVE EFFECTS OF MODERN STORE CHAIN

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The number of modern store chains continues to increase. The new stores was built every where covering all of urban area until rural with low density population. Among these modern store chain, there are many stores built without approval of local governance. Some of them are on the process to apply for license and permit, and some others don't have any licences or permit in running their business. Moreover, the location between each stores is within walking distance of each other. Even, the store is located near the traditional market or grocery stalls owned by poor people. According to research result from *Lembaga Ombudsman Daerah* about modern store chain growth in 2011-2014, there are indications that the existence of Modern store chain leads to revenue decline for business run by grassroots. For that reason, grocery stalls around the stores became losses and finally closed after competing with kind of modern store chain. This case drew attention for some elements of society to be concerned and doing something to respond this conditions. They called themselves as *Sabda Rakyat*. Then, *Sabda Rakyat* is a social active movement which concerned to discuss and campaigning the dangers /negative effects of Modern Store Chain. In order to deliver their ideas through campaign activities effectively, there must be the right communication strategy. This research is focused on analyzing the activities of *Sabda Rakyat* in socialize the information about negative effects of Modern Store Chain to publics.

THAT ONE WOMAN IS KICKING OUR BUTT: CHALLENGE TO CULTURAL POSITIONING OF THE FEMALE CHARACTER WITHIN HEGEMONY OF PLAY IN THE *RISE OF THE TOMB RAIDER*

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The culture of digital gaming is a male-dominated one. With men make up the majority of its demographic, and the general convention of digital gaming is catering men's' fantasies. On the other hand, women are still singled out as a demographic and generally objectified within gaming convention. Many virtual women are hyper sexualized, trivialized, or made to be helpless and need saving from virtual men. 2015's open-world action-adventure digital game entitled *Rise of the Tomb Raider* seems to challenge those characterizations. The protagonist; Lara Croft is portrayed as physically and mentally strong, determined, intelligent, and independent woman in a *Rambo*-like scenario of one vs all narrative. It's also worth noting that numerous women character within the game share similar traits with Lara Croft. Upon its release, *Rise of the Tomb Raider* gain numerous critical acclaims from professional gaming publications, with its characterization of Lara Croft and women characters as a focal point. This phenomenon is interesting because at the other end of the spectrum we have *Grand Theft Auto V* which is a critically acclaimed digital game and notorious for its sexist depiction of women characters within the game. This dissertation aims to see what challenge(s) *Rise of the Tomb Raider* gives to the dominant cultural positioning of virtual women in digital gaming convention and if there is greater implication it possesses.

MEDIA RELATIONS STRATEGY IN ENHANCING IMAGE OF PT. DIRGANTARA INDONESIA (PERSERO) AFTER CRISIS

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PT Dirgantara Indonesia is a kind of state-owned enterprises which was born since the era of Soeharto. This company had been bankrupt in 1998, although it was the only one aircraft company in Asia Tenggara. The crisis resulted in PT.DI portrayed negatively in the news, so that society no longer believed in PT.DI. That is actually a big problem for PT.DI so they try to fix it, through communications division. The PR of PT.DI focus to keep well the contact with the mass media. It intended to spread good information to the society for repairing positive images like before. Therefore, the company's media relations strategy was to establish good relationship with the mass media and increasing its positive image by the news. The methodology of this research is descriptive qualitative. The sampling techniques was conducted with a purposing sampling. Collection of data used in depth interviews, direct observation and also record of documents. The validity uses triangulation of data sources. Analysis using interactive model. According to the finding of this research, implementing the media relations of public relations PT. Dirgantara Indonesia appropriates with proposed by the experts and public relation practitioners. Three efforts made by public relations PT Dirgantara Indonesia establishing good relationship with reporters are media visit, press gathering or inviting colleagues media, and press conference. This public relation activity of PT.Dirgantara Indonesia received the positive feedback from journalists.

THE RECEPTION OF THE WORD 'HALAL' ON ZOYA'S ADVERTISING BY THE YOUNGSTERS WEARING HIJAB IN JAKARTA

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Currently, the use of the hijab has become a trend among the young in big cities in Indonesia. They are no longer embarrassed to wear the hijab, which is synonymous with antiquity and is usually only used by women who are married or only during religious festivals only. This development is caused by a number of young designers who began integrating hijab with the latest fashion so that users did not feel 'old' or 'quasi-religious'. Various brands also appear to promote the respective strengths. One brand that attracts public attention in early 2016 is the Zoya. To persuade prospective customers, Zoya use the word 'Halal' in its advertising. These ads have then invited a lot of controversies in the community. As a matter of fact, researchers are interested in analyzing how the use hijab among youngsters in Jakarta towards defining the meaning of 'halal' itself, and how they interpret it in the language of advertising. This research is a descriptive qualitative approach reception studies stated by Stuart Hall. According to Hall, the audience is not passive, but active in meaning of the text media, in which he divided into three meaning of the preferred-code readabilities, which are dominant, negotiation and opposition. Researchers determine informants using purposeful sampling method. The primary data obtained by in-depth interviews were then analyzed with coding techniques while secondary data were obtained by study of documents and literature.

**NEW MEDIA IMPACT AMONG YOUTH :
A STUDY ABOUT LIFESTYLE OF RAW DENIM
AFICIANADO**

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Nowadays, media and technology development makes us easy to look for information from many sources. On the other side, we are also easily persuaded by media itself. It's a bit difficult for us to be away from the media effects. This paper explain about studies of how media construct new lifestyle like Japanese raw denim among young people. It's really taken seriously by youths, for example like how young people are so picky on choosing raw denim from its texture, colour, process and weight. They even think that denims are important to bring up their identity nowadays and -the way they take care of it by not washing too often, sea-washing, sun-bathing and putting to freezer- becomes a culture. It's interesting to learn that a piece of raw denim could really impact youths in real life. It becomes a new culture among them and also an art to those who seek a right denim to be faded in certainly unusual ways. There's even also a competition about denim that fades really good. To help understanding that unique social issues happening among youths, we provide an overview of some of the theoretical literature relevant to the study of new media uses and its effects and its easy access that brings raw denim into new culture. We also use Cultural Studies Theory to strengthen our observation. New media provides information and examples about raw denim and it makes youths follow any information related to raw denim in order to make it for daily use. New media also helps networking group discussion about raw denim as a place for denim-geeks communicating to each other.

**BARONGAN MASK REOG PONOROGO—
MEANING SEMIOTICS STUDIES
COMMUNICATION AND PERFORMANCE
ART IN THE ERA OF GLOBALIZATION
COMMUNITY**

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Reog Ponorogo is one of the cultural richness of Indonesia and is known in foreign countries. Reog in Indonesia was born in Ponorogo, City Ponorogo referred to as "Earth of Reog". Reog performances will be sorely lacking without the presence Barongan. Barongan is visualized in the form head Tiger and Peacock. This paper will discuss how the meaning, the Reog communities who still hold the traditional rules or "grip" and modern Reog community that has made modifications in the show Barongan Mask Reog Ponorogo. Reog who still hold traditional or "grip" will always follow the rules of the story and do not alter or add to the storyline so as not to deviate, in accordance with previous ancestors who consider reog as heirlooms. On the other hand, modern reog community only considers Mask Barongan Reog as the mask only and more easily adjust to reog still favored by the global community. The method in this paper uses the method of Semiotics in interpreting the meaning of communication and the art of Barongan Mask Reog Ponorogo. This method will help us to know what is the meaning and the sign of the Barongan Mask Reog Ponorogo, by Reog community who still hold traditional or "grip" and the modern Reog Community.

A B O U T A C M C

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- To provide an avenue for academic discourse among institutions of media and communication;
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- To update knowledge of theory and practice in the field among practitioners and in the academe;
- To provide scholarships for students, lecturers, and practitioners of media and communication;
- To mobilize people empowerment and participation through social responsibilities and projects.

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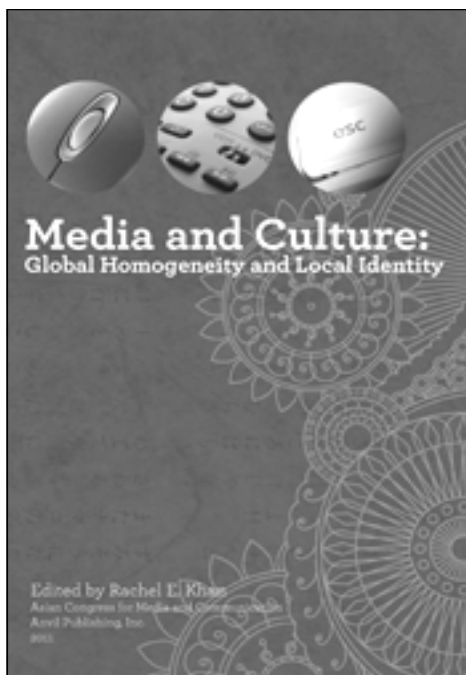
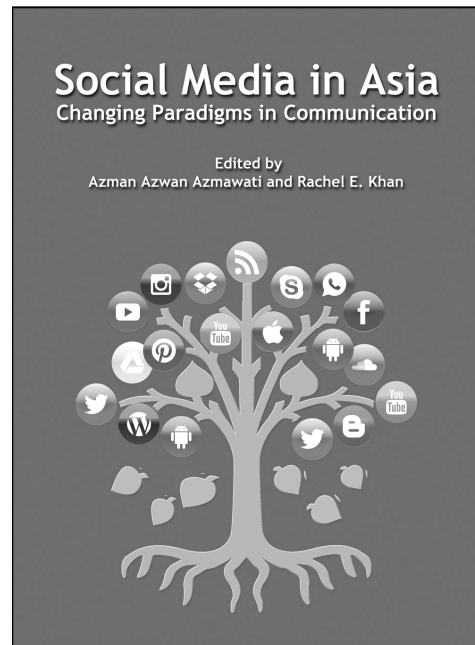
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As part of the advocacy of the Asian Congress for Media and Communication (ACMC) to promote regional studies in global academic discourse, this book contributes to a better understanding of social media within the context of Southeast Asian countries, with the addition of Sri Lanka. Throughout the chapters, the reader will discover that social media has changed the paradigm of communication in the region: as an avenue for free expression; as a tool for news gathering and news distribution; as an aid in crime prevention; and even as a means to find a lifelong partner.



Thanks to technological advancement in telecommunications --as predicted by Marshall McLuhan in the 1960s-- the world has become a global village. This book explores media's role in promoting the local culture vis-à-vis the global media trend. Select papers from the recent international conference of the Asian Congress for Media and Communication examine the growing role of the mass media's cultural influence and how it can be either a hindrance or a help in promoting local cultures instead of serving as a tool for global homogenization.